



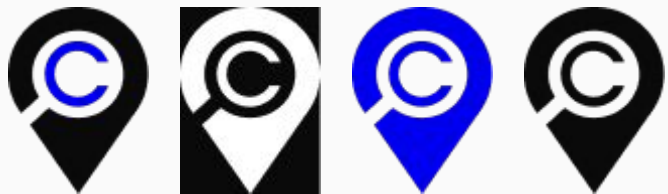
# Style Guide

By Dorothy Baden-Mayer  
January 2019

# About the Brand

Craigslist benefits from being one of the most visited and recognized website in the world, despite unchanged design for over 15 years. In a world of flashy design, the simplicity of Craigslist remains one of its most recognizable and memorable features, sticking out through a lack of design! But even this old design holdout could benefit from a UX makeover, for the ease of use for the consumer, while still maintaining its minimalist core. Therefore I have created a redesign that stays true to the ethos of Craigslist while creating a sleeker experience for the user. The logo I created remains simple with geometric text and a visual element that uses negative space to incorporate into the text. The visual element is composed of representations of two of the most important element of the site: location based searchable classifieds. The location and search icon are combined into one with negative space, while also incorporating the “c” in the website name. The design incorporates the familiar colors of the old site: black, blue, and grey. This redesign will have enough ties to maintain it’s recognizability among users, while creating a cleaner, easier to navigate user experience.

# Logos

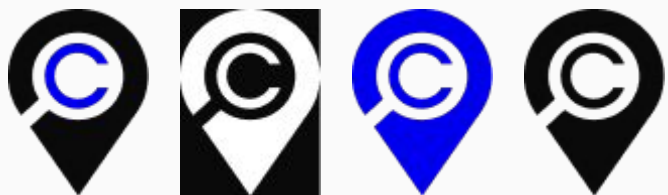


Small icons: Use the black and blue and blue icons on white backgrounds. Only use the white and all black icons on color backgrounds.

# Logo Sizing



139px



93px

510px

68.5px

When to use: Use the full horizontal logo at the top of the page and the 'C' logo in other instances.

Sizing: be aware of legibility when resizing. If too small, the logo is ineffective. Generally, our logo should never appear less than 36px tall.

# Logo Do's and Don'ts



Don't change color of logo. It must be black or white.



Don't change. Add bevel or dropshadow. It should be flat.

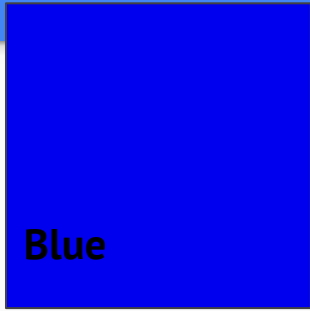


Don't use color logo over solid color or image. Use white or black instead.



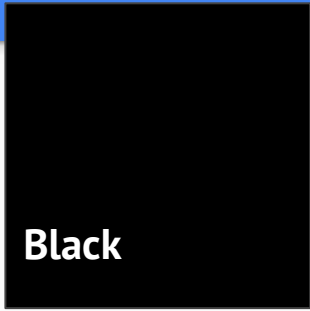
Don't rotate logo. It must be vertical.

# Color Palette



**Blue**

HEX#:  
#0000eeff



**Black**

HEX#:  
#000000ff



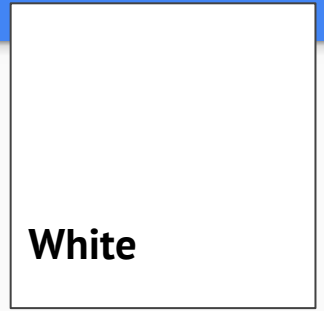
**Silver**

HEX#:  
#c4c4c4ff



**Mercury**

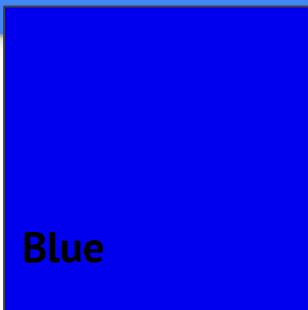
HEX#:  
#e5e5e5ff



**White**

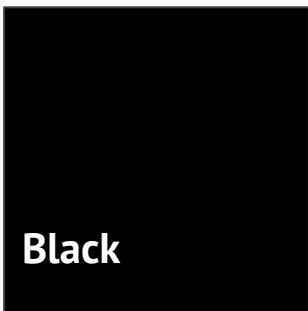
HEX#: #ffffffff

# How to Use Colors



## Main Color

To be used as an accent color.  
Used in buttons, links, and  
main points of interest.



## Secondary Color

An alternate accent color.



## Background Colors

Colors that make the main  
color and secondary color  
pop.

# Typography & Spacing

**H1: Rockwell** 36pt - 36pt Space; Bold

**H2: Rockwell** 24pt - 24pt Space; Normal

**H3: Open Sans** 18pt - 18pt Space; Bold

P: Open Sans 16pt - 16pt Space; Normal

Example:

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In fringilla gravida ante, non scelerisque risus vulputate in. Sed ornare tempus aliquet. Nunc fermentum, felis quis cursus mattis, felis justo commodo risus, non laoreet leo nisl a nisl.



# Buttons

A rectangular button with a bright blue background and the word "ACTIVE" in white, bold, uppercase letters.

ACTIVE

A rectangular button with a dark blue background and the word "HOVER" in white, bold, uppercase letters.

HOVER

A rectangular button with a light gray background and the word "INACTIVE" in gray, uppercase letters.

INACTIVE

Buttons should remain the same size (36x130px). Active buttons use the main shade of blue, #. The hover button will darken to #2F00AF, and the inactive button will be the mercury accent color. Buttons should include a shadow of 8 when hovered and clicked, and flat in all other instances. The font in buttons should be Open Sans, bold, 16px.