



MDC WEB STYLE GUIDE

Prepared by Gorton Studios | June 1, 2015

OVERVIEW

MDC.MO.gov is the Missouri source for local fish, forest, and wildlife information—especially regulations. The main goal of the site redesign is to provide MDC’s many users with clear answers in a way that is concise and highly scannable.

The site aims to show more. Tell less.

Outdoorsy

The photography and colors are directly drawn from Missouri’s outdoors—appealing to those passionate about wildlife and the outdoors.

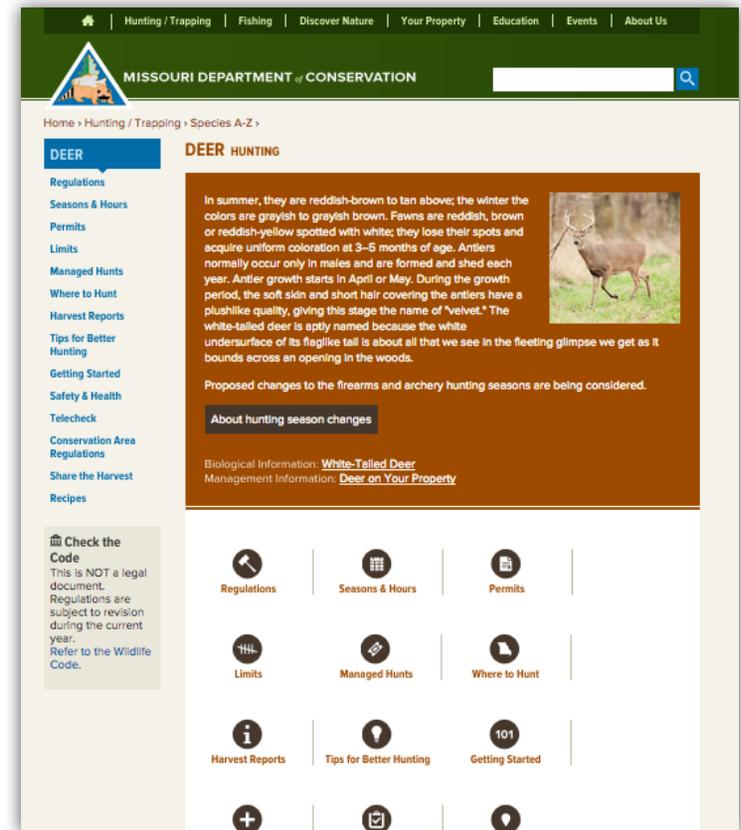
Trustworthy

The site uses highly readable and straightforward fonts throughout. The design avoids extraneous graphics and sticks entirely to the approved color palette. These fonts and colors help the site feel official, respectable and comprehensive.

Friendly

Icons, large headings, high-quality wildlife photographs and strong color separations are liberally utilized throughout the site to make sure information is approachable and extremely scannable.

Engaging with the MDC site should always feel easy and enjoyable.



COLOR PALETTE

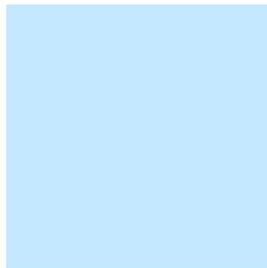
The color palette is derived from the natural world, and variations of each can be found throughout Missouri.

The web palette is a brighter, more intensified version of that palette.

The site controls color choice and should not be overridden, as each color has meaning (e.g. orange=links).



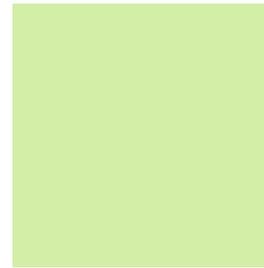
Hex: 0073b9
RGB: 0, 115, 185



Hex: c4e7fd
RGB: 196, 231, 253



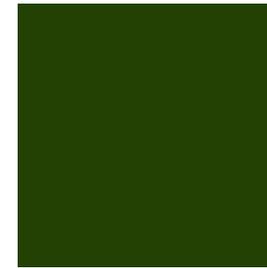
Hex: 984520
RGB: 153, 69, 44



Hex: d3eea7
RGB: 211, 238, 167



Hex: 3a5e09
RGB: 58, 94, 9



Hex: 214103
RGB: 35, 65, 3



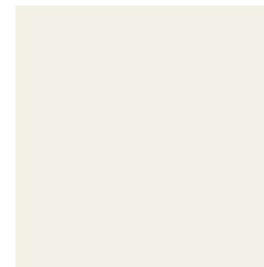
Hex: 45372b
RGB: 69, 55, 43



Hex: 383836
RGB: 56, 56, 54



Hex: e47b30
RGB: 227, 224, 209



Hex: f4f2e8
RGB: 239, 241, 228

TYPOGRAPHY

Both primary fonts are drawn from the same type family—Proxima Nova Condensed (Bold) and Proxima Nova.

Proxima Nova Condensed, used for headings, is strong and authoritative with enough character within its letter forms to remain warm and friendly.

Proxima Nova regular is very readable typeface appropriate for text sizes. It performs well in digital applications.

Because both typefaces are from the same family, they work very well next to each other.

Proxima Nova Condensed, Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@\$\$%*?!

Proxima Nova, Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@\$\$%*?!

Typography is controlled by the site at a global level. When properly input (in the correct fields or with the correct heading levels), text will be automatically formatted. Administrators should never need to specify a font or color.

Deer - Archery

SEP 15 2015	to	NOV 13 2015	Hours One-half hour before sunrise to one-half hour after sunset	Limits
NOV 25 2015	to	JAN 15 2016	Notes: An antler-point restriction applies in many counties.	Valid Permits
Allowed & Prohibited Methods				

Related Species



Deer Hunting [More](#)

FORMATTING TEXT

All site formatting should happen at a global level. Never override typography styles by choosing a specific color, font, or font size.

Utilize the Format pulldown menu. These styles replace local styling. Using those options will ensure typographic consistency and enable global changes if the site is ever redesigned.

Headers

Whenever a title is followed by a hard break or return, use a header.

Breaking up content with headers is a very important way to make your content scannable. Think of why the user will visit this page. He/she should know where to look for answers by only reading headers.

The lower the heading number, the larger the text. **Heading 3** is used for most major titles within content. **Heading 4** is for secondary titles. **Header 5** is for tertiary titles. The format titled “Paragraph” is for basic text. All these headers will be available from the Format toolbar in your site’s edit screens.

Always use headers in order. (Use H3 before moving onto H4). It helps screen readers and search engines understand the important elements on your page.

Local Styles (Bold, Underline, and Italics)

Use bold and italics sparingly. Any extraneous formatting—such as color changes or unnecessary bolding—makes text difficult to read.

Never use underlines. On the web, users assume that underlined text is a link.

Links do not need underlines manually added to them. Links are automatically underlined if your site uses that style.

Color Changes

Completely avoid selecting your own colors within text. Every color on the site has a particular meaning (all links are the same color, all block titles the same color, etc...) Changing colors confuses users.

Text Alignment

Always left-align body text. Centered and right-aligned text passages are difficult to read.

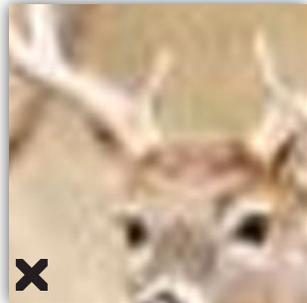
All Caps

All caps letters within body text are difficult to read. Avoid it altogether. It’s also a bit rude to YELL at people in the middle of a paragraph. Use bold instead.

WHAT TO AVOID



Do not place typography in images. Keeping text and images separate allows us to re-size them separately for multiple devices. Even if it looks good on your monitor, it will fail somewhere.



Do not use images that have been up-scaled. No picture is better than a poor quality picture.



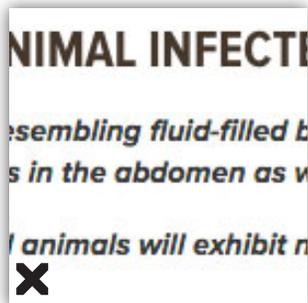
Do not use any sort of image collage. Use 1 image per spot.



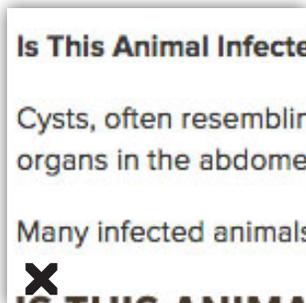
Do not choose images with busy or complicated scenes. Instead, focus on a key face, animal or interaction.



Do not use photographs that highlight office or agency environments. Focus instead on outdoor and wildlife interactions.



Do not use local styling (such as bold and italics) in long passages of text. It's difficult to read.



Do not use bolded text to introduce a new concept. Use a "heading" style—h3 or h4. The hierarchy and meaning will be clearer.



Do not use clip art or any illustrations. The only exceptions to this rule are professional botanical and wildlife illustrations.



Do not create icons. Even if they match the look and feel used elsewhere on the site, all icons need to be added by your web developers in order to be properly scalable.

PHOTOGRAPHY GUIDELINES

When choosing photography, only use professional images that reflect the brand guidelines of **outdoorsy**, **friendly** and **trustworthy**.

Photo Requirements

- High resolution
- Rich colors
- Simple scenes that are not too busy (close-ups on animals or plants and great landscape photos) work best.

Photo Sizes

In general, it's best to upload a photograph that is larger than its final display. That way, if users have high-resolution screens (e.g. retina displays), images can still look sharp. Not to mention, photos will not need to be re-uploaded in the case of an eventual site redesign.

We suggest a minimum width of 700 pixels for detail and thumbnail images and a minimum width of 1500 pixels for banner images.

