

How we Look.

B&H Design Guide

Goal: Developing a product that **meets audience needs**, helps accomplish a goal, or solves a problem.

Balance: is the result of an arrangement of one or more elements in the design so that visually, **they equal each other**

Developing a design that meets the audience's needs, helps accomplish a goal, or solves a problem.

This is a guide to the basic elements that make up B&H.

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2. Our typeface
3. Our colors
4. Our layout
5. Our buttons
6. Whitespace

In Development

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Introduction

Since the inception of the B&H website in the late nineties our strategy was to keep the site simple, professional and useful. This mission was adopted from our general brand's mission – The Professional's source.

The Internet has become increasingly an important way for B&H to connect with current and prospective customers, employees, job seekers, professional community members, and others interested in learning about our company, its capabilities, products and services.

It is impossible to overemphasize the importance of consistency. Endless studies prove consistency increases awareness and helps cement an emotional connection to a brand.

B&H's Web Design Standards were developed to ensure that the company continues on our original path which has built our success. The standards require B&H to have a common and consistent look and feel which will yield a classic, professional, simple and useful web-site.

- When new websites are developed, they must be developed in accordance with these standards.
- The B&H webmasters, website managers and testers should evaluate the necessity, value and accuracy of all existing web pages within B&H's global network.
- Pages that are no longer useful should be deleted; pages with inaccurate or outdated information should be updated.

Our typeface

Arial is a nice, simple font,
good for anything from
headlines to text. Use Arial
Wherever possible.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!£\$&@") 0123456789

ARIAL

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890"!@#%\$&*?

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890"!@#%\$&*?

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890"!@#%\$&*?

Bold

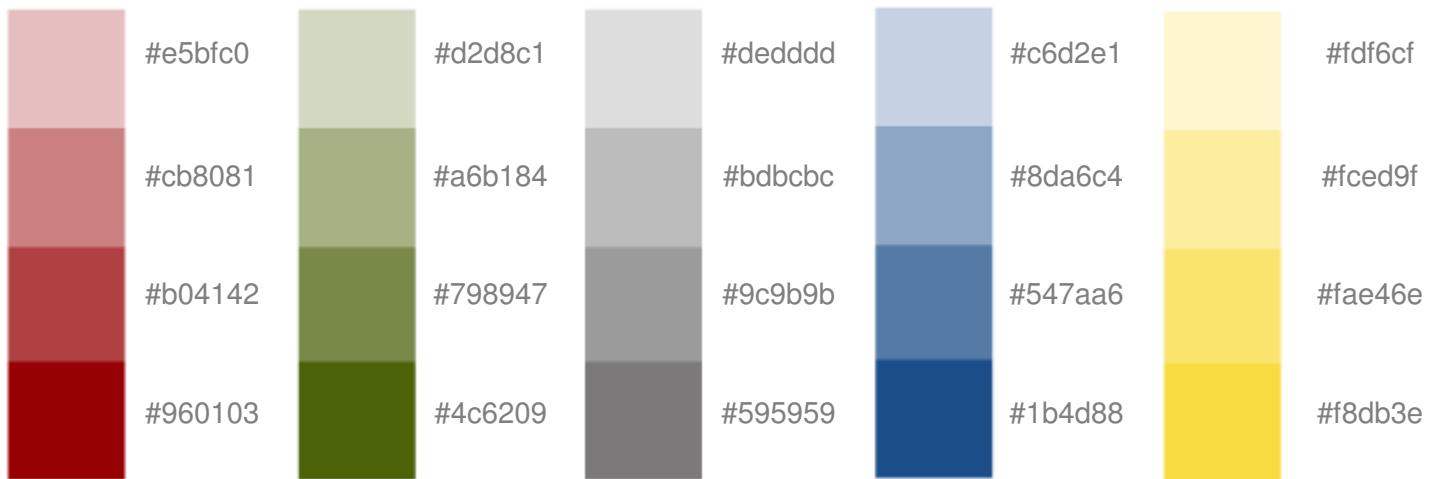
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890"!@#%\$&*?

- No other typeface should be used
- Max font size 14px Min font size 9px
- Blue fonts are for headers, instructions before action and links

Our Colors

Our colors are what give us personality. We're bright, Neat, simple and confident. They're simply easy and clear

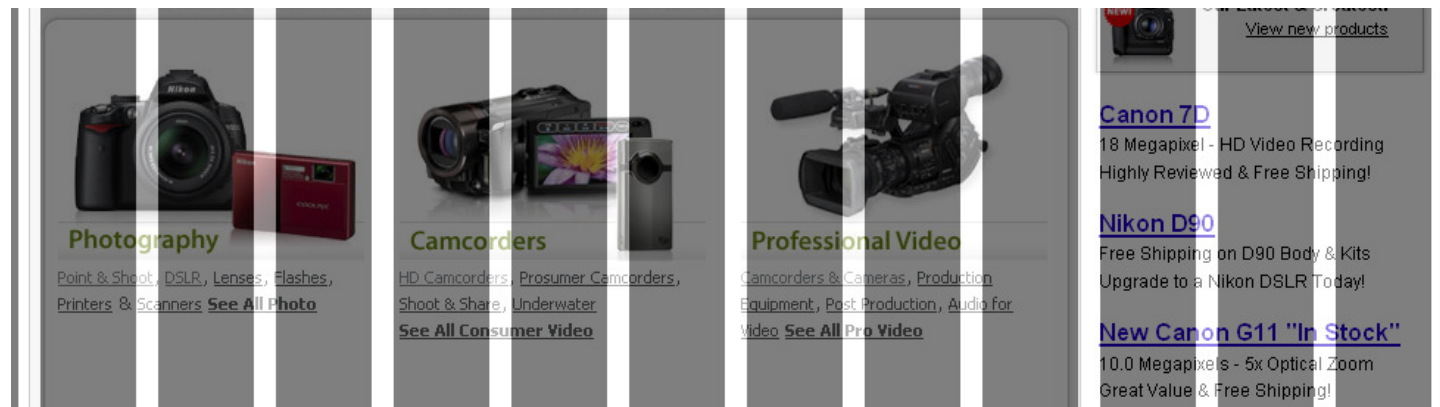


- All colors can be used; refer to project specs for details
- The lighter greys are for background color and borders; the darker greys are for text
- The Greys and Blues are for backgrounds, text and call to action.
- Green is for graphics and call to actions
- Reds and yellows are to stress importance.

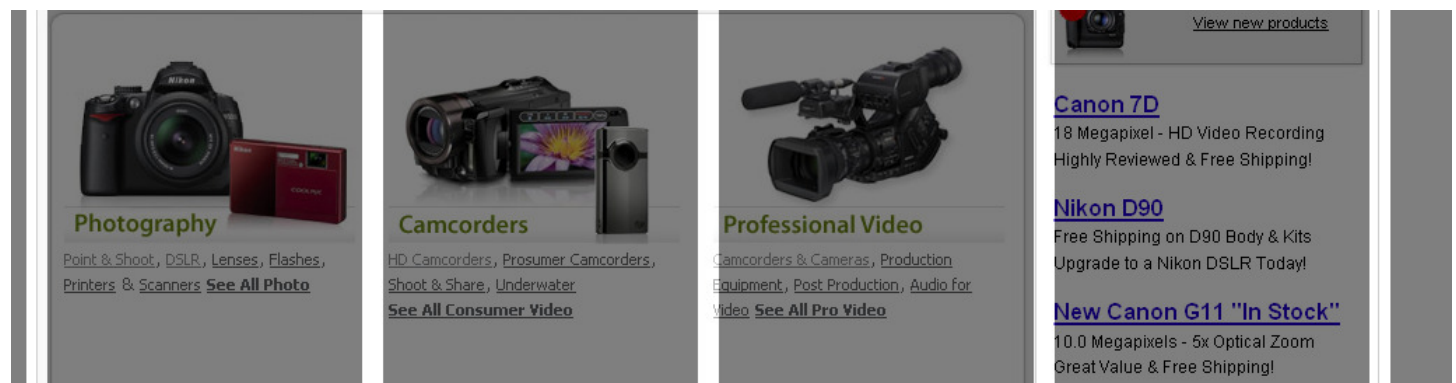
Our Layout

Our pages are structured on a twelve part grid system over 960 pixels in width. This structure gives our visitor a comfortable and intuitive environment. It also enforces alignment and symmetry. A twelve part grid system is very flexible where we can use multiple units for a specific section.

Example of twelve part grid system on our home page.



Example of how we are using multiple units within the twelve part grid system, each column is structured on 3 units.



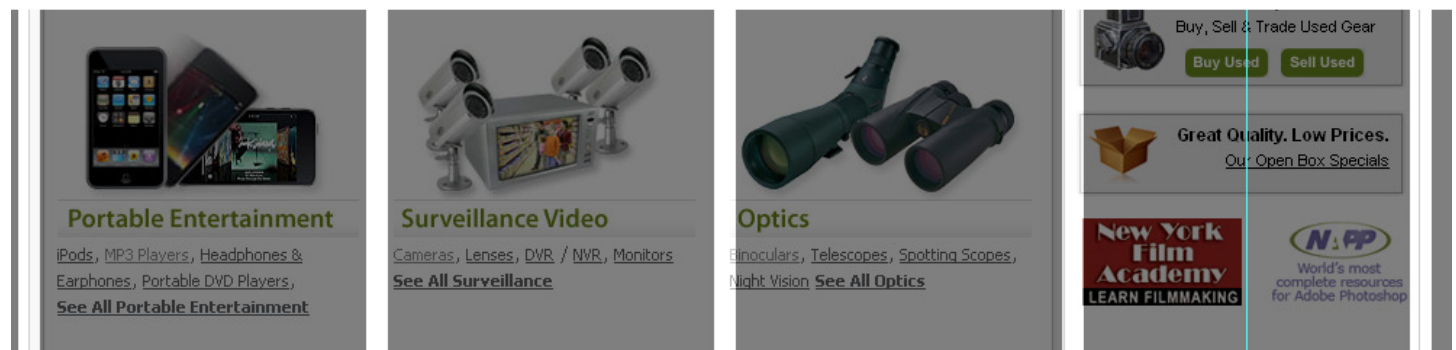
3 units

3 units

3 units

3 units = 12 parts

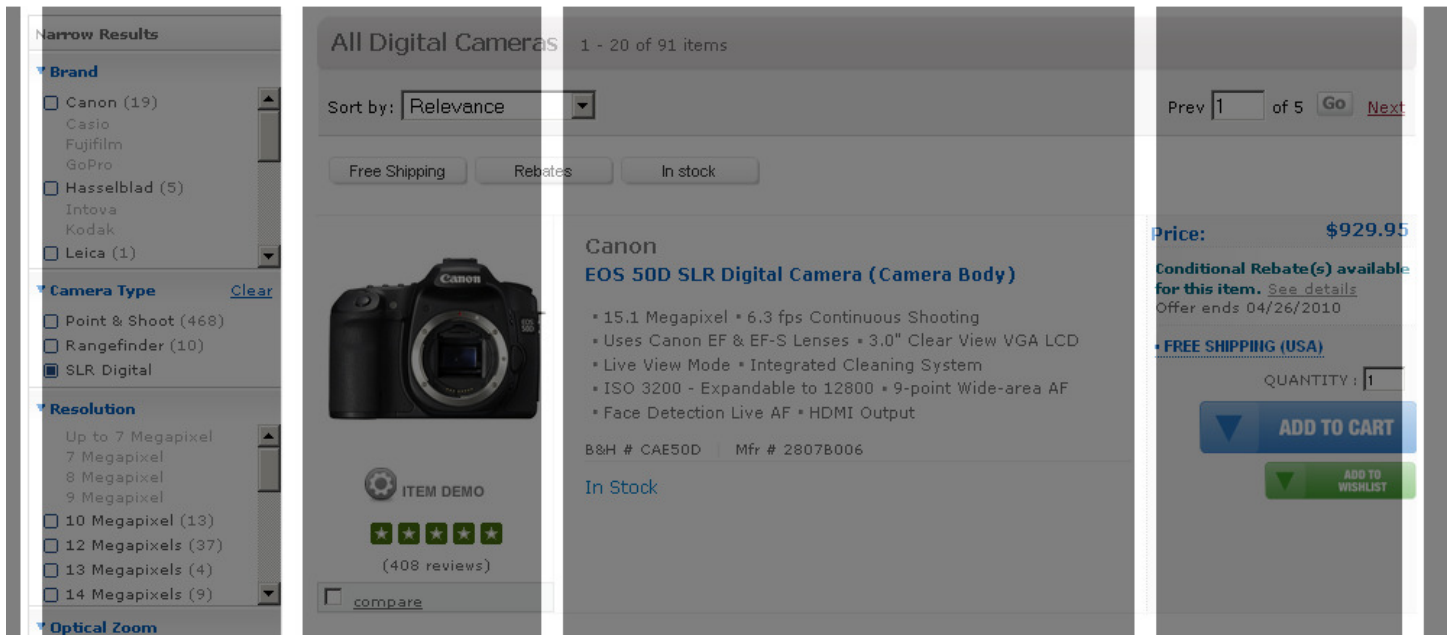
All pages need to account for twelve column grid. A grid can use three units on top and two times 1.5 units on the bottom as long as it equals the same amount as the entire column. [See example below](#)



1.5 units 1.5 units

Our Layout (continued)

Example of our listing page grid system.



2 units

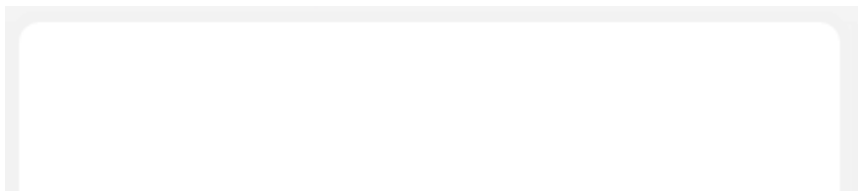
2 units

6 units

2 units

The header and footer of the site is not part of the main page grid system. Those sections have their own grid system.

Boxed-in zones should have Rounded edges. 8px radius



Our Buttons / Links - construction

Buttons and links should always give feedback that is have a hover and visited state. Limit the use of Pop ups. Use layers instead. Layers should always have a close link with x icon to it's left.

Font style on buttons – all caps

Hover standards – borders size, add background, change font

Button icons -

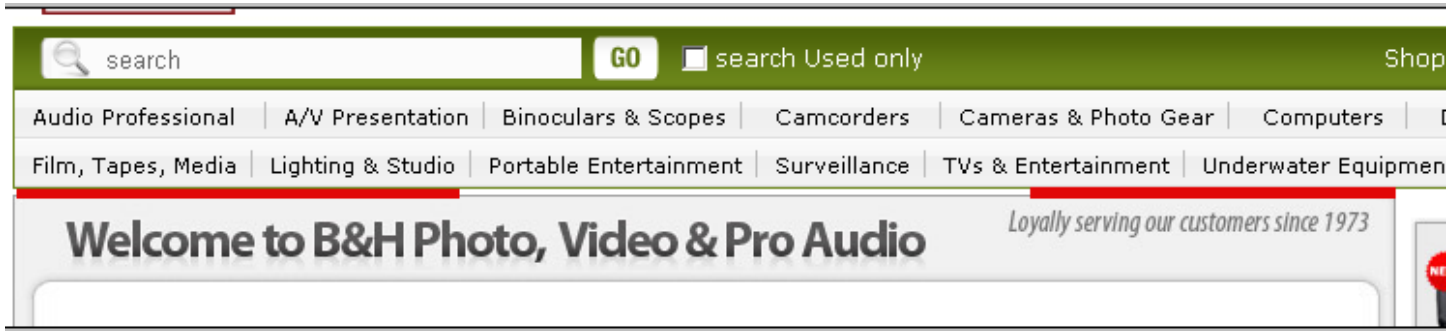
Button placement – right side of page

White Space

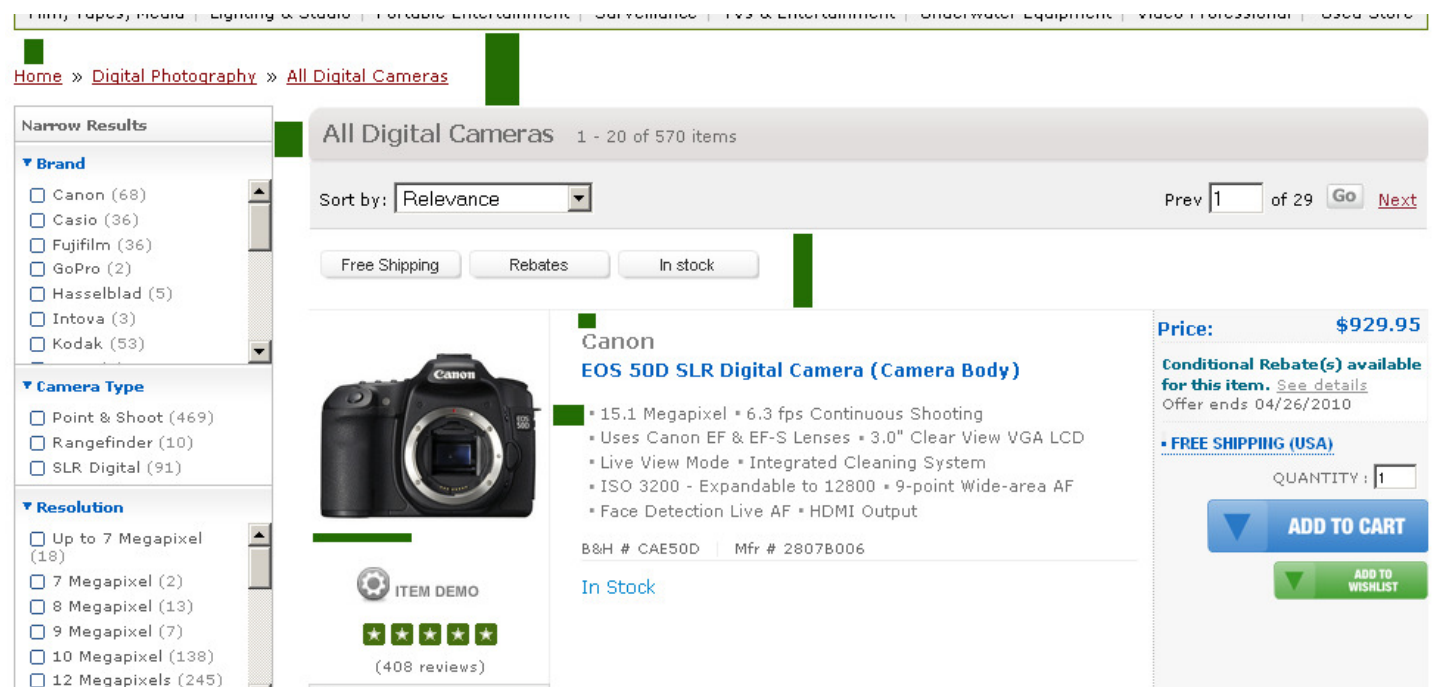
White Space creates a
Feeling of sophistication
and elegance.

Whitespace is used to create a balanced, harmonious layout. One that just “feels” right. We put strong emphasis on proper use of white space. See examples.

Improper use of whitespace



Proper use of whitespace



Form Elements

Menu

Field

First Name

Active Field

First Name

Error Field

First Name

Textarea

- Use the browser default style for radio buttons and checkboxes
- labels should be above field when possible

Error

The following problems were found in your billing information:

- Always place a close button on error messages

Banners

Size

Colors

Layout

Grid

Interaction