



# Consistency in design

DESIGN FUNDAMENTALS



A style guide for a small company:

*If you hired someone, what assets would they need  
to keep your branding consistent?*

**At a minimum,  
you'll need to  
collect:**

1. Your fonts
2. Your colour scheme
3. Your chosen icon set
4. Any illustrations you use
5. Your logo
6. A folder of photography
7. Your most used components



**Tailwind CSS**

v0.5.2

A Utility-First CSS Framework  
for Rapid UI Development

[Learn More](#)

[GitHub](#)

Your website is going to be  
around for a long time

*At some point you'll need a system — so it's  
worth getting into the mindset now*

# Double Your Freelancing Design Handbook

The Double Your Freelancing Design Handbook includes everything you need to create web pages and other brand assets in the style of DYF.



## Styling

Colours, fonts and all things visual for DYF.

[VIEW STYLING](#)



## Modules

Everything you need to create a custom web page on DYF.

[VIEW COMPONENTS](#)



## Brand assets

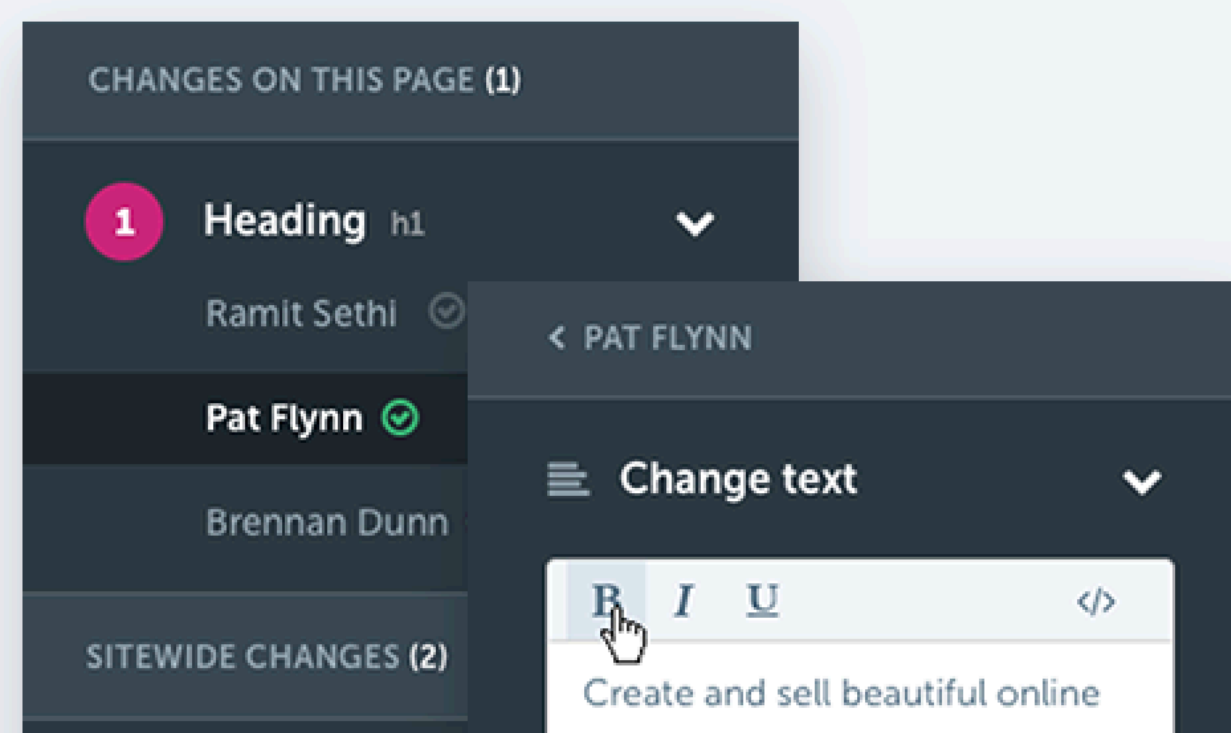
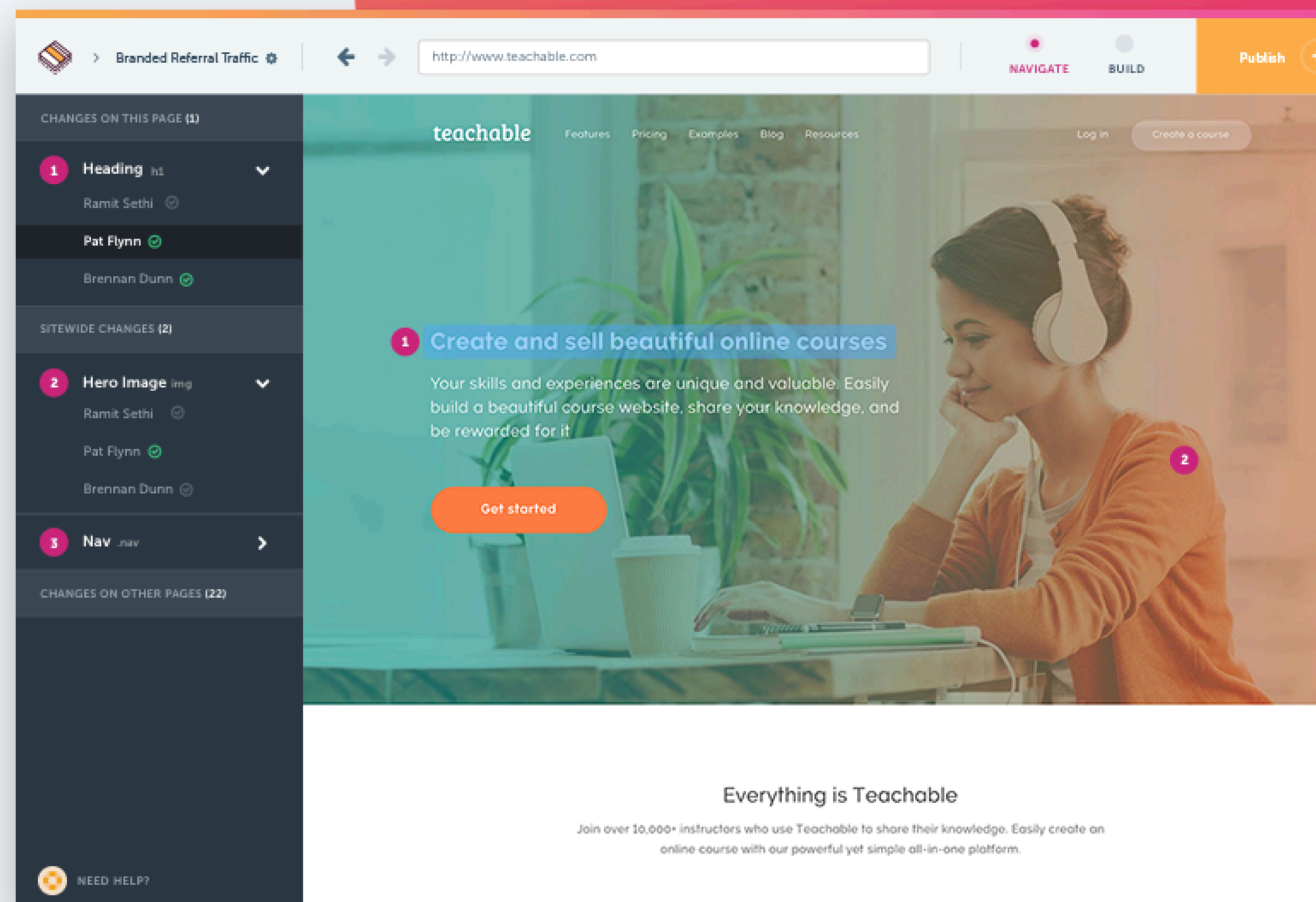
Logos, swipe files, lead magnet and printed templates.

[VIEW BRAND ASSETS](#)



# Convert more of your subscribers into customers

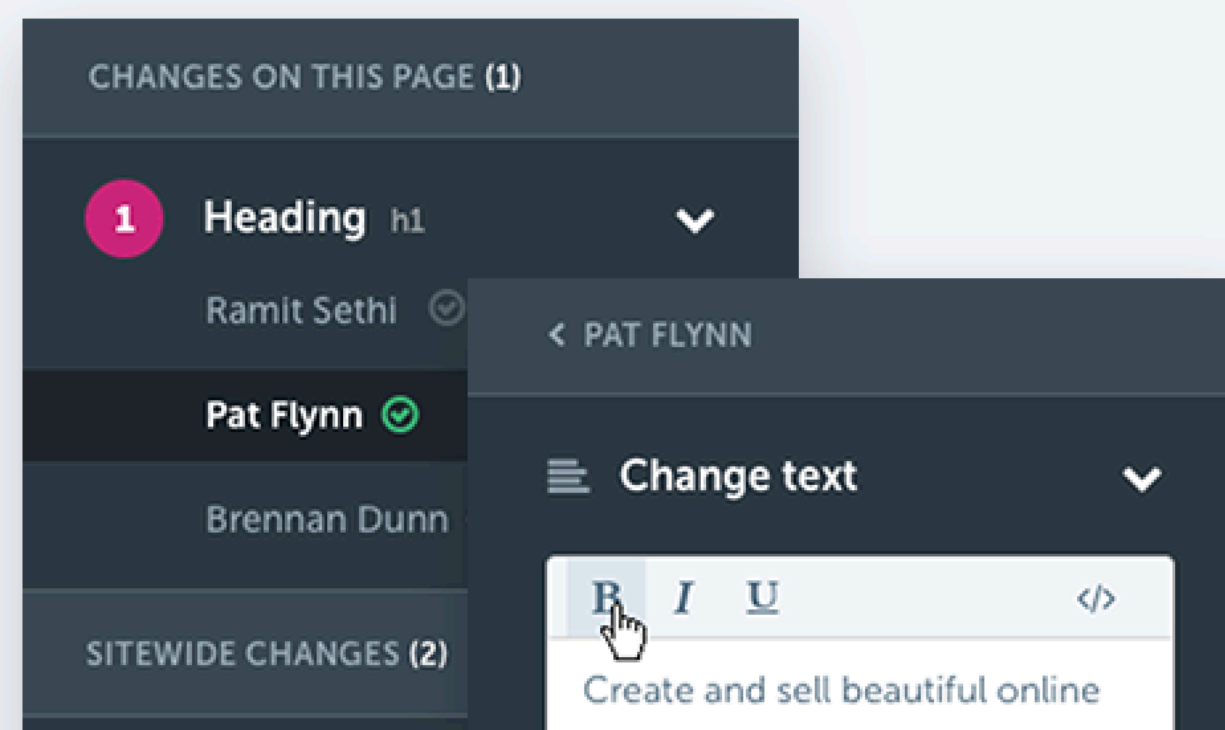
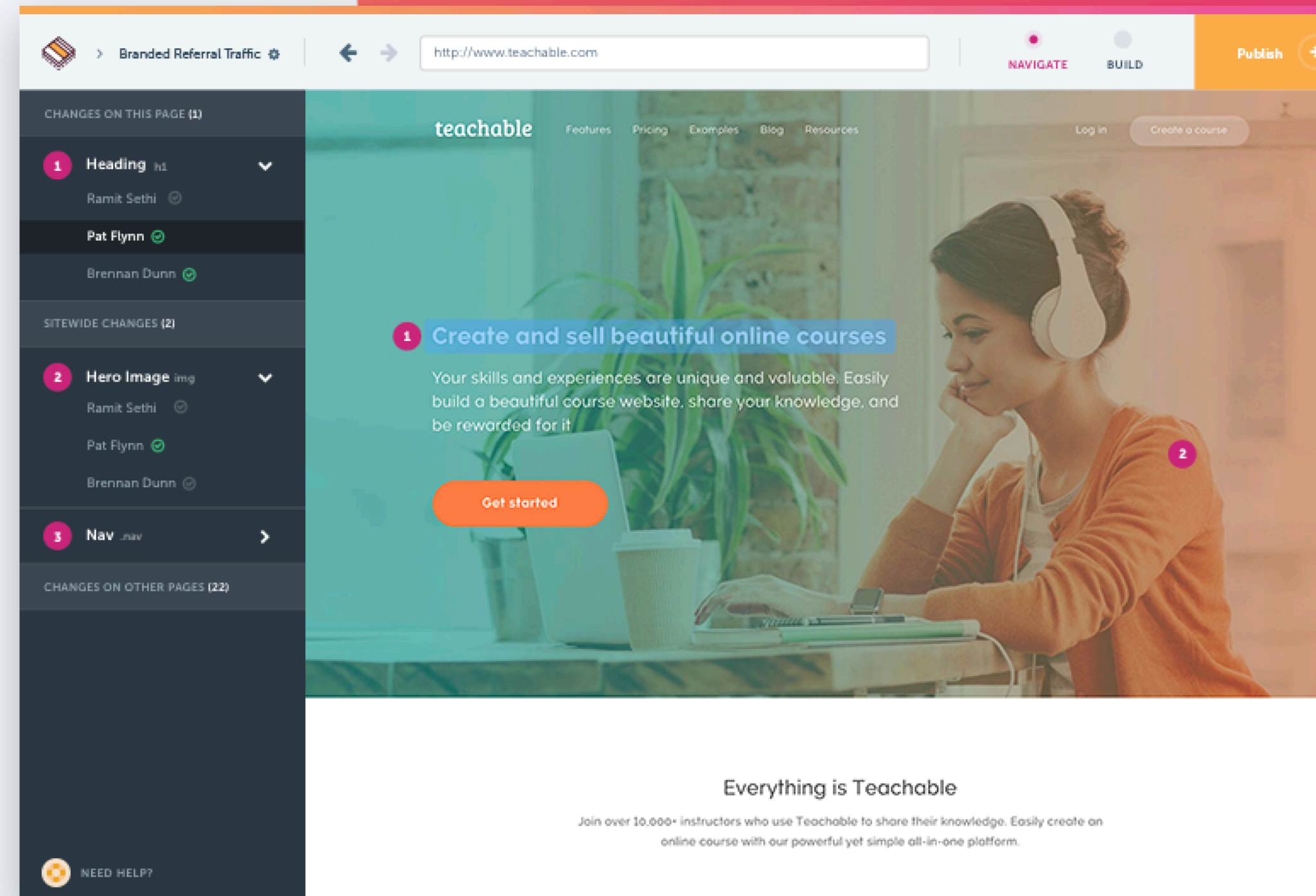
Tailor your website to speak directly to the individuals viewing in real-time. We work alongside the tools you're already using to personalize what your visitors, subscribers, and customers are seeing.

[Start Personalizing Your Website](#)


You don't need an Amazon-sized dev team (or, really, any dev team) to personalize your website.

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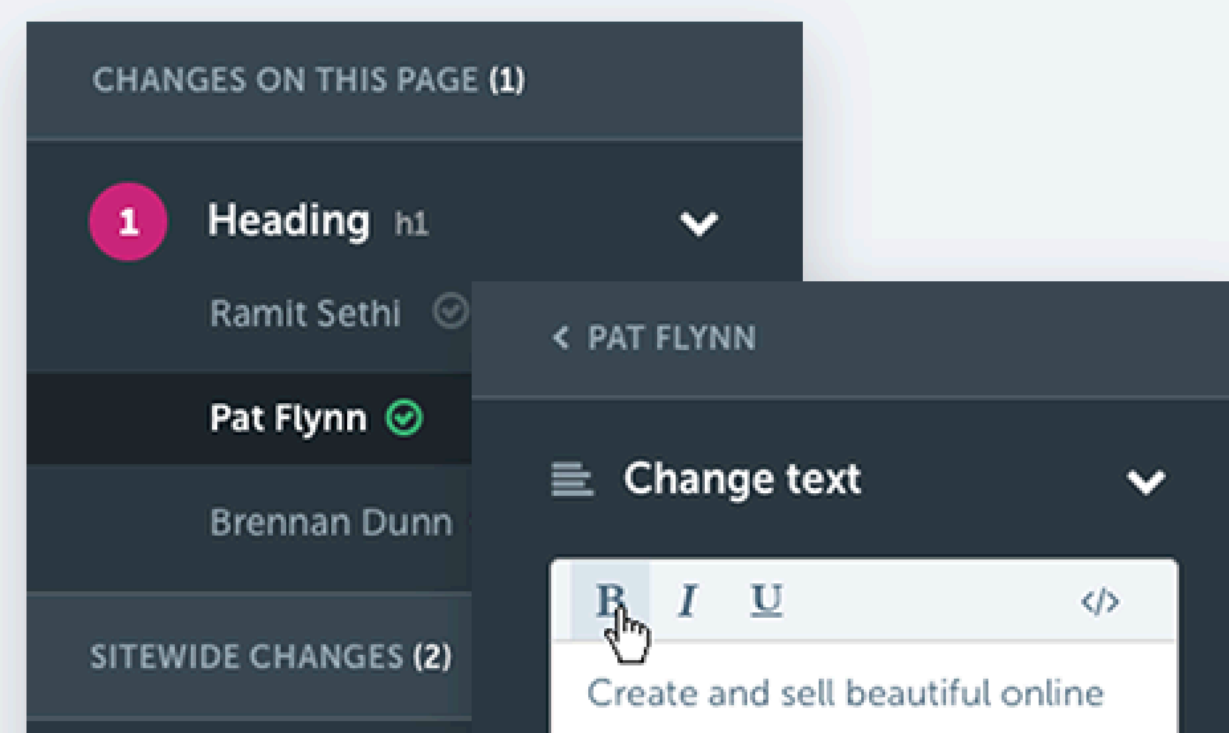
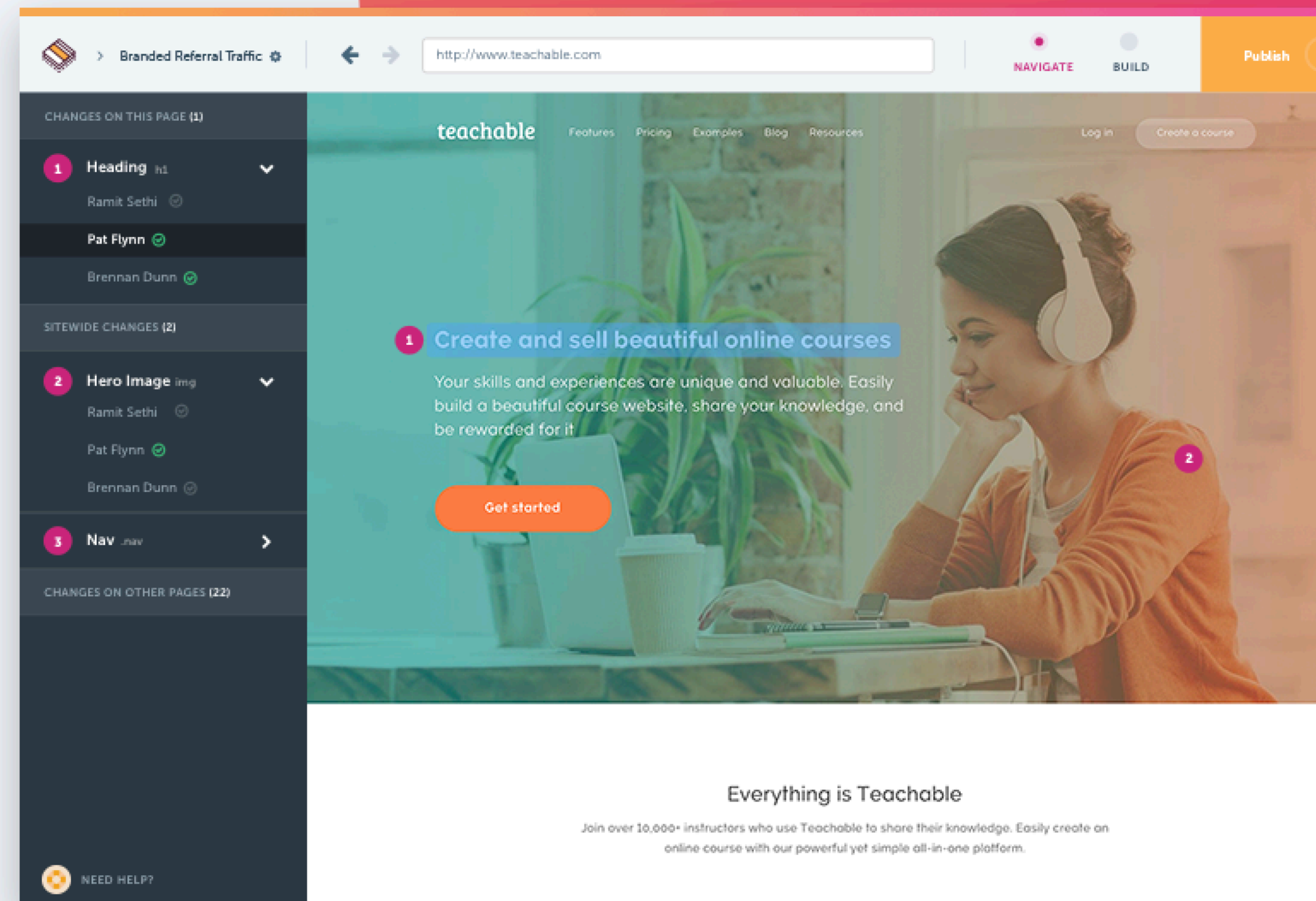
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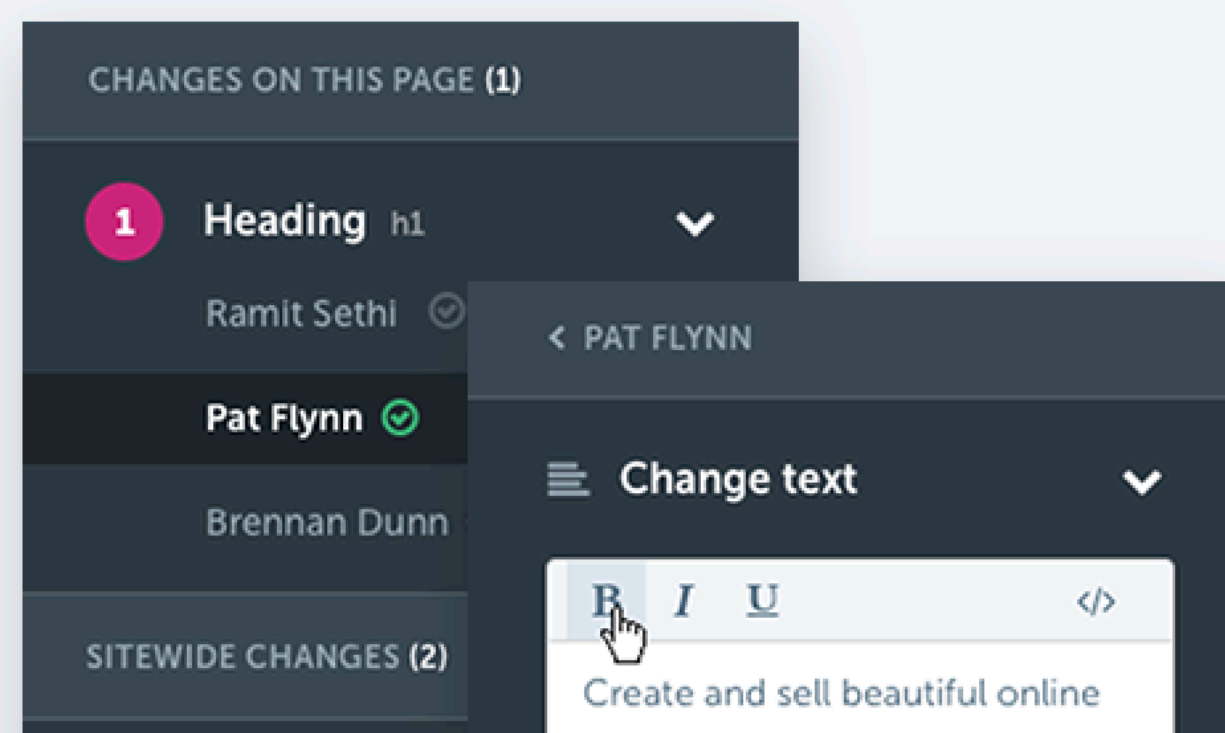
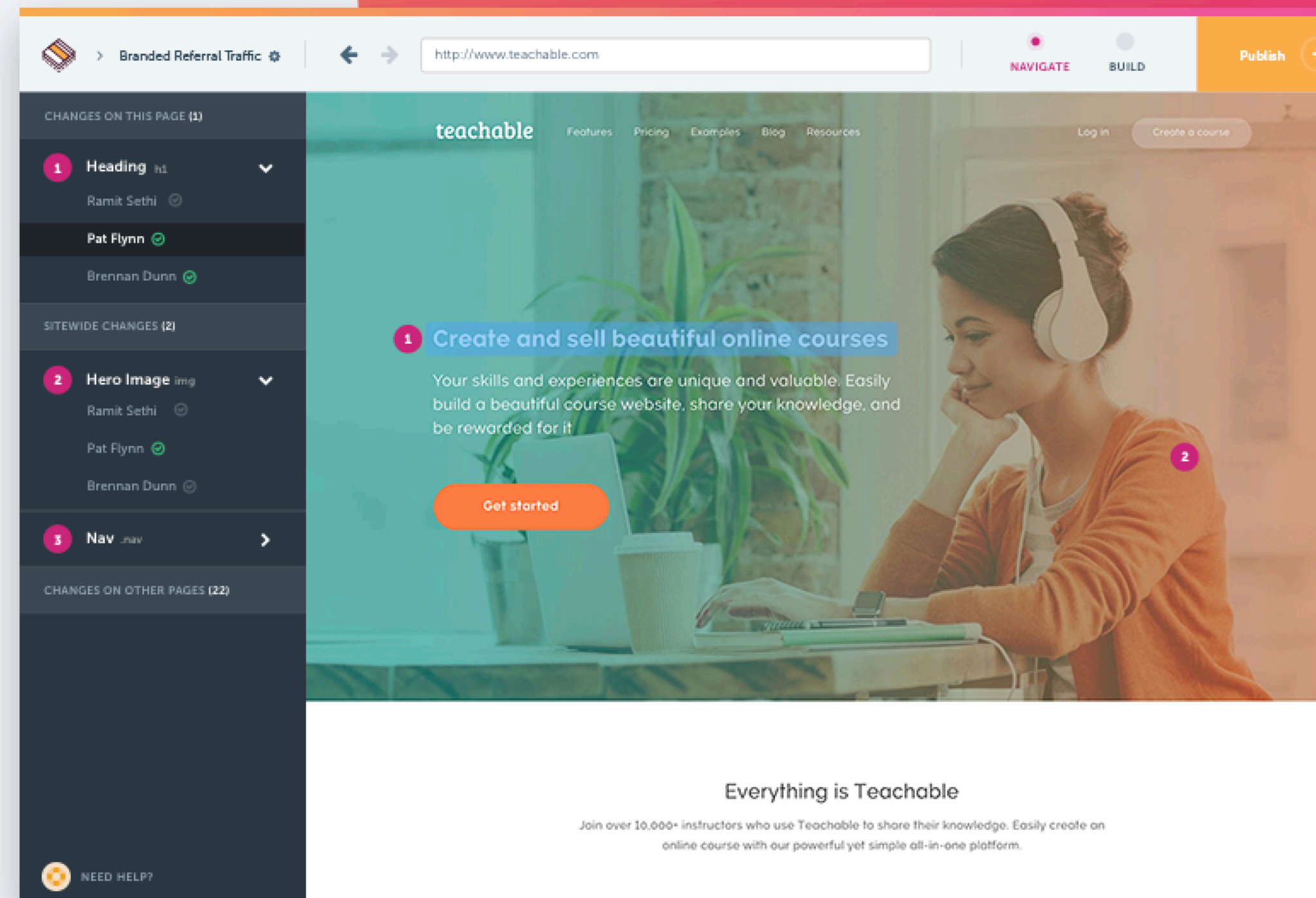
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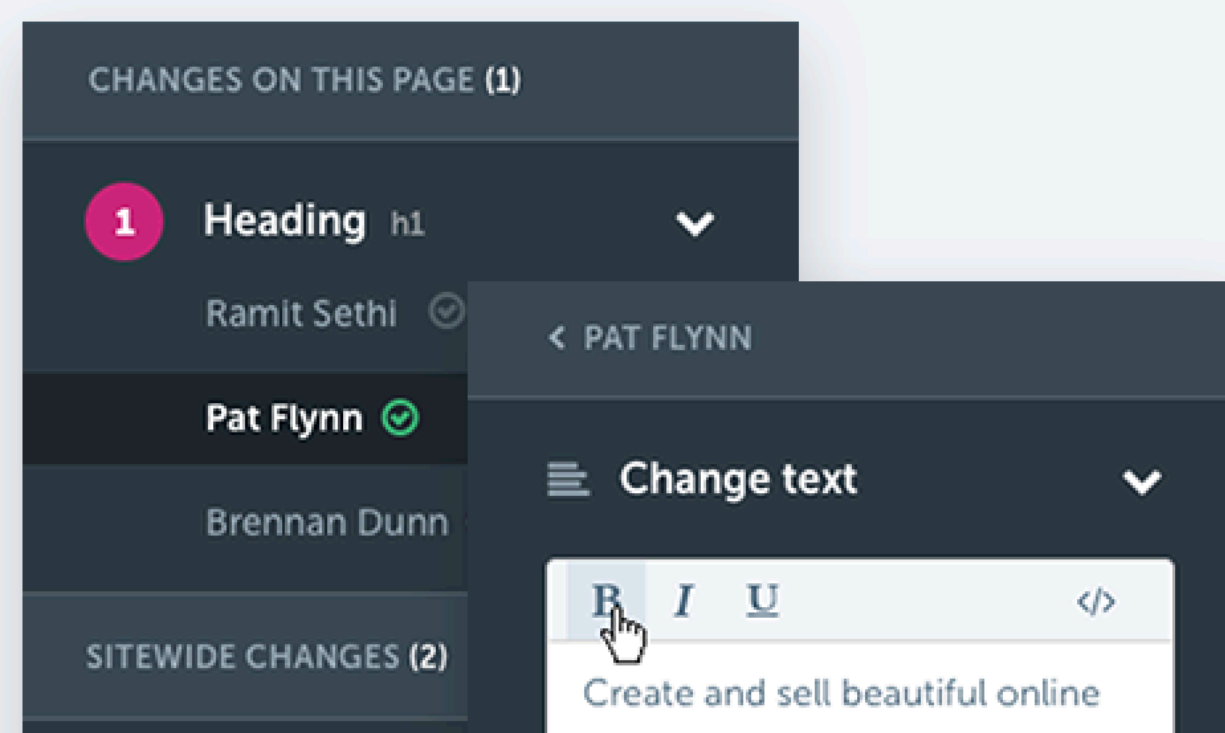
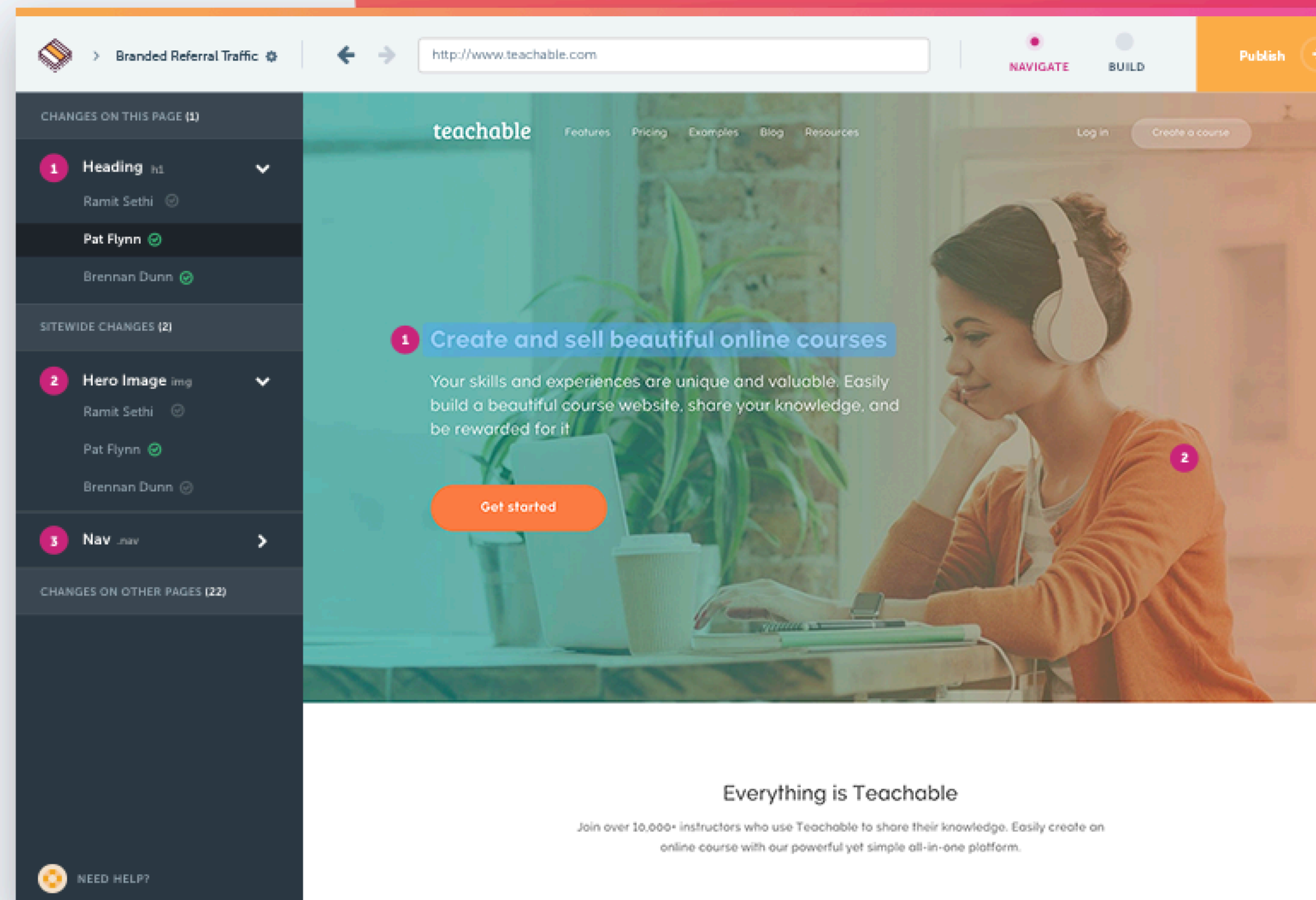
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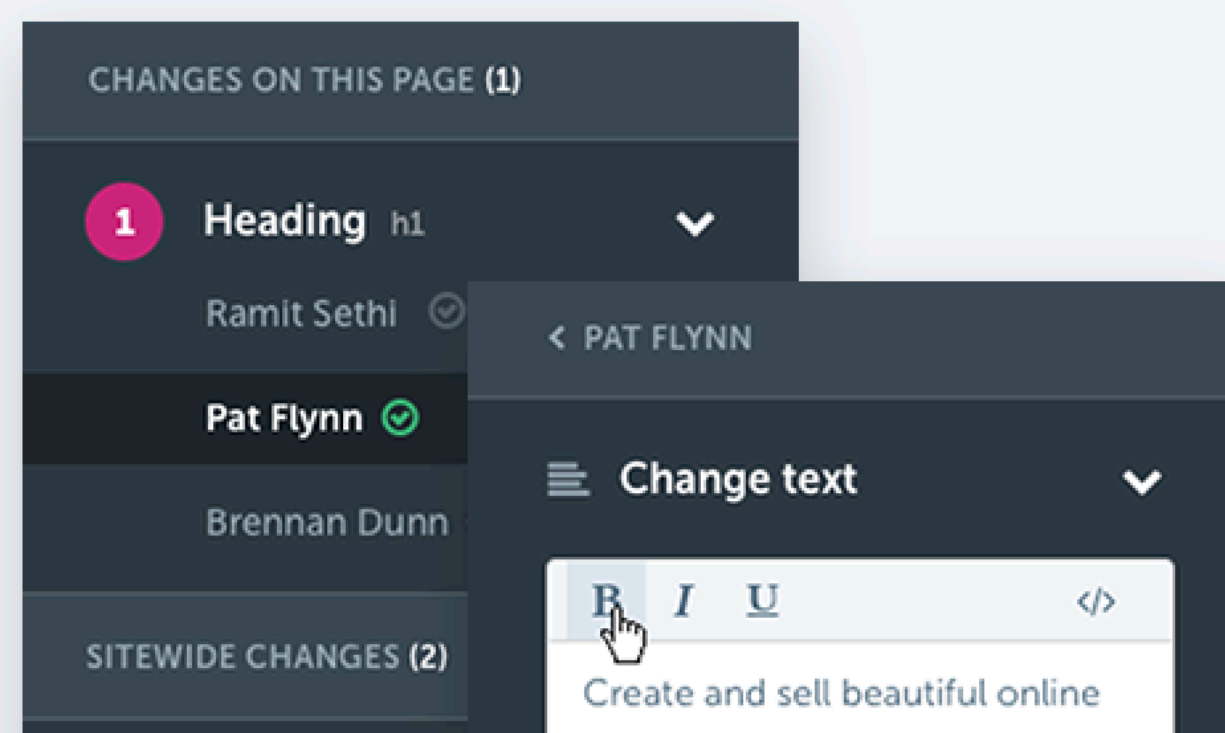
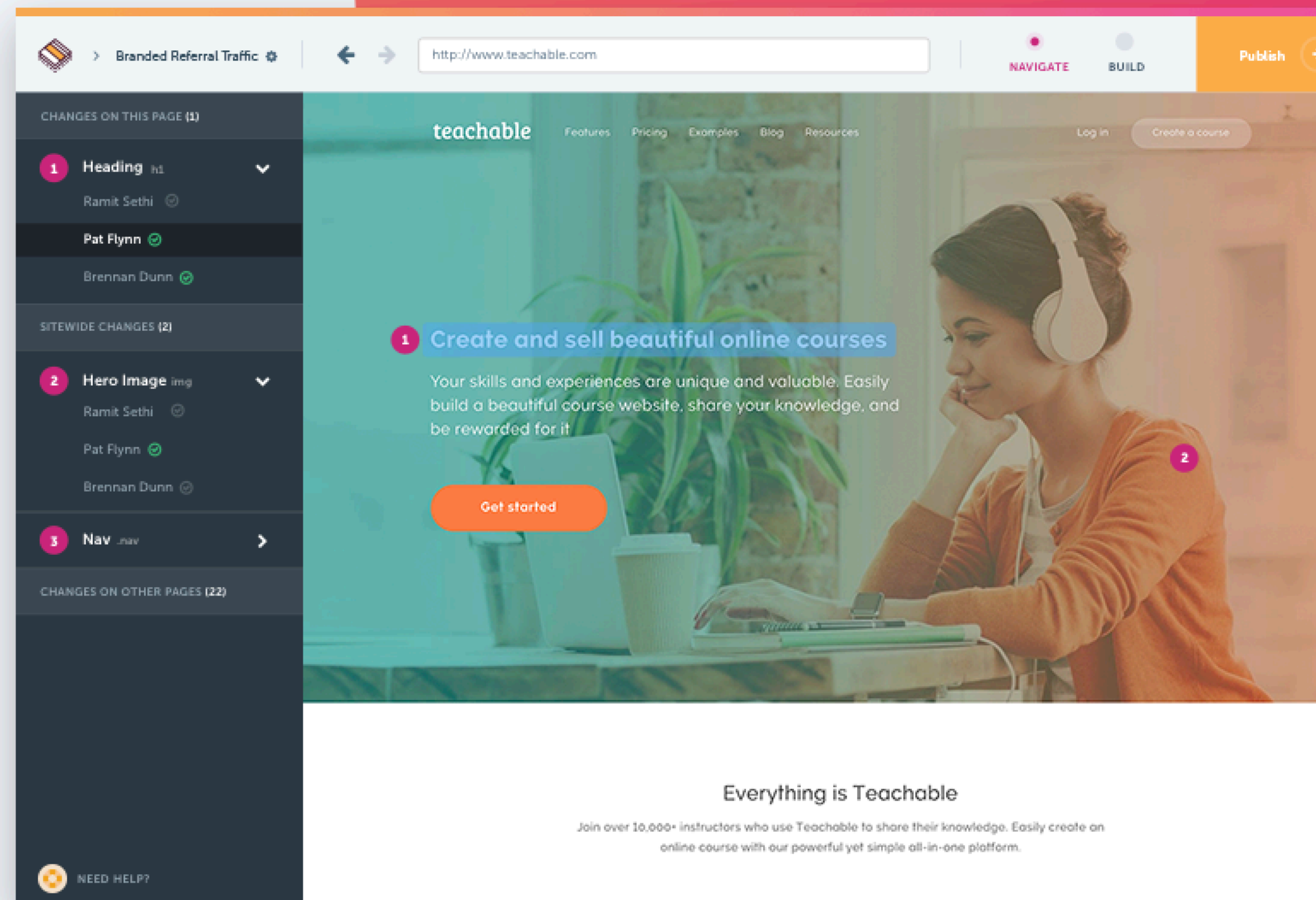
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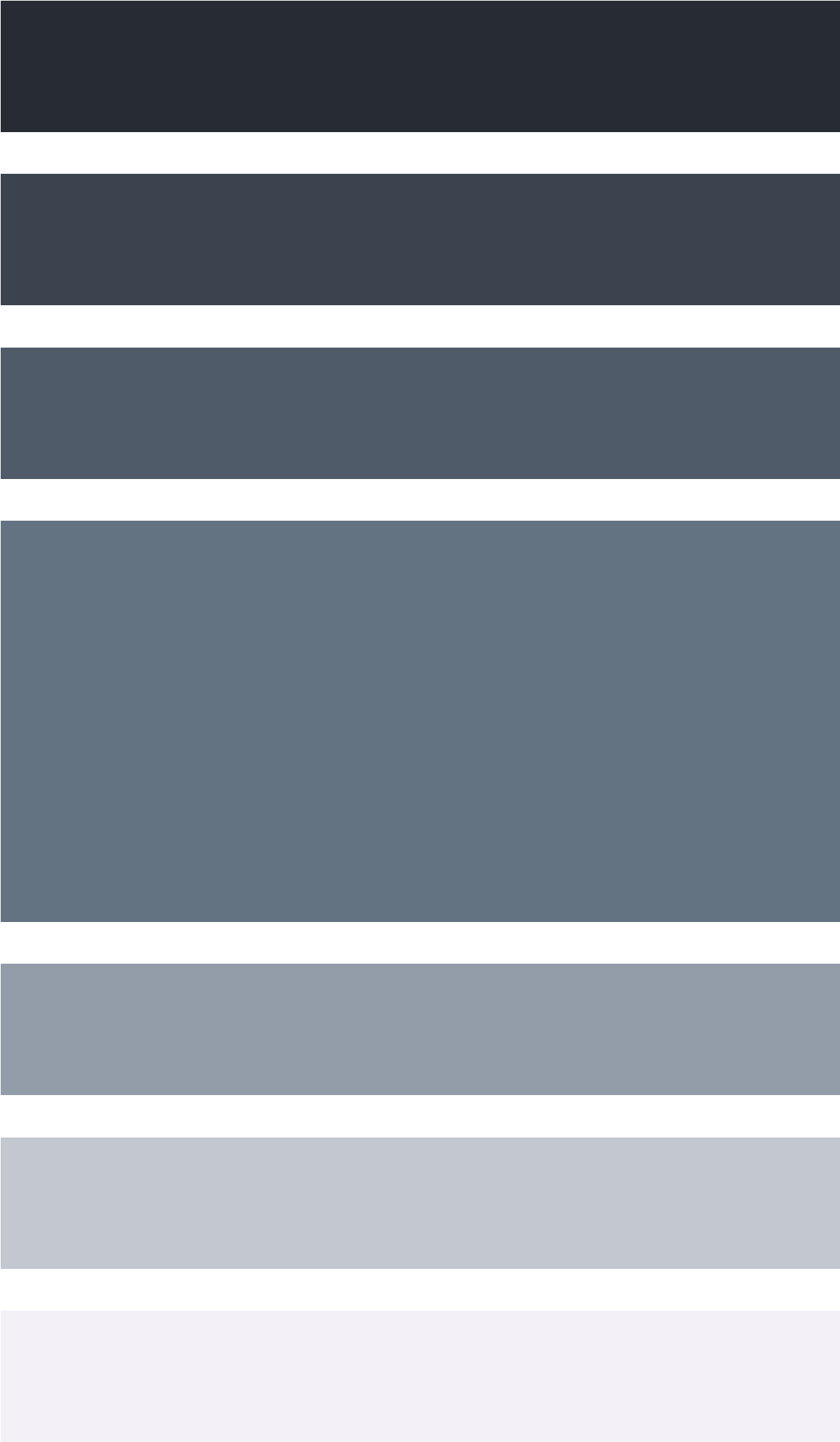
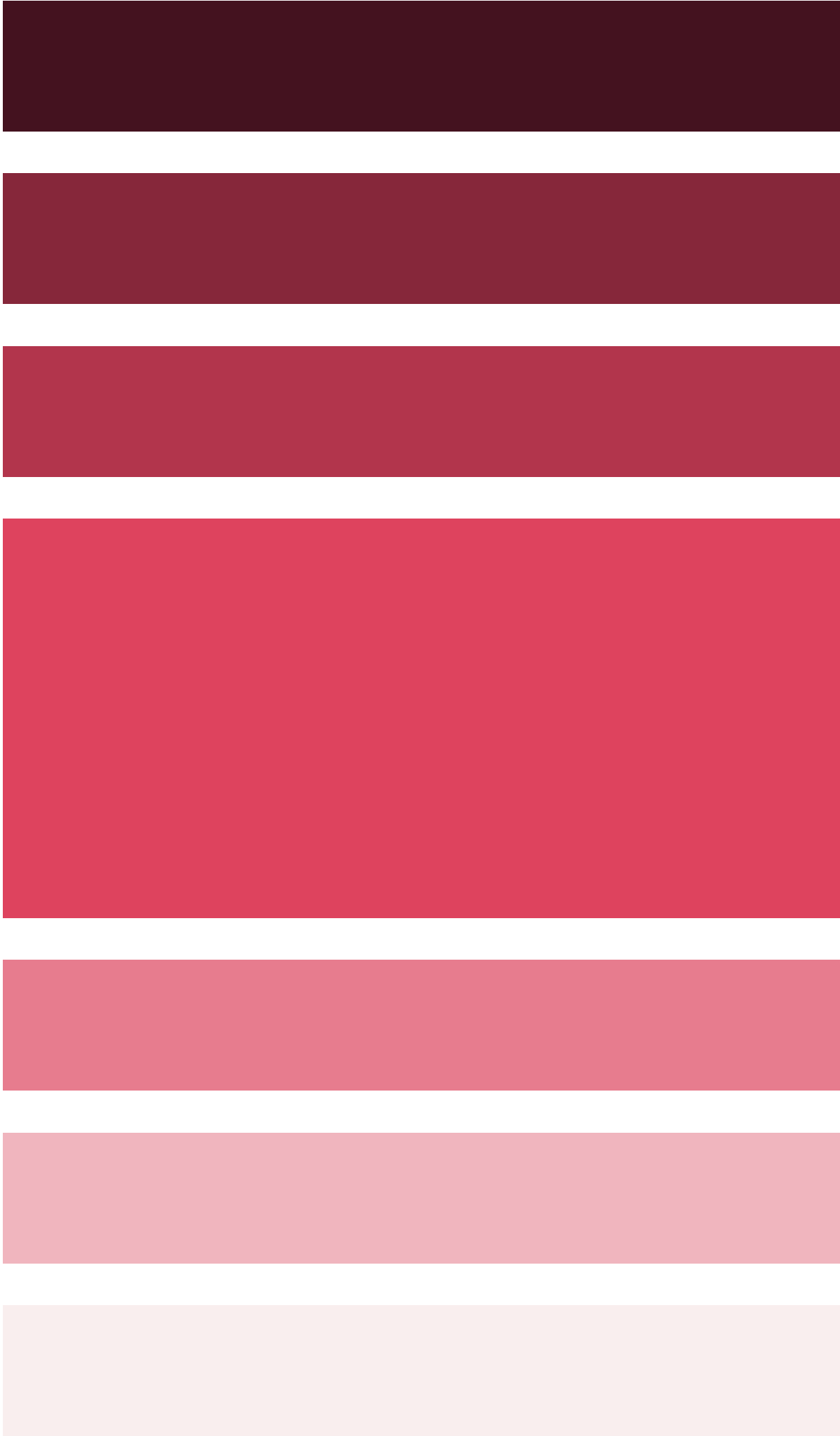
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# Form Elements

Commsave has a few complex forms. This section should help you to design any type of form easily.

Inactive:

Hover:

Active:

Error:

Please enter a valid email address

Disabled:

Field with helper:



Your National Insurance number will be made up of letters and numbers and never changes.

You can find your National Insurance number on your **payslip**, **P60** or **tax return**.

Dropdown:

Select one

Dropdown hover:

Select one

Dropdown:

Select one

LE10 0NQ, 298 Coventry Road, Hinckley

LE10 0NQ, 298 Coventry Road, Hinckley

LE10 0NQ, 298 Coventry Road, Hinckley

LE10 0NQ, 298 Coventry Road, Hinckley

LE10 0NQ, 298 Coventry Road, Hinckley

☐ Check inactive

☒ Check hover

☒ Check active

☐ Check disabled

☐ Radio inactive

☐ Radio hover

☒ Radio active

☐ Radio disabled

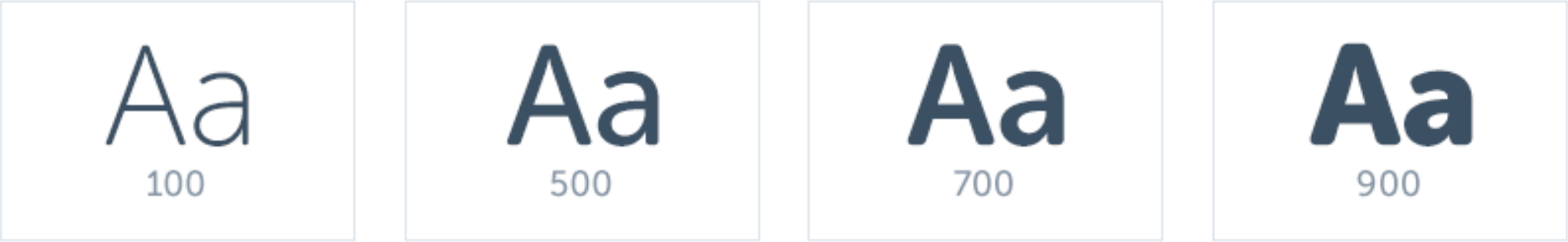
Radio with label:

☐ Radio inactive

# Typography

Commsave uses Museo Sans Rounded as their main typeface. This gives the website a friendly, approachable feel and works well with illustrations.

## FONT WEIGHTS



## FONT STYLES

These are the font styles used on the website. The descriptions refer to:  
**Weight - Size - Line-height - Letter-spacing** & the colours are alongside each font.

The quick brown fox ●●○  
700 - 45 - 52 - 0

The quick brown fox ●  
500 - 45 - 52 - 0

The quick brown fox ○  
100 - 36px - 52px - 0

The quick brown fox ●○  
900 - 36 - 24 - 0

The quick brown fox ●●○  
700 - 24 - 32 - 0

# Colour Palette

These are the main colours used on the Commsave website.





# H1 RightMessage Styles

*/Font - Size - Line height - Weight - Letter spacing/*

## **\*Navigation\***

Museo Sans - 14 - 20 - 500 - 20

## **\*Headings\***

Museo Slab - 44 - 54 - 900 - 0

Museo Slab - 28 - 40 - 300 - 0

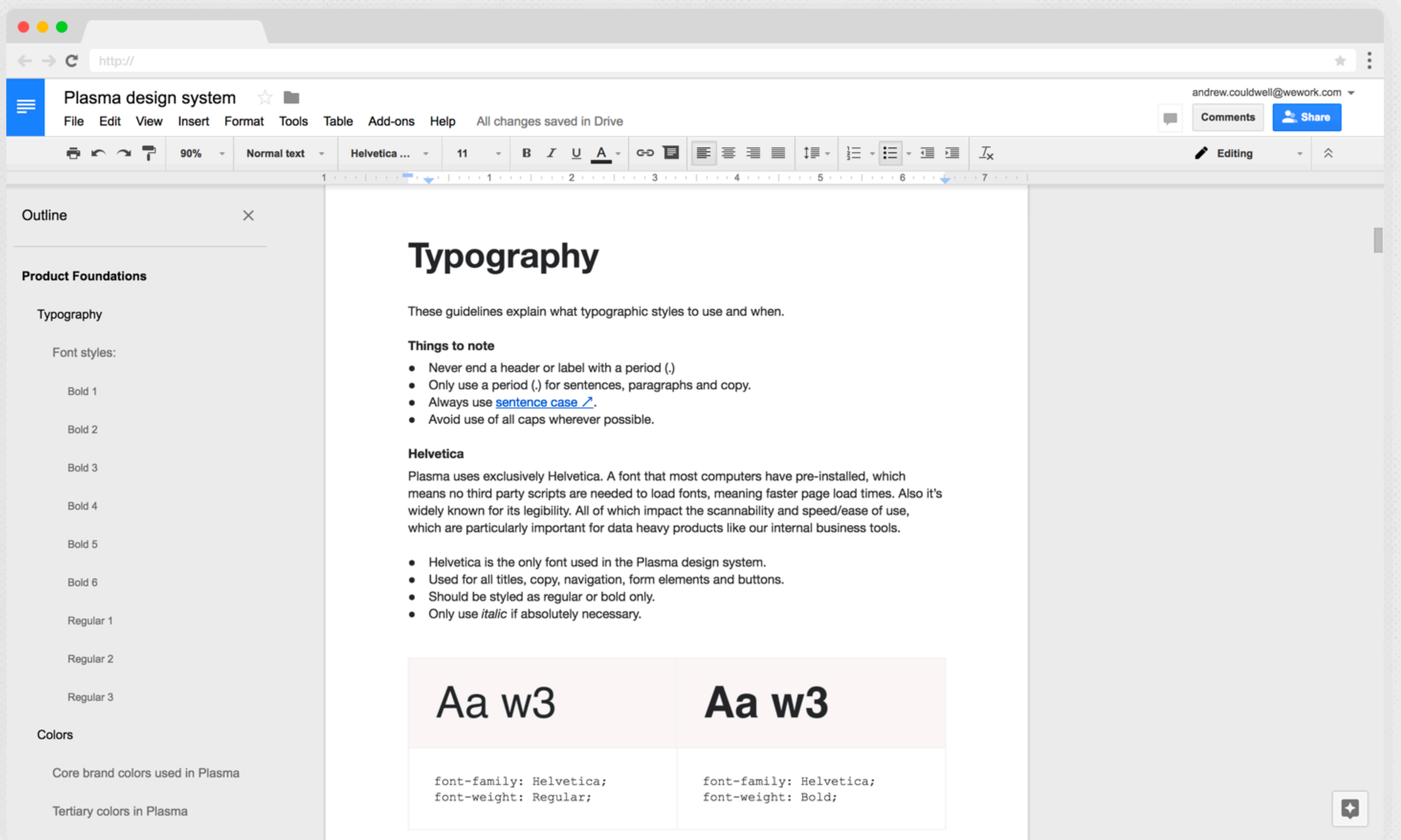
## **\*Body text\***

Museo Sans - 18 - 34 - 500 - 0

## **\*Buttons\***

Museo Sans - 15 - 20 - 700 - 20

Museo Sans - 16 - 24 - 700 - 0



# **How to keep charge of your design assets:**

1. Google Drive or Dropbox folder

Name <span>↑</span>	Modified <span>▼</span>	Members <span>▼</span>	<div><div></div><div></div><div></div></div> <span>▼</span>
<div><div></div><div>ER Cover Images</div></div>	--	<div><div></div>7 members</div>	<div><div></div></div>
<div><div></div><div>Fonts</div></div>	--	<div><div></div>7 members</div>	<div><div></div></div>
<div><div></div><div>Logo</div></div>	--	<div><div></div>7 members</div>	<div><div></div></div>
<div><div></div><div>PDF's</div></div>	--	<div><div></div>7 members</div>	<div><div></div></div>
<div><div></div><div>Photography</div></div>	--	<div><div></div>7 members</div>	<div><div></div></div>
<div><div></div><div>Product Illustrations</div></div>	--	<div><div></div>7 members</div>	<div><div></div></div>
<div><div></div><div>Slider Ad SVG's</div></div>	--	<div><div></div>7 members</div>	<div><div></div></div>

Share folder

EE

JH

3

Upload files

New folder

Show deleted files

# How to keep charge of your design assets:

1. Google Drive or Dropbox folder
2. A HTML page with a basic style guide



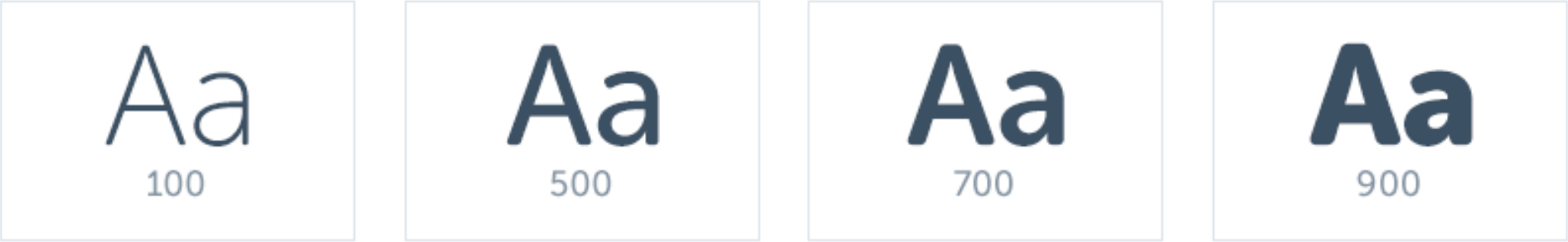
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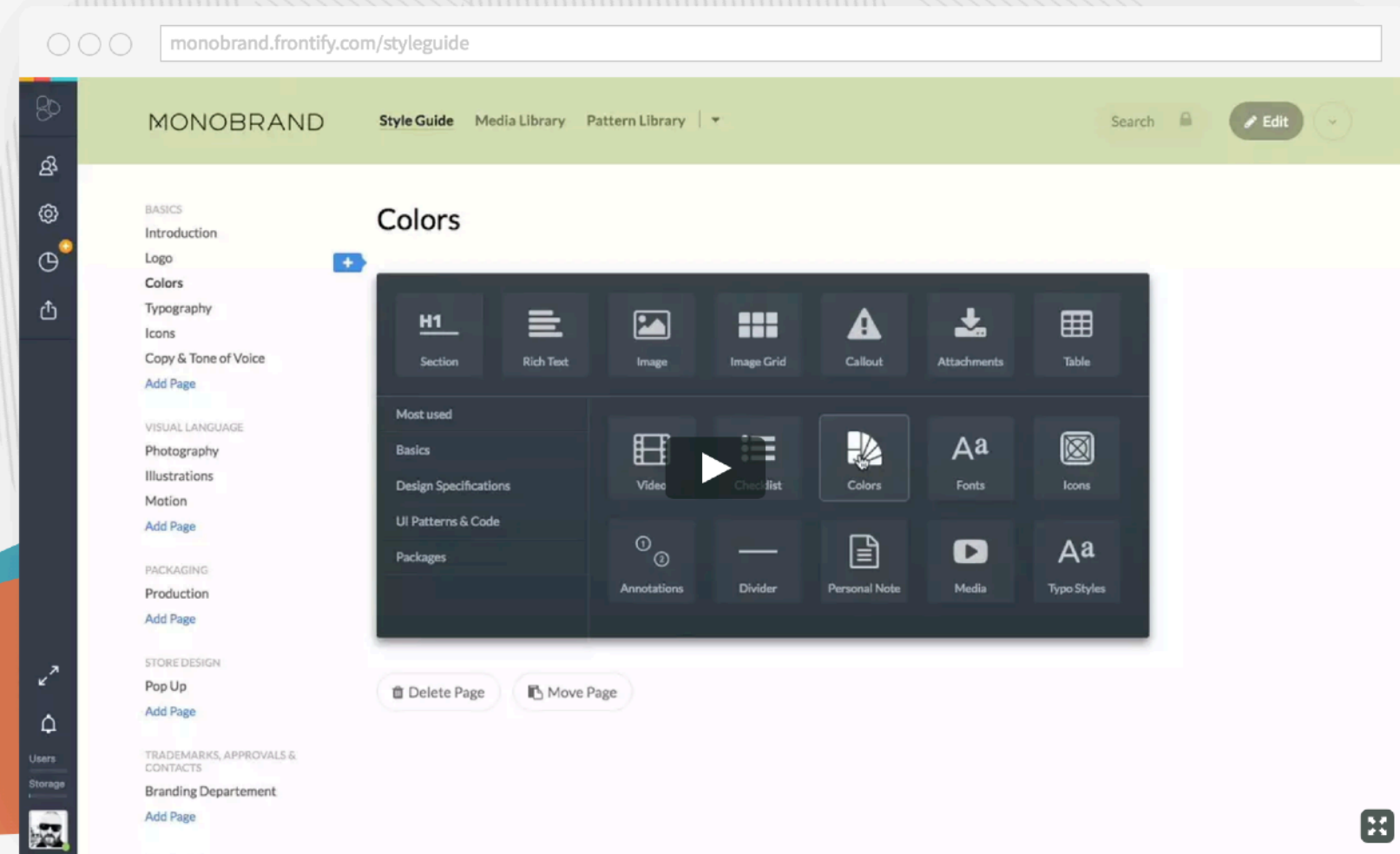


# How to keep charge of your design assets:

1. Google Drive or Dropbox folder
2. A HTML page with a basic style guide
3. A PDF style guide
4. Online tools ([frontify.com](https://frontify.com) or [brand.ai](https://brand.ai))

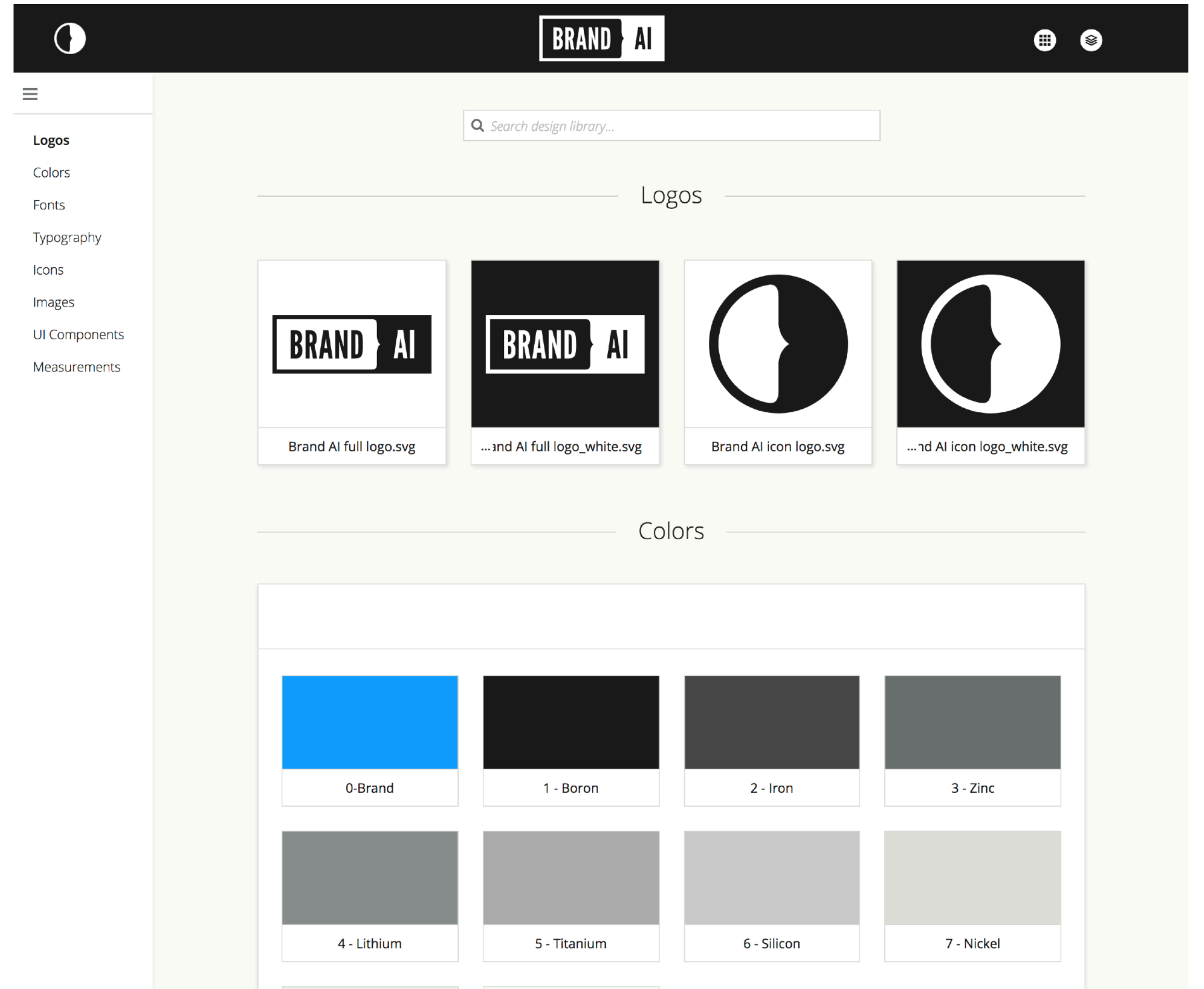
# Style Guide

Create living brand guidelines in minutes



## All your brand definitions right at hand

Create custom brand manuals that fully represent your brand. Easily edit and share your Style Guides with your internal and external stakeholders. Use the cover page to create beautiful access points to any place within your Frontify brand world. The Style Guide is designed for small companies with basic guideline needs, all the way up to multinational companies with several brands, advanced access management, and multiple languages.



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5. Client Portal!



“What about creating a  
pattern library in Sketch/  
Photoshop?”

Before you create a brand new style, check whether there's anything you can reuse.



## EXERCISE

Create a basic style guide using one of the method outlined in the lesson.