



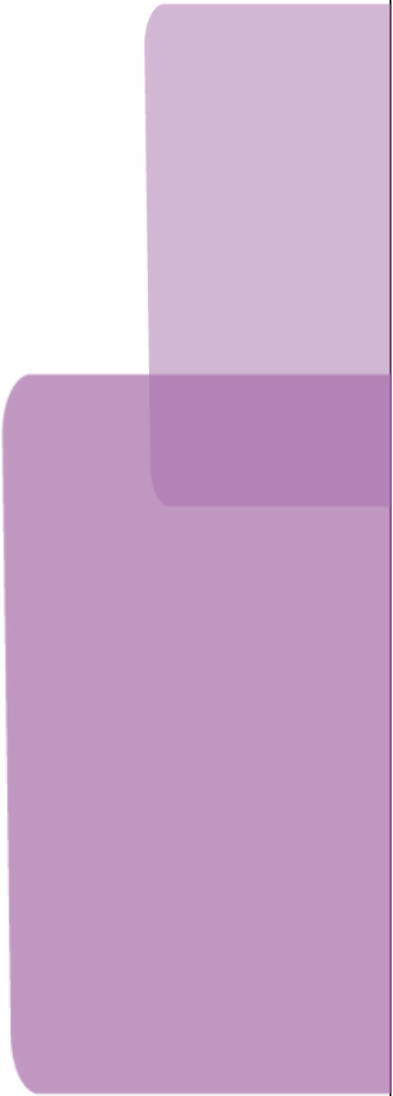
# TECHNICALLY SPEAKING

## Design System

STYLE GUIDE  
UI COMPONENTS  
PATTERN LIBRARY

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# Visual Style Guide

# Typography

Typography is a powerful brand tool when used consistently. This set of typefaces best represent the approachable feel of the brand and should be used across all web applications.

Primary type is only to be used in Technically Speaking's logo variations. Font is to be used in all caps unless otherwise noted.

Secondary type is to be used in all caps for headlines. Secondary type should never be used for the logo.

Tertiary type is to be used in sentence case for body copy.

## Primary

Aa

## American Typewriter Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

## Secondary Open Sans

### Regular

Aa

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

## Tertiary

Aa

## Open Sans

### Light

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# Typography: Leading, Kerning, & Tracking

**While the typefaces and fonts chosen make up a huge part of a brand's visual identity, the devil is in the details -- specifically, devils named "Leading," "Kerning," and "Tracking."**

Leading is the space between each line of text.

Kerning is the space between each letter horizontally.

Tracking is the the horizontal spacing between characters evenly.

**Primary**

**Aa**

**American Typewriter  
Regular**

A m e r i c a n T y p e w r i t e r  
~~AmericanTypewriter~~  
American Typewriter

Leading for the Tertiary font should be 1.3 pts.

(Like this)

(And like this)

(And like this)

Make sure that tracking is not too close or t o o f a r .

Be aware of kerning errors for American Typewriter.

The tracking value for all uses of the primary, secondary, and tertiary font should be zero at all times.

## Typography: Sizing

In this (type)case,  
size does matter.

It's not just how it's  
used, it's when it's  
used. Here are our  
boundaries.

# Font size should not exceed 100 pts.

Font size should be no smaller than 20 pts (this is 9 pts, ahhh!).

Website Headings: 50 pts

Website Subheadings: 24 pts

Card Headings: 40 pts

Card Subheadings: 20 pts

Website Body Copy: 20 pts

# Color Palette

**Color is a powerful tool that enables audiences to associate with a brand, allowing us to build instant recognition when applied in a thoughtful and consistent manner.**

Tara should be used for all headings and logos. Jules should be used for copy, and in some cases can be used as a background color. Sydney should be used for emphasis in text and any buttons.

Jack should be used for highlighting, but sparingly. Banning should be used for backgrounds. In some cases, Banning may be used as the text color against Jules.

All colors are acceptable at 100, 70, and 30 percent opacity.

## PRIMARY

### TARA

Hex Code: #c47ac0  
RGB: (196, 122, 192)  
CMYK: (0, 38, 2, 23)

### JULES

Hex Code: #222a68  
RGB: (34, 42, 104)  
CMYK: (67, 60, 0, 59)

### SYDNEY

Hex Code: #f5bd4f  
RGB: (245, 189, 79)  
CMYK: (0, 23, 68, 4)

## SECONDARY

### JACK (RIP)

Hex Code: #19ebe8, RGB: (25, 235, 232),  
CMYK: (89, 0, 1, 8)

### BANNING

Hex Code: #f2efe5, RGB: (242, 239, 229),  
CMYK: (0, 1, 5, 5)

## Logo

The Technically Speaking logo, pictured on top, is our primary logo colorway, and it should only be used with Black, White, and non-duotoned photography.

The Technically Speaking secondary logo, our icon, follow the same rules. The icon should be used sparingly, as profile pictures or any other circular format.

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## Logo Misuse

It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified or feature any additions to its design. No attempt should be made to alter the logo in any way. Its orientation, color and composition should remain as indicated in this document — there are no exceptions.



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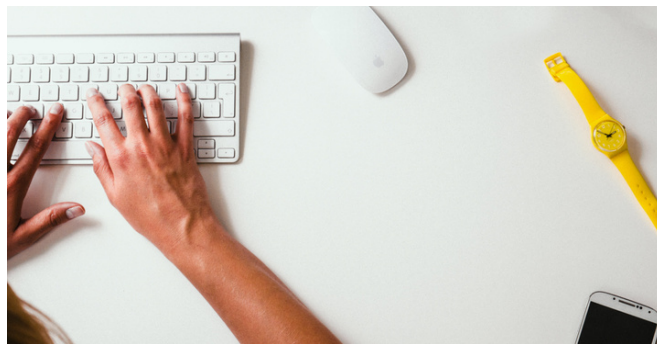
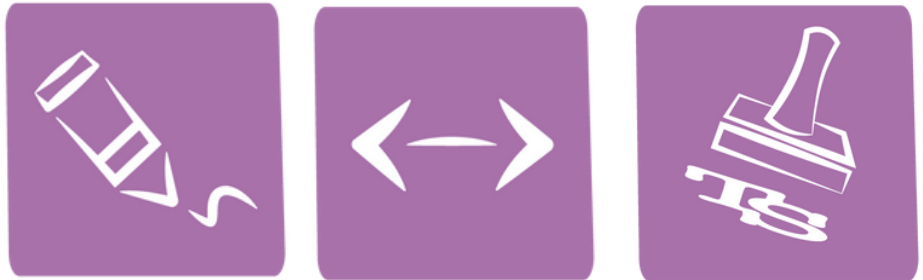
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# Imagery & Iconography

The Technically Speaking icons should be used only with their respective video content. Icons may be used at the beginning of videos or on web content to signpost content type.

Icons should not be used in any other colorwave besides Tara purple.

Stock photography should heavily feature Technically Speaking colors, or black and white. Photos of people should remain limited and without inclusion of faces.





# Editorial Style Guide

## Mission Statement

The Technically Speaking mission statement encompasses the brand's nature and overarching goal. We keep this statement in mind when brainstorming video content, web programming, or language use in our messaging.

**TECHNICALLY SPEAKING  
EMPOWERS A NEW GENERATION  
OF ENTREPRENEURS TO BUILD A  
SUCCESSFUL DIGITAL PRESENCE.**

## Voice

Our Voice is how we communicate to our audience. Regardless of content our voice should remain consistent. Technically Speaking's voice is intelligent, approachable, captivating and modern.

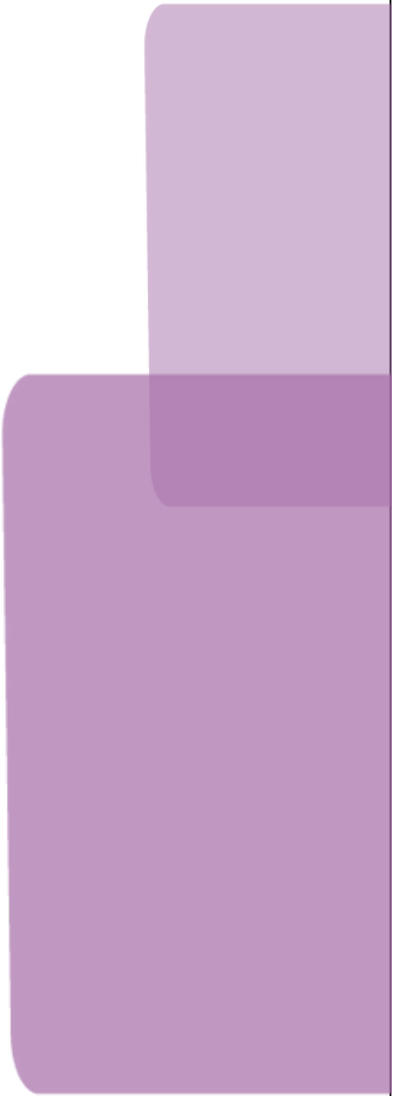
Characteristic	Description	Do's	Don'ts
Intelligent	We are knowledgeable about the topics we discuss and our voice should convey that.	<ul style="list-style-type: none"><li>• Use proper grammar</li><li>• Avoid filler words such as 'like' and 'um'</li><li>• Employ proper spelling and pronunciation</li></ul>	<ul style="list-style-type: none"><li>• Speak down to viewers</li><li>• Be pompous or conceited</li></ul>
Approachable	Our voice is easily understandable and not alienate anyone who wants to learn.	<ul style="list-style-type: none"><li>• Speak naturally</li><li>• Speak directly to viewer</li><li>• Use contractions</li></ul>	<ul style="list-style-type: none"><li>• Use alienating terms or phrases</li></ul>
Playful	We don't take ourselves seriously and aren't afraid to joke around.	<ul style="list-style-type: none"><li>• Include jokes, puns, sarcasm, etc...</li></ul>	<ul style="list-style-type: none"><li>• Distract from content</li></ul>
Honest	We aren't selling ebooks or becoming influencers; we just want to share succinct knowledge	<ul style="list-style-type: none"><li>• Keep sentences short and simple</li><li>• Cite sources</li><li>• Be transparent</li></ul>	<ul style="list-style-type: none"><li>• Use superfluous adjectives</li><li>• Be inconsistent</li><li>• exaggerate</li></ul>

## Tagline

The Technically Speaking tagline is used sparingly in written instances and never with the logo. However, the tagline can be used freely in videos and other audio formats.

The tagline should not deviate in any form, i.e. adding words, changing verb tense, or separating contractions.

**LET'S TALK TECH.**



# UI Components

# Toolstack

Design



Prototyping



Development





## Buttons

All buttons follow the same style and text. Buttons will be in the Sydney color. All buttons will be 200px wide and 57px tall. The button shape is a rectangle with 57px rounded corners. Button Text should be 24pt font and not exceed one line.

Buttons in their default state will have a fill of Sydney 100% and text will be in Open Sans Semi-Bold.

Buttons in their hover state will have a fill of Sydney 70% and text will be in Open Sans Bold.

Buttons in their pressed state will have a fill of Sydney 30% and text will be in Open Sans Semi-Bold.

**\*Note:** Buttons include Open Sans Semi-Bold and Bold font. This is the only exception to Typeface usage.

### Default



### Hover



### Pressed



### Misuse



## Navigation Bar

The navigation bar will appear at the top of every page of the website. It provides the visual representation of the website layout and organizes content into clearly labeled sections.

Labels within the navigation bar are large and clearly visible, even while scrolling due to a sticky NavBar feature. This allows users to feel in control the entire time.

Section labels should be 24pt Open Sans-regular. There should be a set amount of 20px between labels.

When a label is hovered over, its font color should change from black to Sydney.

When a section is active, the label's font should be Open Sans Semibold and its color should be Sydney.

### Default

Home About Topics Contact  
20px 20px 20px

### Label Hover

Home About Topics Contact

### Label Active

Home About Topics Contact

## Image/Icon Card

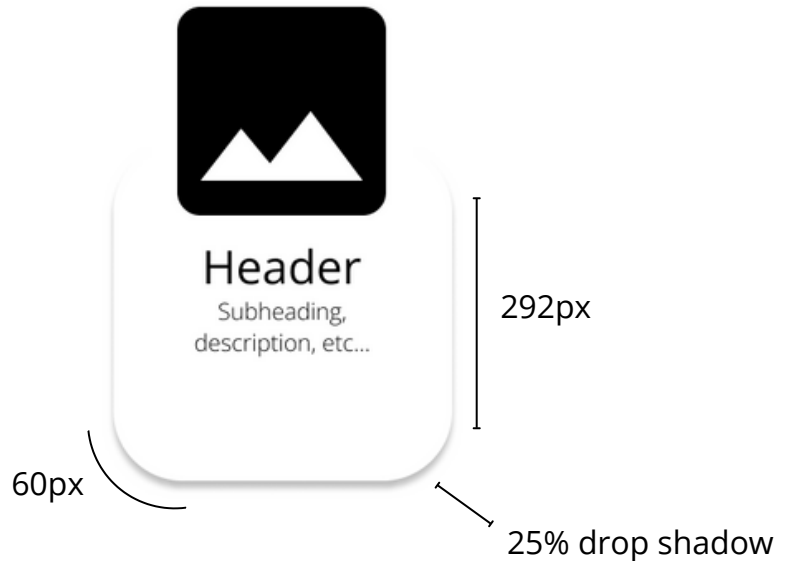
Image/Icon cards of the Technically Speaking team live on our homepage and feature a static image or icon. These cards will be used to introduce the team and to offer a preview of the topics covered by Technically Speaking providing both a great overview and offering a personal component to the website.

The card's base is a 292x292 square with 60px rounded corners and a 0x6x6 drop shadow in 25% black.

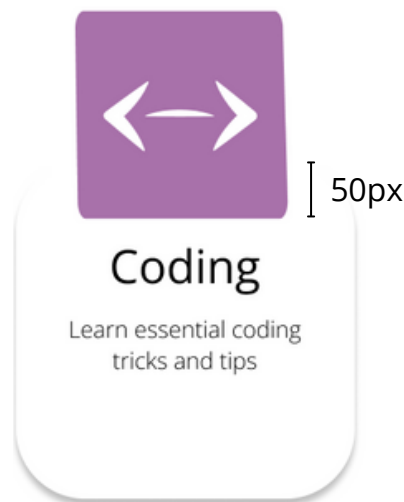
Centered over the base the image or icon should be 180px x 180px and overlap on the base card by 50px.

The card heading should be in Open Sans-Regular 40pt font 15 px under the image/icon. A subheading should be in Open Sans-Light 20pt font 15 px below the heading.

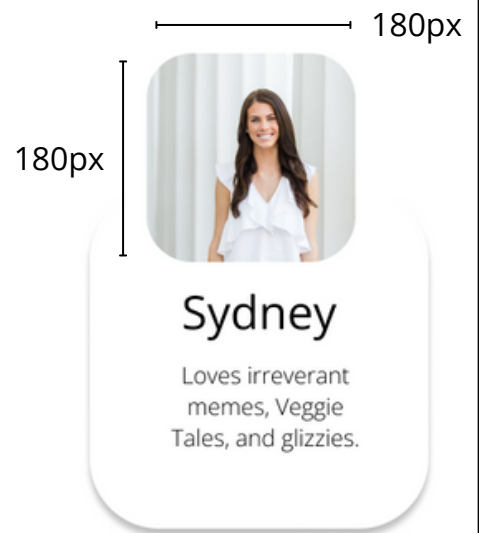
## Card



## Topic Card



## Bio Card



## Lesson Card

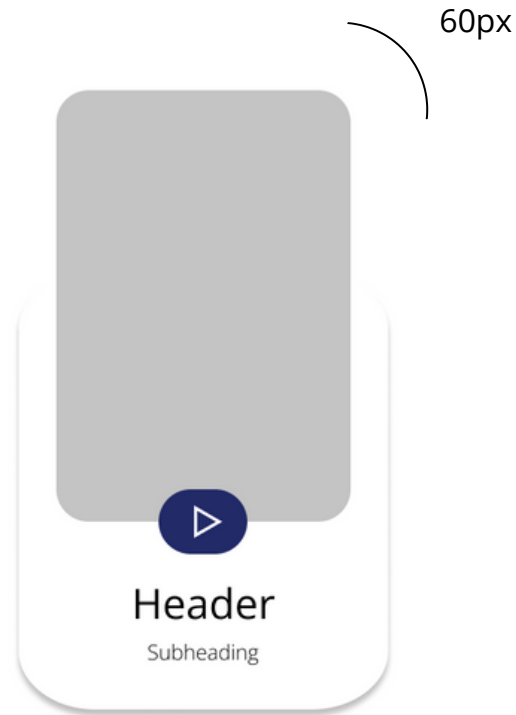
The card's base is a 354x419 rectangle with 60px rounded corners and a 0x6x6 drop shadow in 25% black.

A 282px x 413px video thumbnail should be centered over the base and overlap with the base by 240px.

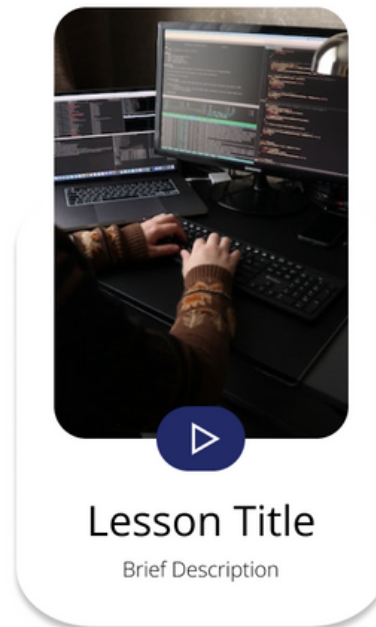
A white play icon in a 85px x 62px, Jules-filled oval should overlap with the bottom of the video thumbnail by 30px.

The card heading should be in Open Sans-Regular 40pt font 20 px under the play icon. A subheading should be in Open Sans-Light 20pt font 15 px below the heading.

## Card



## Lesson Card Ex



## Input Fields

Input fields will be used in the contact form for users to input their name, email, and questions or suggestions.

Each input field should be 550px wide. Each input field should be a rectangle with 35px rounded corners and border in Jules have a minimum height of 75px.

In its default state, the input field's border should be 2pt and the label denoting what the user should input should be 20pt Open Sans-Light.

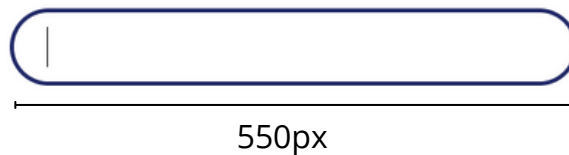
In its selected state, the input field's border should be 4pt and a blinking cursor should replace the label.

In its filled state, the input field's border should be 2pt and the user inputted content should be 24pt Open Sans-Light.

### Default

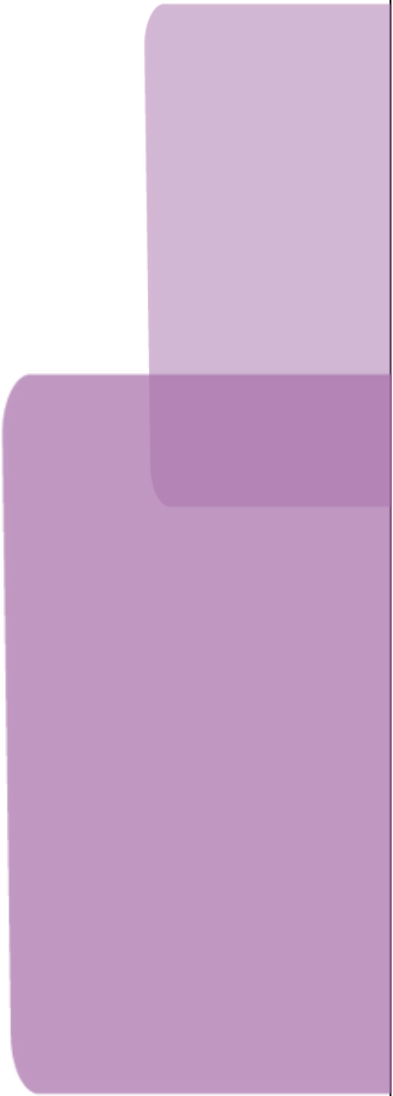


### Selected



### Filled





Pattern  
Library

## Home Page Card Groups

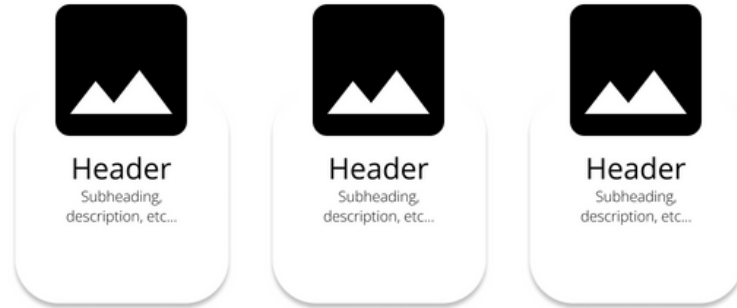
The homepage has several card grouping that preview content displayed more in depth on other pages. While the card component may vary in style the pattern makeup should remain consistent. will vary the pattern should remain the same. The only permissible addition to this pattern is a button where appropriate.

As demonstrated to the right, the heading should be Open Sans Regular in 50pt font. Precisely 35px below the heading is the subheading which should be in Open Sans Light in 24pt font. Finally 75px below the sub-heading is the cards. Cards should always be displayed in multiples of three, centered with a 20px spacing between cards.

## Pattern

### Header

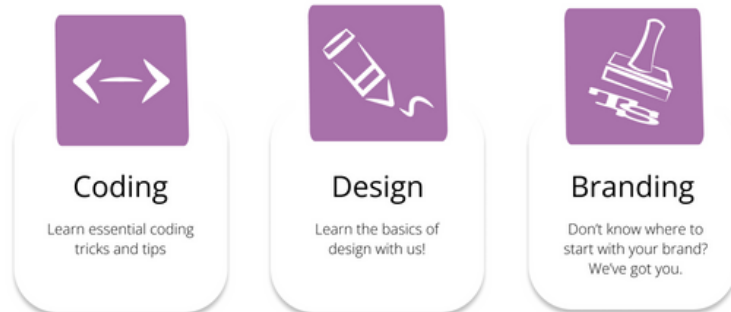
Personality filled subheading



## Topic Card Pattern Example

### Browse By Topic

Looking for something specific? Browse our topics below.



## Home Page Card Groups Misuse

The homepage group pattern should adhere to the pattern guidelines listed on the previous page.

Misuse of this pattern would constitute any deviations in colors, sizing, spacing, font, etc.

### Browse By Topic

Looking for something specific? Browse our topics below.



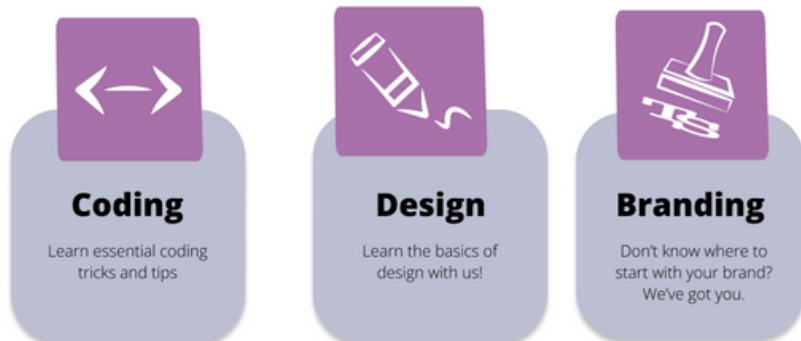
### Browse By Topic

Looking for something specific? Browse our topics below.



### Browse By Topic

Looking for something specific? Browse our topics below.





# Topic Page

The topic page itself has a separate navigation bar to break down separate video topics.

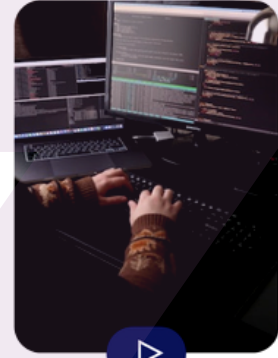
Once one of the three video topics is chosen, each video in that category will pop up.

Videos will appear in a Z formation, with the video player on alternating sides with 40pt titles and 20pt descriptions along with any applicable working files relating to the video linked from our standard buttons (see Button Style page)

## 1. Video Title Here

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud

WORKING FILES



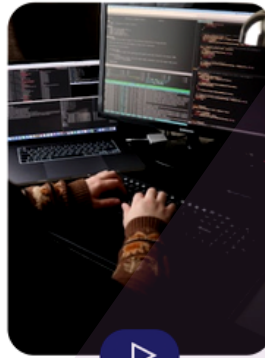
### Lesson Title

Brief Description

## 2. Video Title Here

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WORKING FILES



### Lesson Title

Brief Description

# Topic Page Misuse

The Topic Page group pattern should adhere to the pattern guidelines listed on the previous page.

Misuse of this pattern would constitute any deviations in colors, sizing, spacing, font, etc.

1. Video Title Here  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud

WORKING FILES



Lesson Title  
Brief Description

2. Video Title Here  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud

WORKING FILES



Lesson Title  
Brief Description

1. Video Title Here  
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WORKING FILES



Lesson Title  
Brief Description

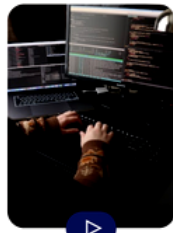


Lesson Title  
Brief Description

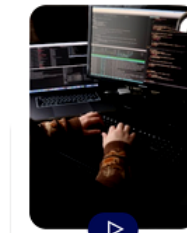
2. Video Title Here  
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WORKING FILES

1. Video Title Here  
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Lesson Title  
Brief Description



Lesson Title  
Brief Description

2. Video Title Here

WORKING FILES