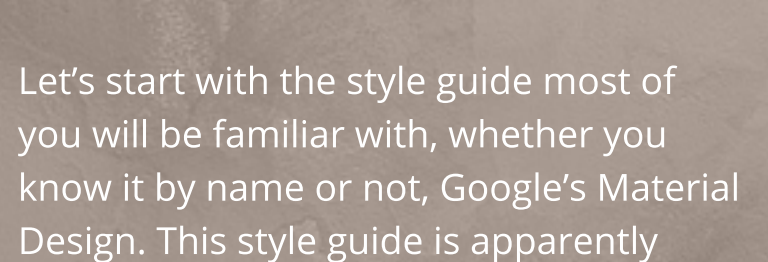


Different Web Design Style Guides



Style guides are documents that contain instructions or guidelines to be followed when working on a project. As the name suggests, web design style guides are used when working on website projects.

1. Material Design from Google



Let's start with the style guide most of you will be familiar with, whether you know it by name or not, Google's Material Design. This style guide is apparently based on paper and ink, although it's far from backwards looking in its approach to design.

Hopefully, you'll have run into Material Design being used out in the wild. Whether that's from using Google's own products and services, such as the Android mobile operating system and the Google Now tool, or the many other products that have been influenced by this popular web design trend, either way, Material Design shouldn't be new to you.

Material Design picks up where the flat user interface trend left off and helps designers add more depth and personality to their work while still harnessing the modern appeal of minimalist user interfaces. Typical characteristics of this popular web design style guide include grid-based layouts, animations, and shadows.

The good news is that if you want to adopt this design language, the Google Material Design handbook is freely available online and helps explain the intention of this web design style guide. It's also a great example of a highly detailed style guide for anyone tasked with creating such a document.



2. BBC Global Experience Language

If you're looking for a style guide that doesn't leave anything to chance, then the instructions that make up the BBC Global Experience Language document are a great example.

Created for web designers building websites for the BBC, this style guide starts by laying out the philosophy behind the rules. From then on, this document dives deep into the details. You'll find information covering the pixel widths of column gutters, grid layout rules, logo positioning guidelines, and everything else you could possibly think of when it comes to creating online content.

For inspiration on how to create a style guide that ties a wide range of entities together under one master brand, you won't be disappointed with this resource from the BBC.



3. Mozilla Style Guide

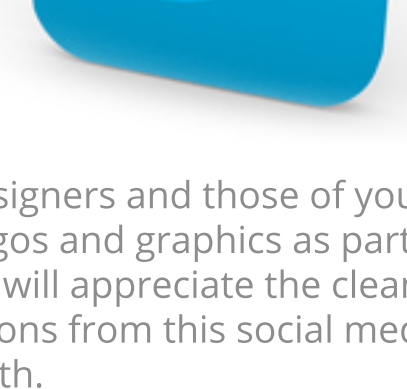


If you want to know more about the design ethos of the team responsible for the world's second most popular web browser, then the online Mozilla Style Guide is well worth checking out.

In this style guide, you'll find some great examples of how to produce instructions that cover the use of logos, color schemes, tone of voice, and wordmarks. If you want to create a guide for your clients or team to follow, then the Mozilla set of instructions will show you how it's done.



4. Twitter Brand Assets Guidelines

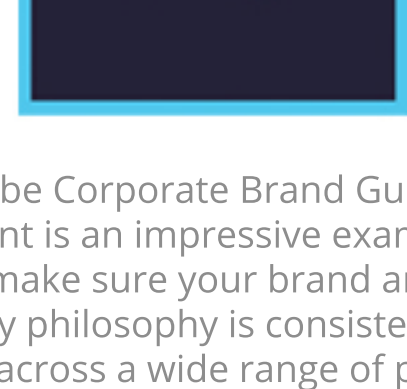


Logo designers and those of you who are using logos and graphics as part of your projects will appreciate the clean and clear instructions from this social media behemoth.

In the Twitter brand assets style guide, you'll find some good examples of how to write instructions that help ensure your logos and other assets are used in the correct way. This online style guide includes details covering color palettes, logo orientation, element spacing, and a glossary of terms.

Whether you want to ensure your web design clients don't butcher your hard work or the logos and branding behind for your project aren't distorted, the Twitter brand assets style guide is a good model to follow.

5. Adobe Corporate Brand Guidelines



The Adobe Corporate Brand Guidelines document is an impressive example of how to make sure your brand and company philosophy is consistently applied across a wide range of platforms and mediums. Everything from websites and emails, through to printed posters and merchandise is covered here – not to mention the suite of Adobe CC apps web designers should be using.

Although huge in scale, the Adobe brand guidelines mix detailed instructions with usage examples to demonstrate how to create a large style guide that is relatively easy to understand, despite its scope.

If you're working on a project that spans multiple platforms, then this style guide from Adobe can show you how to create a set of instructions that apply to all aspects of your work.

6. Foursquare Brandbook

The Foursquare location finder app and website follow a strict set of guidelines to make sure their content is easily recognizable, whether that content is published on their own platforms or being shared on social media and elsewhere.

If you'd like to add this level of brand identity to your work, browsing the brandbook and brandguide documents from Foursquare is a worthy investment of your time.

In these two brief style guides, you'll find plenty of dos and don'ts that cover everything from logo usage and positioning, through to iconography rules, badge design, copywriting guidelines, and tone of voice recommendations.

If you're working with icons or designing for the web as well as mobile devices and social media, then the style guides from Foursquare offer plenty of pointers on how to deliver a consistent message, both on and off your own properties.



7. MIT Graphic Identity

If you've found the larger style guides from the likes of Adobe and Google a bit overwhelming, then the web design section of the MIT brand book should offer a welcome contrast. Simply featuring basic information about logo positioning and wording, this is a good example of how you can create consistency in your web design projects without going overboard.



8. Ubuntu Style Guide

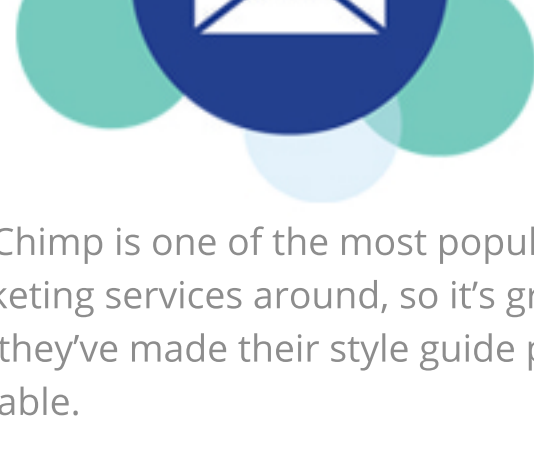
The aim of the Ubuntu style guide is to bring this brand to the web with precision. To help with that goal, this web design style guide includes instructions for adding the Ubuntu CSS file to any webpage a developer or designer might be working on.

Providing a CSS file is an interesting idea. It's a quick way to ensure that all the elements on a web page look the same, now and in the future. The document then goes on to explain the various styles that are required for specific elements, such as links and headings, before moving on to cover layout grids, typography, forms, tables, media, and more.

The Ubuntu web design style guide is well worth checking out. This is because it not only includes the fundamentals and instructions, but the necessary HTML and CSS markup that is required to achieve the result is supplied as well.



9. MailChimp UX Guide



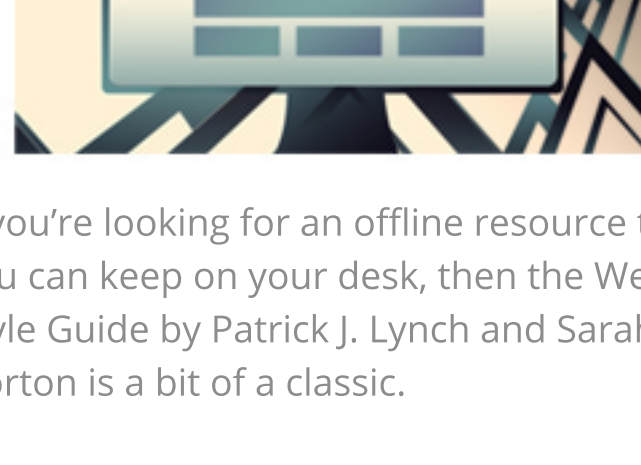
MailChimp is one of the most popular email marketing services around, so it's great to see that they've made their guide publically available.

As well as providing followers with examples of how elements should be styled, the underlying code is also an offer to make implementing these guidelines as straightforward as possible. This online document is nicely formatted too, making it one of the easier web design style guides to follow.

As everything is covered here, from grid layouts and typography, through to icons and dialogue boxes, no matter what platform you are designing for, you should be able to get some pointers from the MailChimp style guide.

Web designers and email marketers alike will find the MailChimp style guide a good source of inspiration when it comes to enforcing consistency in their projects. You can hear out about the story behind this guide in an interview with Federico Holgado, the lead UX designer at MailChimp.

10. Web Style Guide: Basic Design Principles for



If you're looking for an offline resource that you can keep on your desk, then the Web Style Guide by Patrick J. Lynch and Sarah Horton is a bit of a classic.

Admittedly, the Web Style Guide book hasn't been updated for a while. However, you should find that the advice on web design fundamentals and the needs of web designers in a range of organizations still offers some value.

Some ideas never go out of fashion, and having a printed book to reference when making design decisions can be invaluable – even in the digital age.

