

Hello Health
Online
Style Guide

May
2009
V2.0

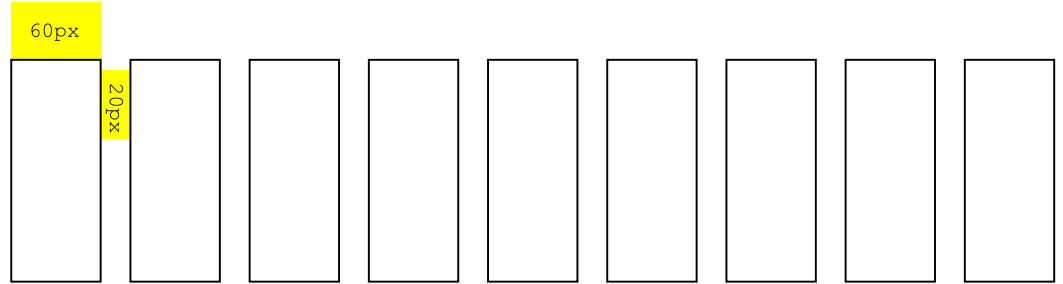
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The goal of this document is to promote a consistent way of design and implementing Hello Health interfaces. A consistent visual style gives Web applications a sense of unity and reinforces users experience that they are rooted in a certain place.

This document is written for interface designers, graphic artists and software developers who will be creating software for Hello Health. Both specific advice on making effective use of interface elements, and general design principles are covered.

2. Grid



Ideally all Hello Health online properties should sit on a multiple column 60px wide grid with 20px gutters. This insures that common dimensions are used, presentation is consistent and time is spent designing content / data presentation instead of framework.

The number of columns is wholly dependant on the application although avoid using more than 12 columns until the minimum screen resolution is specified over 1024 pixels.



The CSS framework is available at www.960.gs along with Illustrator, Photoshop and Fireworks templates.

Vertical spacing is a bit more loose and harder to control although we have tried to keep all typography aligned to a 6px baseline grid. For example all CSS lineheights are mutliple of 6px, that is 12, 18, 24 and 42.

In general we have tried to keep the consumer side application and the website fairly open and more heavily vertically padded whereas the doctor side, in the interest of less scrolling, we have leaned towards a tighter layout. Please consult screen mockups for examples but as a rule of thumb avoid crowding elements.

For furthur information on the use of grids both in print and screen consult this great online resource www.thegridsystem.org.

2. Grid

 <p>Sean Khozin, MD, MPH Internal Medicine Brooklyn, NY</p> <p>Make An Appointment</p> <p>"HH leverages the power of technology to restore the bond between doctors and patients"</p>	 <p>Devlyn Corrigan, DO Emergency Medicine Brooklyn, NY</p> <p>Make An Appointment</p> <p>"HH removes the impurities and distills health care down to what it should be....the doctor-patient relationship."</p>
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Examples of how the grid helps define page structure between application and website insuring consistent data presentation.

3. Navigation

At the risk of creating a heavy-handed, fascist-like template we have established instead a visual language for dealing with navigation on Hello Health sites and applications. Note the lpx rules surrounding the upper most navigation, the upper case Akzidenz Light, search placement and log-in / log-out information. Although the large consumer icons do adhere to the column based grid, navigation does not necessarily need to fall on these vertical grids.



hellohealth

For Everybody

For Business

For Health Professionals



ALL EVENTS OFFICE VISITS ONLINE VISITS TESTS OLDEST NEWEST

4. Color

The primary color palette for Hello Health online consists of blues and greys to establish a cool, calm mood.

Red is strictly used as an accent color to establish current position in the site.

Blue is the primary link color and can also be used for larger flat areas of color. 5% shades of both **black** and **blue** can be used for background areas on which darker text sits. Avoid overuse of black by keeping body copy at 75% grey.

Green can be used as a secondary accent color as subheaders or as low priority alert notifications.

Pastel yellow is the tool tip color and the **pastel green** is used in the calendar features.



5. General Typography

The Hello Health primary typography palette consists of Akzidenz Grotesk and Clarendon MT. Analogous system fonts are Helvetica (for text 14px and larger), Arial and Georgia. Clarendon and Georgia should be used sparingly as headers or instances where more personality is needed.

TrueType / Postscript

**Akzidenz
Grotesk**
Light **Bold**
Medium &
Full Family

**Clarendon
MT Regular**

System

Helvetica Bold
Helvetica Regular
14px & larger

Georgia Bold
Georgia Regular

Arial Bold
Arial Regular
9 - 13px

6. Logo & Branding

We simplified the Barbarian logo by only using the word mark. We feel onscreen this provides a bolder and more effective use of space.

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