

Withal Web Notes and Standards

General Rules of the site

- All Type is to be #2d2d2d
- The “orange” used is #fd8c5d
- Background color is #f0efec
- All images will be 3:4 or 16:9 ratio with the exception of the interior Journal pages. Any size image may be placed on the Journal
- All Product image will be 3:4, we should crop in from the sides of what we currently have and max out the height.
- All body copy is 17px on 23 px based on 1200px wide and should scale based on horizontal width of browser (for now, I think).
- All product and journal headlines are the “Equate” font
- All 3:4 images will scale along with their gutters to the horizontal width of the browser
- All 16:9 images will scale along from the right side in.

General Rules for Journal

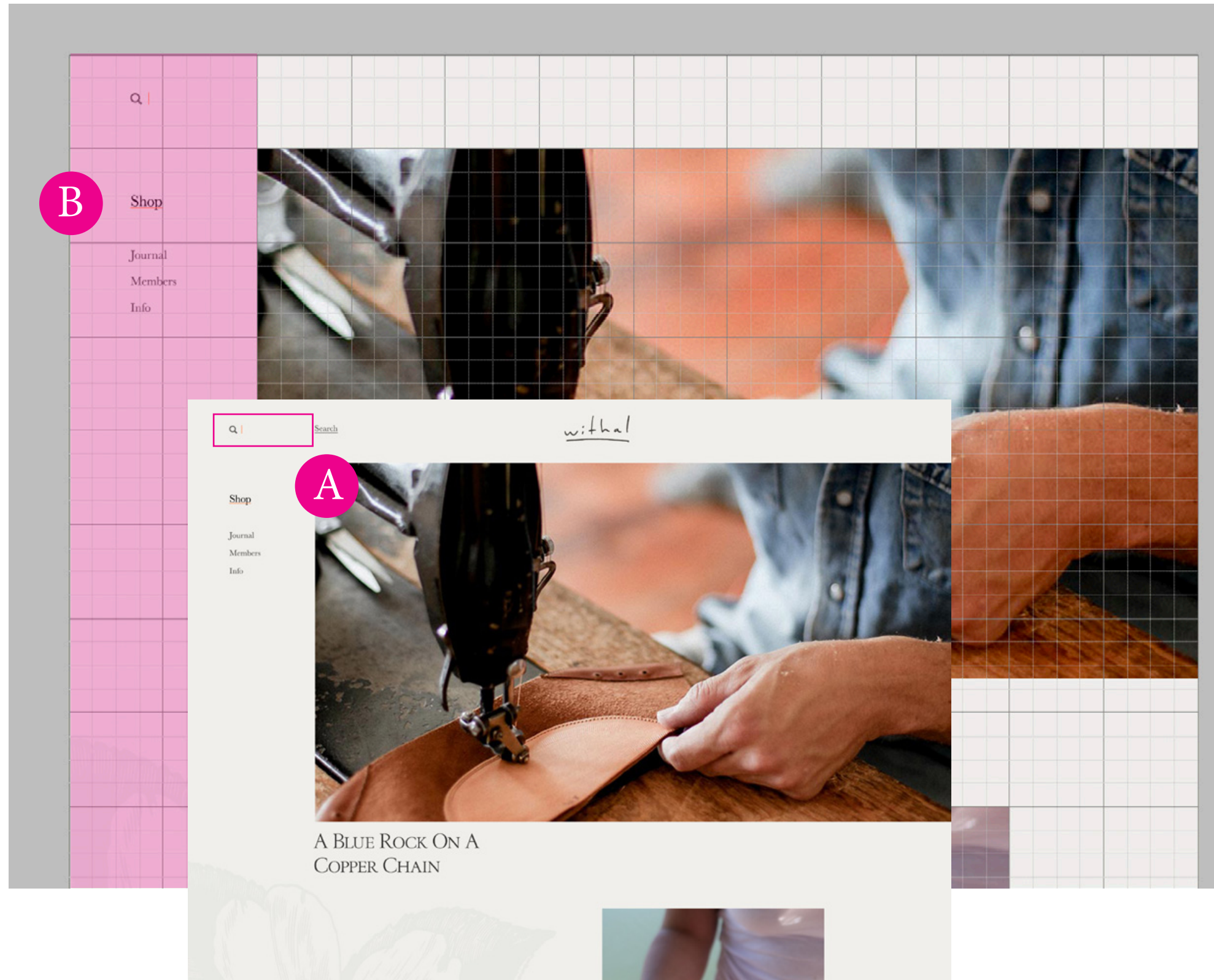
- All Journals will have 2 images, a 16:9 hero and a 3:4 image
- All Journals should also have option for a third rollover 3:4 image.
- The rest of the images for journal should be placed inside the Journal/blog independently. Only the 16:9 hero image will roll into the main Journal page acting as the hero for that page.
- All Journals Previews type should be left aligned
- Upon rolling over a journal image the image will flip to a secondary image and the first 3 lines of type exposed. Ideally this can be a gif as well.
- Upon rolling over a journal the credits are exposed “Written by/Photos By”
- All Journal Previews will only be 2 lines of type. “...” will take the place if titles are too long. We will try to establish a character count so this happens less.

General Rules for Product Preview

- All Products Preview will have at least 1 image, a 3:4 image
- All Products rollovers will change to their second image (if available).
- All Product previews shall be centered
- All Products rollovers will flip to a secondary image and expose the maker tag - The maker tag should link out to the maker page.
- Rollover standards apply to the “maker” credit name only and can link out to their maker page.

Navigation

NAVIGATION



Responsiveness:

The two columns on the left should never pinch in on desktop. Upon going to mobile menu will go to the top right and search top left.



Search Functionality

Upon clicking anywhere near the search icon the orange marquee will flash. Once one letter is typed inside of search “box” the word “search” will appear.



“Shop”

Clicking shop will expand all of the categories and sub categories. Underlined are the rollovers. If you are on a page it becomes orange acting as the breadcrumbs.

Modules

We currently have a series of 7 modules. Essentially this styling and functionally will be used many times throughout the site. Ideally we will have the ability to change the hierarchy and amount of these modules per some pages.

1. HERO MODULE


Q | [Search](#) *withal*

[Shop](#)


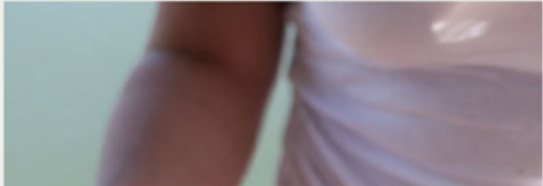
[Journal](#)

[Members](#)

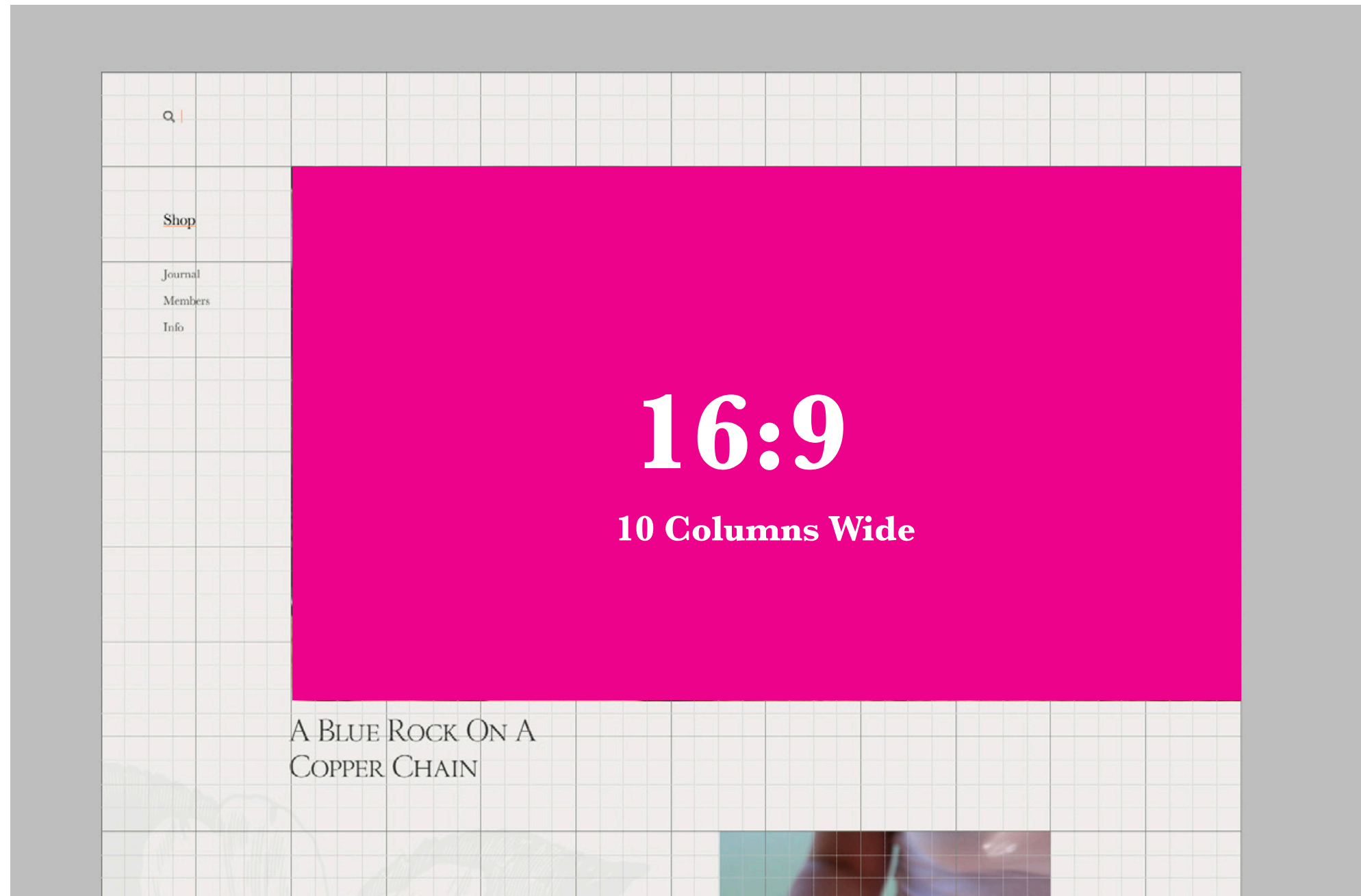
[Info](#)



A BLUE ROCK ON A
COPPER CHAIN



1. HERO MODULE

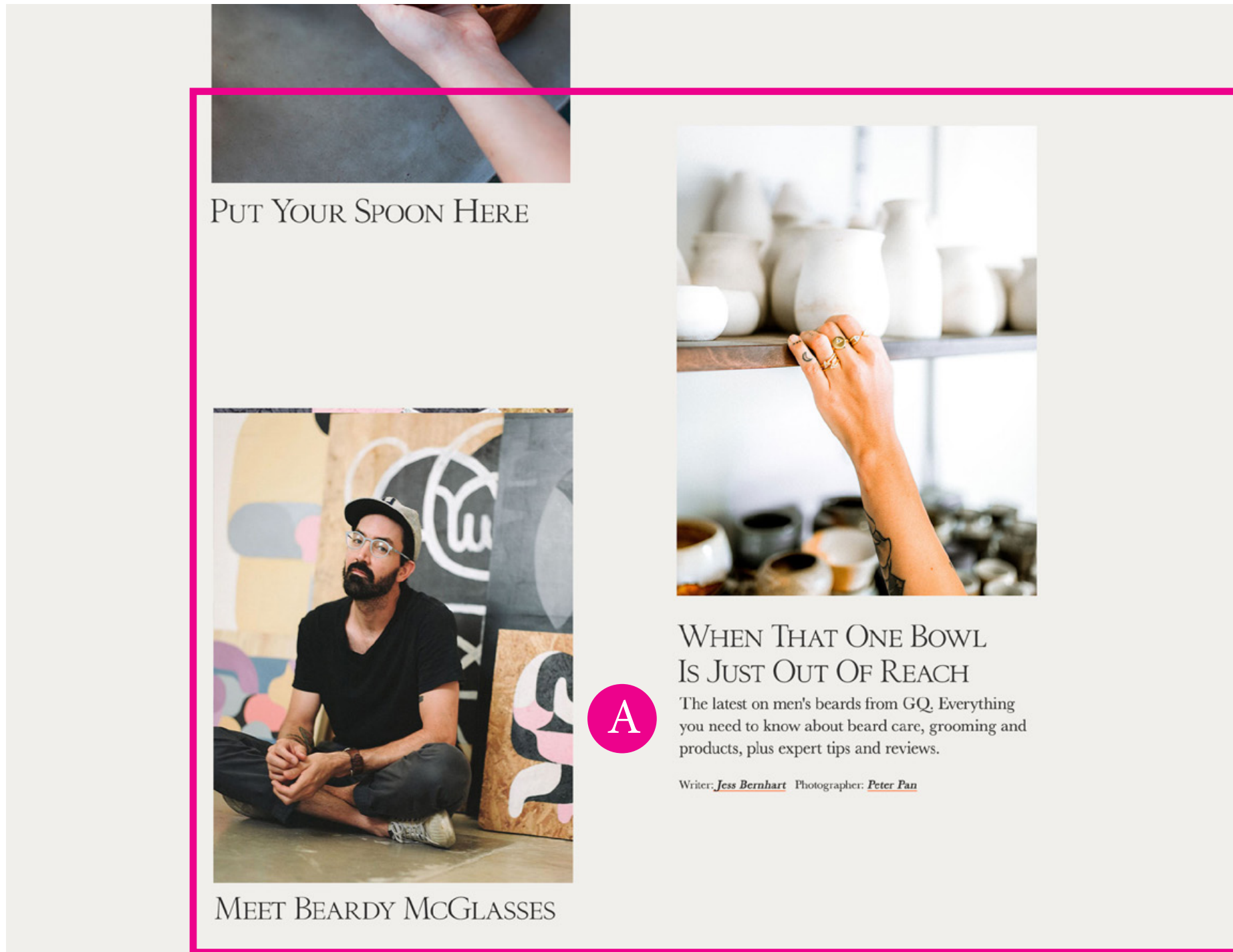


Responsiveness:

All heroes will scale proportionally in from the right side with no cropping done until you get until mobile.

Upon going to mobile the hero will switch to the 3:4 version.

2. 2 COLUMN STAGGER MODULE



General Notes:

For now this module will only exist on the home page. Ideally we can add these two at a time.

For instance we can adjust the hierarchy to any of the following mix.

- (x) Hero image
- (x) 2 column journal stagger
- (x) Hero image
- (x) 2 column shop
- (x) 2 column stagger
- (x) 2 column shop



Rollover/Tap and hold:

Image will change to secondary image or gif and 3 Lines of copy will be exposed as well as the credit type. Credit type is 12px high.

2. 2 COLUMN STAGGER MODULE



3. 2 COLUMN SHOP MODULE

General Notes:

This module will exist on many pages. The purpose of this module is to show products in a “big/beautiful way” so generally instances of this module are not deep inside the site. Ideally we can add these 2 at a time to any of the pages.



Rollovers

The image will change to the second image of the product and the “maker” credit will be exposed. The maker name is to be underlined gray and clickable. Upon rollover the underlined will go to orange.

On mobile the rollover will stay until the next preview rectangle is tapped and held.

MEET BEARDY MCGLASSES



COFFEE SCRUB



MORE INFO

Maker: The Good Queen Bess



NOT YO MAMMAS APPLE PIE

\$39.99



3. 2 COLUMN SHOP MODULE

3:4

3.5 Columns wide
Left aligned

COFFEE SCRUB

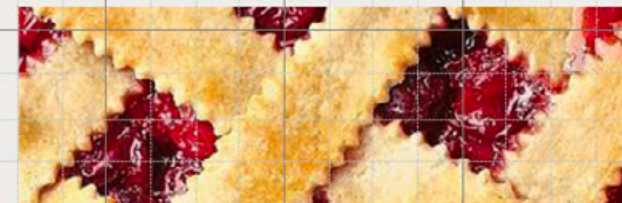
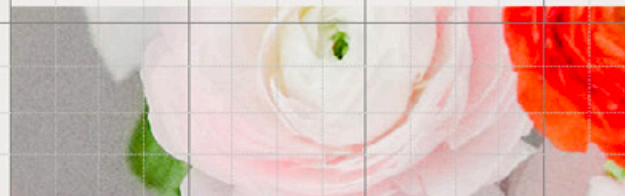
MORE INFO

Maker: *The Good Queen Bess*



NOT YO MAMMAS APPLE PIE

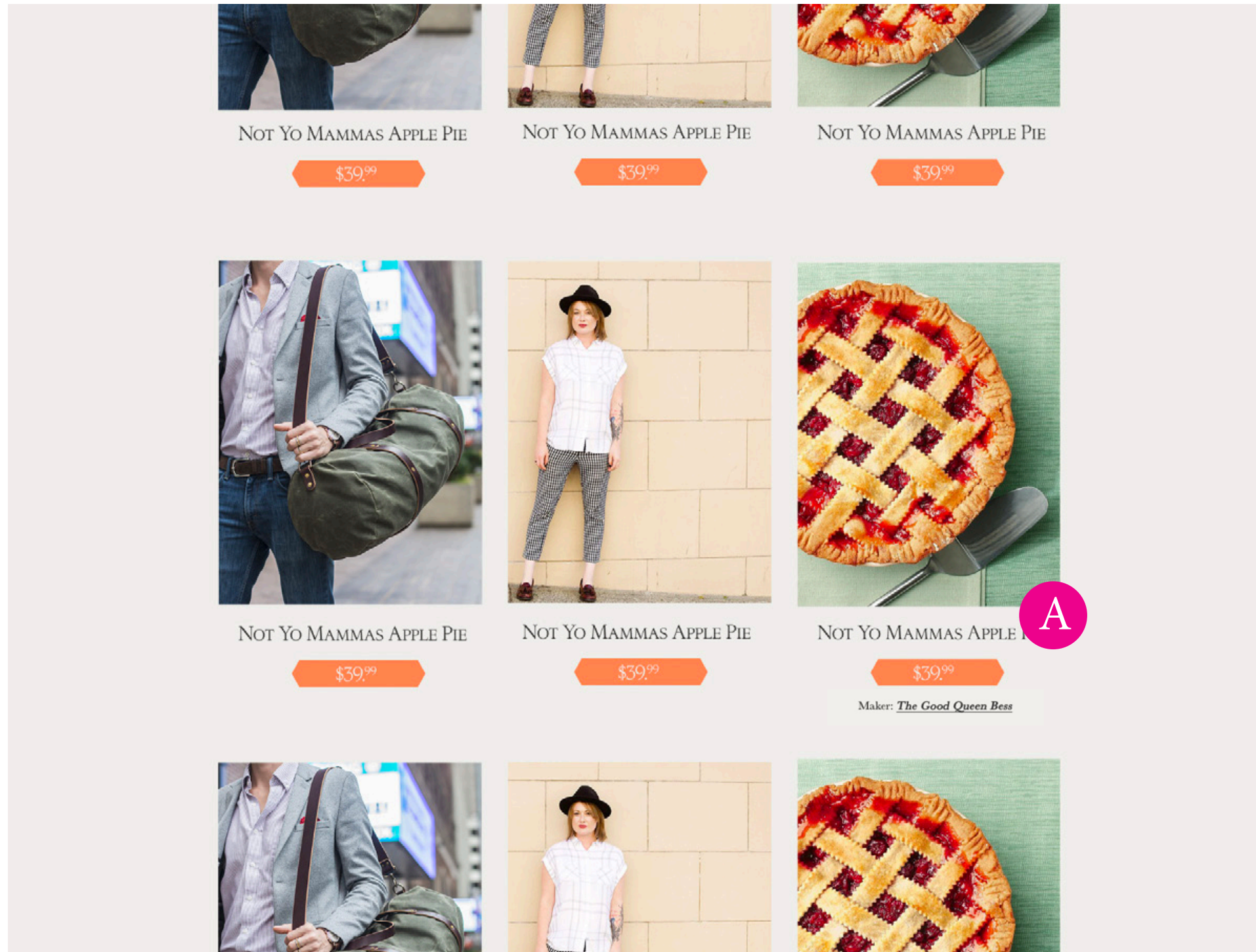
\$39.99



4.3 COLUMN SHOP MODULE

General Notes:

As of right now this module will only exist inside of the deeper searches and product sub categories.





Rollovers

The image will change to the second image of the product and the “maker” credit will be exposed. The maker name is to be underlined gray and clickable. Upon rollover the underlined will go to orange.

On mobile the rollover will stay until the next next preview rectangle is tapped and held.

4.3 COLUMN SHOP MODULE

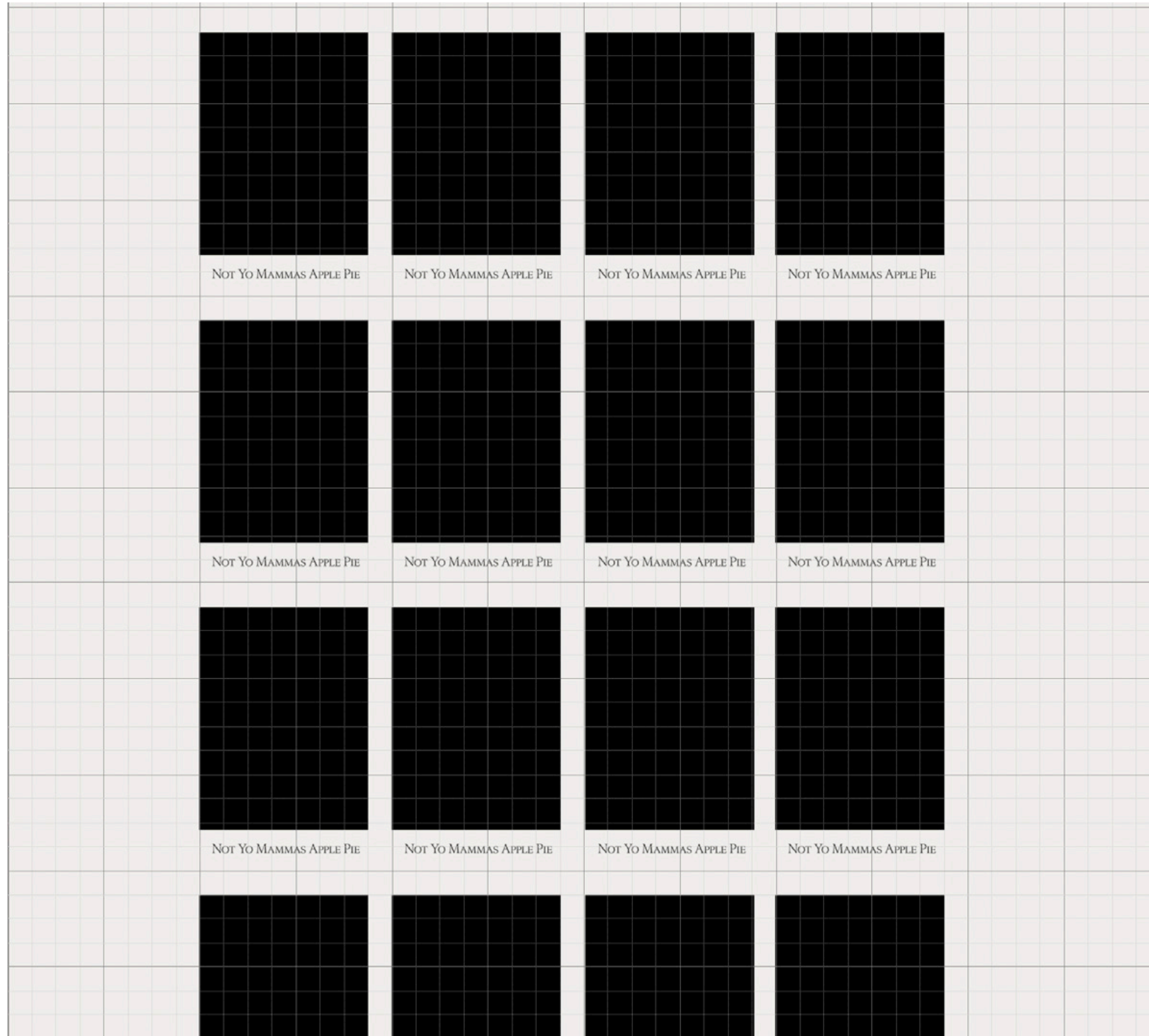
 <p>3:4 2.5 Columns wide Left aligned</p>	 <p>3:4 2.5 Columns wide Centered</p>	 <p>3:4 2.5 Columns wide Right aligned</p>
 <p>NOT YO MAMMAS APPLE PIE</p> <p>\$39.99</p>	 <p>NOT YO MAMMAS APPLE PIE</p> <p>\$39.99</p>	 <p>NOT YO MAMMAS APPLE PIE</p> <p>\$39.99</p>
 <p>NOT YO MAMMAS APPLE PIE</p> <p>\$39.99</p>	 <p>NOT YO MAMMAS APPLE PIE</p> <p>\$39.99</p>	 <p>NOT YO MAMMAS APPLE PIE</p> <p>\$39.99</p>

5.4 COLUMN SHOP MODULE

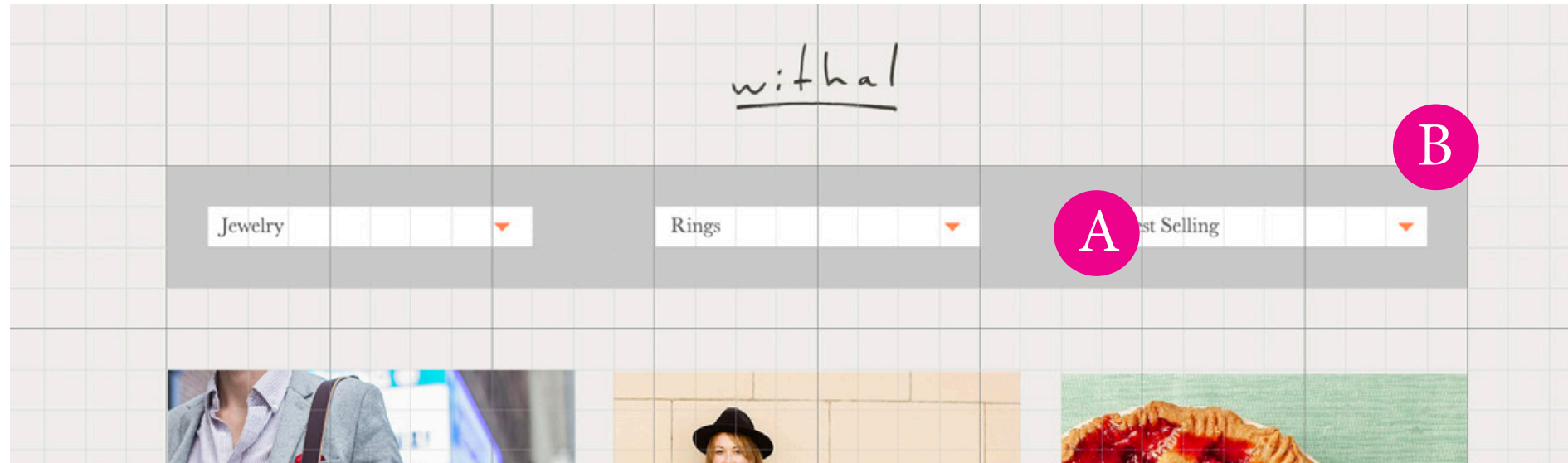
General Notes:

This is new.

Ideally on the search pages you could toggle inbetween 3 and 4 column browsing on the search options. If we can implement this round 1 that would be awesome.



6. SEARCH FILTER MODULE



General Notes:

Design of this still needs a little work.

The general idea is similar to what we have now but adding the main category as well (far left). This currently is only used on the subset/search landing page but I think it would be beneficial if we could also have the ability to turn it on and off on the main category landing pages. See next page for possible placement.

A Filters:
Most Popular
Newest
High to Low
Low to High

B Not shown (need to design out)
- Toggle inbetween 3 and
4 per row (if possible this round)
- Search button

6. SEARCH FILTER MODULE



Possible Pacement

7. SHOP MODULE



Made By: *The Good Queen Bess*

WILLIAM WAXED CANVAS DUFFEL BAG

\$295

Select Metal

Select Type

Select Color

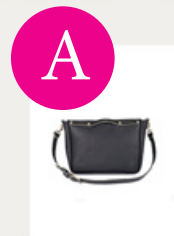
Select Quantity

ADD TO BAG

[Questions](#) | [Return Policy](#) | [Shipping Info](#)

Wrap up in a pop of color. This cable knit throw blanket is woven of a super soft acrylic/cotton blend that begs for a days-long binge watch. In your choice of pink, blue, orange, yellow or tan, it's a bright idea wherever you drape it.

- Cable knit throw blanket
- Acrylic/cotton blend
- Blanket measures 70"x 52"
- Choose from pink, blue, orange, yellow or tan



Logic behind these images

- If there is one image there are no images on the bottom.
- If there are 2 images they are to be centered below
- If there are 3 images they remain just like shown
- If there are 3+ images, the image that you have currently selected will remain in the center. Only 3 images will be shown
- If possible, when selecting a metal type or color type the first image of that type will then go to the center image.

7. SHOP MODULE

withal


q |

Shop

Journal

Members

Info



Made By: *The Good Queen Bess*

WILLIAM WAXED CANVAS DUFFEL BAG

\$295

Select Metal ▾

Select Type ▾

Select Color ▾

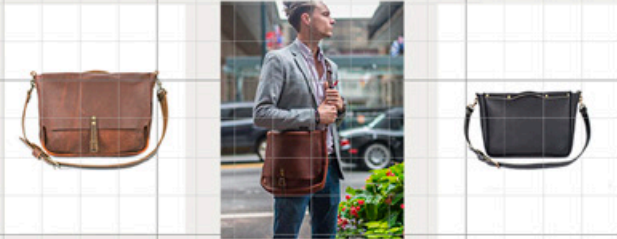
Select Quantity ▾

ADD TO BAG

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RELATED PRODUCTS

1. CALL OUT

2. ART

