The Elements of Design

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What We'll Cover

- Style
- Examples
- Color
- Typography
- Fonts

- Paragraph styling
- Spacing
- Contrast and consistency
- Calls to action
- Plugins

Style

Be consistent in your style throughout the site.

Example: Flat design is characterized as two-dimensional, minimalist, and using simple elements and strong colors.

- https://www.webdesignerdepot.com/2013/09/the-ultimate-guide-to-flat-design/
- https://designmodo.com/flat-design-principles/

Examples

- https://stripe.com

- https://www.studiopress.com

- https://planscope.io

- https://carthook.com

- https://www.never5.com

- https://warfareplugins.com

- https://uptimerobot.com

NEW Build beautiful, smart checkout flows with Stripe Elements ›

The new standard in online payments

Stripe is the best software platform for running an internet business. We handle billions of dollars every year for forward-thinking businesses around the world.

CREATE ACCOUNT   **CONTACT SALES**

## THE COMPLETE TOOLKIT FOR INTERNET BUSINESS

Stripe builds the most powerful and flexible tools for internet commerce. Whether you're creating a subscription service, an on-demand marketplace, an e-commerce store, or a crowdfunding platform, Stripe's meticulously-designed APIs and unmatched functionality help you create the best possible product for your users. Hundreds of thousands of the world's most innovative technology companies are scaling faster and more efficiently by building their businesses on Stripe.

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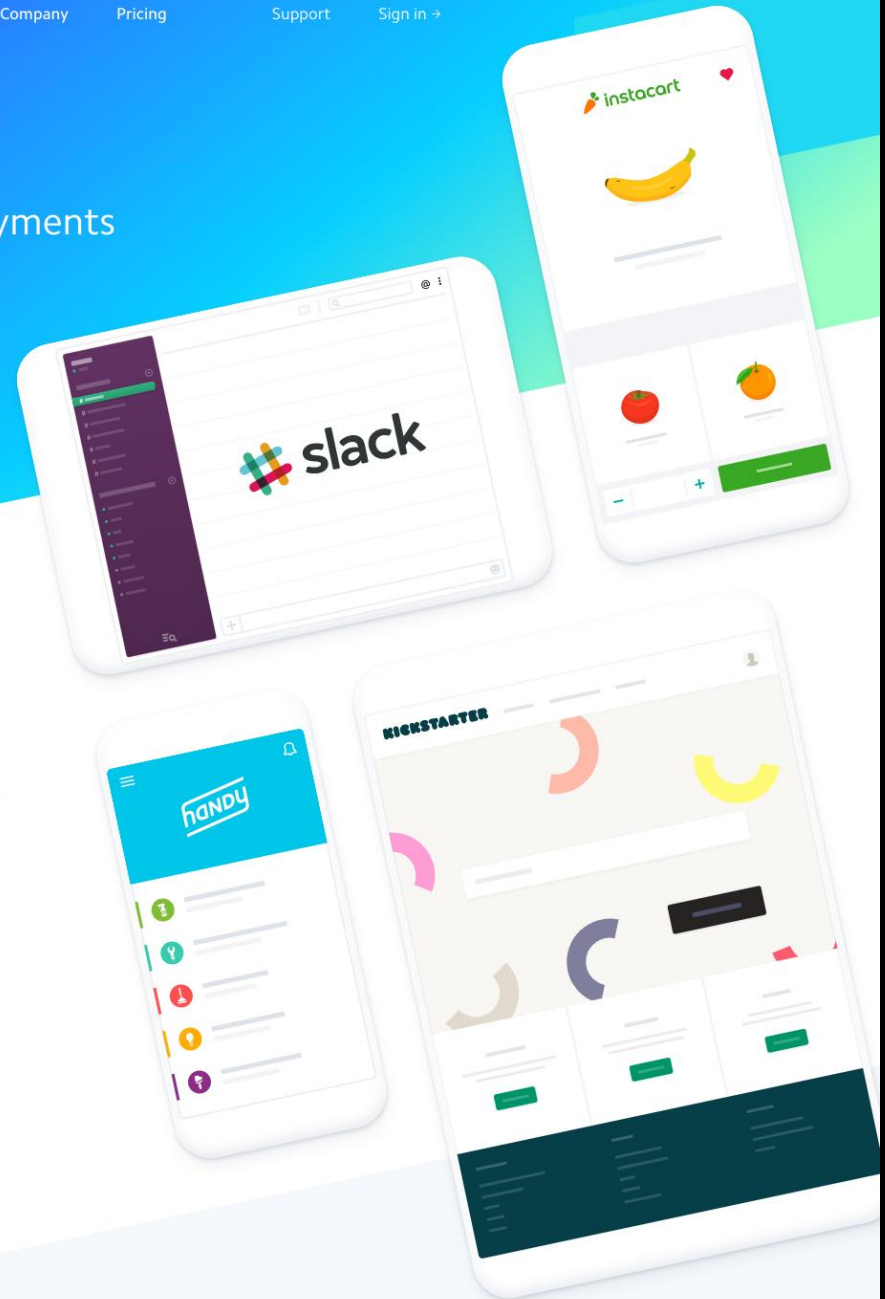
WordPress Made Fast, Secure, *and* Worry Free

Discover why over **213,675** website owners trust StudioPress.
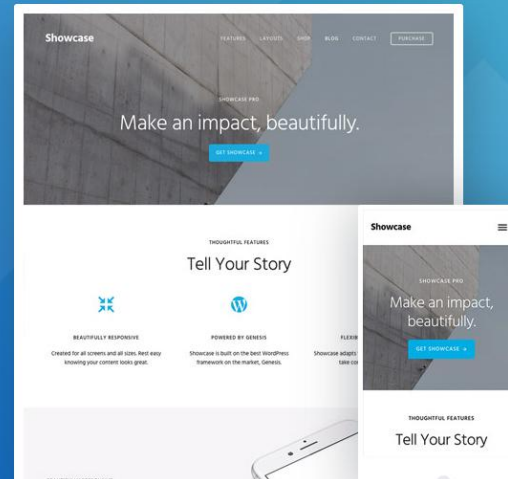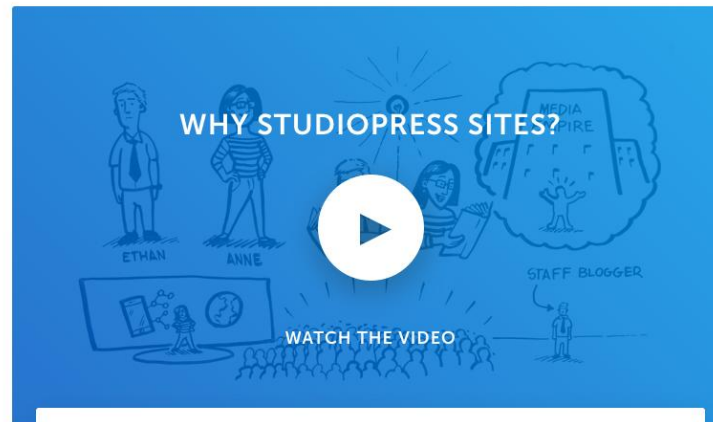
Launch Your Site Today!

Managed WordPress hosting that gives you more power with less worry.

Find Out More

Just need a WordPress theme or the Genesis Framework?

Click to Shop →

Get **more power** and **less worry** with **managed WordPress hosting** you can trust.
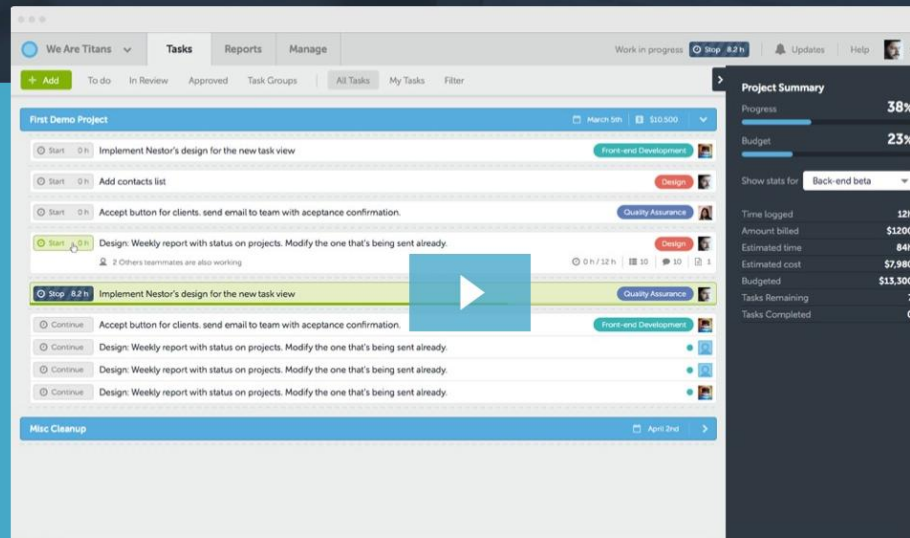
WHY STUDIOPRESS SITES?

WATCH THE VIDEO

Make WordPress work harder: **Get Started**

GAIN TOTAL CONTROL
OF YOUR AGENCY

Win more contracts, get your team and clients on the same
page, and find out how you can create a better business.

Choose A Plan And Start Your Free Trial

Win More Estimates

Deliver Better Projects

Grow Your Business

Finally, a customizable **one-page checkout** and
post purchase **one-click upsells** for your Shopify store.
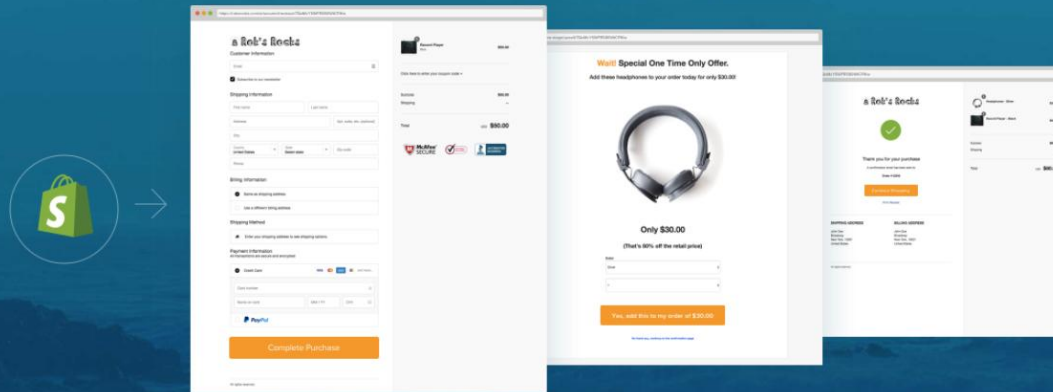
ONE-PAGE CHECKOUT   POST PURCHASE
ONE-CLICK UPSELL   THANK YOU PAGE

Get Started ▾

How it works

SHOPIFY
STORE

Shopify Store

CartHook works seamlessly with your Shopify
store. Your visitors navigate and add products to

High Quality WordPress Plugins

Our Plugins

Related Posts for WordPress

Increase your page views and reduce bounce rates by offering your visitors related content. With our WordPress plugin you'll have related posts on your website in just a few clicks!

Visit Website

Download Monitor

A WordPress plugin which provides an intuitive UI for uploading and managing downloadable files, inserting download links into posts & logging downloads.

Visit Website

WP Car Manager

WP Car Manager's goal is to enable anyone to manage and list their cars by using WordPress. With our plugin anyone can add, manage and list cars without any technical knowledge!

Visit Website

Post Connector

A WordPress plugin that allows you to create post relations that won't lag your server! With Post Connector you can link every (custom) post type to each other, to possiblities are endless!

Visit Website

We create WordPress Plugins that

# Increase Social Shares & Drive Traffic

START HERE

OUR PRIDE AND JOY

Social Warfare

A WordPress plugin that adds beautiful, lightning-fast social share buttons to your website or blog. But that's only the beginning...

With our *Pro* add-on, your website gets social sharing super powers!

Allow your posts and pages to be shared on the most popular social networks with these attractive, mobile-ready share buttons.

f	4.4K	G+	3.2K	🐦	3.2K
📌	593	in	125	SU	
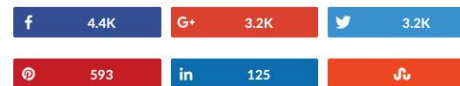
With the Social Warfare – Pro add-on you get:

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Downtime Happens. Get Notified!

50 Monitors, Checked Every 5 Minutes, Totally Free!

(Need 1-minute checks and/or more monitors?)

Start Monitoring (in 30 secs)

Trusted by 400,000+ users including:

MINI   Expedia   FANDANGO   STAPLES

Simple-yet-powerful features:

Multiple types
Check HTTP(s), ping, port and keywords.

Get alerted
Via e-mail, SMS, Twitter, push, Slack, HipChat, web-hooks...

Reach the stats
View uptime, downtime and the response times.

Verification
Verifies downtime from multiple locations.

Advanced notifications
Ignore minor downtimes by setting "alert once (or every x minutes) if down for y minutes"

Maintenance windows
Define time periods in order to not get monitored.

API
Perform almost every task with the REST API. Check the docs.

Public status pages
Share the stats with your teammates and/or visitors (demo).

Integrates with:

slack   HipChat   Pushover   Boxcar

Verifies downtime from multiple locations

User-friendly dashboard

Color

- There should be high contrast between text and background colors.
- Consider using very dark gray (i.e. #222) instead of black (#000).
- Consider using off-white (i.e. #EEE) instead of white (#FFF).

Color Reference and Tools

- **Adobe Color Wheel:** https://color.adobe.com/create/color-wheel/
- **Great article on color theory:**
  https://www.smashingmagazine.com/2010/01/color-theory-for-designers-part-1-the-meaning-of-color/
- **Flat UI color palette:** http://flatuicolors.com/
- **Hex Color Tool:** https://hexcolortool.com/
- **Paletton:** http://paletton.com

Typography

- **Font size.** The text should be easy to read at a distance.
- **Font weight.** There's more than just normal and bold.
- **Letter spacing.** Can make a big difference, sometimes used for headings.
- **Line height.** Recommended ratio: 1.6. (Golden Ratio: 1.618)
- **Paragraph spacing.** Recommended: at least one line of text.

Fonts

- **Readability.** Check how the font looks for all characters, in bold, all caps, etc. Some have strange styling for certain letters. Some fonts have limited ranges of font weight.
- **Contrast.** Headings and body text should be distinct from each other, either with size or font (serif and sans-serif pairings are common).
- **Contrast between font color and background color.** Another factor in readability.
- **Contrast Ratio Tool:** http://leaverou.github.io/contrast-ratio/ A contrast of 80% is great (8.6 on tool = 86%).

Paragraph Styling

- Avoid centering paragraphs (and sometimes multi-line headlines too).
- Avoid using justified text alignment.
- Add variation to long form text with headings, bulleted lists, bold, links, images, highlighted boxes, etc.
- Don't have too many words per line, which can be hard to read across the screen. This depends on font size and width of content area.
  - Limit line length — 45 to 75 characters (about 10 words per line)
  - **Type Set With Me:** https://typesetwith.me/

Spacing

- Use white space and padding around elements for breathing room.
- The old "above the fold" rule is dead. Don't stuff too much content in the header area.
- Consider stacking order of columns:

2	**1**	**3**
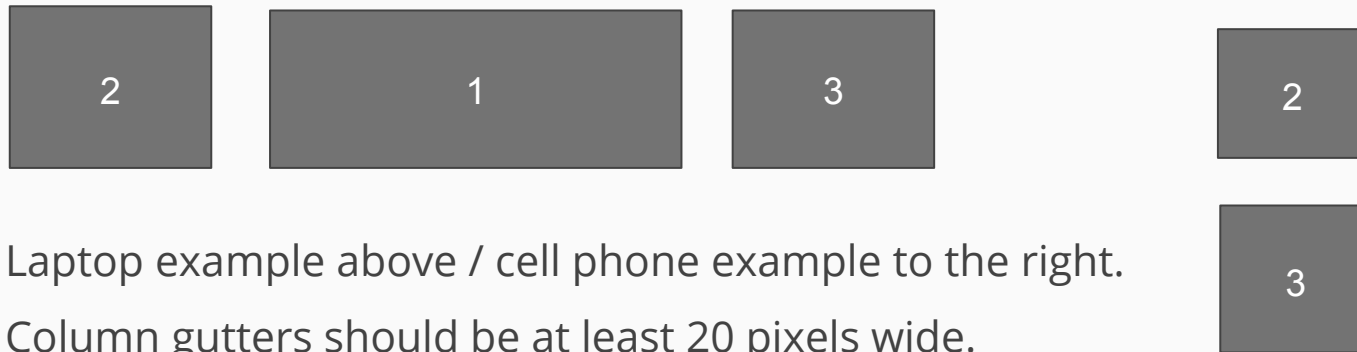
Laptop example above / cell phone example to the right.

Column gutters should be at least 20 pixels wide.

1

2

3

Contrast and Consistency

- Use **contrast** in shape, size, and color for **distinct** elements.
- Use **consistency** in shape, size, and color for **related** elements.
- Group and align related elements.
- Don't use too many different colors, fonts, and font sizes.
- Good article on UI: http://goodui.org

Slides: https://efficientwp.com/elements-design

Calls to Action

- These are the buttons and links that are most important for visitors to click on.
- They need to stand out from the rest of the content.
- Use high contrast color(s).
- Buttons should be large enough to **easily touch on a cell phone** and surrounded with enough white space.

Plugins

Beaver Builder

- Page builder with columns, buttons, background sections, spacers, etc.
- Free: https://wordpress.org/plugins/beaver-builder-lite-version/
- Premium: https://www.wpbeaverbuilder.com

Shortcodes Ultimate

- Shortcode generator for similar kinds of elements.
- Free: https://wordpress.org/plugins/shortcodes-ultimate/

Thanks!

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Waterlink Web | connecting your customers with you

connect@waterlinkweb.com

Slides: https://efficientwp.com/elements-design