

U.S. Web Design Standards



About these components

Some single-function components, such as buttons, have been turned into symbols for easy access from the symbol menu. Before you alter anything but text, detach the instance of the symbol so that you don't change every instance. More complex components, such as footers, have been left as groups.

Wherever appropriate, we have created text styles to make these components more easily adapted.

Style and symbol names are a compromise between US Web Design Standards CSS naming conventions (to transition Sketch files more easily into development) and names that make sense for when thinking about screen design.

All fonts are free and open source. All but Font Awesome are available from Google Fonts. For Font Awesome, visit <http://fontawesome.io/>.

U.S. Web Design Standards – Typography

Typesetting

ALIGNMENT

I am a subject

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna.

LINE-LENGTH - DESKTOP

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 sequat.

75 characters max on desktop

SPACING

H1 Section heading

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.

H2 Section heading

H3 Section of the page

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 sequat.

H4 Subsection of the page

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laboru.

H5 Subsubsection of the page

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis.

Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit.

LINKS

[This](#) is a text link on light background.

[This](#) is a visited link.

This is a link that goes to an [external website](#).

[This](#) is a text link on a dark background.

LISTS

Unordered list

- Unordered list item
- Unordered list item
- Unordered list item

Ordered list

1. Ordered list item
2. Ordered list item
3. Ordered list item

Pairings & Styles

DEFAULT Merriweather headings, Source Sans Pro body (lite)

1. Merriweather Regular 400
1. Merriweather Bold 700
2. Source Sans Pro Regular 400
3. Source Sans Pro Italic 400
4. Source Sans Pro Bold 700

Display 1

font-family: 'Merriweather'
font-weight: 700
font-size: 52px
line-height: 1.3em/68px

Heading 1

font-family: 'Merriweather'
font-weight: 700
font-size: 40px
line-height: 1.3em/52px

Heading 2

font-family: 'Merriweather'
font-weight: 700
font-size: 30px
line-height: 1.3em/39px

Heading 3

font-family: 'Merriweather'
font-weight: 700
font-size: 20px
line-height: 1.3em/26px

Heading 4

font-family: 'Merriweather'
font-weight: 700
font-size: 17px
line-height: 1.3em/22px

Heading 5

font-family: 'Merriweather'
font-weight: 700
font-size: 15px
line-height: 1.3em/20px

HEADING 6

font-family: 'Source Sans Pro'
font-weight: 400
font-size: 13px
line-height: 1.3em/17px

Lead paragraph

font-family: 'Merriweather'
font-weight: 300
font-size: 20px
line-height: 1.7em/34px

Body copy. A series of sentences together which make a paragraph.

font-family: 'Source Sans Pro'
font-weight: 400
font-size: 17px
line-height: 1.5em/26px

Italic body copy. A series of sentences together which make a paragraph.

font-family: 'Source Sans Pro'
font-style: italic
font-weight: 400
font-size: 17px
line-height: 1.5em/26px

Source Sans Pro headings and body

1. Source Sans Pro Light 300
2. Source Sans Pro Regular 400
3. Source Sans Pro Italic 400
4. Source Sans Pro Bold 700

Display 1

font-family: 'Source Sans Pro'
font-weight: 700
font-size: 52px
line-height: 1.3em/68px

Display 2

font-family: 'Source Sans Pro'
font-weight: 300
font-size: 40px
line-height: 1.3em/57px

Heading 1

font-family: 'Source Sans Pro'
font-weight: 700
font-size: 40px
line-height: 1.3em/57px

Heading 2

font-family: 'Source Sans Pro'
font-weight: 700
font-size: 34px
line-height: 1.3em/44px

Heading 3

font-family: 'Source Sans Pro'
font-weight: 700
font-size: 24px
line-height: 1.3em/31px

Heading 4

font-family: 'Source Sans Pro'
font-weight: 700
font-size: 19px
line-height: 1.3em/25px

Heading 5

font-family: 'Source Sans Pro'
font-weight: 700
font-size: 15px
line-height: 1.3em/20px

HEADING 6

font-family: 'Source Sans Pro'
font-weight: 400
font-size: 13px
line-height: 1.3em/17px

Lead paragraph

font-family: 'Source Sans Pro'
font-weight: 300
font-size: 22px
line-height: 1.5em/33px

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font-style: italic
font-weight: 400
font-size: 17px
line-height: 1.5em/26px

Merriweather headings, Source Sans Pro body (robust)

1. Merriweather Light 300
2. Merriweather Regular 400
3. Merriweather Bold 700
4. Source Sans Pro Regular 400
5. Source Sans Pro Italic 400

Display 1

font-family: 'Merriweather'
font-weight: 700
font-size: 52px
line-height: 1.3em/68px

Display 2

font-family: 'Merriweather'
font-weight: 300
font-size: 40px
line-height: 1.3em/52px

Heading 1

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Heading 2

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font-weight: 700
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line-height: 1.3em/39px

Heading 3

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font-weight: 700
font-size: 20px
line-height: 1.3em/26px

Heading 4

font-family: 'Merriweather'
font-weight: 700
font-size: 17px
line-height: 1.3em/22px

Heading 5

font-family: 'Merriweather'
font-weight: 700
font-size: 15px
line-height: 1.3em/20px

HEADING 6

font-family: 'Source Sans Pro'
font-weight: 400
font-size: 13px
line-height: 1.3em/17px

Lead paragraph

font-family: 'Merriweather'
font-weight: 300
font-size: 20px
line-height: 1.7em/34px

Lead paragraph 2

font-family: 'Merriweather'
font-weight: 300
font-size: 17px
line-height: 1.7em/29px

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font-family: 'Source Sans Pro'
font-style: italic
font-weight: 400
font-size: 17px
line-height: 1.5em/26px

Source Sans Pro headings, Merriweather body

1. Source Sans Pro Light 300
2. Source Sans Pro Regular 400
3. Source Sans Pro Bold 700
4. Merriweather Regular 400
5. Merriweather Italic 400

Display 1

font-family: 'Source Sans Pro'
font-weight: 700
font-size: 52px
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Display 2

font-family: 'Source Sans Pro'
font-weight: 300
font-size: 40px
line-height: 1.3em/57px

Heading 1

font-family: 'Source Sans Pro'
font-weight: 700
font-size: 40px
line-height: 1.3em/57px

Heading 2

font-family: 'Source Sans Pro'
font-weight: 700
font-size: 34px
line-height: 1.3em/44px

Heading 3

font-family: 'Source Sans Pro'
font-weight: 700
font-size: 24px
line-height: 1.3em/31px

Heading 4

font-family: 'Source Sans Pro'
font-weight: 700
font-size: 19px
line-height: 1.3em/25px

Heading 5

font-family: 'Source Sans Pro'
font-weight: 700
font-size: 15px
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Merriweather headings and body

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font-style: italic
font-weight: 400
font-size: 15px
line-height: 1.5em/26px

U.S. Web Design Standards - Palette



PRIMARY



#0071bc primary
#205493 primary-darker
#112e51 primary-darkest
#212121 base
#323a45 gray-dark
#aeb0b5 gray-light

SECONDARY



#02bfe7 primary-alt
#046b99 primary-alt-darkest
#00a6d2 primary-alt-dark
#9bdaf1 primary-alt-light
#e1f3f8 primary-alt-lightest



#e31c3d secondary
#981b1e secondary-darkest
#cd2026 secondary-dark
#e59393 secondary-light
#f9dede secondary-lightest

TERTIARY



#fdb81e gold
#f9c642 gold-light
#fad980 gold-lighter
#fff1d2 gold-lightest



#2e8540 green
#4aa564 green-light
#94bfa2 green-lighter
#e7f4e4 green-lightest



#205493 cool-blue
#4773aa cool-blue-light
#8ba6ca cool-blue-lighter
#dce4ef cool-blue-lightest

BACKGROUND



#323a45 gray-dark
#5b616b gray
#aeb0b5 gray-light
#d6d7d9 gray-lighter
#f1f1f1 gray-lightest



#494440 gray-warm-dark
#e4e2e0 gray-warm-light



#112e51 primary-darkest
#dce4ef gray-cool-light

SPECIAL STATE



#3e94cf focus
#4c2c92 visited

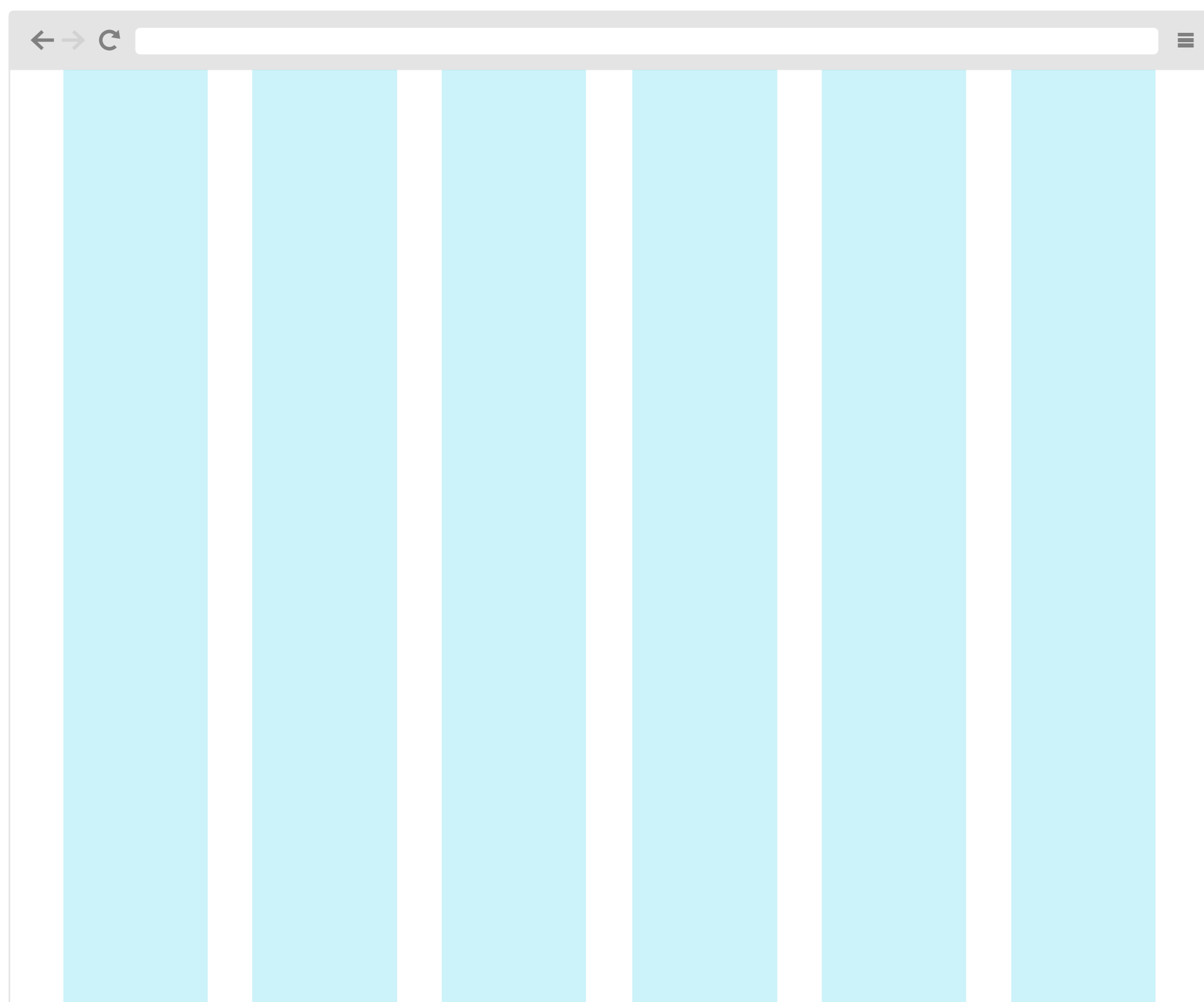
U.S. Web Design Standards - Grid



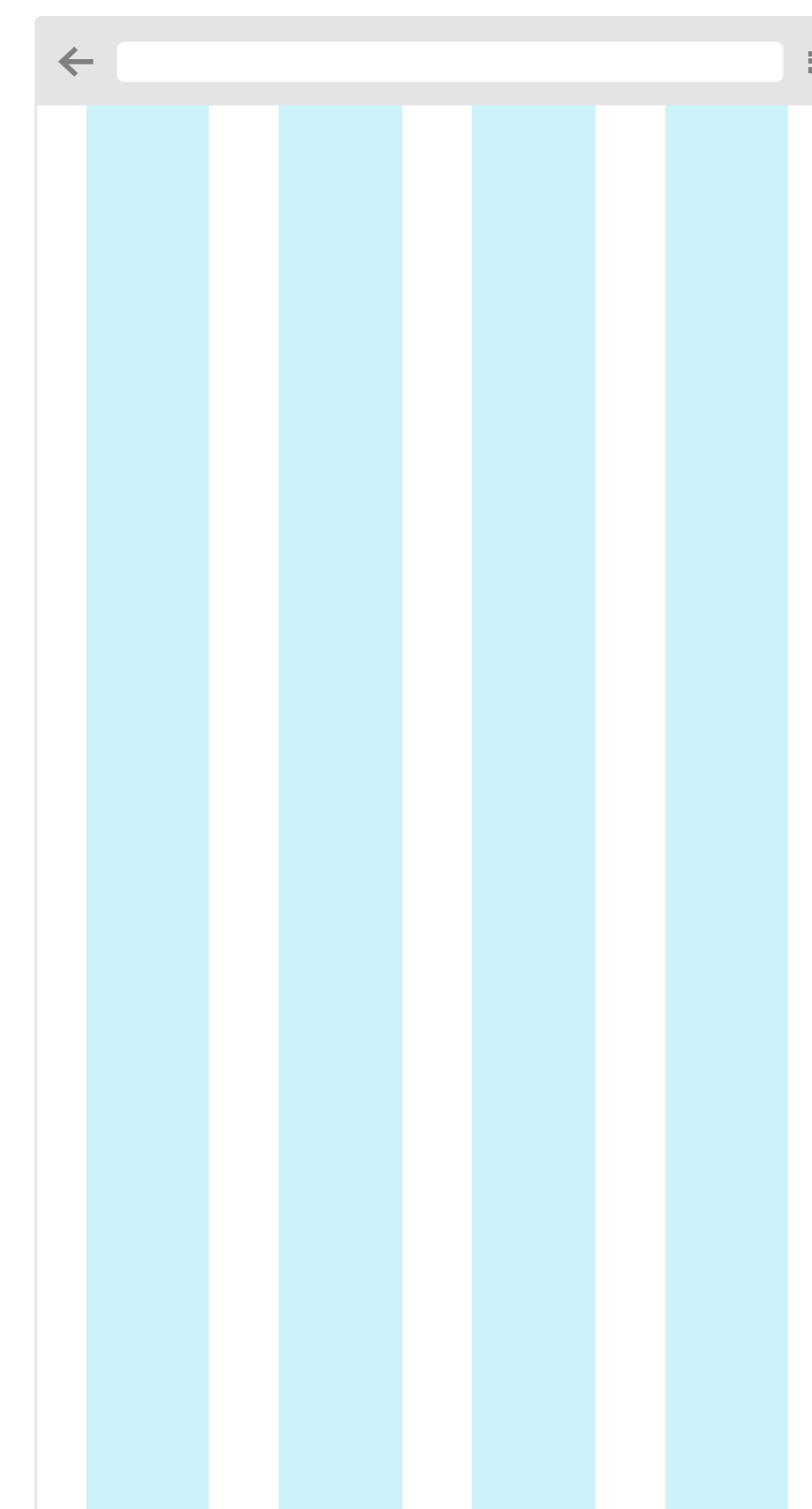
DESKTOP



TABLET



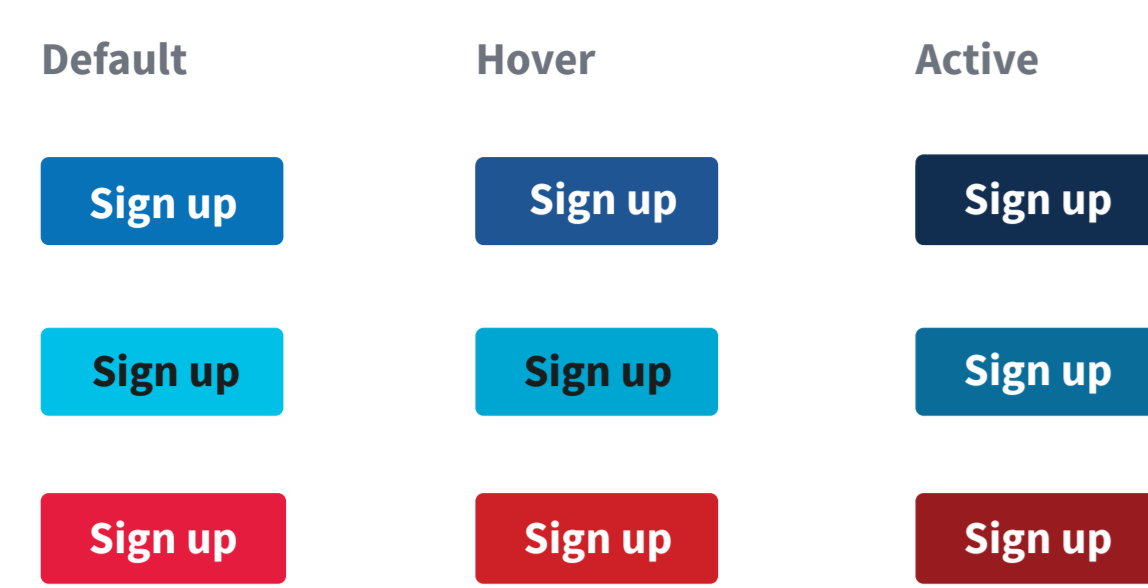
MOBILE PORTRAIT



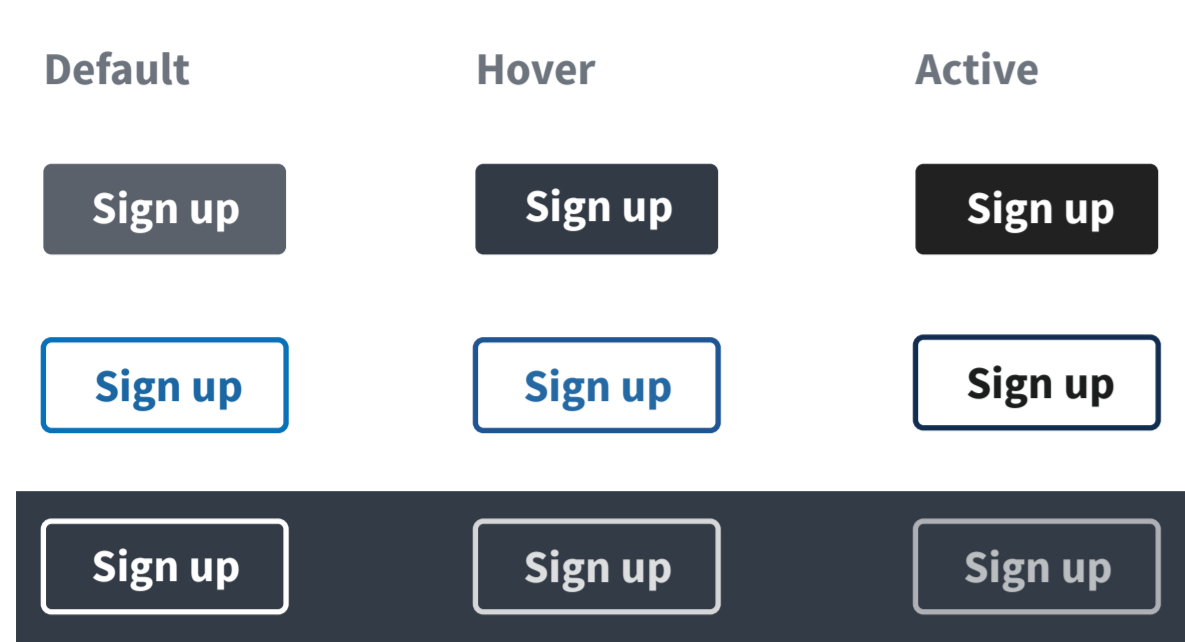
U.S. Web Design Standards – UI Components

BUTTONS

Primary buttons



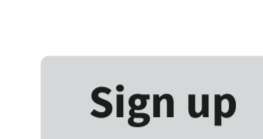
Secondary buttons



Focus



Disabled



Big Button



LABELS

Small

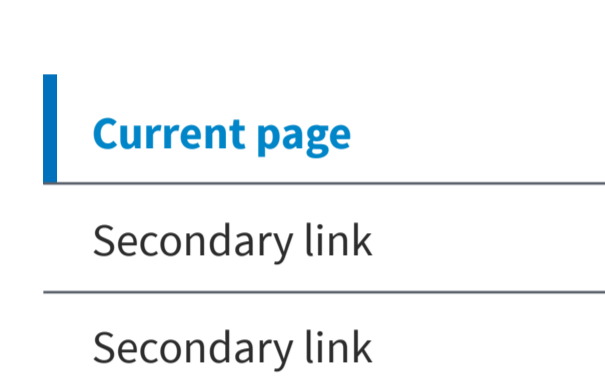


Large

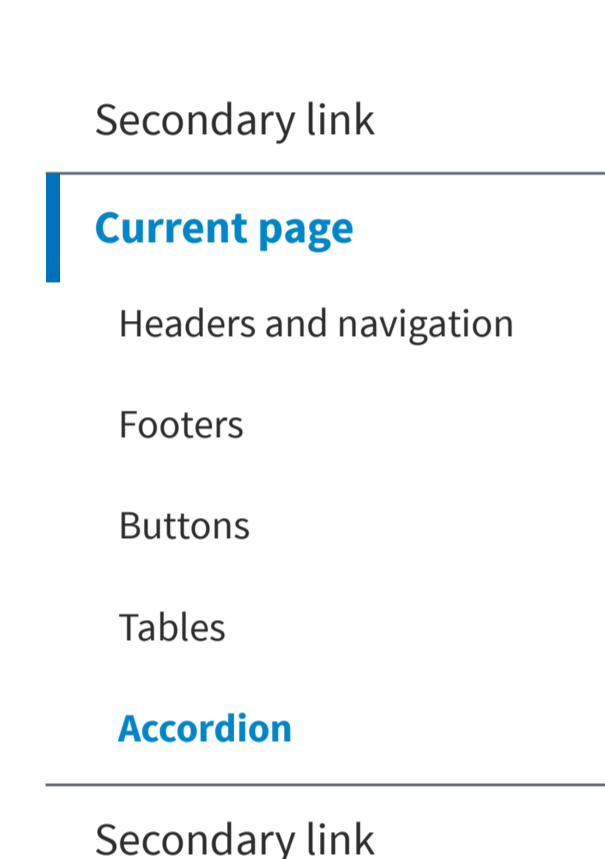


SIDE NAVIGATION

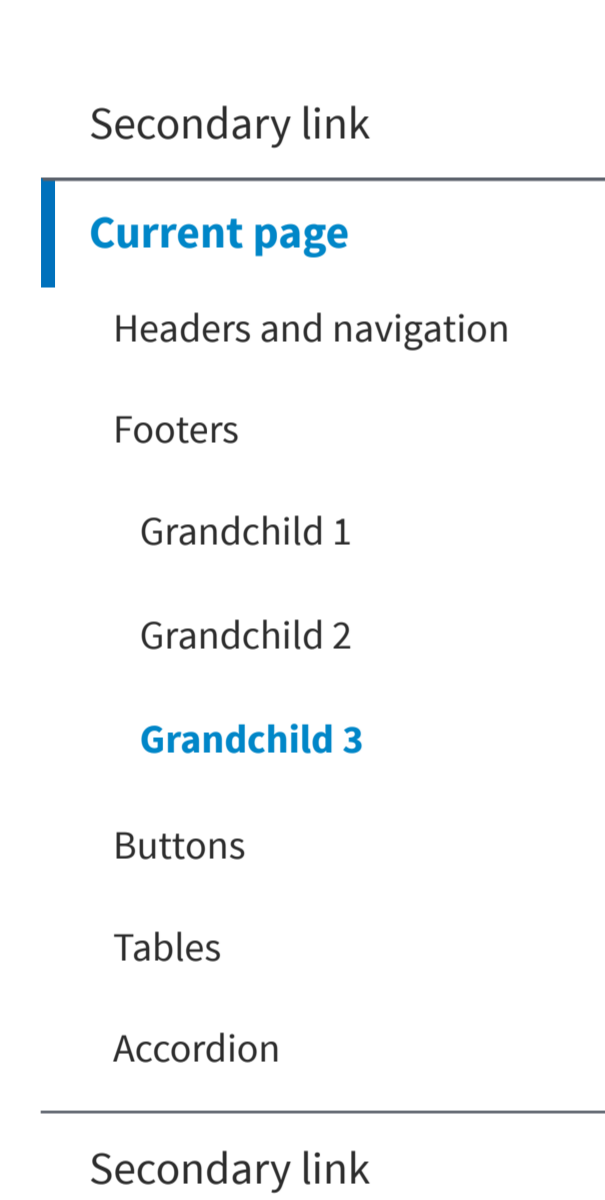
One level



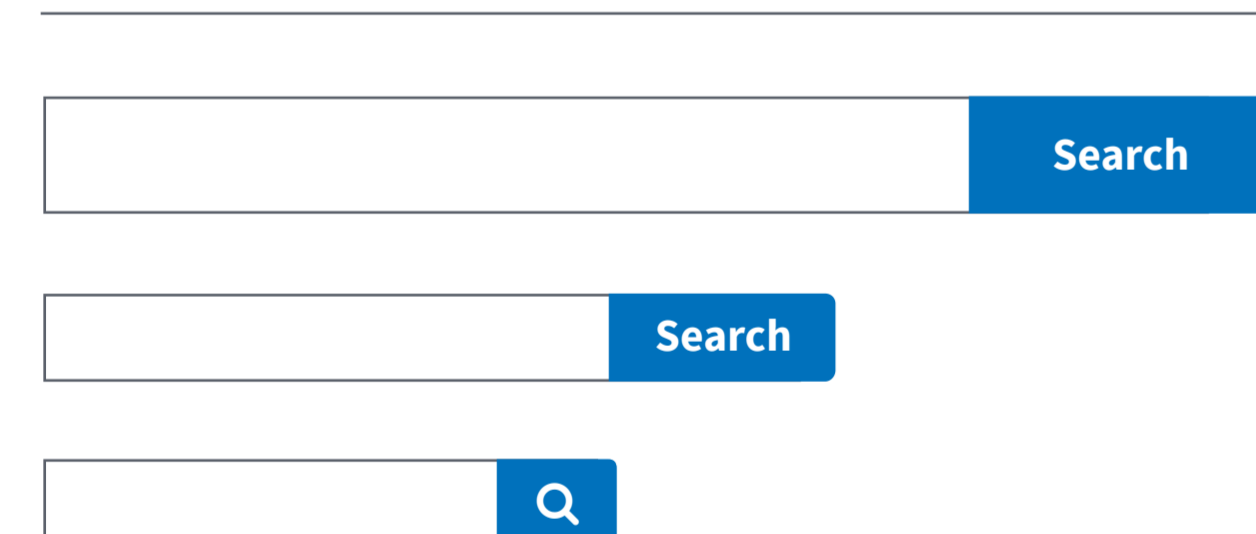
Two levels



Three levels



SEARCH BAR



TABLES

Bordered table

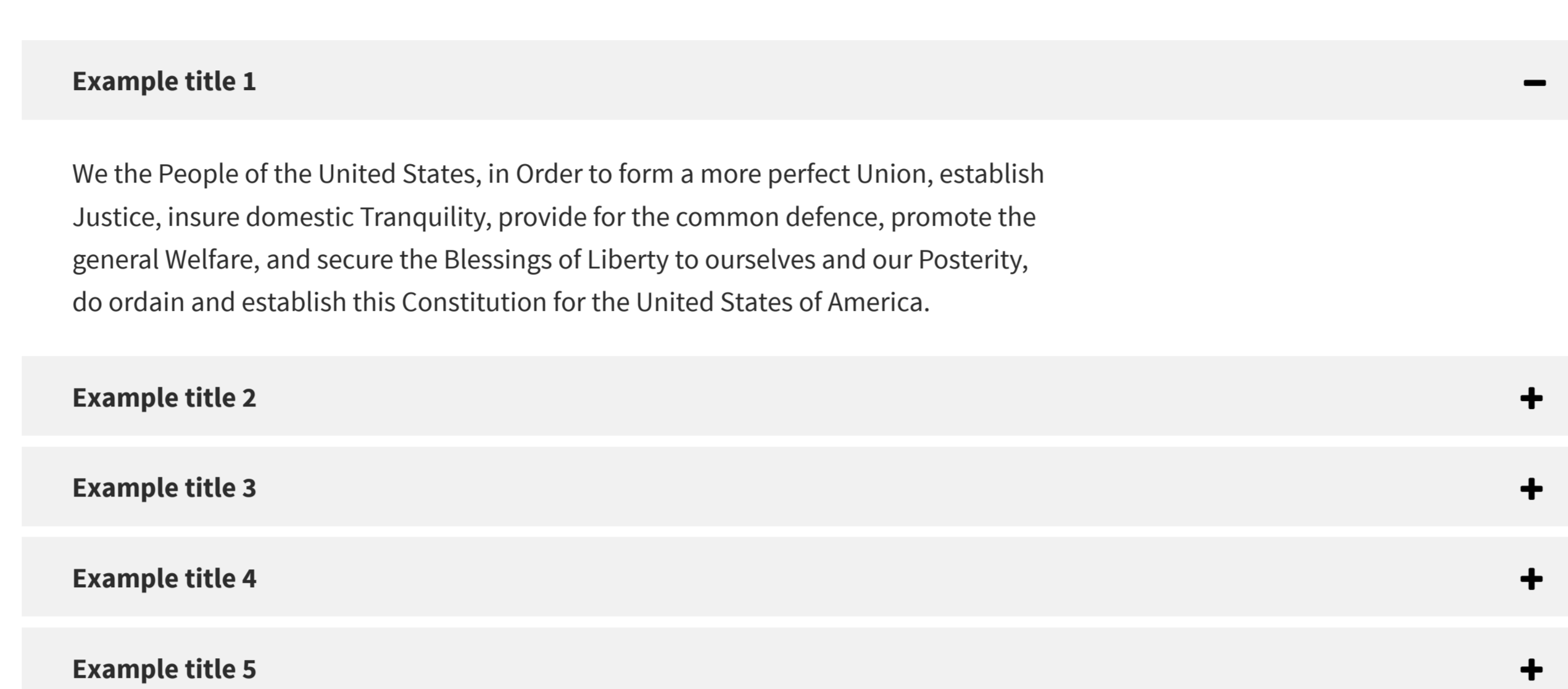
Project name	Description	Price
Apple Pie	A fruit pie in which the principal filling ingredient is apple	\$4.50
Blueberry Pie	Composed of blackberry filling, usually in the form of either blackberry jam	\$4.25
Blackberry Pie	A fruit pie in which the principal filling ingredient is blackberry	\$3.78
Key Lime pie	Made of Key lime juice, egg yolks, and sweetened condensed milk in a pie crust	\$1.99
Lemon Meringue Pie	Made of shortcrust pastry, lemon custard filling and a fluffy meringue topping	\$2.66
Boston Creme Pie	A cake that is filled with a custard or cream filling and frosted with chocolate	\$5.55

Borderless table

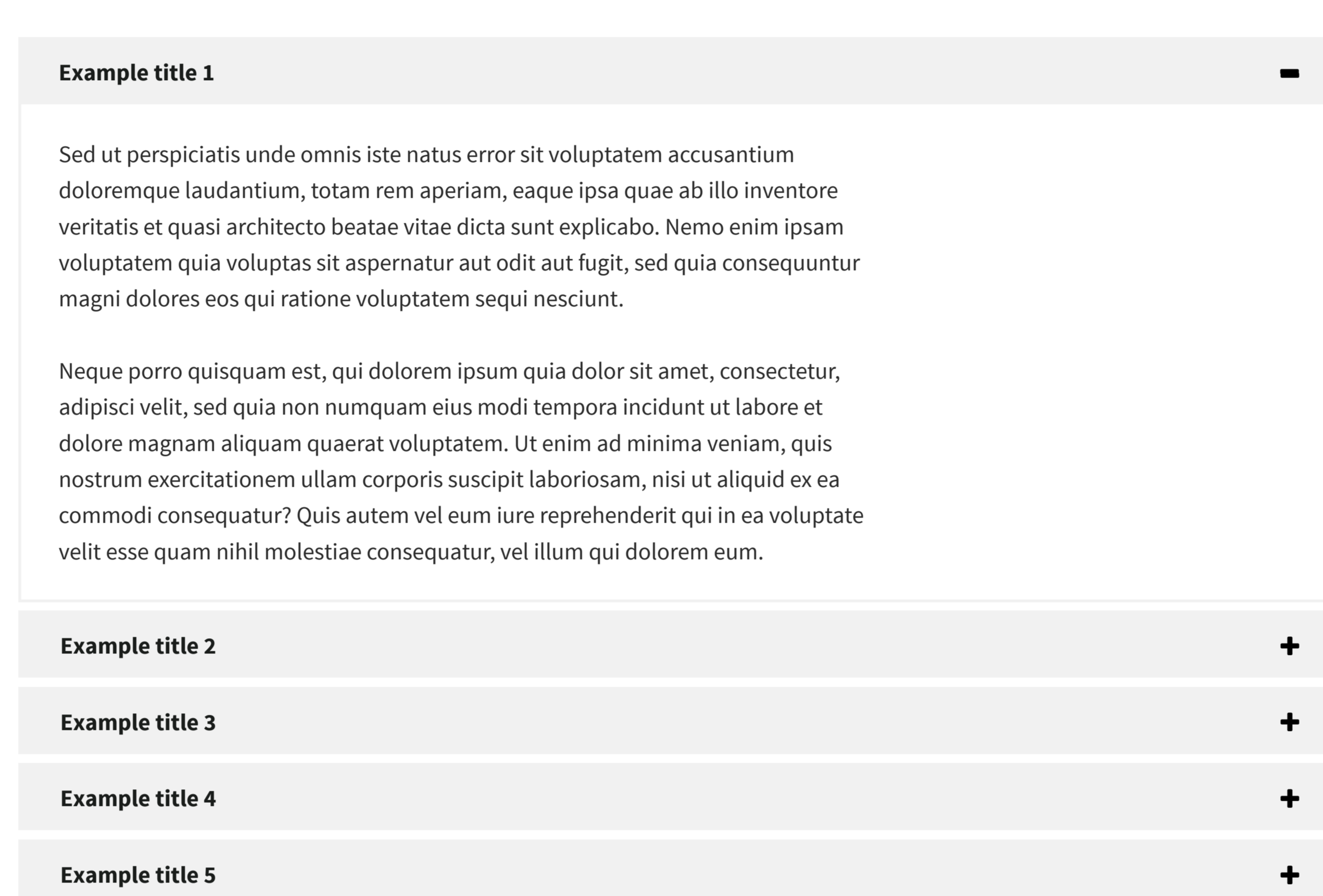
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Boston Creme Pie	A cake that is filled with a custard or cream filling and frosted with chocolate	\$5.55

ACCORDIONS

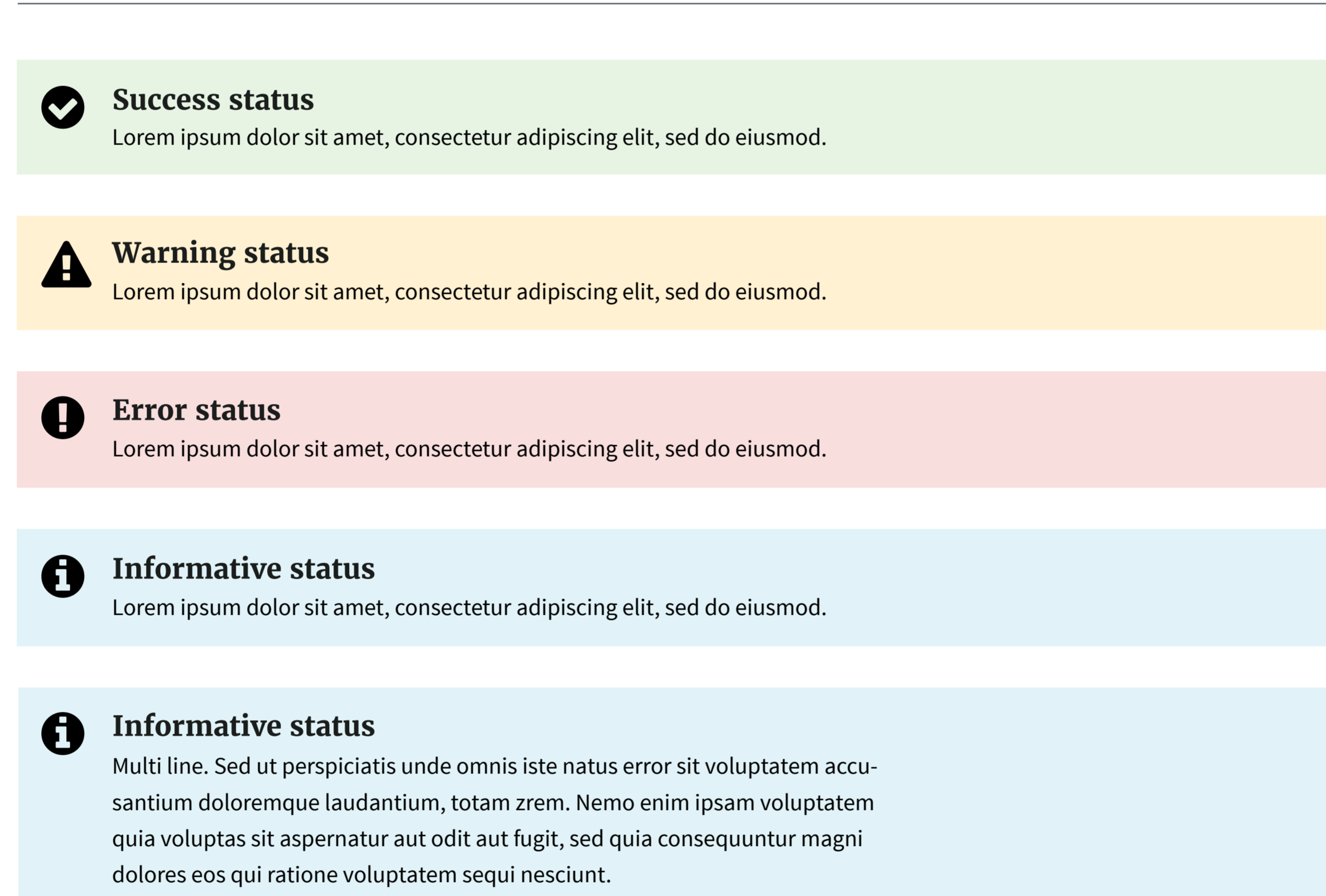
Borderless accordion



Bordered accordion

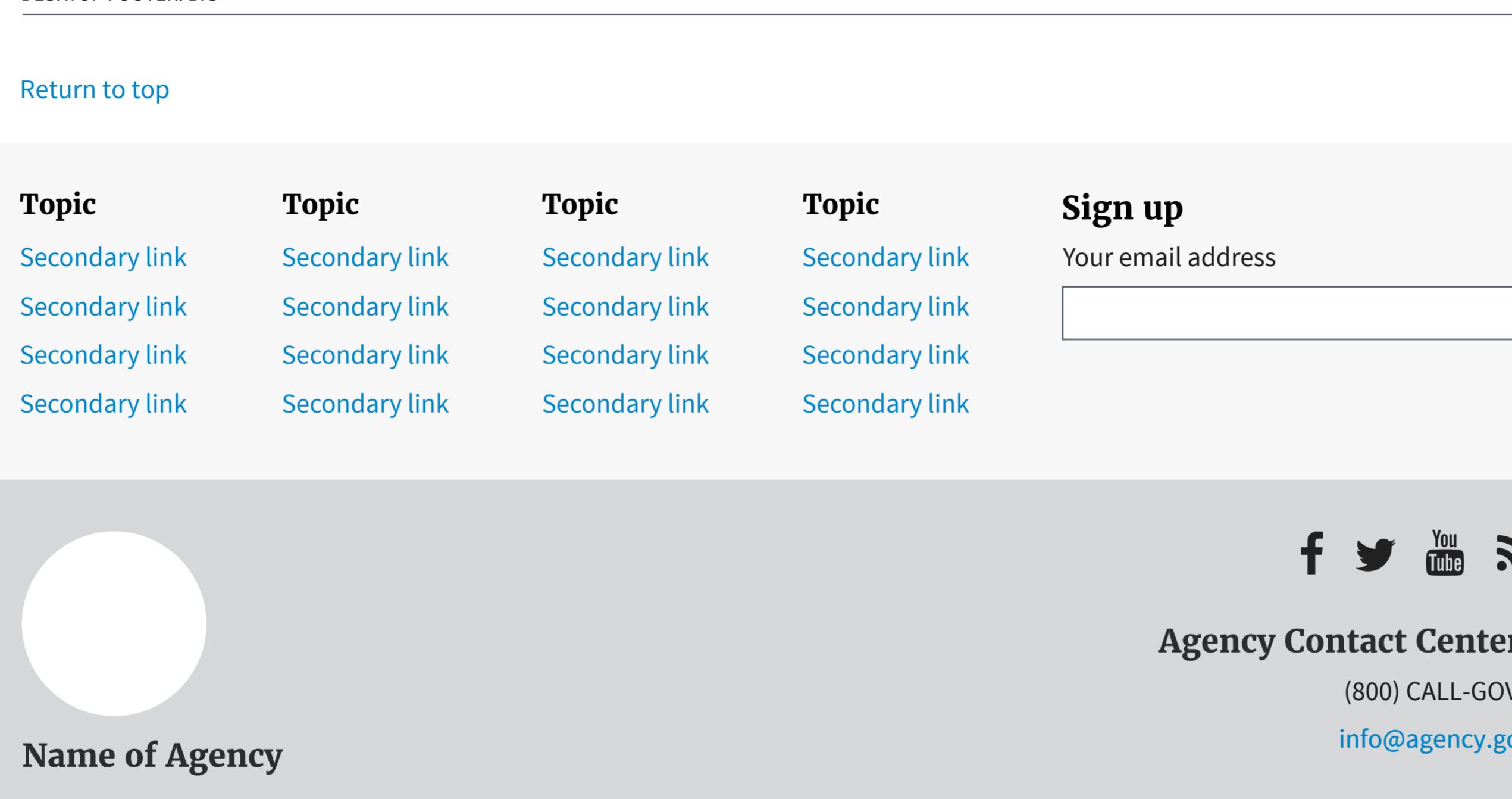


ALERTS

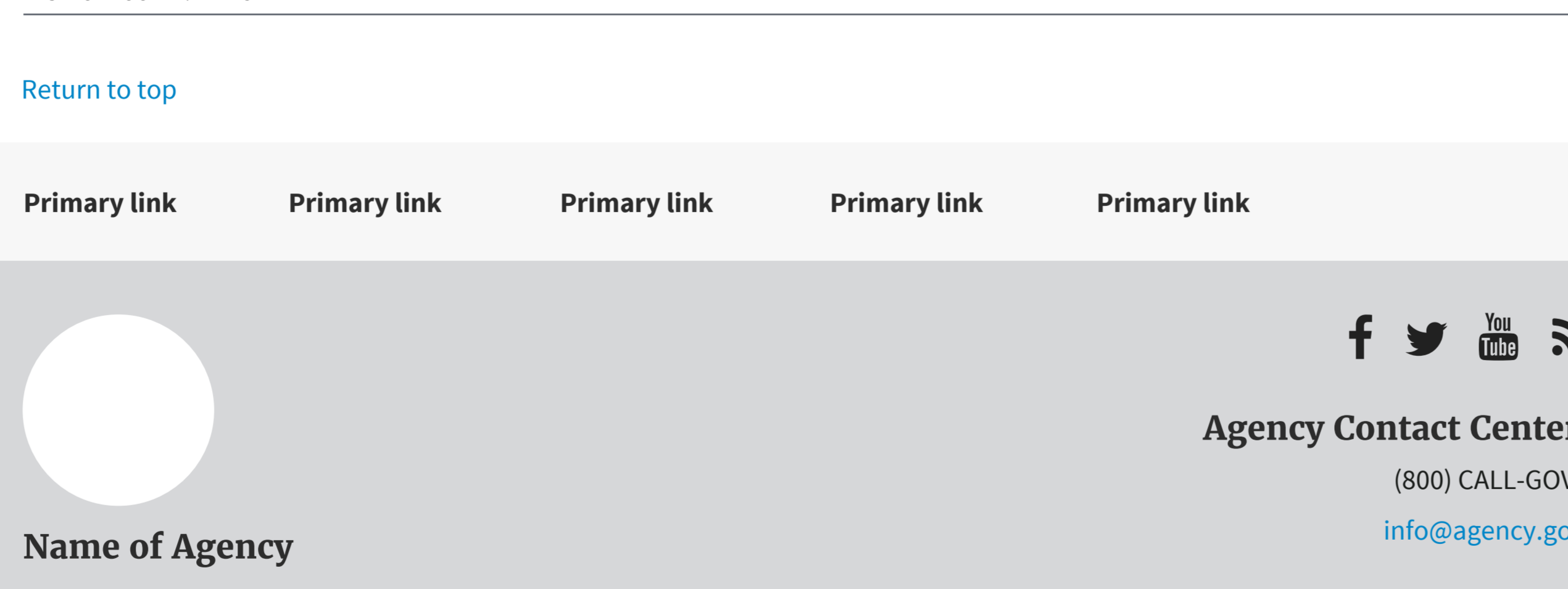


Footers

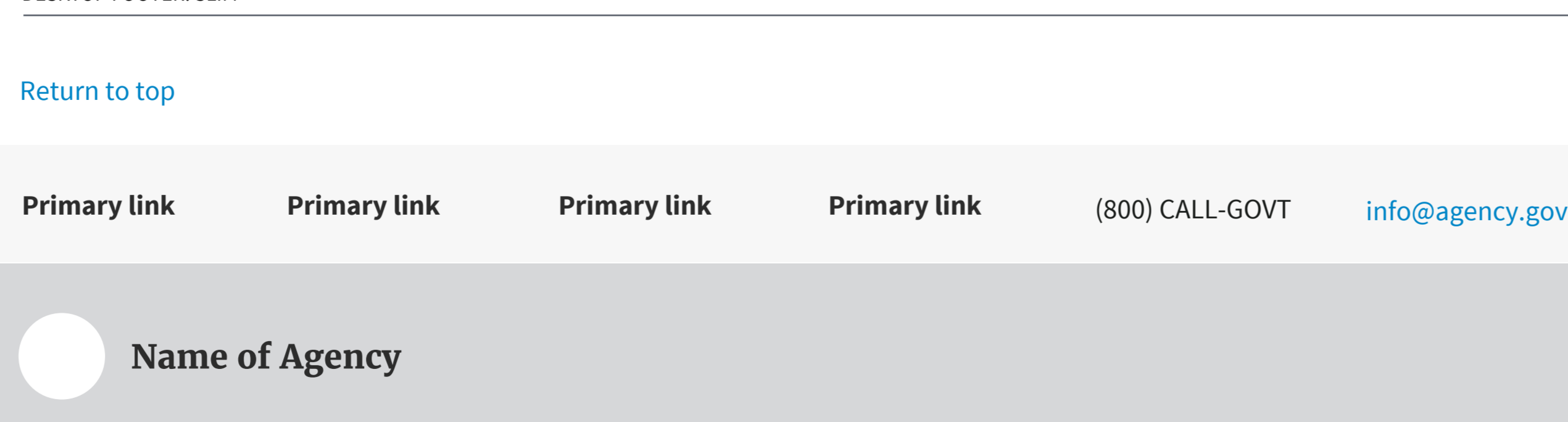
DESKTOP FOOTER: BIG



DESKTOP FOOTER: MEDIUM

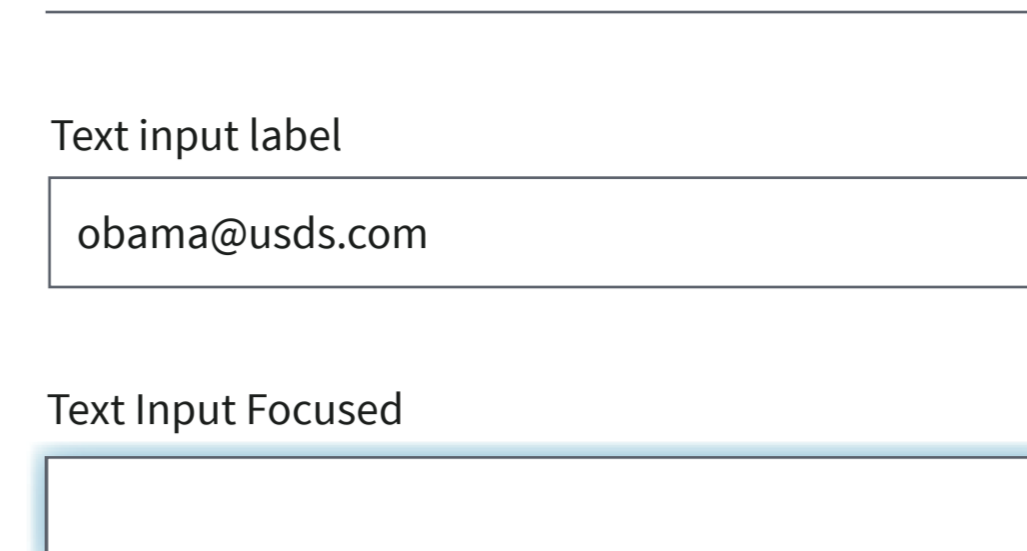


DESKTOP FOOTER: SLIM



Form controls

TEXT INPUTS AND AREA



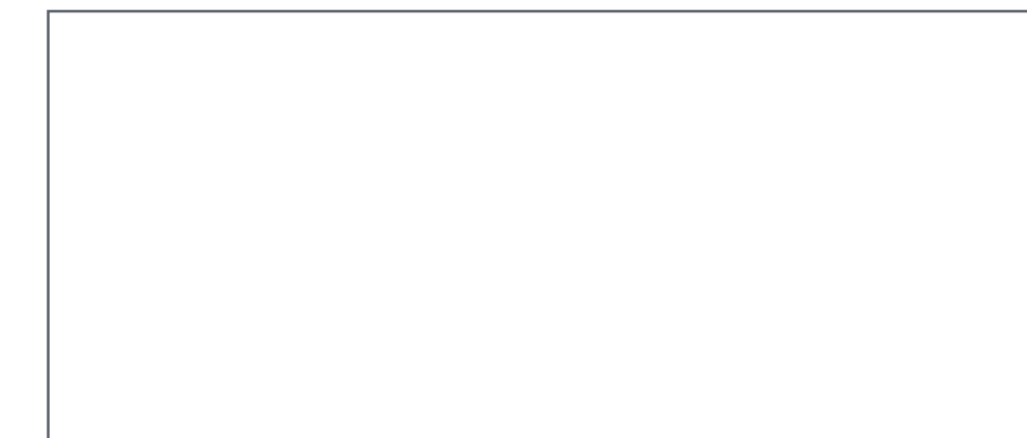
Text Input Error



Text input success

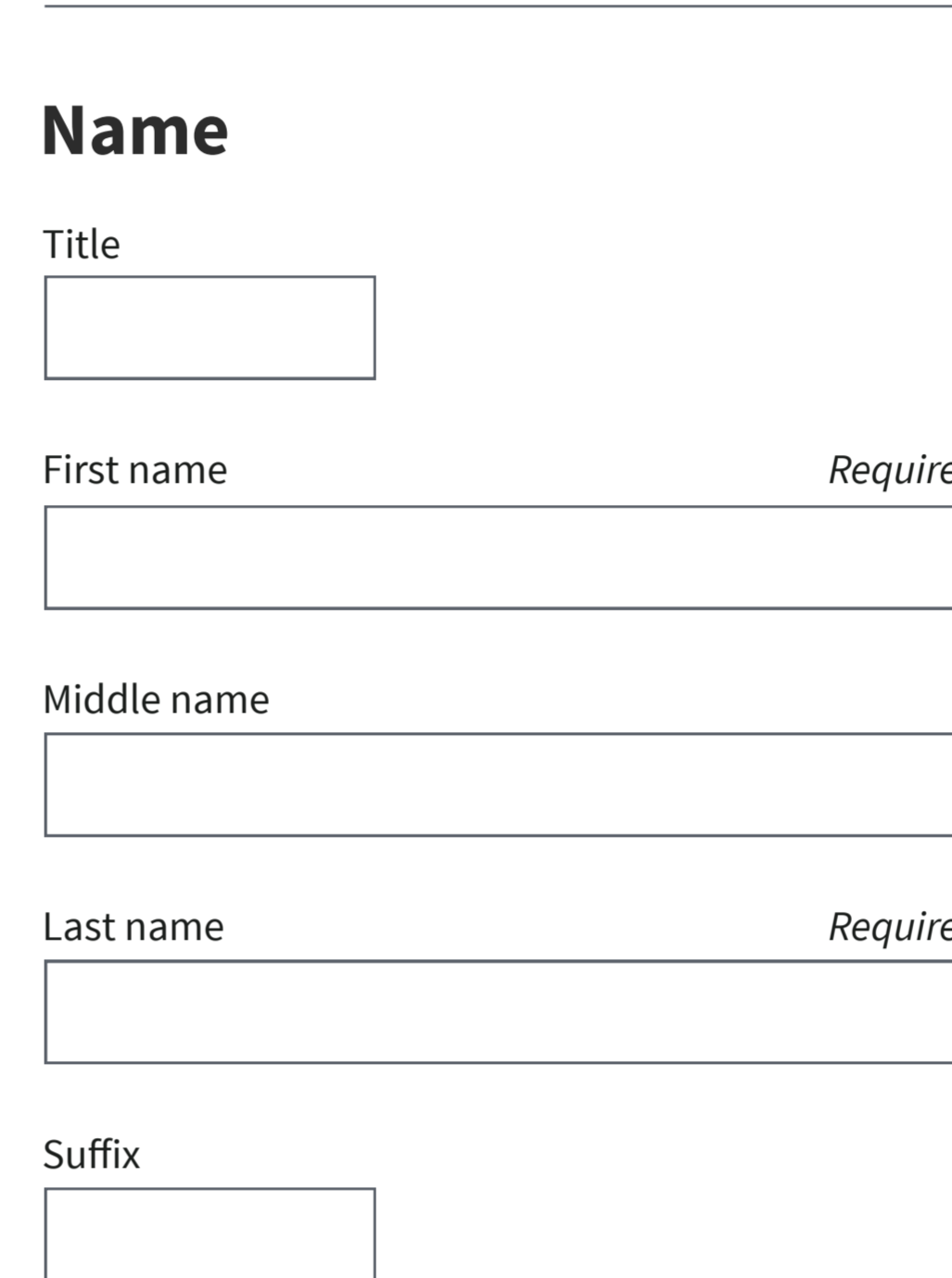


Text area label

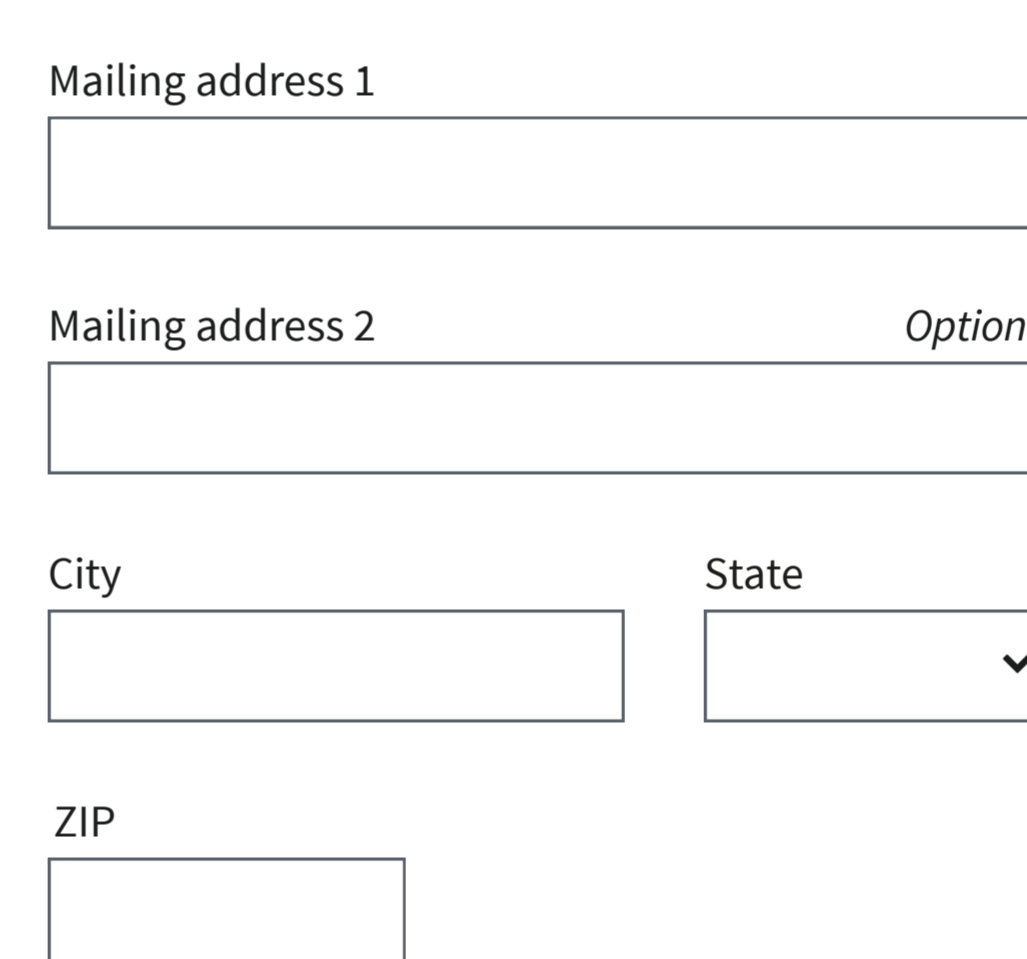


Form templates

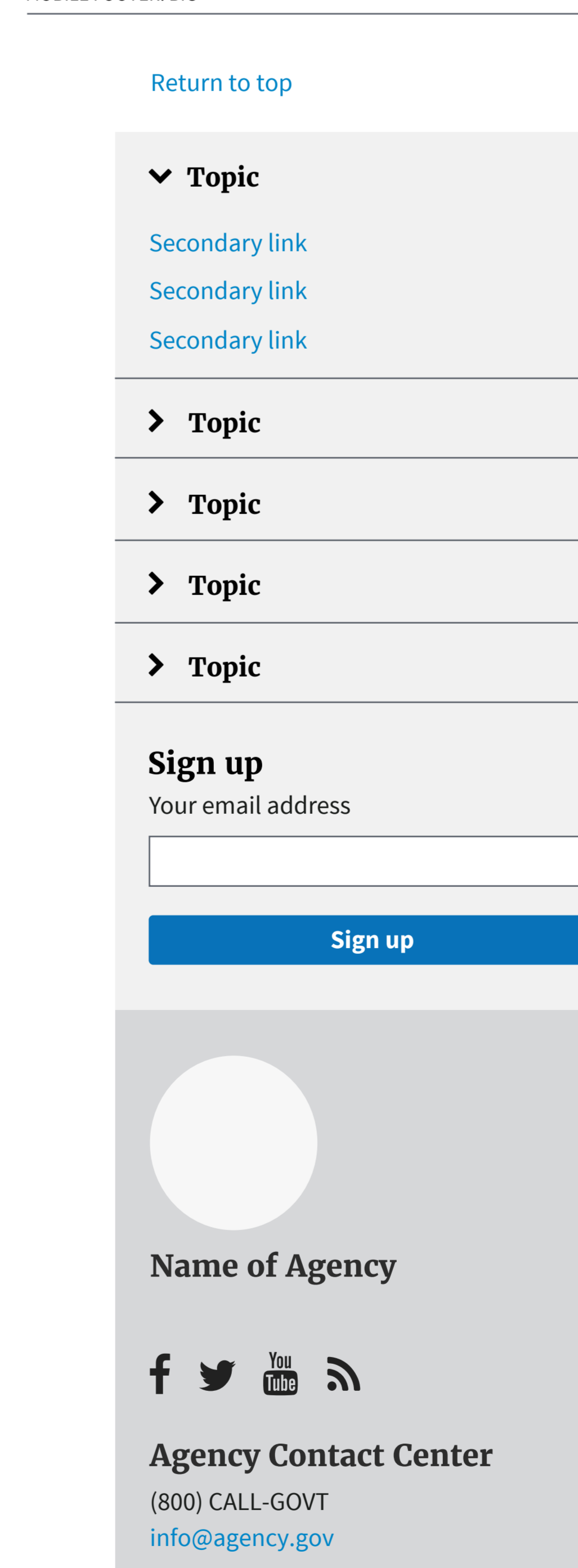
Name form



Mailing address form



MOBILE FOOTER: BIG



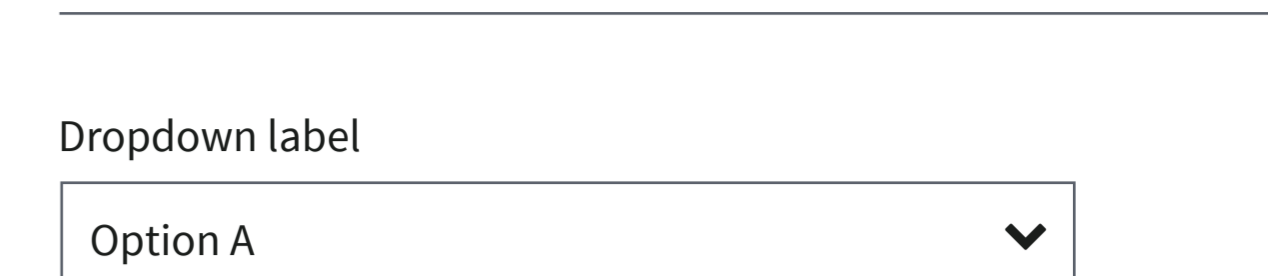
MOBILE FOOTER: MEDIUM



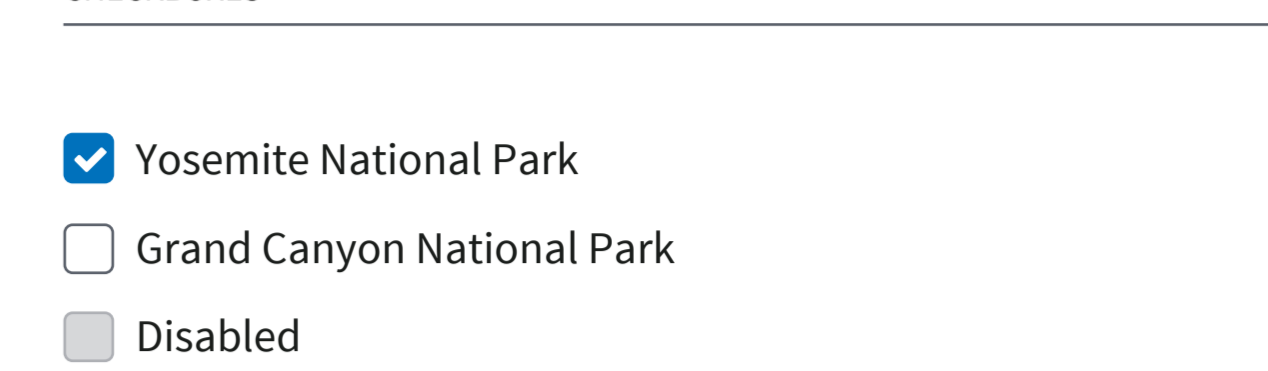
MOBILE FOOTER: SLIM



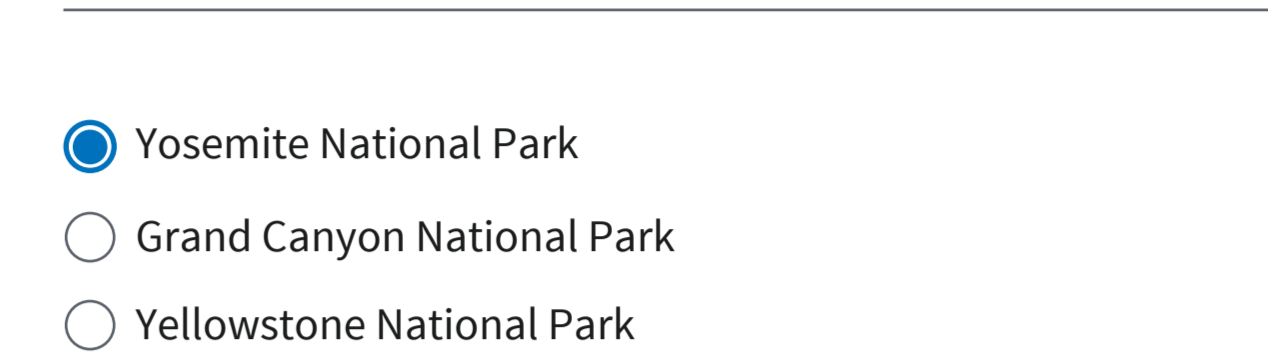
DROPDOWN



CHECKBOXES

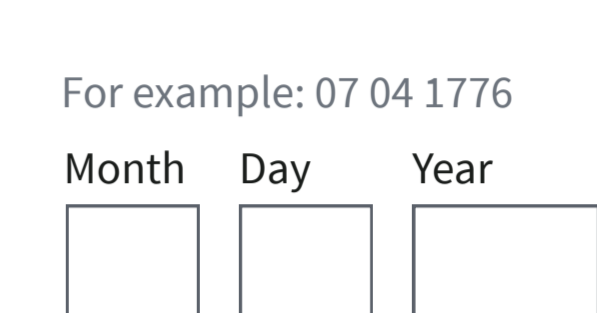


RADIO BUTTONS

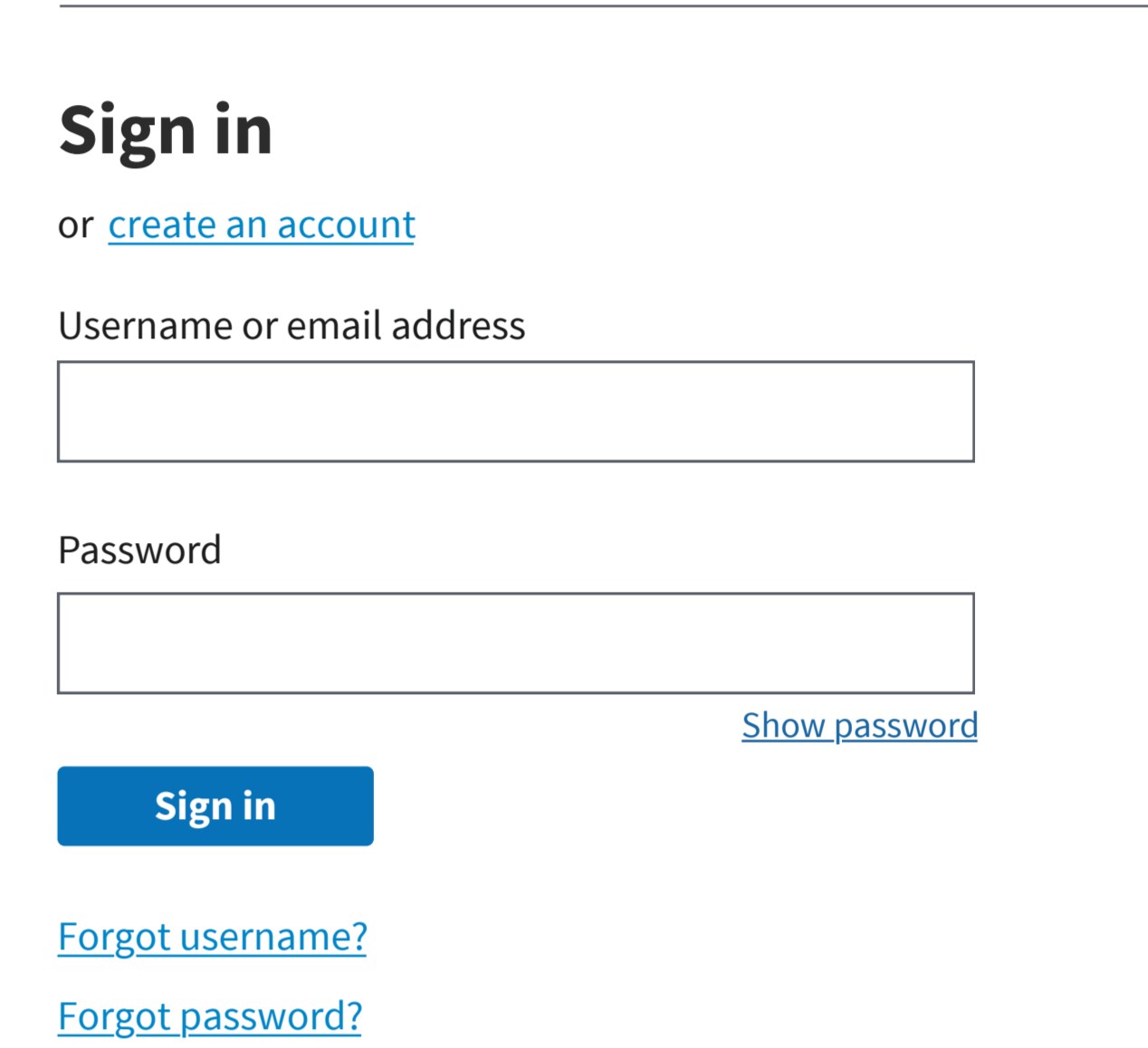


DATE INPUT

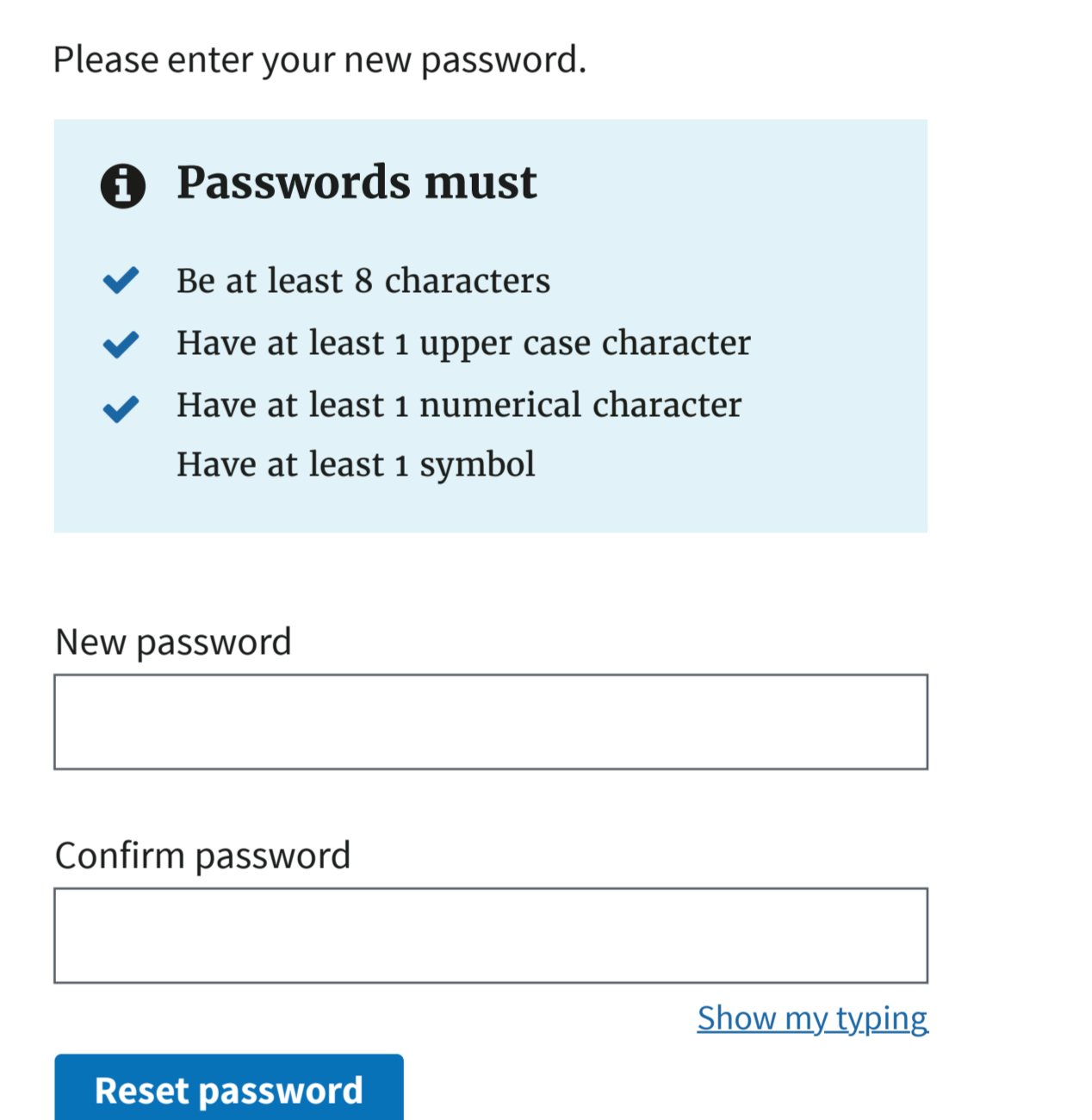
Date of birth



Sign in form

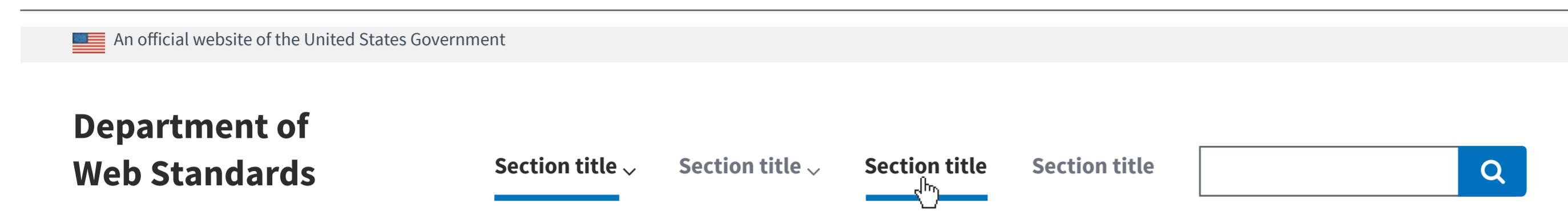


Reset password form

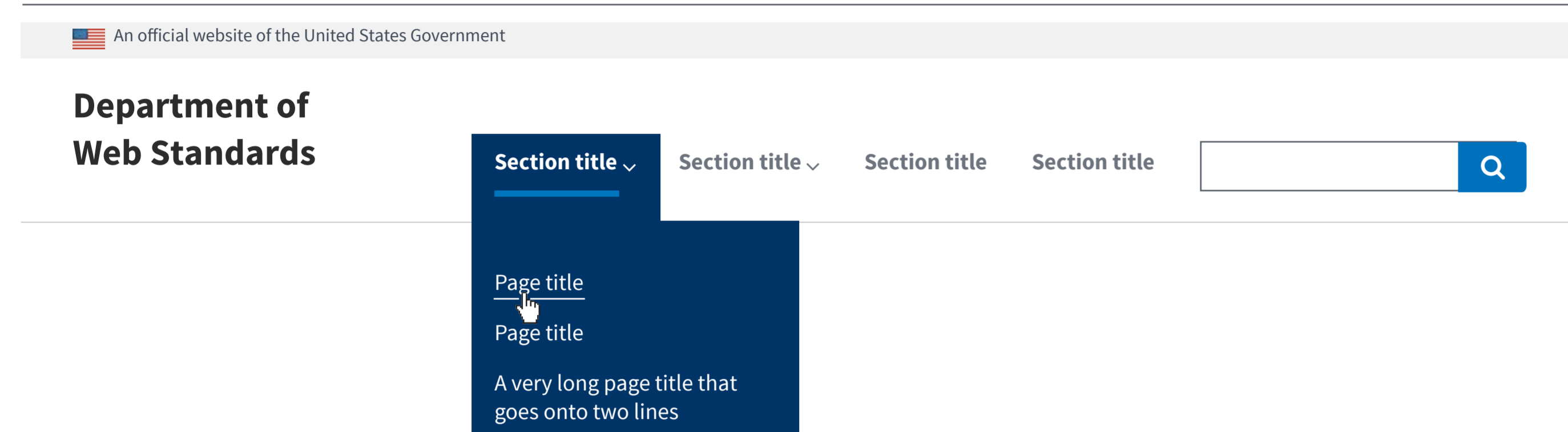


U.S. Web Design Standards - Headers

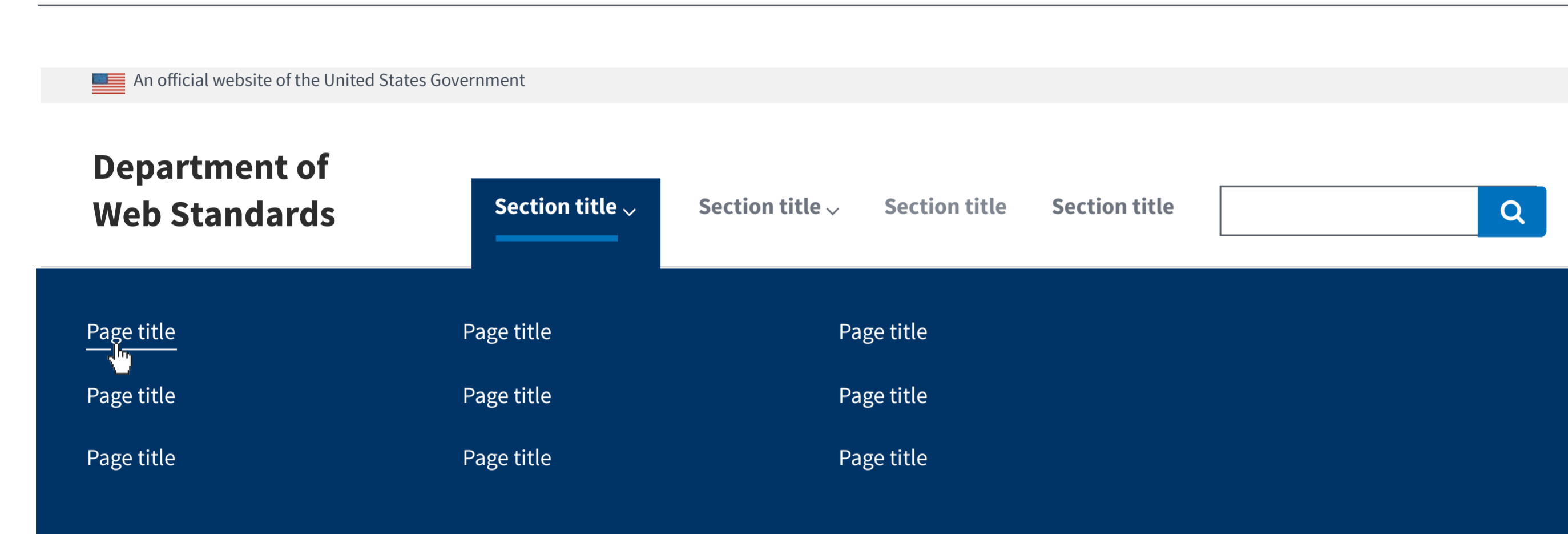
BASIC HEADER



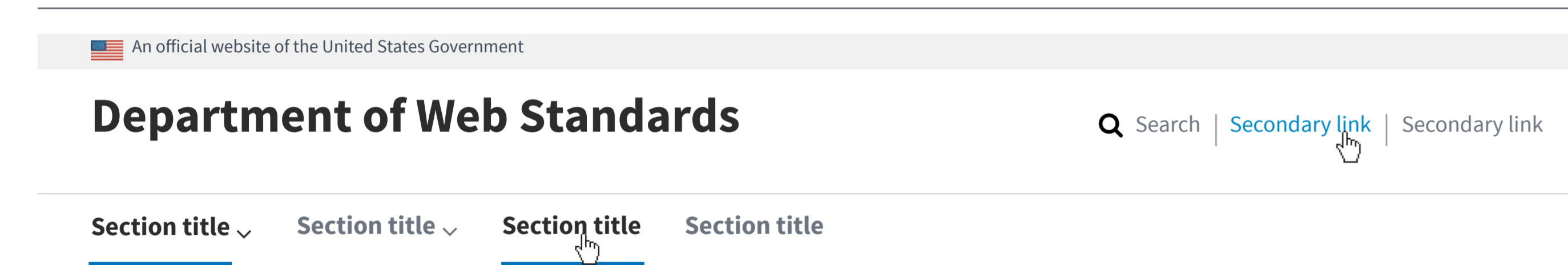
BASIC HEADER MENU



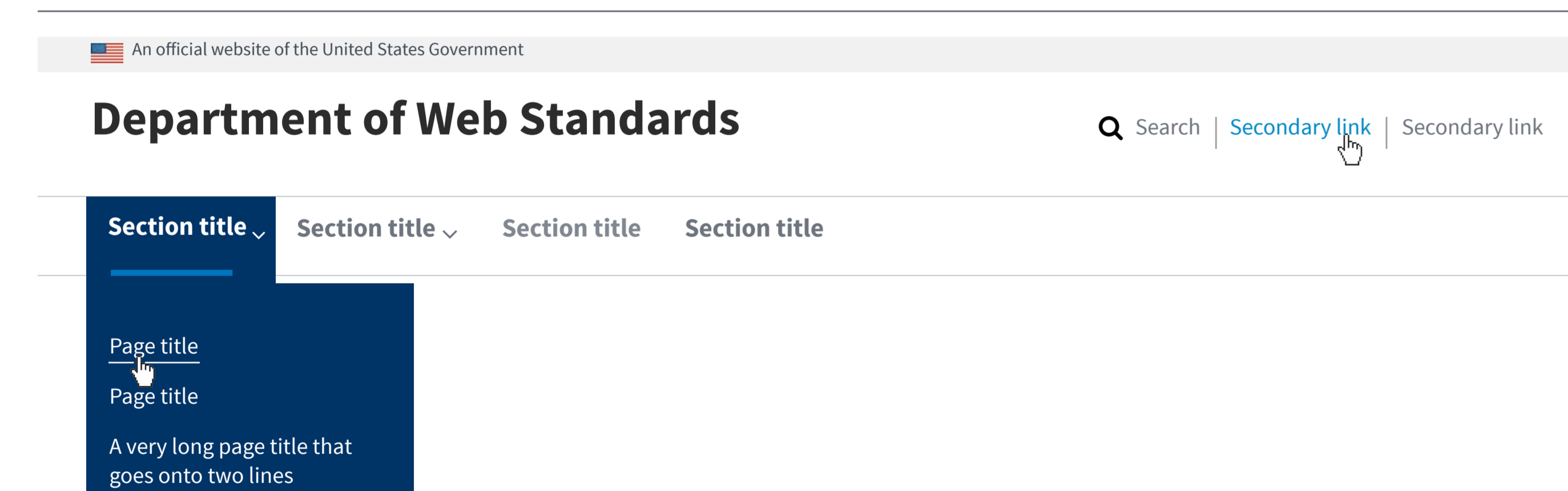
BASIC HEADER MEGA MENU



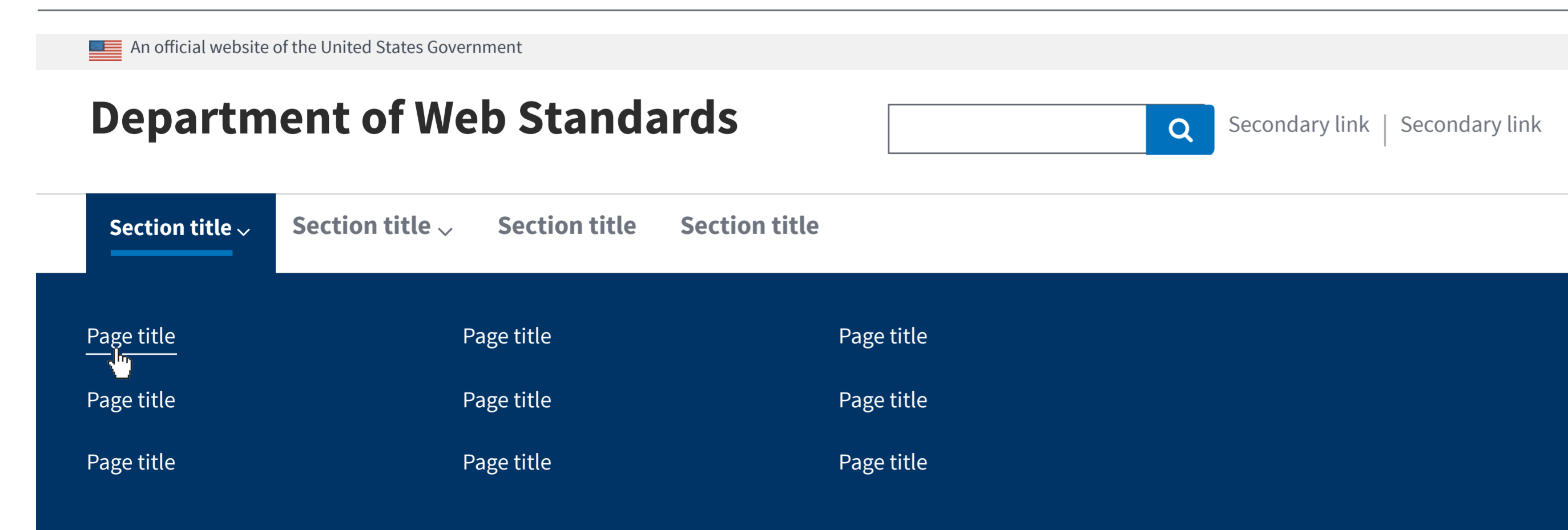
EXTENDED HEADER



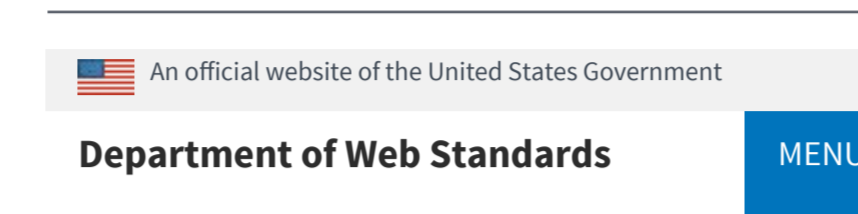
EXTENDED HEADER MENU



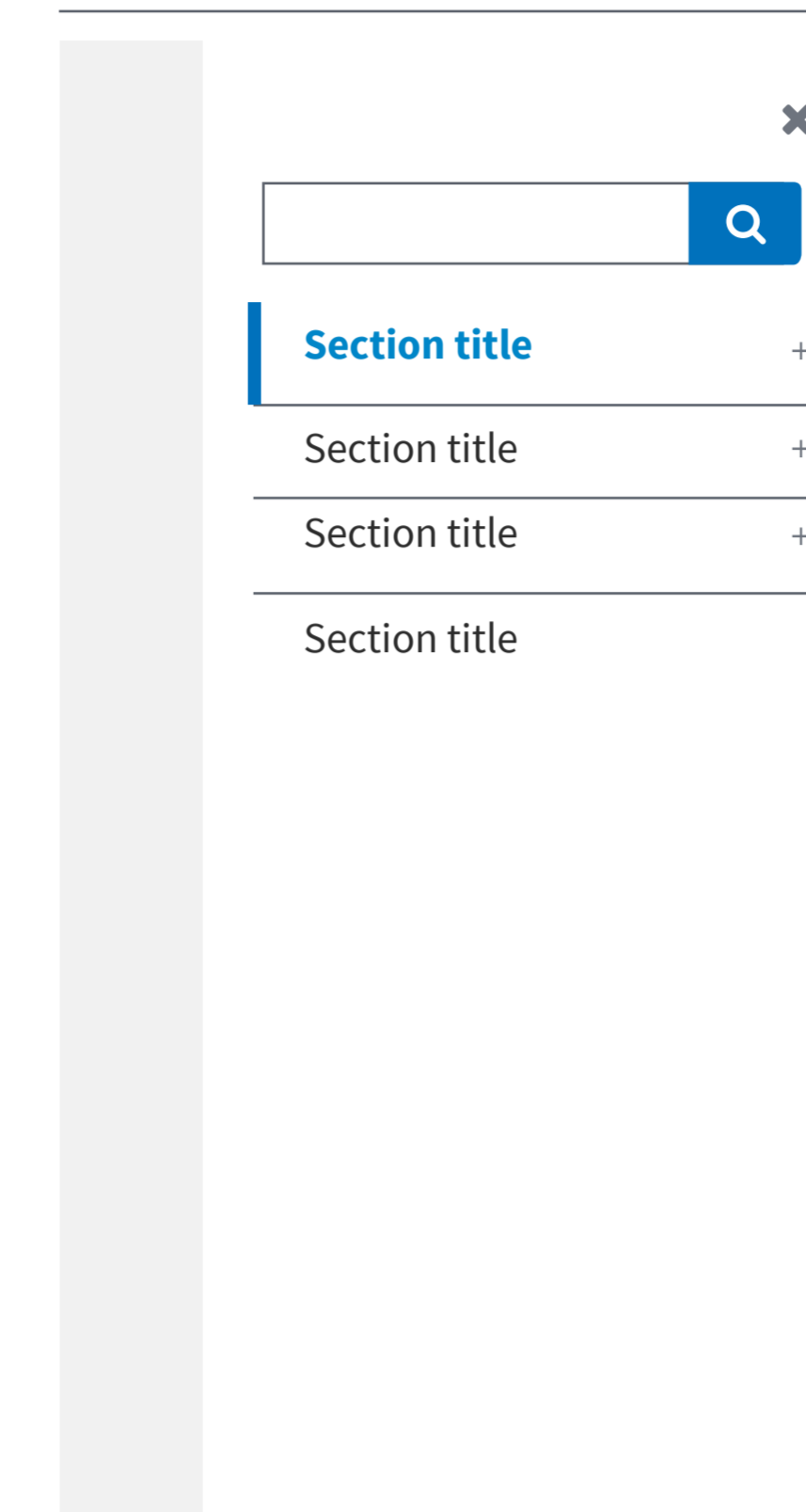
EXTENDED HEADER MEGA MENU



MOBILE HEADER



MENU COLLAPSED



MENU EXPANDED

