NJ Web Presence Guidelines

V 14.2

State of New Jersey Web Presence Moving Forward

The New Jersey Office of Information Technology, Digital Services Unit, has developed the document NJ Web Presence Guidelines to provide web designers and web publishers the ability to create a NJ web presence with a consistent look, feel and function by utilizing clearly defined components and branding.

All websites built using these guidelines will be responsive. Responsive web design is an approach which makes web pages render well on a variety of devices and screen sizes. The guidelines are created keeping in mind usability best practices and website accessibility standards.

The NJ Web Presence Guidelines establishes a user interface that is familiar to any person using a State of New Jersey website. Overall, this streamlined approach will help aid in a better user experience and build trust.

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Header and Footer

Desktop View Port

Global State of NJ Header
- Background Color #363636
- State Seal (Link to NJ.gov)
- Official Site of the State of New Jersey (Link to NJ.gov)
- Gov and Lt. Names
- Links to: NJ.gov, Services, Agencies, FAQs, Translate, Search

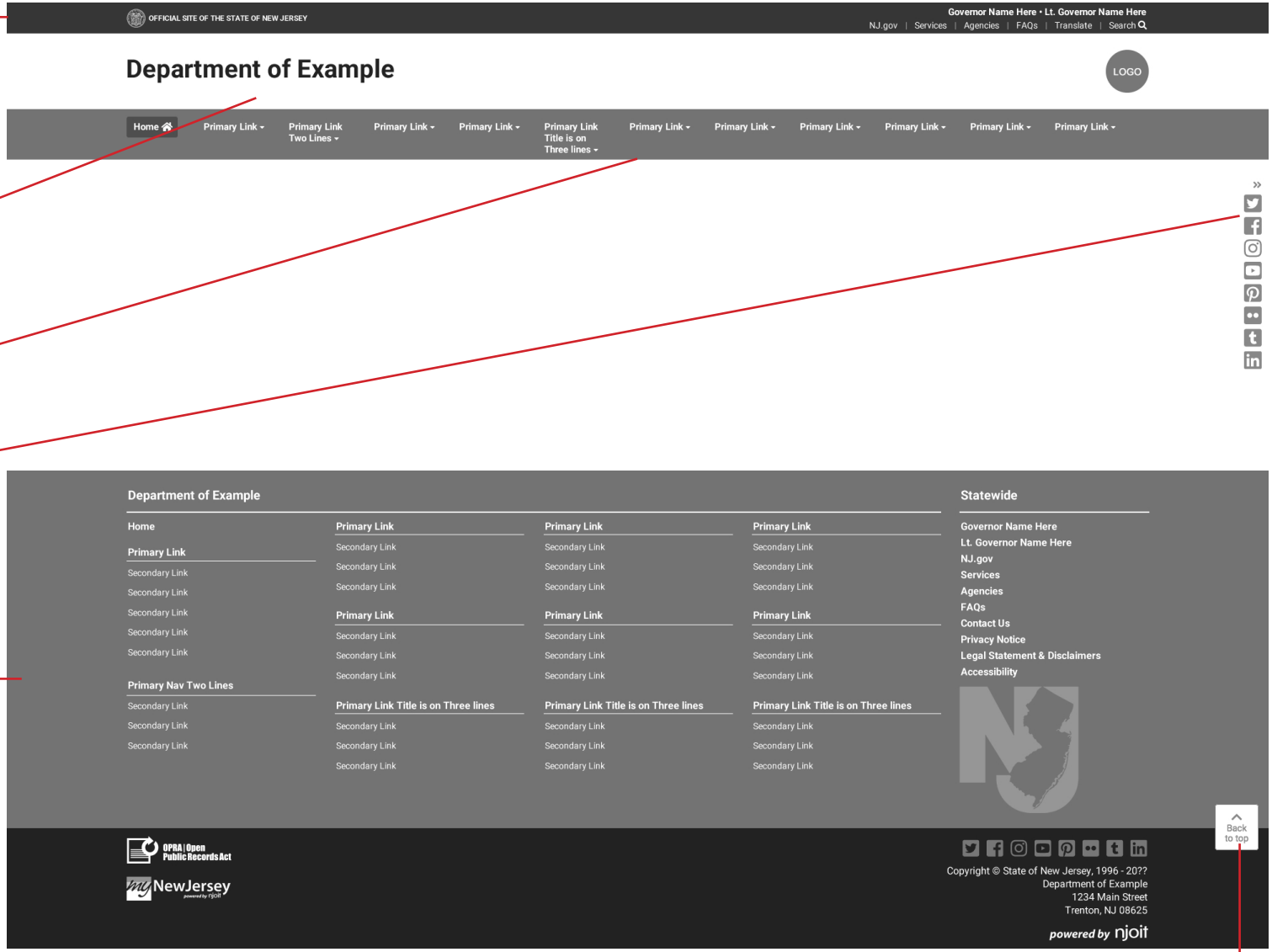
Department Header
- Logo (Link to Homepage)
- Agency Name (Link to Homepage)

Navigation menu bar
- Color choice optional

Social media icon
- Placement on right, sticky, vertical alignment
- Rollover will display icons in the branding color of the social media icon

Footer
- Primary and Secondary Links
- Statewide Links
- Digital State of NJ Logo
- OPRA Logo and Link
- MYNJ Logo and Link
- Repeat Social Media Icons
- Copyright
- Agency address
- powered by njoit logo if build in content management tool offered by njoit (TeamSite) link to: https://tech.nj.gov

Note: Colors should always be high enough contrast to meet AA standards https://webaim.org/resources/contrastchecker/



Note: Back to top arrow will appear when the user starts to scroll down.

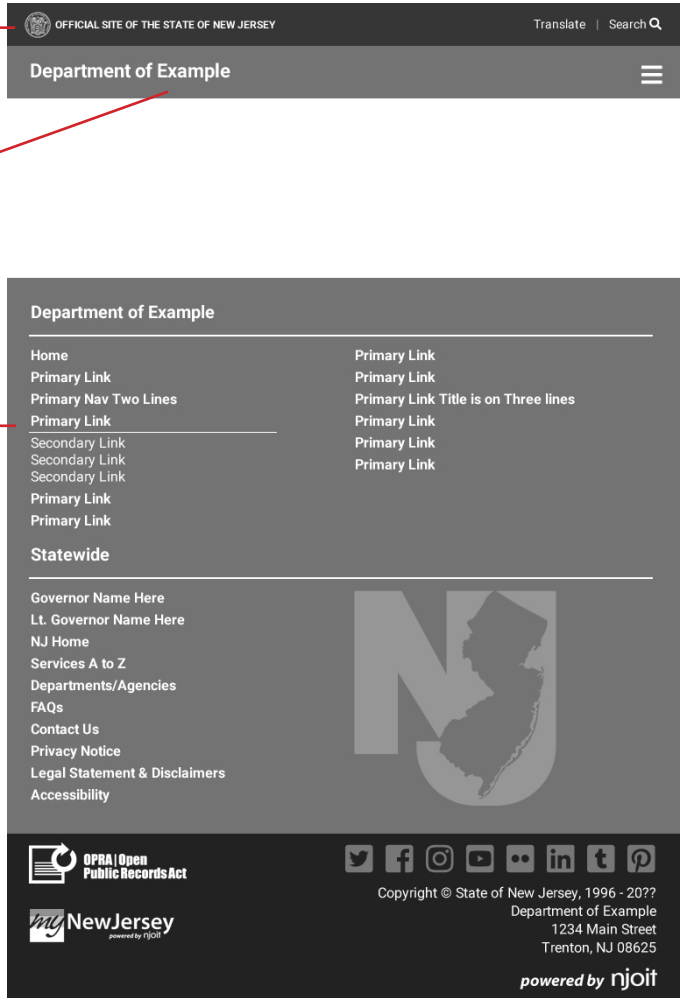
Header and Footer

Tablet and Phone View Ports

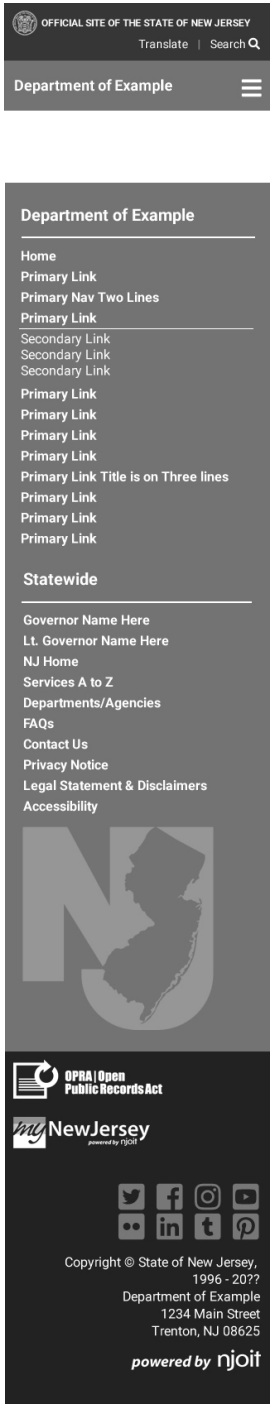
Global State of NJ header
- Color #363636
- State Seal
- Official Site of the State of New Jersey
- Links to: Translate & Search

Navigation menu bar
- Color choice optional
- Agency Name (Link to Homepage)
- Hamburger Menu Icon

Footer
- Primary and Secondary Links
- Statewide Links
- Digital State of NJ Logo
- OPRA Logo and Link
- MYNJ Logo and Link
- Social Media Icons
- Copyright
- Agency address
- powered by njoit logo if build in content management tool offered by njoit (TeamSite) link to: https://tech.nj.gov



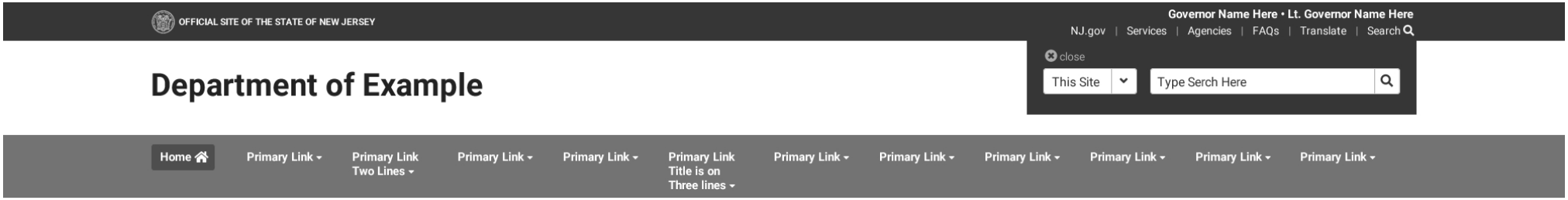
Tablet example
mocked up at 768 pixels



Phone example
mocked up at 320 pixels

Search

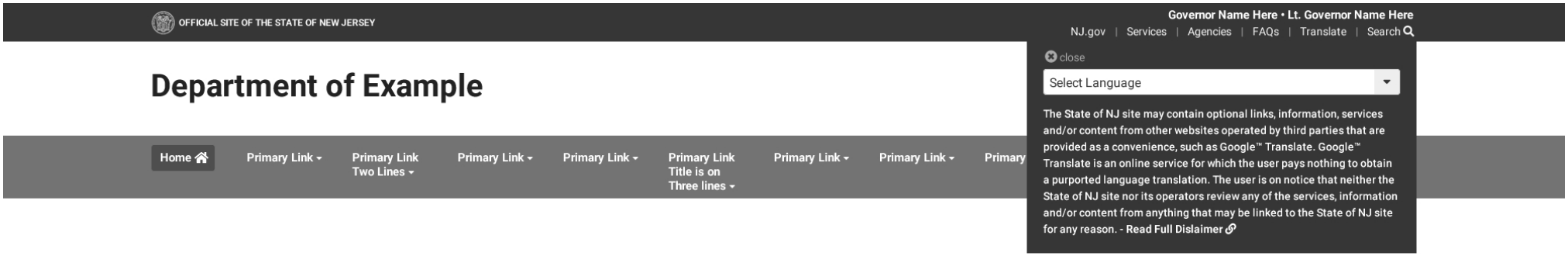
Global State of NJ header with search open



Note: Search will give results from the overall state web presence and can then be refined/filter to the specific site in the advanced search options found on the results page.

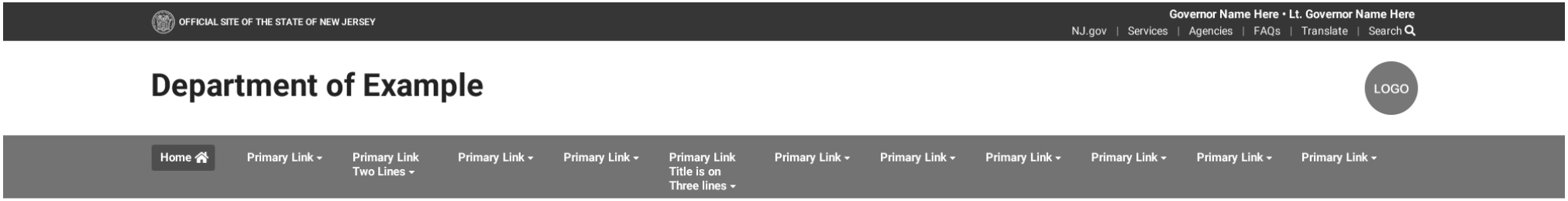
Translate

Global State of NJ header with translate open

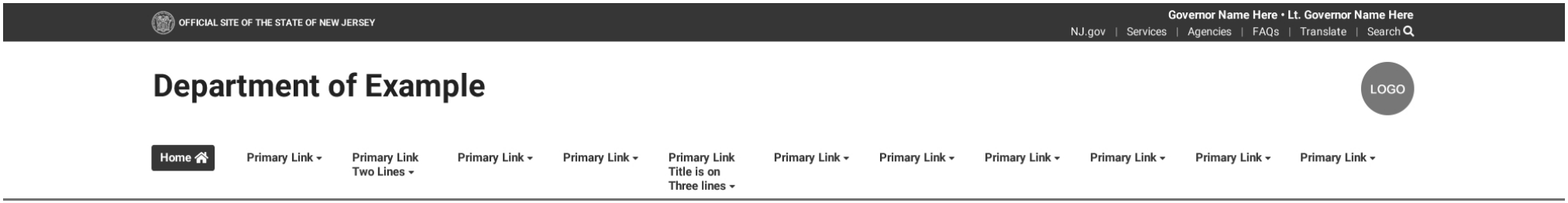


Logo Placement in Header

Primary navigation menu bar with color

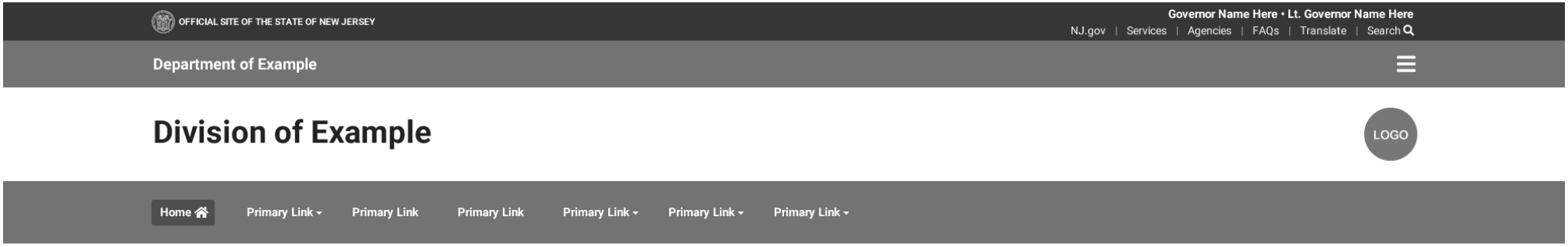


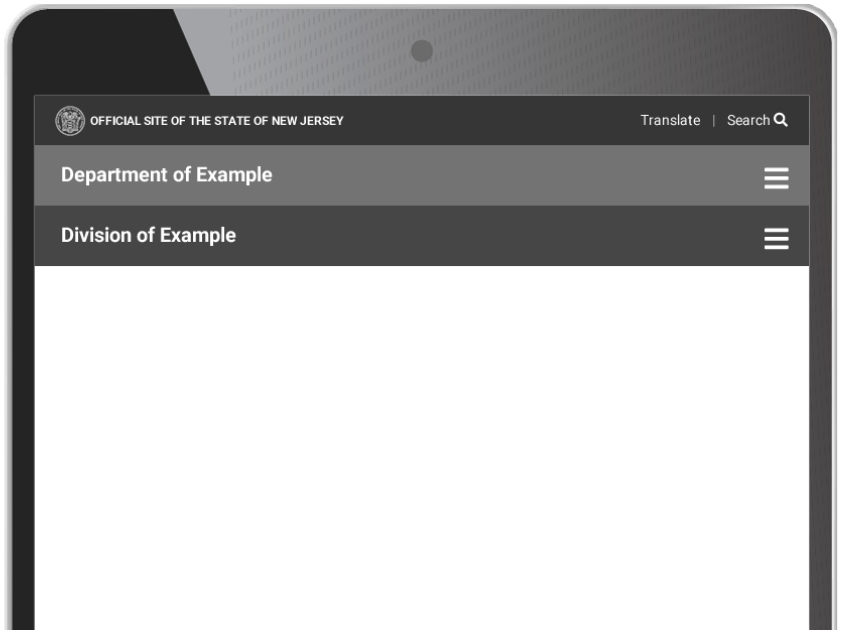
Primary navigation menu bar with no color

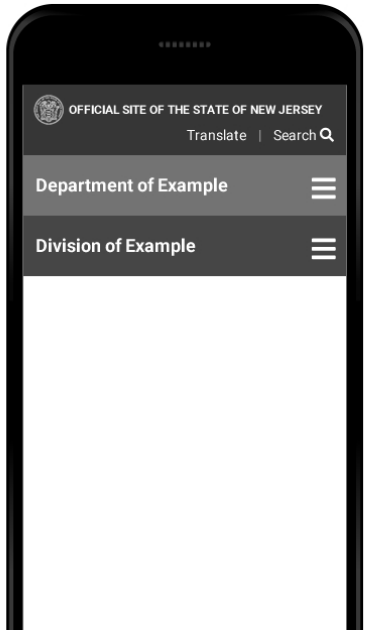


Note: The logo can be placed to the left of the Header/Department Title or flush right within the header. The left or right placement of the logo can be used with either navigation menu bar style.

Division Header

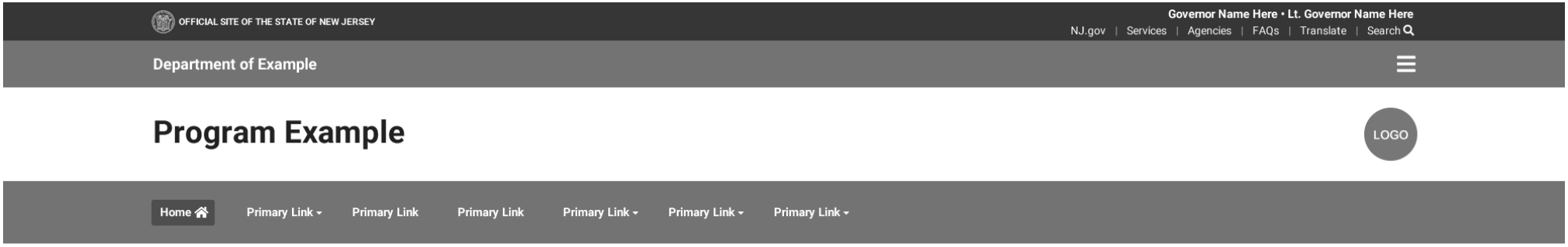


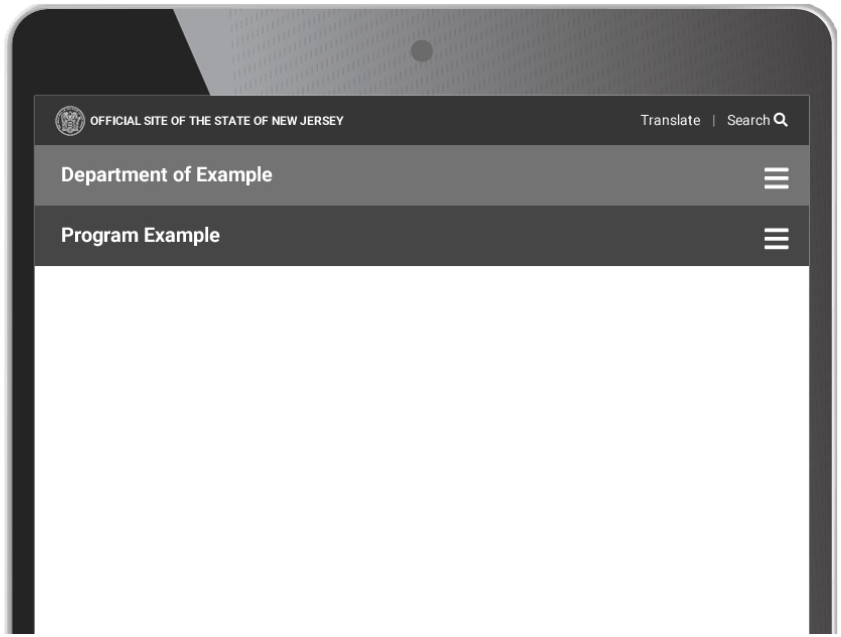


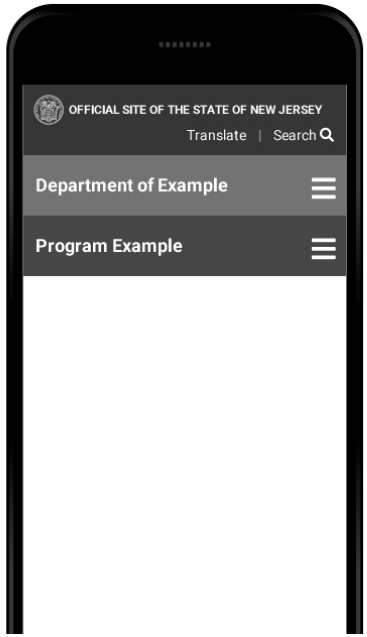


Note: Text title "Department of Example" in the nav bar with the hamburger menu will link to that Department's homepage. The text title "Division of Example" and logo will link to the Division's homepage.

Program Header

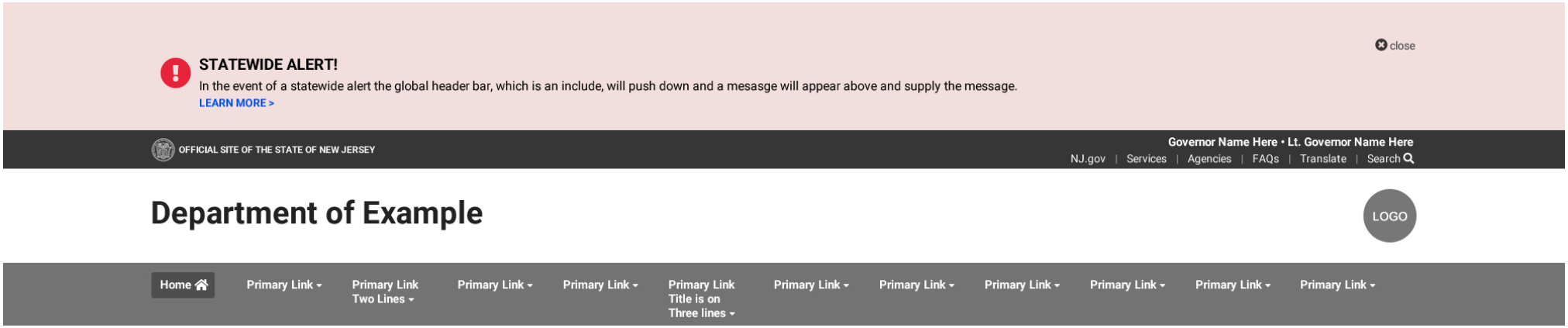






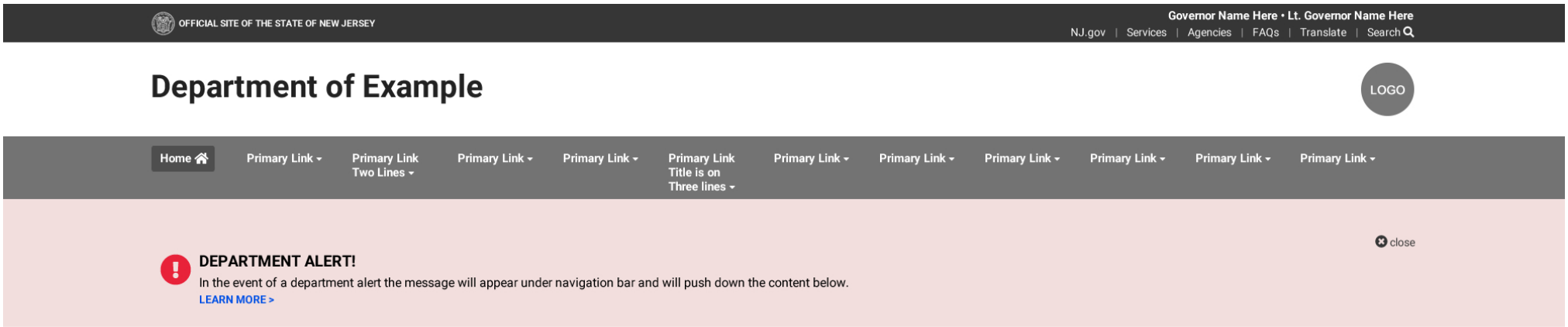
Note: Text title "Department of Example" in the nav bar with the hamburger menu will link to that Department's homepage. The text title "Program Example" and logo will link to the Programs's homepage.

Statewide Alert



Note: The Statewide alert is an include. This alert will be pushed out by NJOIT Digital Services. (Example: Weather-Related Closures)
If you are building your own site contact Web.Publishing@tech.nj.gov to request the code.

Department Alert



Note: The alerts will only appear on the website's homepage with the option to close.
If your site has a business need to show the alert on pages other than just the homepage, this option is available.
Color choices for an alert will be available. See color options under the Elements Library section of this document (page12.)

Typography

Font - Roboto

Typography is an essential component of brand identity. Consistency makes a brand feel more dependable.

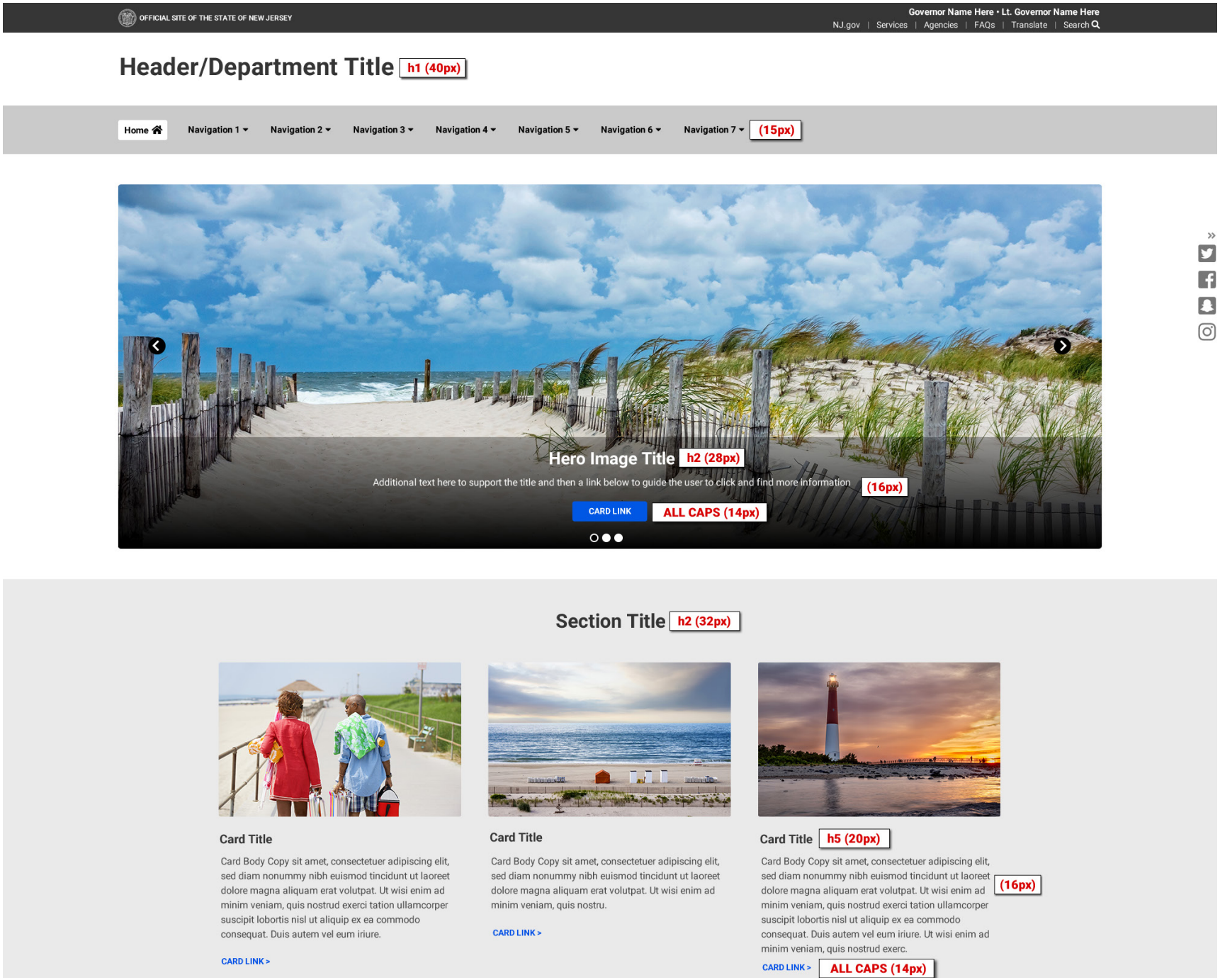
Please use the suggested font sizes along with the standard font to enhance the branding recognition. If your audience would benefit from a larger font size, enlarging for this reason is okay.

Best practices when using heading tags
Use heading tags to provide structure to your website. Use only one H1 tag which should be the main topic for the page (Website Title/Department Name). H2 tags should be used for the main topics within the site. H3 – H6 should serve as additional sub-headings within each main topic.

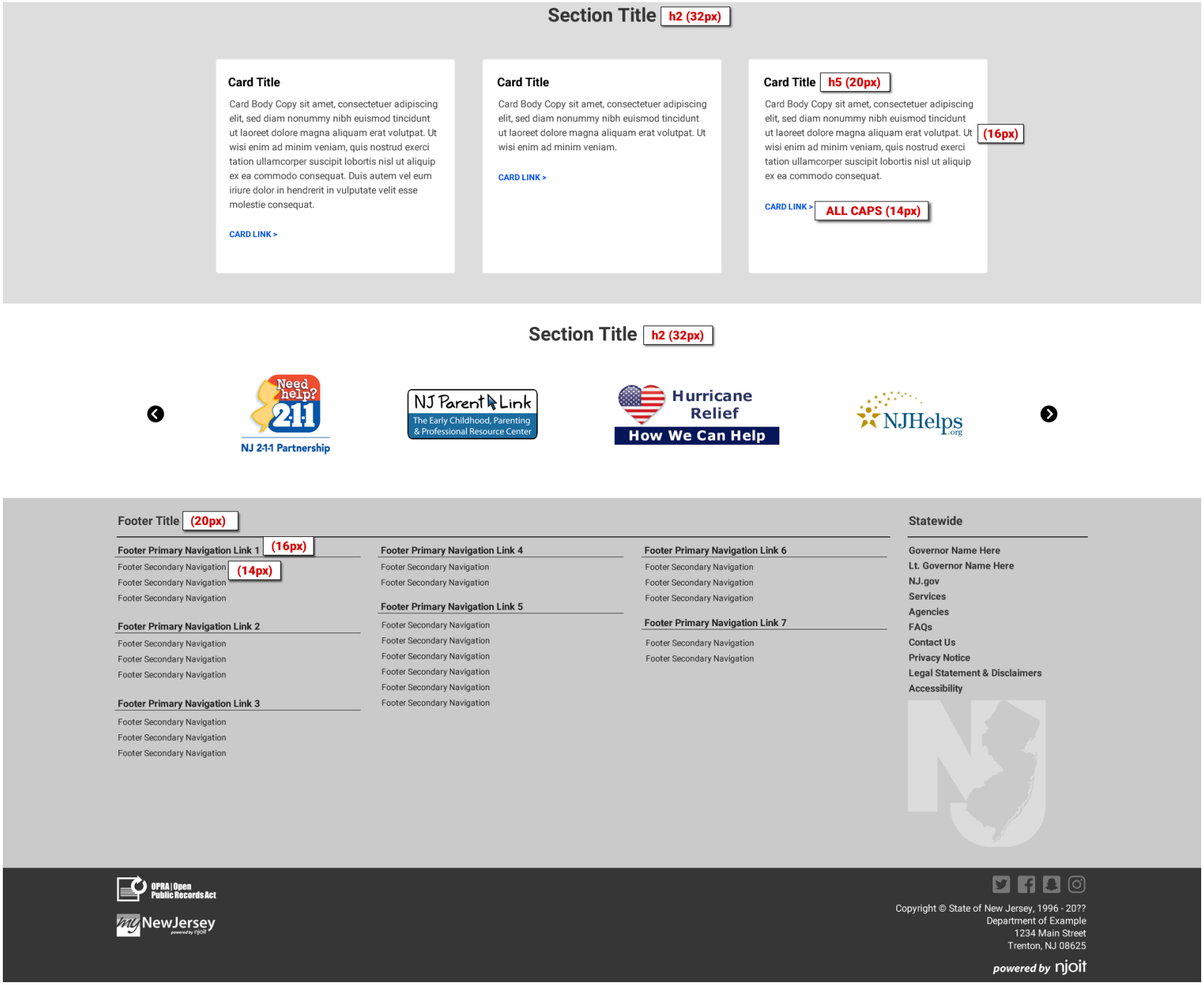
Default Link Color - #0056B3
Note: Other link colors are acceptable as long as it meets contrast ratio requirements.
Resource to check contrast:
WebAIM Color Contrast Checker - https://webaim.org/resources/contrastchecker/

	For Developers	For Designers
Homepage		
Header/Department Title	40px (Font weight: 500)	40pt (Bold)
Navigation	15px (Font weight: 400)	15pt (Regular)
Hero Image Title	28px (Font weight: 500)	28pt (Bold)
Section Title	32px (Font weight: 500)	32pt (Bold)
Card Title	20px (Font weight: 500)	20pt (Bold)
Card Body Copy	16px (Font weight: 400)	16pt (Regular)
Card Link	14px (Font weight: 500)	14pt (Bold)
Footer Title	20px (Font weight: 500)	20pt (Bold)
Footer Primary Navigation Link	16px (Font weight: 500)	16pt (Bold)
Footer Secondary Navigation Link	14px (Font weight: 400)	14pt (Regular)
Secondary web page:		
Breadcrumbs	15px (Font weight: 400)	15pt (Regular)
Page Title	32px (Font weight: 500)	32pt (Bold)
Sub Title	28px (Font weight: 500)	28pt (Bold)
Section Title	24px (Font weight: 500)	24pt (Bold)
Body Copy	16px (Font weight: 400)	16pt (Regular)

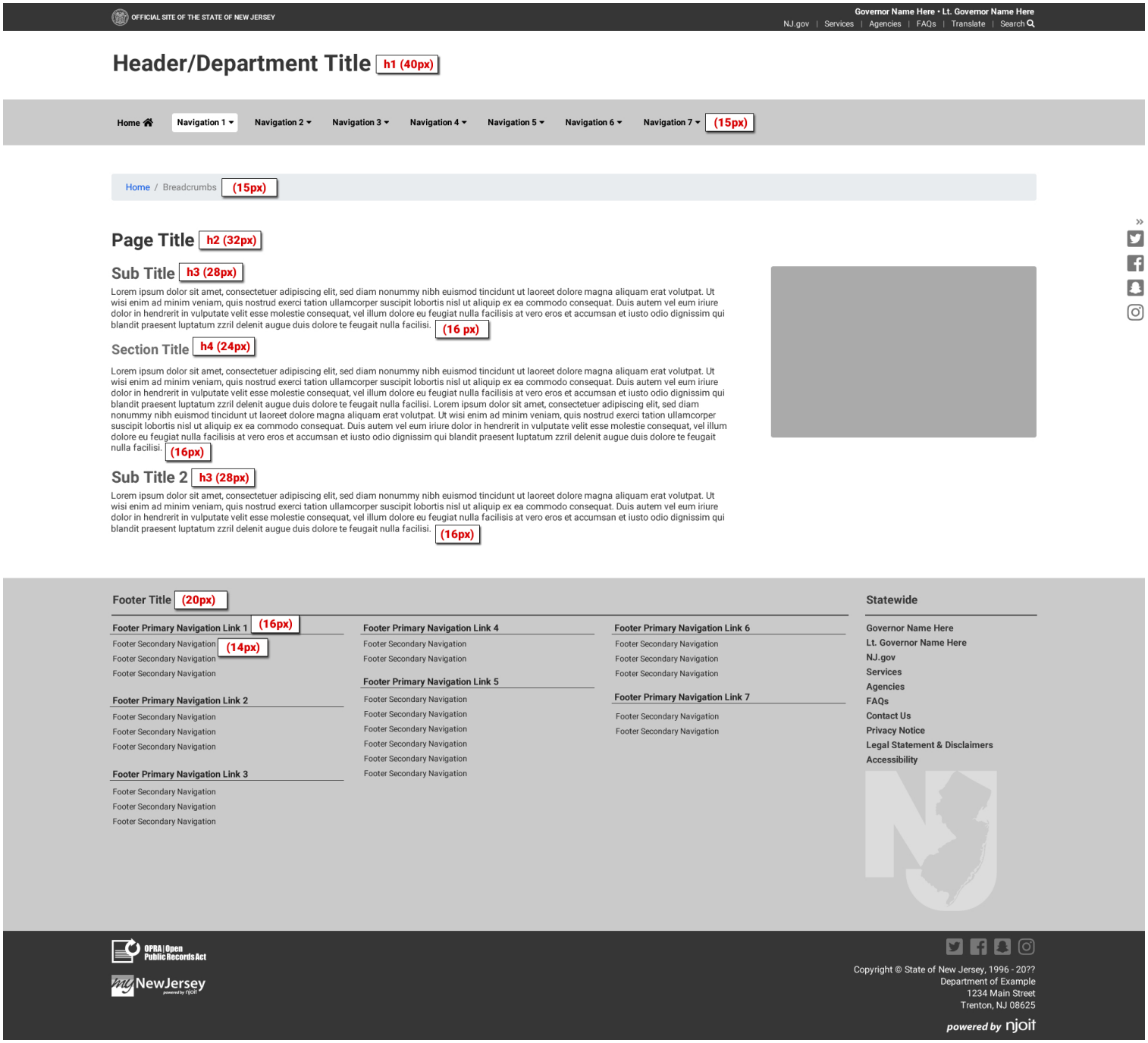
See examples on the following three pages.


OFFICIAL SITE OF THE STATE OF NEW JERSEY
Governor Name Here • Lt. Governor Name Here
NJ.gov | Services | Agencies | FAQs | Translate | Search
Header/Department Title
h1 (40px)
Home
Navigation 1
Navigation 2
Navigation 3
Navigation 4
Navigation 5
Navigation 6
Navigation 7
(15px)
Hero Image Title
h2 (28px)
Additional text here to support the title and then a link below to guide the user to click and find more information
(16px)
CARD LINK
ALL CAPS (14px)
Section Title
h2 (32px)
Card Title
Card Body Copy sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure.
CARD LINK >
Card Title
Card Body Copy sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostru.
CARD LINK >
Card Title
h5 (20px)
Card Body Copy sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure. Ut wisi enim ad minim veniam, quis nostrud exerc.
(16px)
CARD LINK >
ALL CAPS (14px)

Typography


Section Title h2 (32px)
Card Title
Card Body Copy sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat.
CARD LINK >
Card Title
Card Body Copy sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam.
CARD LINK >
Card Title h5 (20px)
Card Body Copy sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.
(16px)
CARD LINK > ALL CAPS (14px)
Section Title h2 (32px)
NJ 2-1-1 Partnership
NJ Parent Link
The Early Childhood, Parenting & Professional Resource Center
Hurricane Relief
How We Can Help
NJHelps.org
Footer Title (20px)
Footer Primary Navigation Link 1 (16px)
Footer Secondary Navigation (14px)
Footer Secondary Navigation
Footer Secondary Navigation
Footer Primary Navigation Link 2
Footer Secondary Navigation
Footer Secondary Navigation
Footer Secondary Navigation
Footer Primary Navigation Link 3
Footer Secondary Navigation
Footer Secondary Navigation
Footer Secondary Navigation
Footer Primary Navigation Link 4
Footer Secondary Navigation
Footer Secondary Navigation
Footer Primary Navigation Link 5
Footer Secondary Navigation
Footer Secondary Navigation
Footer Secondary Navigation
Footer Secondary Navigation
Footer Secondary Navigation
Footer Secondary Navigation
Footer Primary Navigation Link 6
Footer Secondary Navigation
Footer Secondary Navigation
Footer Secondary Navigation
Footer Primary Navigation Link 7
Footer Secondary Navigation
Footer Secondary Navigation
Statewide
Governor Name Here
Lt. Governor Name Here
NJ.gov
Services
Agencies
FAQs
Contact Us
Privacy Notice
Legal Statement & Disclaimers
Accessibility
OPRA | Open Public Records Act
myNewJersey
Copyright © State of New Jersey, 1996 - 20??
Department of Example
1234 Main Street
Trenton, NJ 08625
powered by njoit

Typography


OFFICIAL SITE OF THE STATE OF NEW JERSEY
Governor Name Here • Lt. Governor Name Here
NJ.gov | Services | Agencies | FAQs | Translate | Search
Header/Department Title h1 (40px)
Home
Navigation 1
Navigation 2
Navigation 3
Navigation 4
Navigation 5
Navigation 6
Navigation 7
(15px)
Home / Breadcrumbs (15px)
Page Title h2 (32px)
Sub Title h3 (28px)
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. (16 px)
Section Title h4 (24px)
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. (16px)
Sub Title 2 h3 (28px)
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. (16px)
Footer Title (20px)
Footer Primary Navigation Link 1 (16px)
Footer Secondary Navigation (14px)
Footer Secondary Navigation
Footer Secondary Navigation
Footer Primary Navigation Link 2
Footer Secondary Navigation
Footer Secondary Navigation
Footer Secondary Navigation
Footer Primary Navigation Link 3
Footer Secondary Navigation
Footer Secondary Navigation
Footer Secondary Navigation
Footer Primary Navigation Link 4
Footer Secondary Navigation
Footer Secondary Navigation
Footer Primary Navigation Link 5
Footer Secondary Navigation
Footer Secondary Navigation
Footer Secondary Navigation
Footer Secondary Navigation
Footer Secondary Navigation
Footer Secondary Navigation
Footer Primary Navigation Link 6
Footer Secondary Navigation
Footer Secondary Navigation
Footer Secondary Navigation
Footer Primary Navigation Link 7
Footer Secondary Navigation
Footer Secondary Navigation
Statewide
Governor Name Here
Lt. Governor Name Here
NJ.gov
Services
Agencies
FAQs
Contact Us
Privacy Notice
Legal Statement & Disclaimers
Accessibility
OPRA | Open Public Records Act
myNewJersey
Copyright © State of New Jersey, 1996 - 20??
Department of Example
1234 Main Street
Trenton, NJ 08625
powered by njoit

Element Library

Buttons
Links
Inputs
Drop-downs
Pagination
In-page Alerts

Note: Red text should be reserved to signify an alert.

FORM TEMPLATES

NAME FORM

Name

Title

First name *Required*

Middle name

Last name *Required*

Suffix

MAILING ADDRESS FORM

Mailing address

Mailing address 1

Mailing address 2 *Optional*

City

State

ZIP

SIGN IN FORM

Sign in

or create an account

Username or email address

Password

Show password

SIGN IN

Forgot username?

Forgot password?

PASSWORD RESET FORM

Reset password

Please enter your new password.

Passwords must
- Be at least 8 characters
- Have at least 1 upper case character
- Have at least 1 numerical character
- Have at least 1 symbol

New password

Confirm password

Show my typing

RESET PASSWORD

FORM CONTROLS

TEXT INPUTS AND AREA

Text input label

name@nj.gov

Text input focused

Text input error

Alert! Helpful error message

Text input success

Text area label

BUTTONS

Default Hover Active

SIGN IN SIGN IN SIGN IN

BORDER-RADIUS

Add a class to an element to round its corners.
class="rounded"

DROPDOWN

Dropdown label

Option A

or

Dropdown label 10

CHECKBOXES

- [x] Washington Crossing State Park
- [ ] High Point State Park
- [ ] Disabled

RADIO BUTTONS

- (•) Washington Crossing State Park
- ( ) High Point State Park
- ( ) Worthington State Forest

DATE INPUT

Date of birth

For example: 07 04 1776

Month Day Year

ALERTS

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

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

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

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

PAGINATION

« 1 2 3 4 5 6 »

Cards

Card with Image

Title Here

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut.

LEARN MORE >

Title Here

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh.

LEARN MORE >

Title Here

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut.

LEARN MORE >

Title Here

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam.

LEARN MORE >

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy

LEARN MORE >

Title Here

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy

LEARN MORE >

Note: A card is a flexible and extensible content container with multiple variants and options.

Cards

Card with out Image

Title Here

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat.

LEARN MORE >

Card with Icon

Title Here

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut.

LEARN MORE >

Title Here

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut.

LEARN MORE >

Card with List of Links

Title For List Of Links

- Link Text Here
- Example Text That Is This Long
- Sample Copy For A Link
- Link Text Here
- Example Text That Is This Long
- Sample Copy For A Link
- Link Text Here
- Example Text That Is This Long
- Sample Copy For A Link

Title For List Of Links

- Link Text Here
- Example Text That Is This Long
- Sample Copy For A Link

Title For List Of Links

Image Here

- Link Text Here
- Example Text That Is This Long
- Sample Copy For A Link
- Link Text Here
- Example Text That Is This Long
- Sample Copy For A Link
- Link Text Here
- Example Text That Is This Long
- Sample Copy For A Link

Title For List Of Links

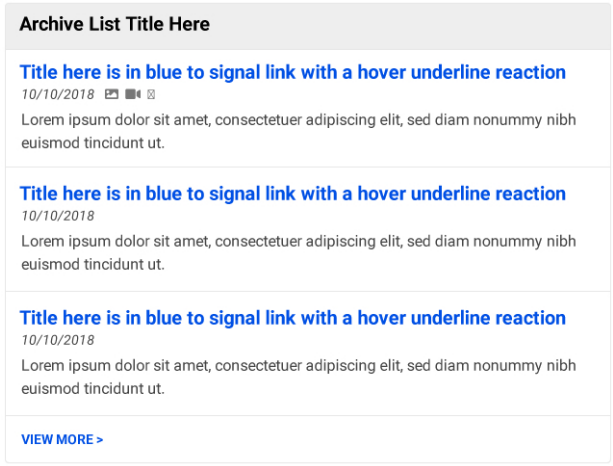
Image Here

- Link Text Here
- Example Text That Is This Long
- Sample Copy For A Link

Cards

Archive List

The archive list card can be used for list like press releases, events or announcments. The list usually displays a few items with a link to view more at the bottom which will take the user to a page that has the full list.



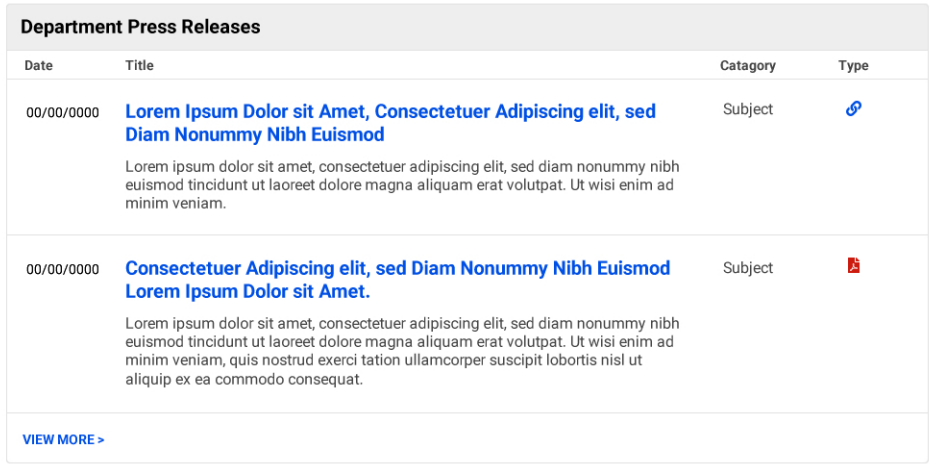
Data Tables

A data table is a library and collection of extensions that can provide additional functionality to existing tabular data. This includes search, sort, hidden columns and responsive layouts.

• Main Documentation
https://datatables.net/examples/index

• Bootstrap 4 Documentation
https://datatables.net/examples/styling/bootstrap4

• Responsive Documentation
https://datatables.net/extensions/responsive/examples/initialisation/className.html



Note: PDF document links should be identified by the font awesome icon and no longer needs the file size displayed

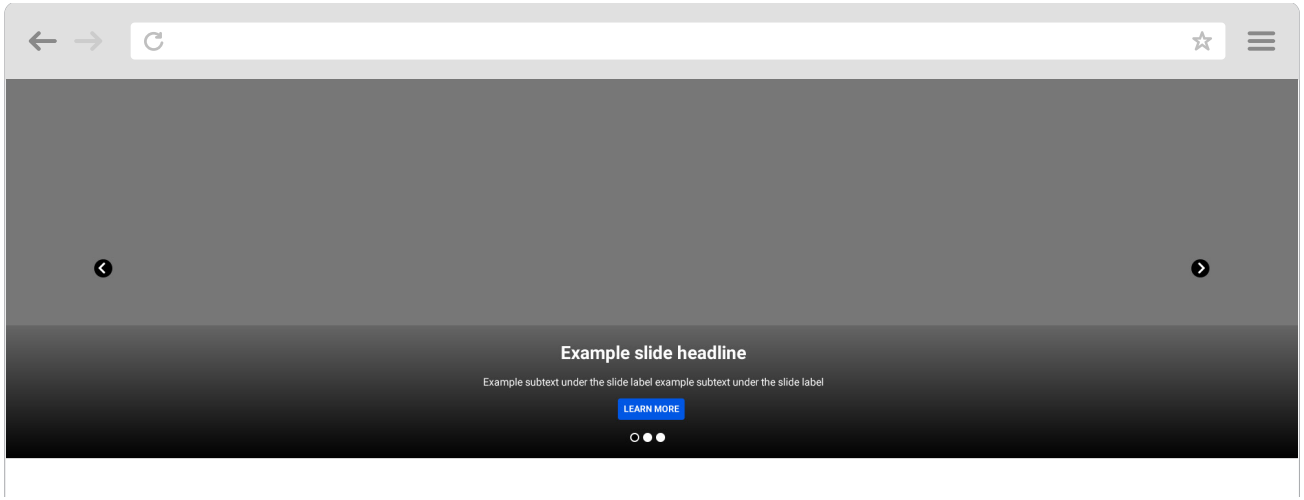
Cards

Hero Image

In web design, a hero image is a large web banner image, prominently placed on a web page, generally in the front and center.

The size of the hero image can vary. The hero image can be a static image or a slider.

Image sliders (also known as image carousels or slide shows) can be a convenient way to display multiple images, videos, or graphics on your website.

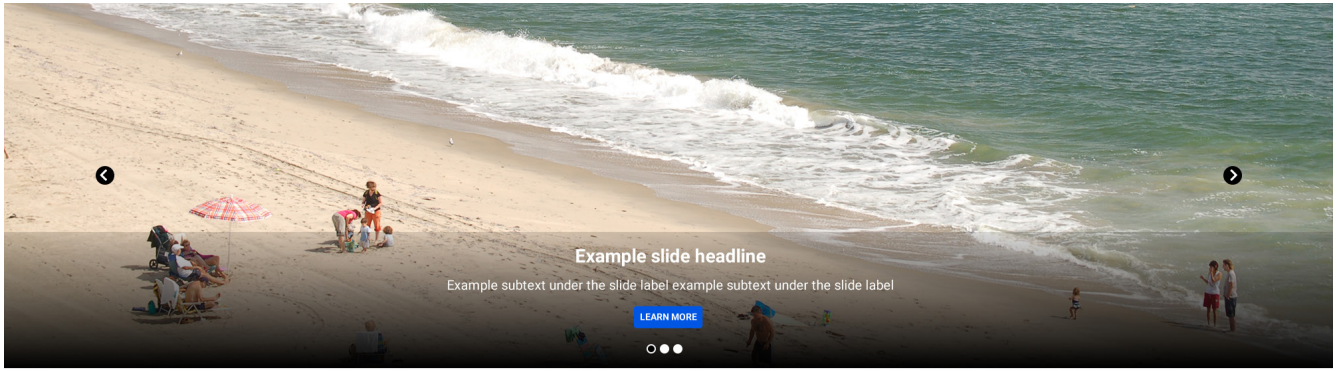


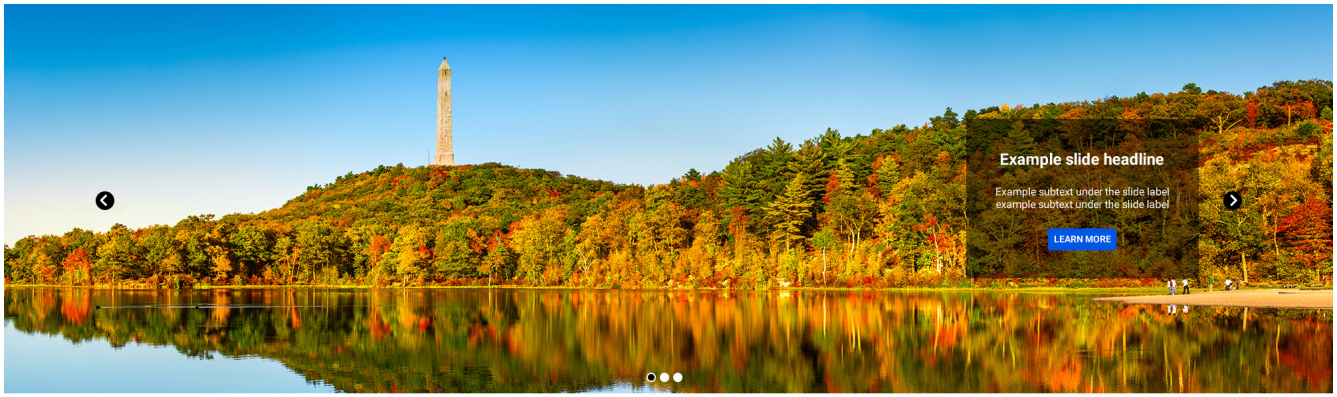
Cards

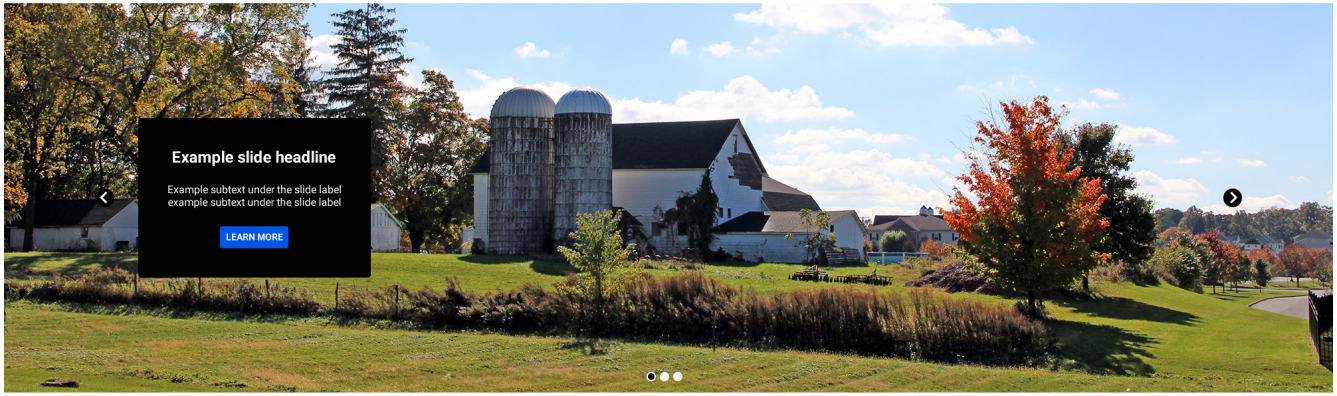
Examples of Hero Image Sliders

These three full width image sliders shown are using three different options for the positioning of the overlay title, text and link.

Suggested image size for a full width slider is 2560 px wide by 750 px high at 72 dpi.

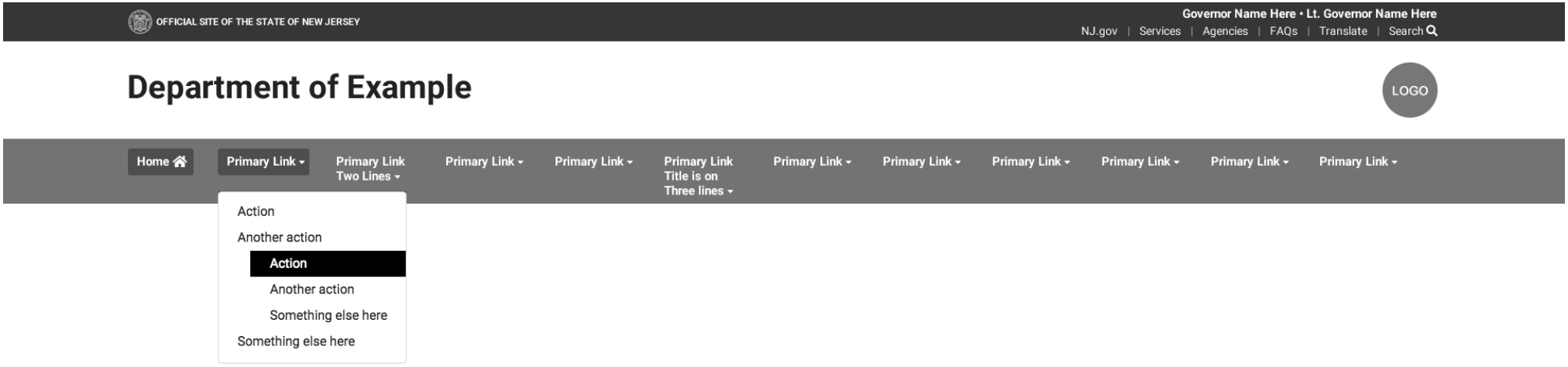




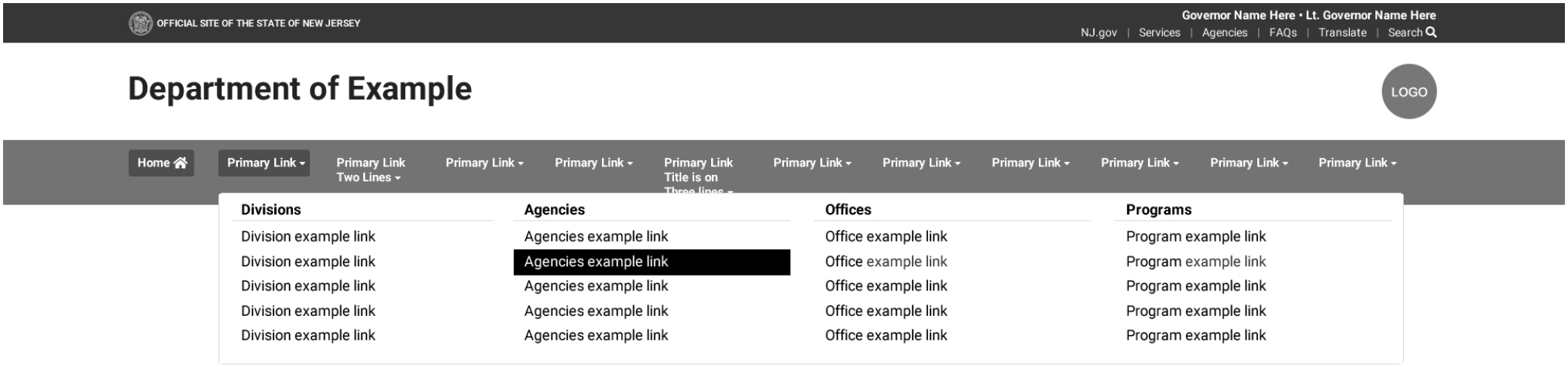


Navigation

Desktop View Port Drop-down Menu



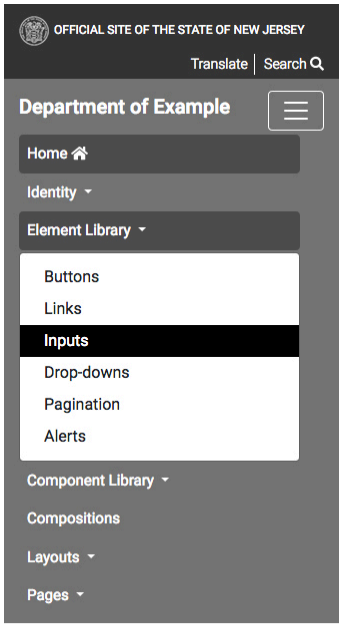
Desktop View Port Drop-down Mega Menu



Navigation

Tablet/Phone View Port Hamburger Menu

"Mobile" Menu
Note: When a user opens the hamburger menu from any page within the website, the primary category that the page lives under should be highlighted in the menu.



Breadcrumbs

Breadcrumbs (or breadcrumb trail) is a secondary navigation system that shows a user's location in a website.

Navigation

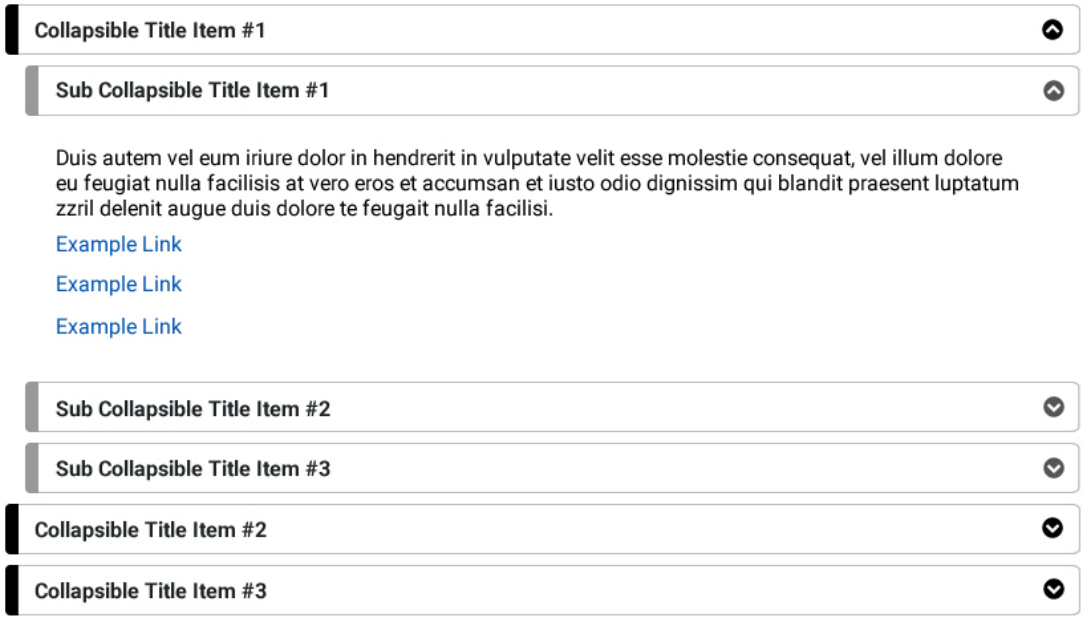
Accordion Menu

An accordion is a design element that expands in place to expose some hidden information.

The examples on this page shows accordion menus using vertically stacked list of headers that can be clicked to reveal or hide content below the header.

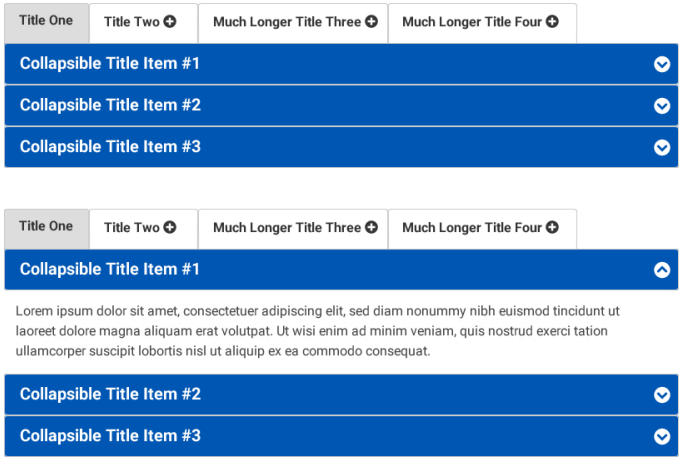
When an accordion is opened it will push the page content down.

One of the biggest advantages of accordions is that they often allow users to get the big picture before focusing on details, and they can effectively mitigate the common problem of overly long pages.



Accordion Menu with Tabs

Accordion menus can be broken up into headings by using tabs across the top. This is used to condense and organize even more information.



Navigation

In-Page Links

In-page links (also referred to as anchor links or jump links) are links that lead users to content on the same web page, rather than to another page of the site. This solution is used when a page has a large amount of content. The two solutions below show the style for bulleted and alphabetical in-page links.

Note: We suggest to use accordion menus over in-page links when possible. If you prefer in-page links instead of accordion menus due to the fact that the content is hidden under headings, a solution would be to have the menus open when a user visits the page. Then the user can close the items if they wish.

BULLETED IN-PAGE LINKS

On this page:

- In-Page Link Title One
- In-Page Link Title Two
- In-Page Link Title Third
- In-Page Link Title Four
- In-Page Link Title Five

In-Page Link Title One

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In-Page Link Title Two

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In-Page Link Title Three

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In-Page Link Title Four

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In-Page Link Title Five

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ALPHABETICAL IN-PAGE LINKS

« A B C D E F G H I J K L M N O P Q R S T U V W X Y Z »

Disabled button when no record to show

A

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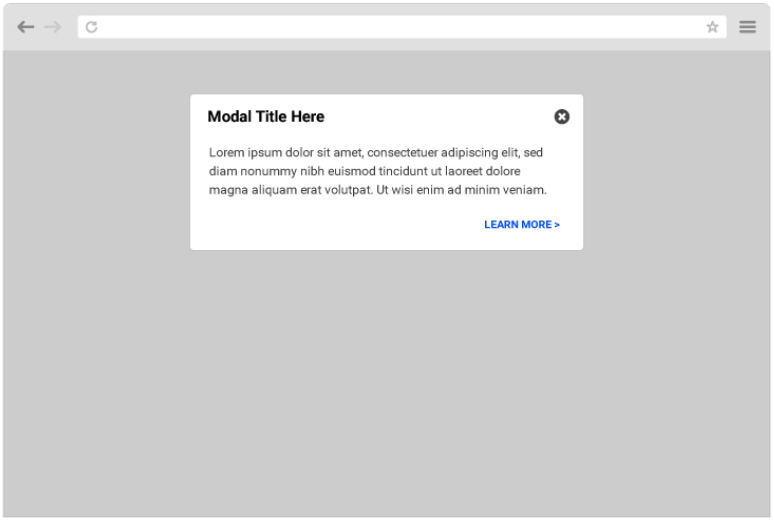
Navigation

Modal

- A modal box is a scripted effect that allows you to overlay a small element (dialog prompt) over a website.
- The primary benefit of a modal box it that they avoid the need of a conventional window pop-up or use of page reload.
- A modal box is positioned over everything else in the document and remove scroll from the <body> so that modal content scrolls instead.
- Clicking on the modal "backdrop" will automatically close the modal.
- Limit use of modal box for additional, nonessential information. (Ex: Welcome to new website, Sign up for our newsletter, See What's New)

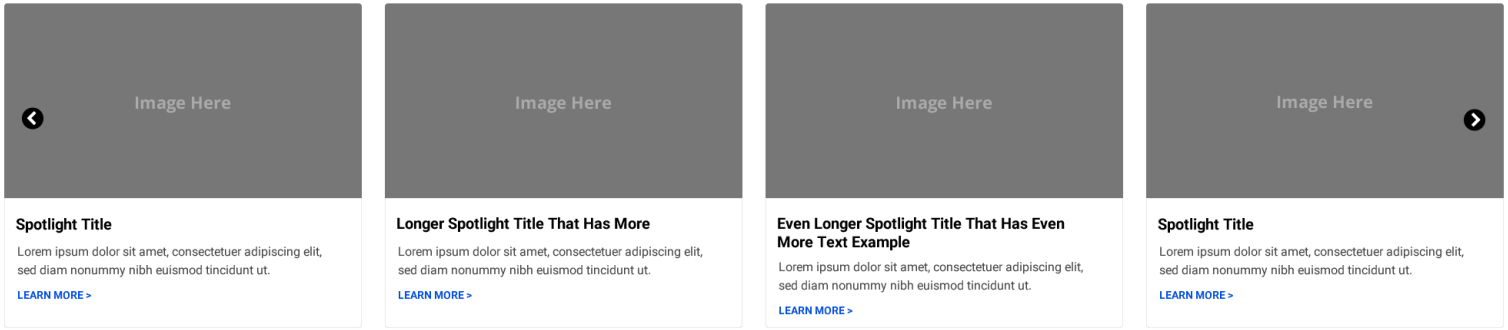
Note: Best Practices for Modals / Overlays / Dialog Windows
https://uxplanet.org/best-practices-for-modals-overlays-dialog-windows-c00c66cddd8c

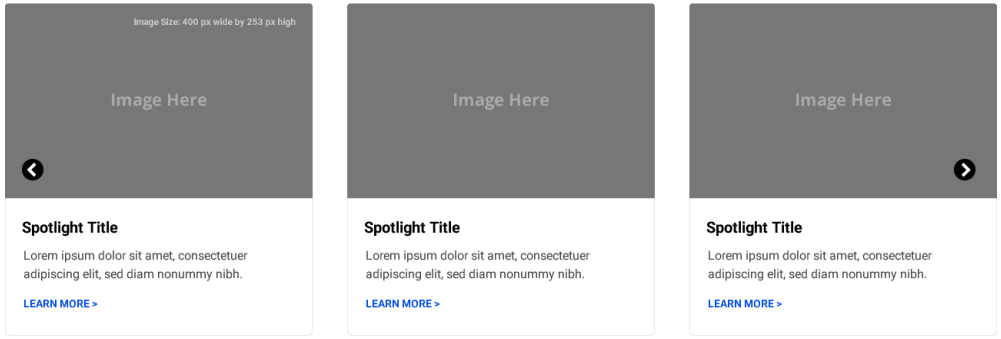
Example:

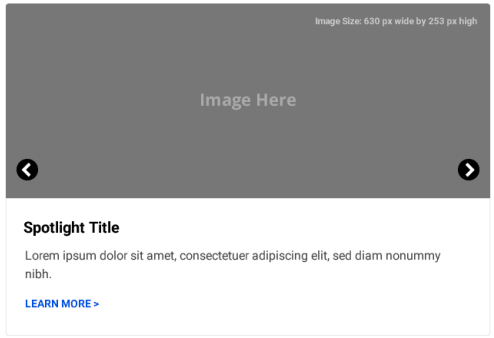


Cards with Slider

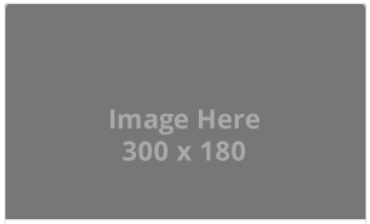
Note: The following compositions show options for laying out series of cards; defines the whitespace around the components and placements for any title and text grouping them together.







Cards with no Slider



Spotlight Title

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LEARN MORE >

Longer Spotlight Title That Has More

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LEARN MORE >

Even Longer Spotlight Title That Has Even More Text Example

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Spotlight Title

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Longer Spotlight Title That Has More

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LEARN MORE >

Even Longer Spotlight Title That Has Even More Text Example

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LEARN MORE >

Feature Group Heading

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Cards with no image

Feature Heading

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Large Feature Card

Large Feature Heading

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Large Feature Heading With Two Lines

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LEARN MORE >

Cards with Icons

Title Here

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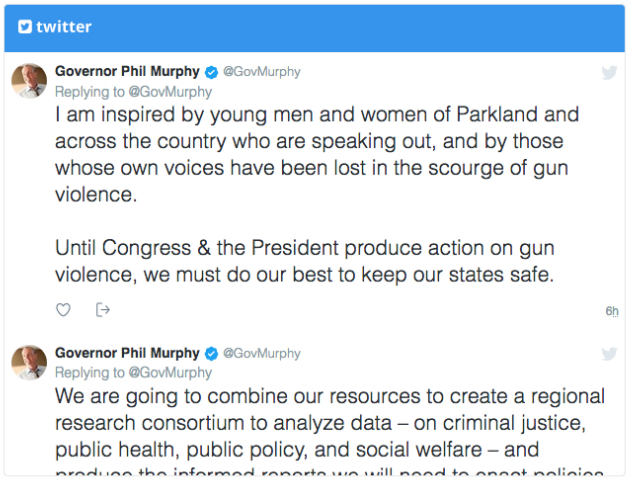
LEARN MORE >

Layout of logos only

Social Media Feeds



Spacing Between Rows of Composition Groups

On large "desktop" homepage layouts please use at least 50px margin spacing above and below grouping rows of compositions.

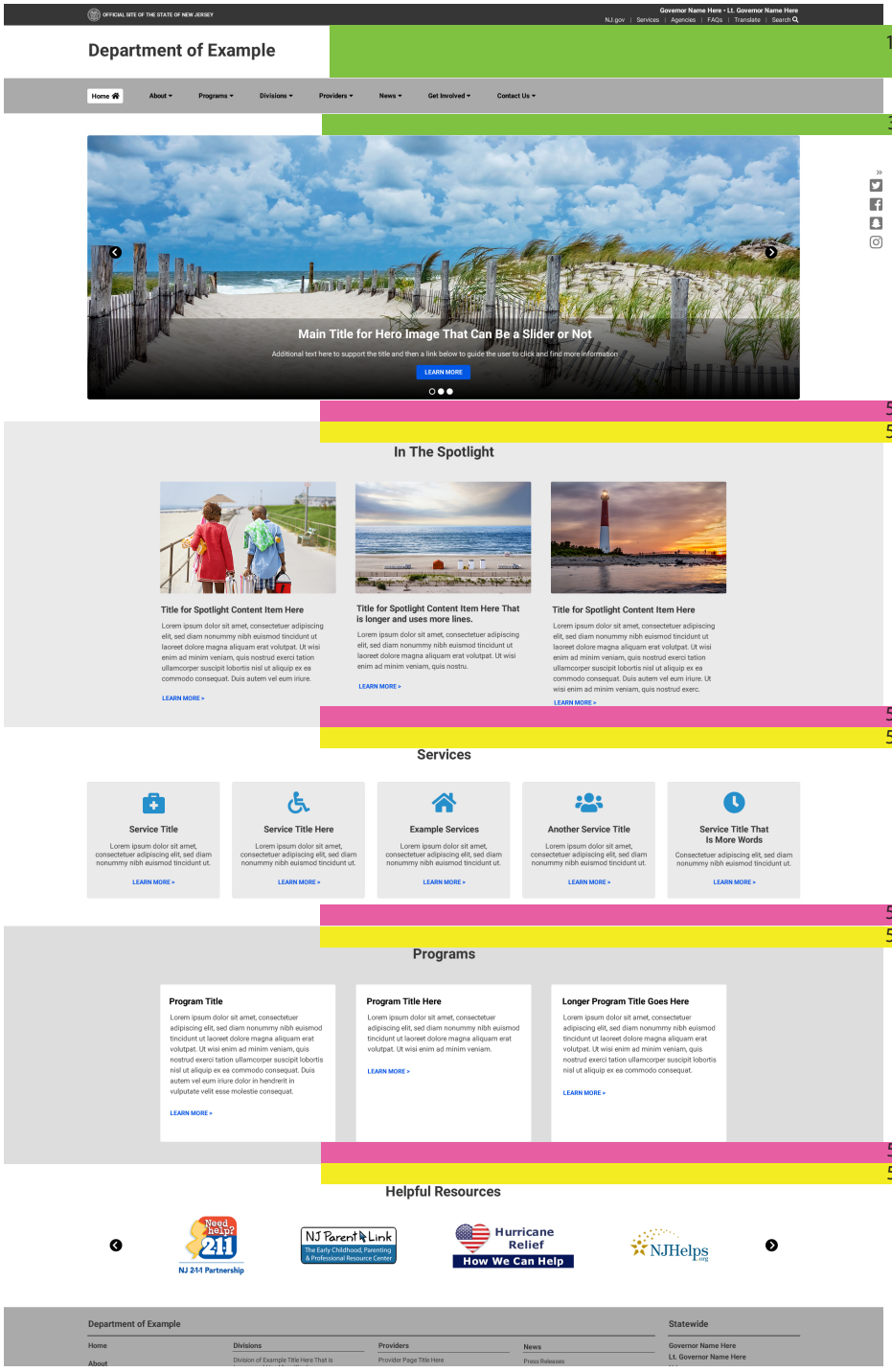
On a small "tablet or phone" homepage layout please use 30px above and below section titles and 15px between cards.

Margin and padding

Use the margin and padding spacing utilities to control how elements and components are spaced and sized. Bootstrap 4 includes a five-level scale for spacing utilities, based on a 1rem value default $spacer variable. Choose values for all viewports (e.g., .mr-3 for margin-right: 1rem), or pick responsive variants to target specific viewports (e.g., .mr-md-3 for margin-right: 1rem starting at the md breakpoint).
Info from getbootstrap.com

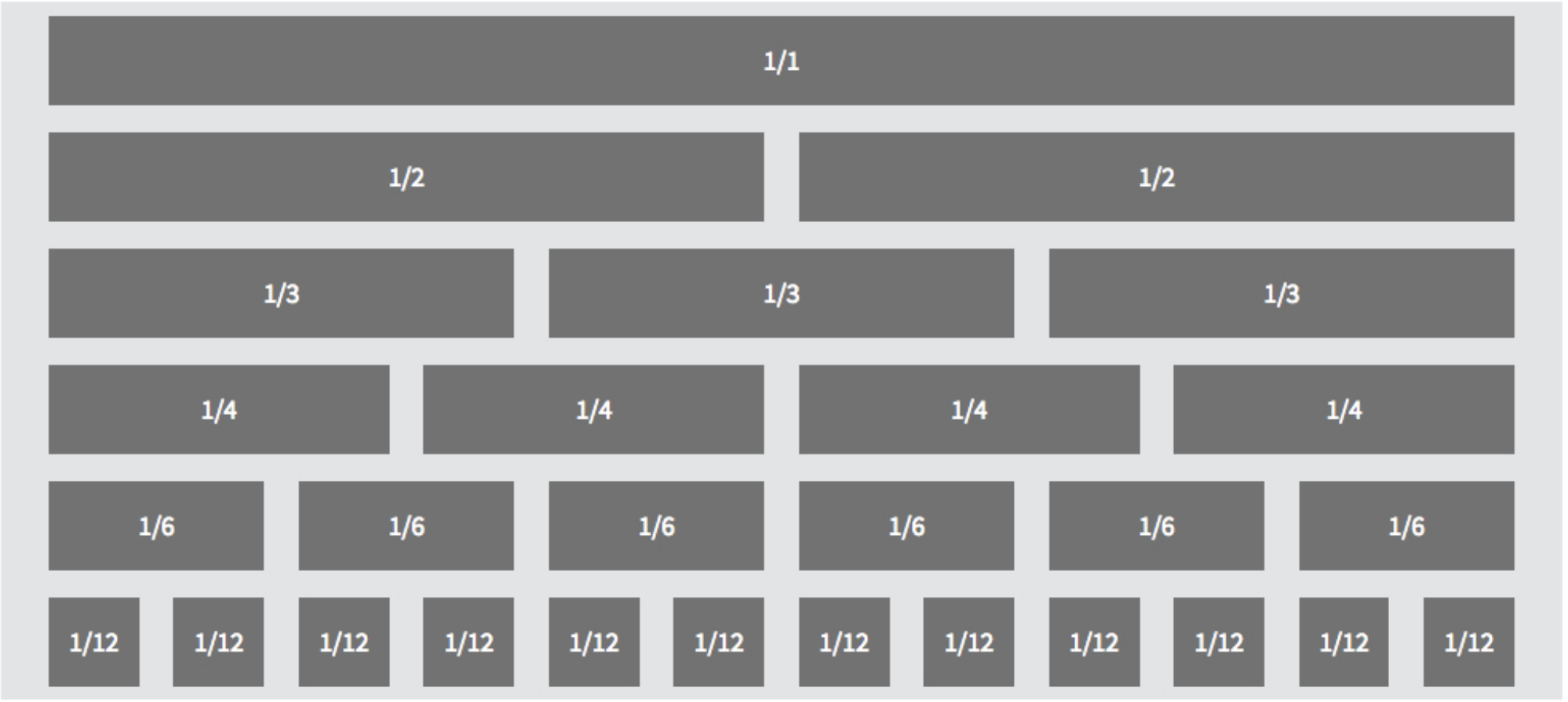
Why Whitespace is so Important in Web Design

Info from www.seguetech.com/whitespace-web-design/



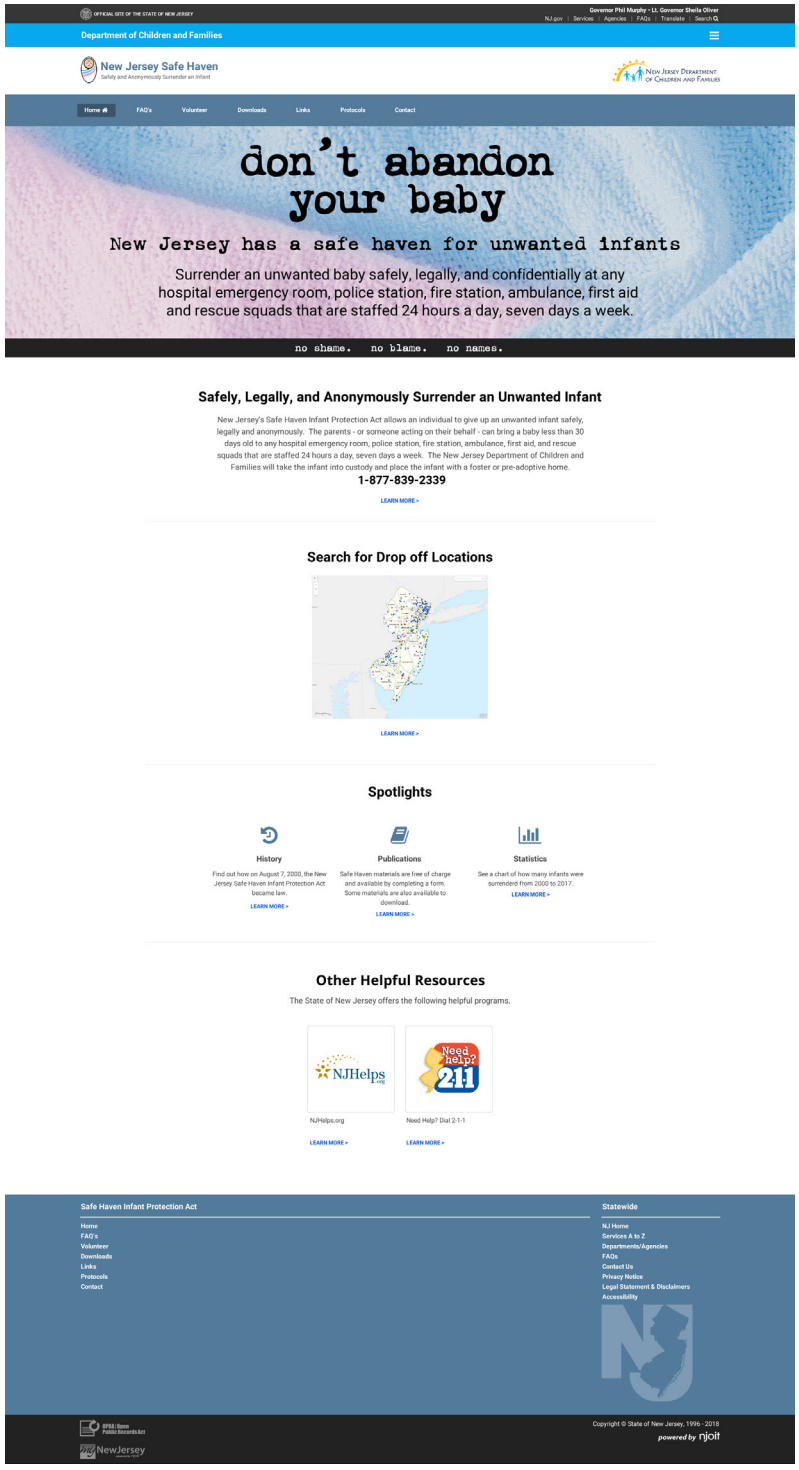
Grid Layout

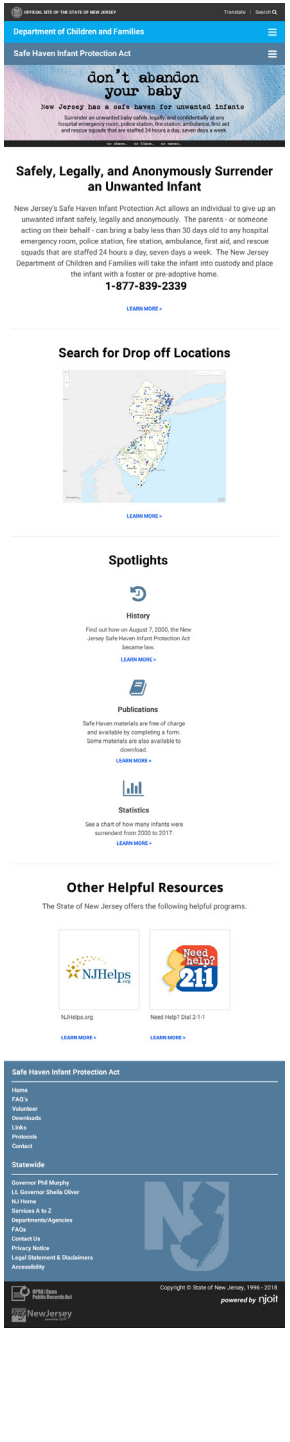
- 12-column, responsive grid provides structure for website content
- Grid will adjust to screen size (Desktop, Tablet and Phone)

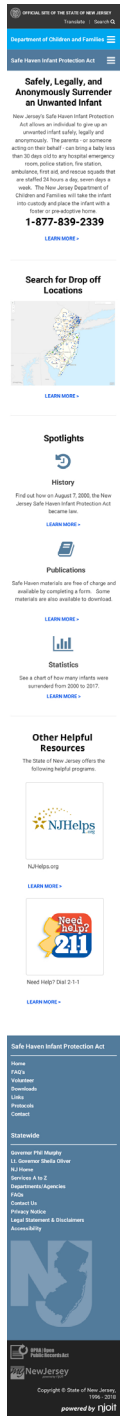


Page Layout Examples

On this page is an example of a home page shown at three different view ports; desktop, tablet and phone.

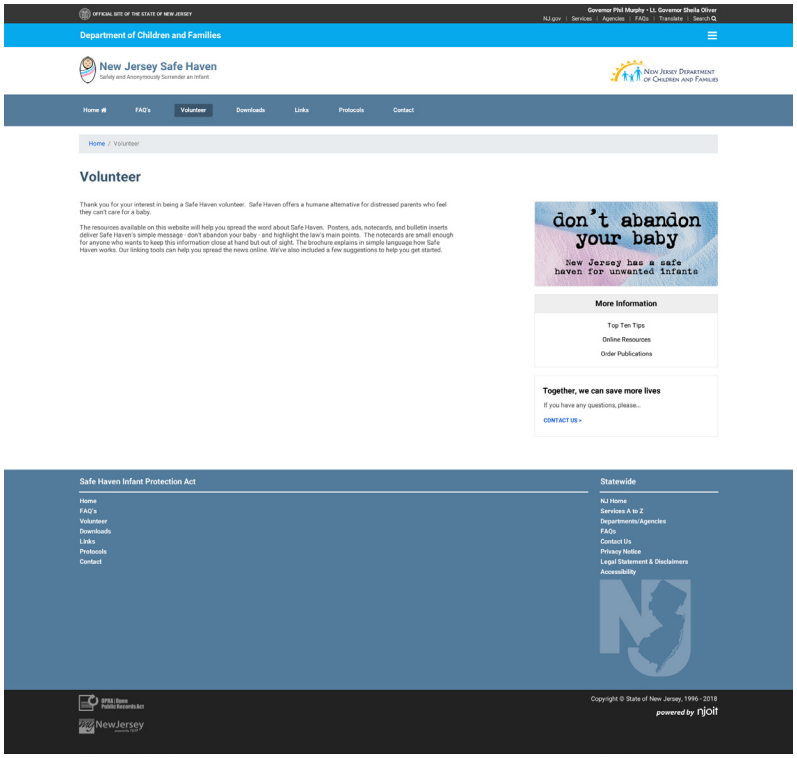


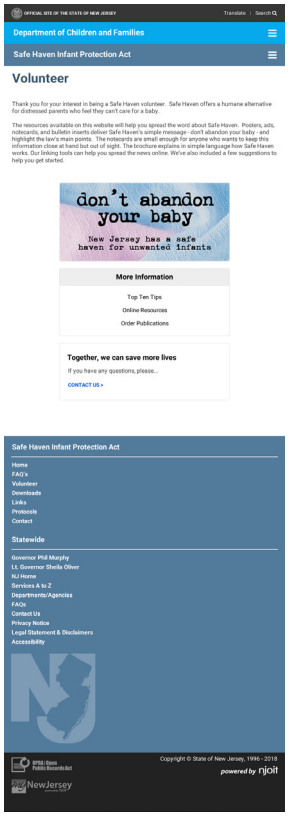


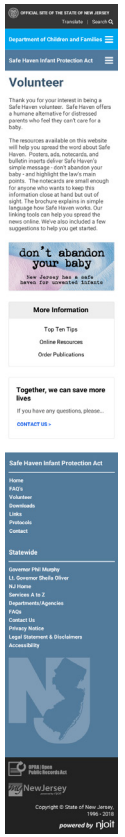


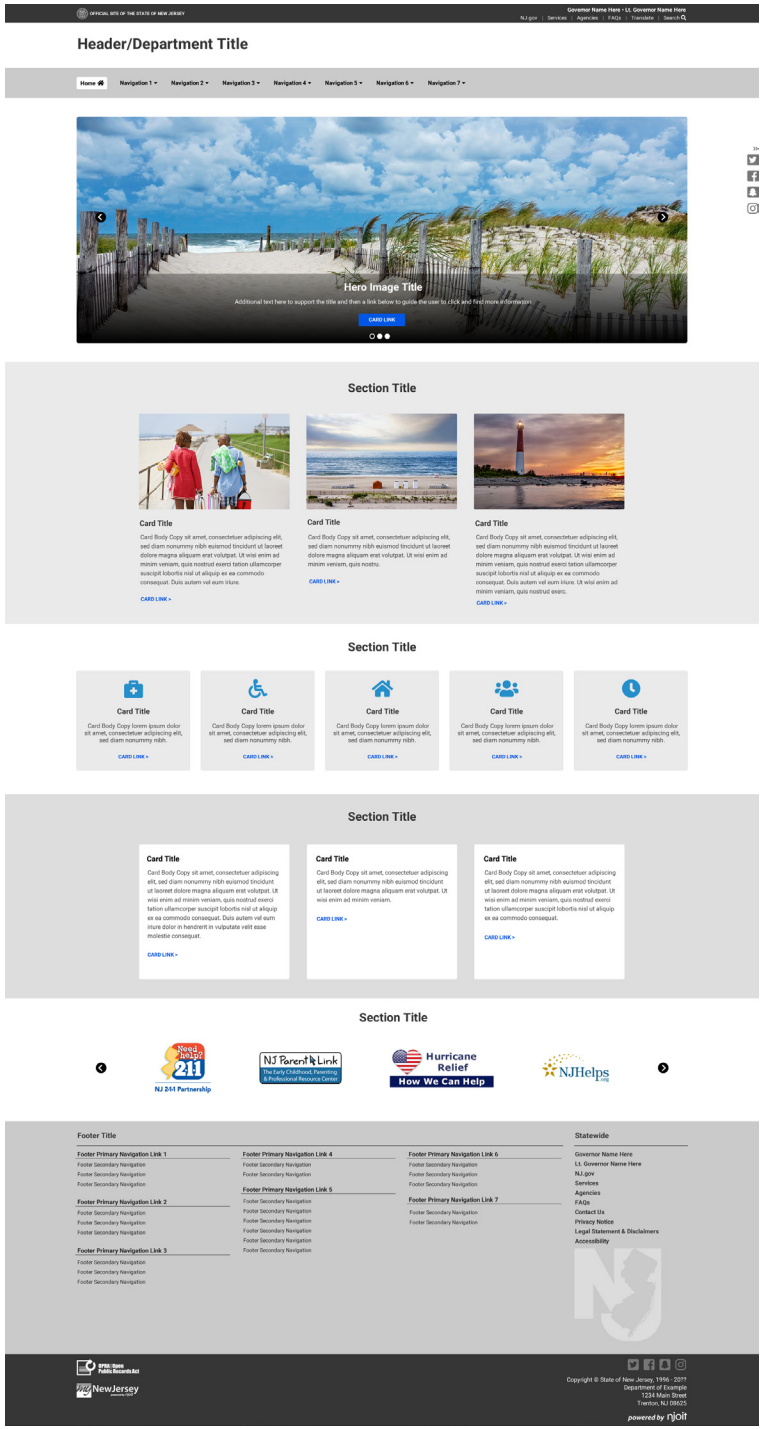
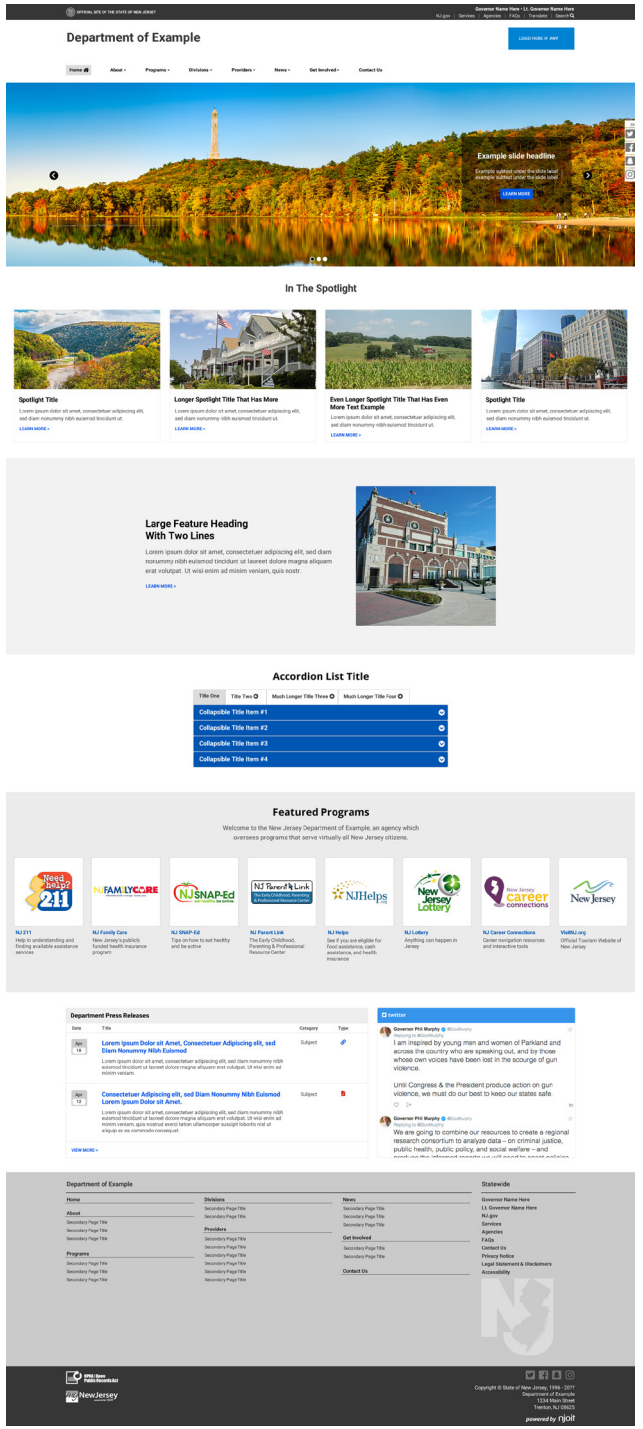
Page Layout Examples

On this page is an example of a secondary page shown at three different view ports; desktop, tablet and phone.







Page Layout Examples

On this page is two examples of a home page shown at a desktop view port screen size. These show examples of how rows or components can be combined.