

# YA BY THE BAY

WEB DESIGN STYLE GUIDE

# LOGO VARIATIONS

Main logo



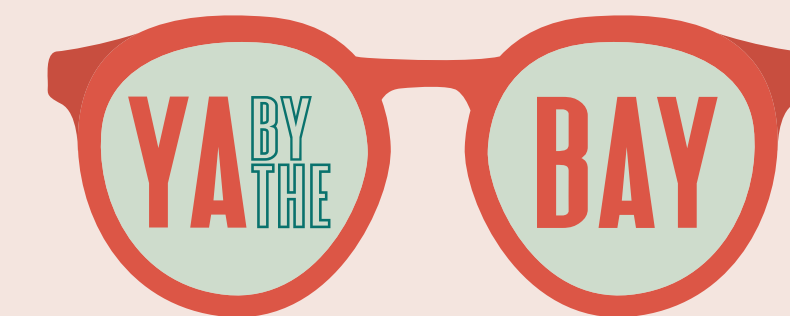
Secondary logo



White logo



Icon logo



# LOGO DO'S AND DON'TS

DO

YA BY THE BAY

DON'T

YA BY THE BAY

DON'T

YA BY THE BAY

YABYTHEBAY

YA BY THE BAY

YA BY THE BAY

YA BY THE BAY

# FONTS

## Headlines

H1: TRIESTER SANS, 100PX

H2: TRIESTER SANS, 75PX

H3: TRIESTER SANS, 50PX

H4: BROTHER 1816, 24PX, UPPERCASE, 600

H5: TRIESTER OUTLINE, 100PX

H6: *Triester Script*, 115px

## Body text

B1: Brother 1816, 18px, 400

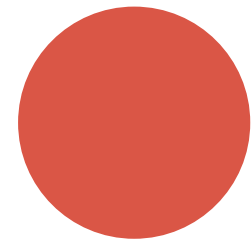
B2: Brother 1816, 16px, 400

B3: Brother 1816, 14px, 400

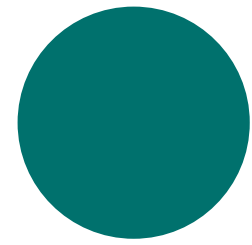


# COLORS

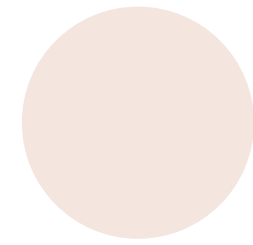
## Main Color Palette



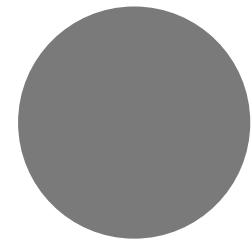
RGB: 218/86/70  
Hex: #DA5646  
Tt



RGB: 0/113/109  
Hex: #00716D  
Tt

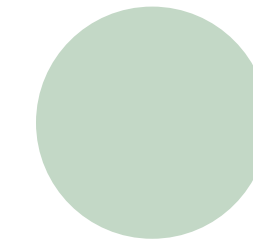


RGB: 244/229/223  
Hex: #F4E5DF  
☺

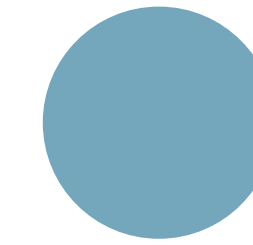


RGB: 122/122/122  
Hex: #7A7A7A  
Tt

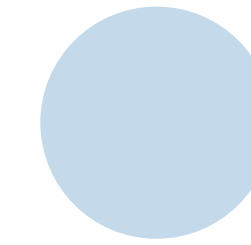
## Secondary Color Palette



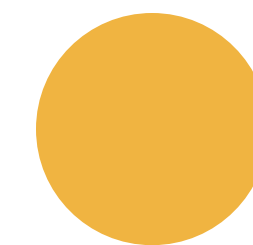
RGB: 195/216/198  
Hex: #C3D8C6  
☺



RGB: 116/167/187  
Hex: #74A7BB  
Tt



RGB: 196/217/233  
Hex: #C4D9E9  
☺



RGB: 240/180/65  
Hex: #F0B441  
Tt

# BUTTONS & LINKS

## Regular Button



Font: Brother 1816, 18px, 600  
Button Color: #DA5646  
Text Color: #F4E5DF

## Hover Button



Font: Brother 1816, 18px, 600  
Button Color: #F4E5DF  
Text Color: #DA5646

## Alternate Hover Button



Font: Name font, 16px  
Button Color: #F4E5DF  
Text Color: #00716D

## Alternate Button Colors



## Alternate Hover Colors



## Regular Link

[Read More](#)

Font: Brother 1816, 18px  
Text Color: #DA5646

## Hover Link

[Read More](#)

Font: Brother 1816, 18px  
Text Color: #00716D

# VISUAL LANGUAGE/GRAPHIC ELEMENTS



**Fan Opacity Shape Divider**  
Use: All page headers outside of the homepage



**Torn Page Shape Divider**  
Use: Middle School Writing Contest / Scholarship Page

## Applicants must be:

 Registered to attend the YA by the Bay Conference

 Currently enrolled in a scholastic program, grades 9-12

 Working towards a high school diploma

**Color Block Icon List**  
Use: Any list breakdown

# IMAGES/ILLUSTRATIONS



**Donate Illustration**  
Use: Any instance with CTA for Donations



**Sponsor Illustration**  
Use: Any instance with CTA for Sponsors



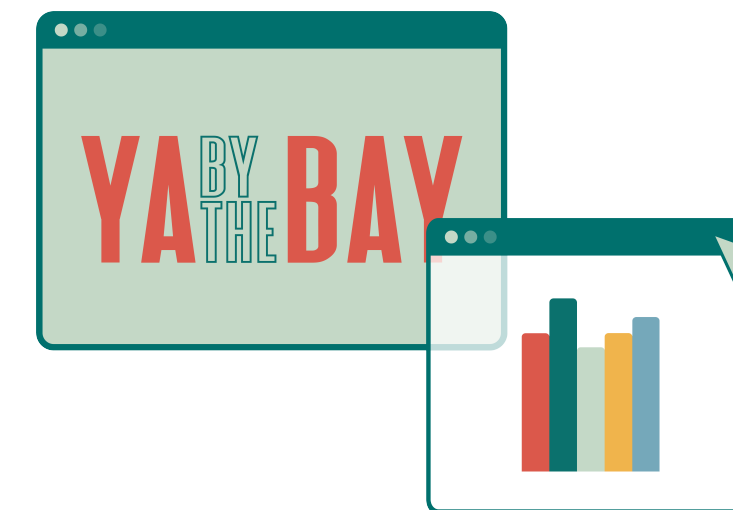
**Volunteer Illustration**  
Use: Any instance with CTA for Volunteers



**Print Collateral Illustration**  
Use: CTA for downloading print collateral



**Social Collateral Illustration**  
Use: CTA for downloading social collateral



**Web Collateral Illustration**  
Use: CTA for downloading web collateral

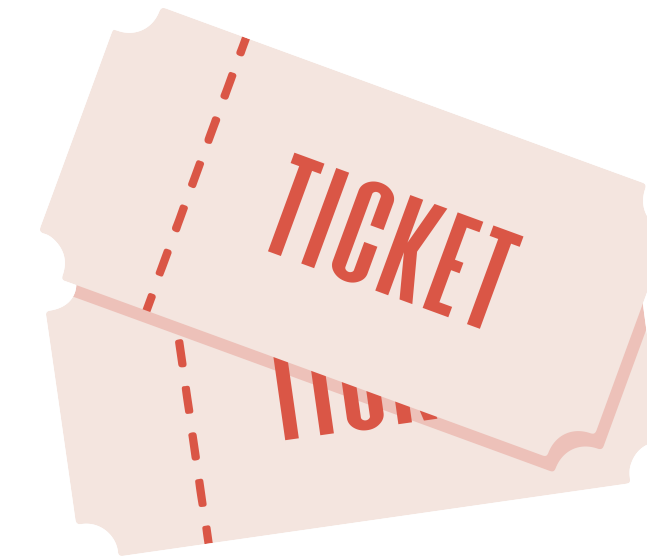
# IMAGES/ILLUSTRATIONS



**Books Icon Illustration**  
Use: Between sections on pages



**Festival Friend Illustration**  
Use: Any instance with information about Festival Friends



**Registration Illustration**  
Use: Any instance with information about registration



**Fiction Illustration**  
Use: Scholarship information

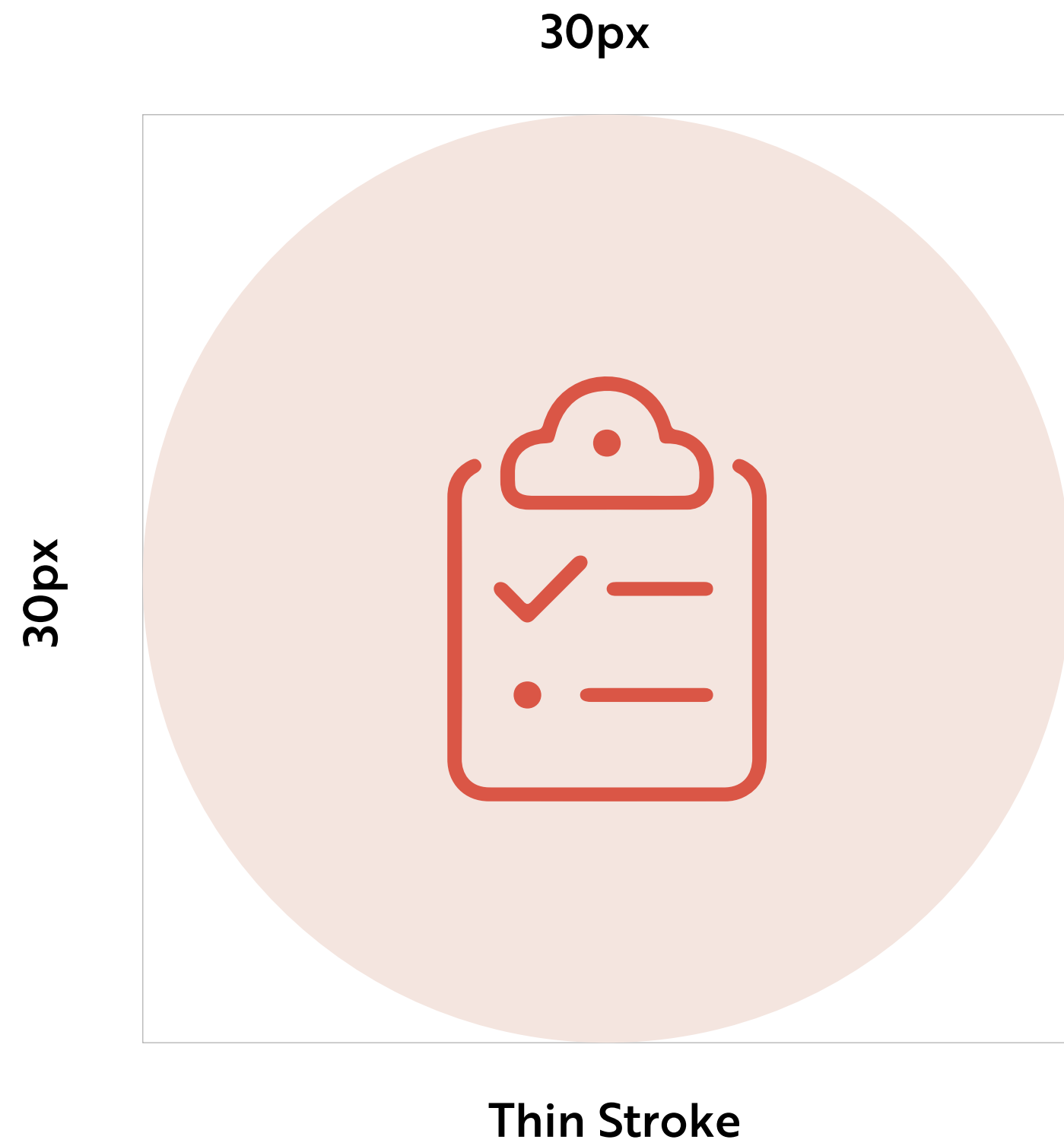


**Non-Fiction Illustration**  
Use: Scholarship information



**Poetry Illustration**  
Use: Scholarship information

# ICONS



## Happy Addons Icons



Comes standard with Happy Addons Plugin  
Use: With icon lists

## Font Awesome 5 Icons

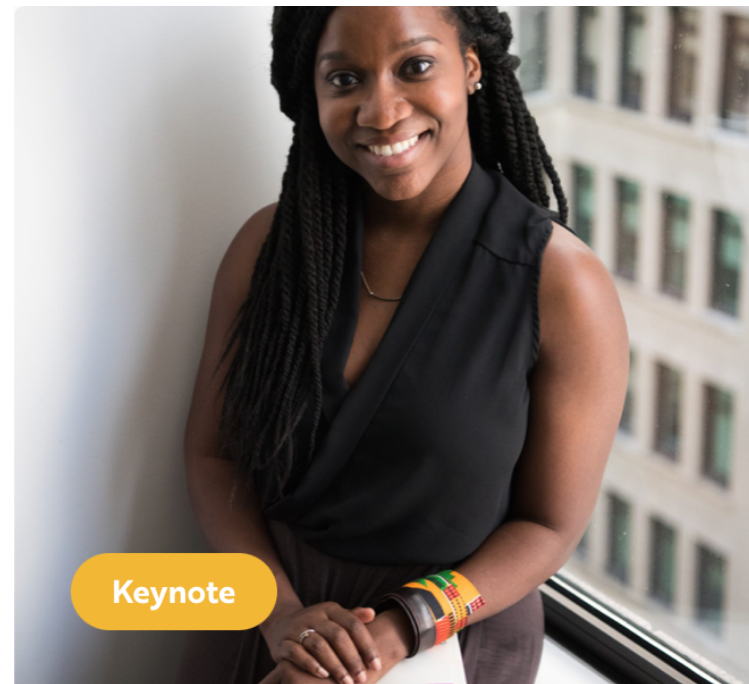


Comes standard with Elementor  
Use: With icon lists as backup if Happy Addons do not function



# IMAGE/BLOCK STYLES

Author, Blog Post, Team Member



AMANDA WALKER

Lorem Ipsum  
Lorem Ipsum  
Lorem Ipsum

Border Radius: 10px  
Drop Shadow: 0/0/0/0.25, x= 0px y=0px



REGISTRATION NOW OPEN

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.

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May 4, 2022 · 4:57 pm · May 4, 2022



NENA GARGA

Senior Director of Operations

Nana Garga has dealt with words her entire career. She studied broadcast journalism and political science at Syracuse University before becoming a morning news producer in Tampa. Currently, she is a one-woman marketing department for a financial advisory practice. Nena is also the Executive Producer of FIND YOUR FAIRYTALE, bringing her years of television experience to YA by the Bay. Off the clock, she is obsessed with her dog, Disney, and good food. Details are life.



Date Blocks

FRIDAY, OCTOBER 13

Make Your Words Work for You

Exclusive access for students and educators.

Students participate in workshops and panels designed to help them grow in their writing and leadership skills

Border Radius: 25px

News Article



The Times  
SUNSHINE CITY

FOR JACK KEROUAC'S 100TH BIRTHDAY,  
WE REMEMBER HIS ST. PETERSBURG  
YEARS

The late Beat Generation writer is still celebrated around the Sunshine City. What was his life here like?

[Read More](#)

Border Radius: 0px