

THE STYLE ROOM
POWERED *by* ZAPPOS

DIGITAL STYLE GUIDE

PREPARED BY AREA 17
SEPTEMBER 2019

Preface

This style guide contains a detailed overview of all aspects of design that coalesce into the look and feel of The Style Room website.

The design of the website visualizes the brand values of The Style Room: elegant and elevated, fun and inspiring, welcoming and inclusive.

The aim of this document is to impart the design principles behind the website so that they may be applied consistently across other digital media such as emails and social marketing assets.

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Design

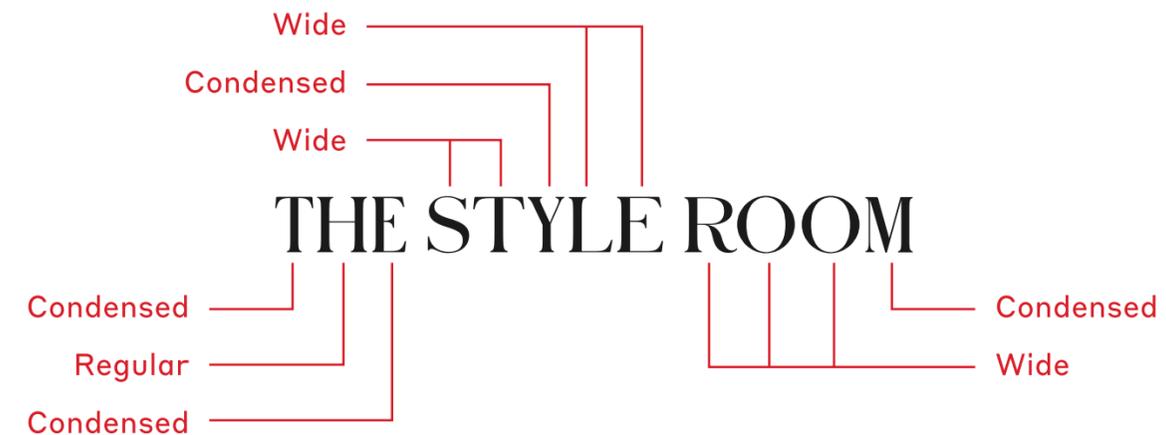
The Style Room logo uses the headline typeface of the website, Schnyder (see 2.1), to evoke editorial elegance and a touch of fun.

The logo takes advantage of a unique aspect of Schnyder—the multiple widths of the typeface are designed to be able to mix within single words. In each of the three words of the logo, one letter is a different width than the others, which conveys a subtle but distinctive eccentricity.

The logo includes the tagline ‘Powered by Zappos’ in the style of the parent brand.

THE STYLE ROOM

POWERED *by* ZAPPOS



Widths refer to Schnyder Condensed S Demi, Schnyder S Demi, and Schnyder Wide S Demi

Variants

The Style Room website uses the primary form of the logo, which is horizontal in orientation.

The stacked version can be used when more of a square shape is needed for a composition.

Additionally, there is an icon comprised of the abbreviation 'TSR'. The icon retains the character of the full logo, as the first letter is a narrower width than the latter two letters.

PRIMARY

THE STYLE ROOM
POWERED *by* ZAPPOS

STACKED

THE
STYLE
ROOM
POWERED *by* ZAPPOS

ICON

TSR

Usage

The logo is sized and positioned on the website to be a prominent anchor of the layout, but it is not emphasized over headlines and the main content.

The smallest size at which logo appears on the site is 50px in height. In order to ensure its details remain legible, the logo should not be sized smaller than the minimum sizes shown.

The logo should be resized proportionally so that its shape is not modified. Additionally, the logo should not be altered, rotated, or embellished in any way.

At all sizes, clear space equivalent to the height of the 'T' should be kept around the logo to ensure the logo has visual impact in a composition and does not get lost amidst other design elements.

The logo appears in only one color on the website, Grey 90 (see 3.2), and it is always placed on a white background.

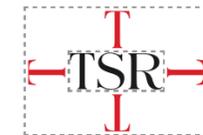
MINIMUM SIZES

THE STYLE ROOM
POWERED *by* ZAPPOS 36px

THE
STYLE
ROOM 80px
POWERED *by* ZAPPOS

TSR 16px

MINIMUM CLEAR SPACE



² TYPOGRAPHY

Schnyder

Schnyder S Demi is used for headlines and lends The Style Room an elevated, editorial feel.

Schnyder is used at relatively large sizes in order to emphasize the slight quirkiness and organic quality of its letterforms.

Hierarchy is created by setting the most prominent headlines in all caps.

As mentioned in 1.1, different widths of Schnyder can be mixed within headlines or words. This is not incorporated into the website headlines because it cannot be systematized, but it could be explored in future brand executions that are more singular. Introducing varying widths could increase the expression of quirk and fun as needed.

Schnyder was released by Commercial Type in 2018.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

FALL FASHION EDIT

Pattern Perfection

Cashmere Check Sweater

Styrene

Styrene B Regular is used for body copy and serves as a precise, geometric complement to Schnyder.

The clarity of the letterforms allows Styrene to be used at small sizes and still convey subtle idiosyncrasies.

Hierarchy is created by contrasting small caps with title or sentence case.

Styrene was released by Commercial Type in 2016.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Our favorite fall pairings for style wherever you go

MM6 MAISON MARGIELA

Known for their avant-garde sense of style, the brand expresses creativity through recycling, transformation and reinterpretation. Just like emotions, the collection defies all rules with a unique and timeless proposal.

Type Styles

The table below lists the full specifications for all type styles used on the website.

The styles scale across breakpoints (see 6.1) to enable consistent, precise layouts at all viewport sizes. Dashes indicate the same attributes carry over from the previous, smaller breakpoint.

Line heights are defined as percentages so that they maintain a consistent relation to the font size as the font size changes across breakpoints.

STYLE NAME	XS	S	M	L	XL
HEADLINE 1	Schnyder S Demi font-size: 40px line-height: 100% letter-spacing: 0 All Caps	Schnyder S Demi font-size: 48px line-height: 100% letter-spacing: 0 All Caps	Schnyder S Demi font-size: 56px line-height: 100% letter-spacing: 0 All Caps	Schnyder S Demi font-size: 64px line-height: 100% letter-spacing: 0 All Caps	Schnyder S Demi font-size: 80px line-height: 100% letter-spacing: 0 All Caps
HEADLINE 2	Schnyder S Demi font-size: 32px line-height: 100% letter-spacing: 0 All Caps	Schnyder S Demi font-size: 36px line-height: 100% letter-spacing: 0 All Caps	Schnyder S Demi font-size: 48px line-height: 100% letter-spacing: 0 All Caps	Schnyder S Demi font-size: 56px line-height: 100% letter-spacing: 0 All Caps	Schnyder S Demi font-size: 64px line-height: 100% letter-spacing: 0 All Caps
Headline 3	Schnyder S Demi font-size: 30px line-height: 125% letter-spacing: 0	Schnyder S Demi font-size: 32px line-height: 125% letter-spacing: 0	Schnyder S Demi font-size: 40px line-height: 125% letter-spacing: 0	Schnyder S Demi font-size: 44px line-height: 125% letter-spacing: 0	Schnyder S Demi font-size: 48px line-height: 125% letter-spacing: 0
Headline 4	Schnyder S Demi font-size: 28px line-height: 125% letter-spacing: 0	—	Schnyder S Demi font-size: 32px line-height: 125% letter-spacing: 0	Schnyder S Demi font-size: 36px line-height: 125% letter-spacing: 0	Schnyder S Demi font-size: 40px line-height: 125% letter-spacing: 0
Headline 5	Schnyder S Demi font-size: 24px line-height: 125% letter-spacing: 0	—	Schnyder S Demi font-size: 28px line-height: 125% letter-spacing: 0	—	—
HEADLINE 6	Styrene B Regular font-size: 15px line-height: 150% letter-spacing: 0 All Small Caps	—	—	—	—
Subtitle 1	Styrene B Regular font-size: 18px line-height: 150% letter-spacing: -1%	—	—	Styrene B Regular font-size: 20px line-height: 150% letter-spacing: -2%	Styrene B Regular font-size: 22px line-height: 150% letter-spacing: -2%
Body 1	Styrene B Regular font-size: 16px line-height: 150% letter-spacing: -1%	—	—	—	—
Body 2	Styrene B Regular font-size: 14px line-height: 150% letter-spacing: 0%	—	—	—	—
LABEL 1	Styrene B Regular font-size: 13px line-height: 120% letter-spacing: 0 All Small Caps	—	Styrene B Regular font-size: 14px line-height: 120% letter-spacing: 0 All Small Caps	Styrene B Regular font-size: 15px line-height: 120% letter-spacing: 0 All Small Caps	—
Label 2	Styrene B Regular font-size: 12px line-height: 150% letter-spacing: 0	—	Styrene B Regular font-size: 13px line-height: 150% letter-spacing: 0	Styrene B Regular font-size: 14px line-height: 150% letter-spacing: 0	—
Label 3	Styrene B Regular font-size: 13px line-height: 140% letter-spacing: 0	—	—	—	—
UI 1	Styrene B Regular font-size: 17px line-height: 120% letter-spacing: 0 All Small Caps	—	—	—	—
UI 2	Styrene B Regular font-size: 15px line-height: 150% letter-spacing: 0 All Small Caps	—	—	—	—
Tooltip	Styrene B Regular font-size: 12px line-height: 150% letter-spacing: 0	—	—	—	—

³ COLOR

Backgrounds

The Style Room website is predominantly white with greyscale accents. This provides a neutral canvas on which the editorial and product photography shines.

There are six tertiary colors that are available to use as backgrounds for editorial content on trend and brand detail pages. This range is available in order to complement the specific photography featured on those pages.

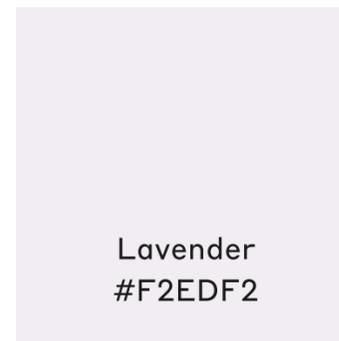
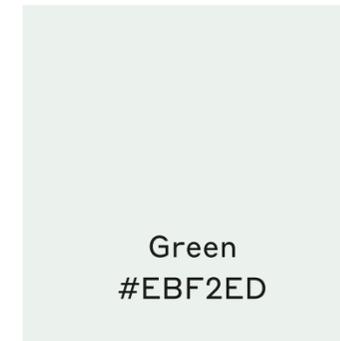
PRIMARY



SECONDARY



TERTIARY



Text, Icons & UI

Text is set predominantly in Grey 90, with secondary text in Grey 56. Error messages and markdown prices are Red. These three colors pass the AA accessible contrast ratio of 4.5:1 when set on any of the background colors (see 3.1).

Icons are also in Grey 90, Grey 56, and Red in order to pass the same standard of accessibility.

UI elements such as buttons and dropdowns primarily use Grey 90. Some secondary and tertiary elements use Grey 56 and Grey 42. These three colors pass the AA accessible contrast ratio for UI elements, which is 3:1.

All dividing rules on the site are Grey 12.

PRIMARY



SECONDARY



TERTIARY



ERRORS / MARKDOWNS



RULES



⁴ ICONOGRAPHY

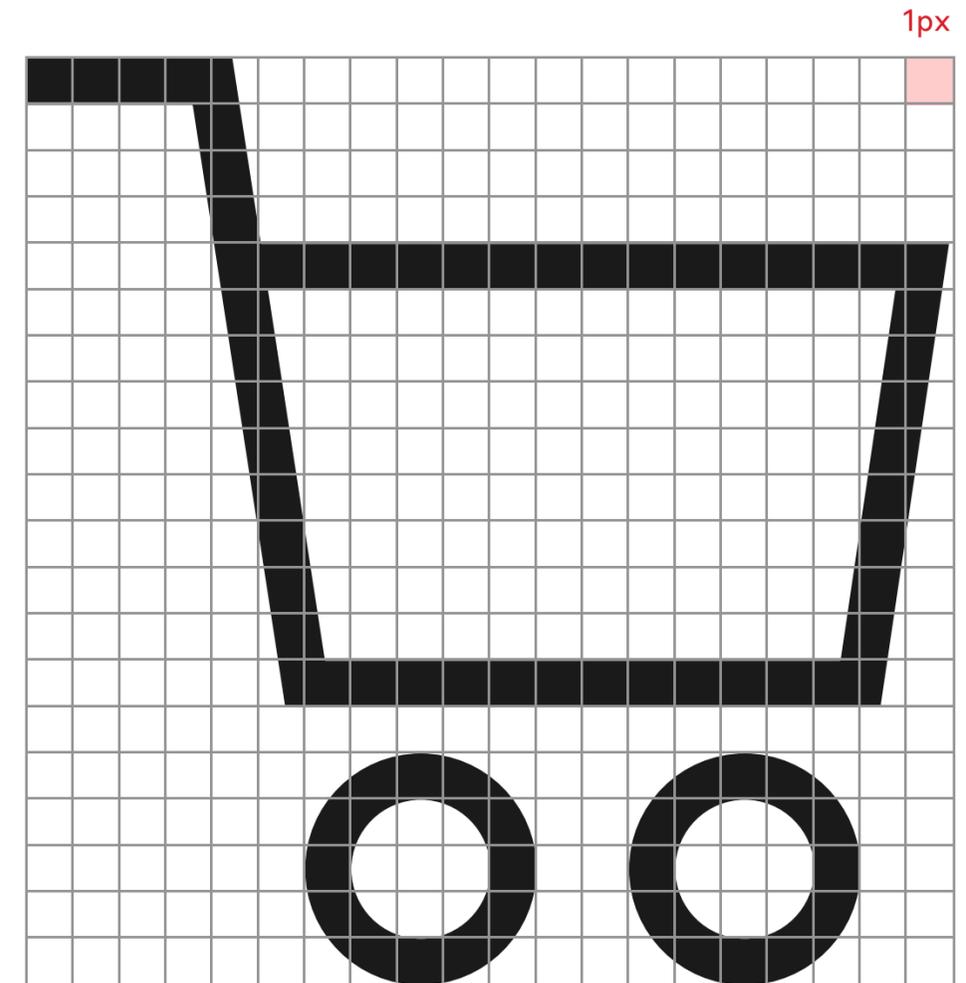
Construction

Icons are drawn on square frames of either 20px, 16px, or 12px. These three sizes fit into the underlying geometry of the site (see 6.2).

Icons are drawn with a 1px stroke. This unified look conveys elegance and meshes visually with the typography and UI elements.



20px icon at 100%

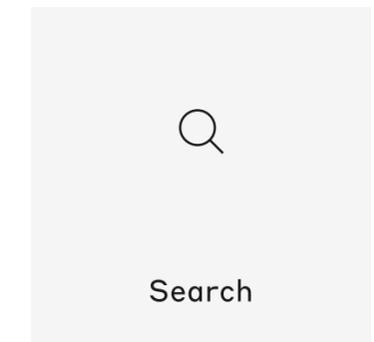
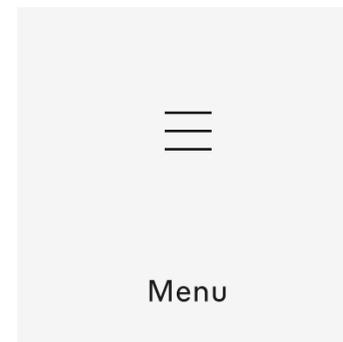
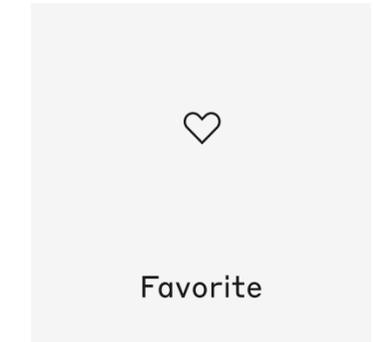
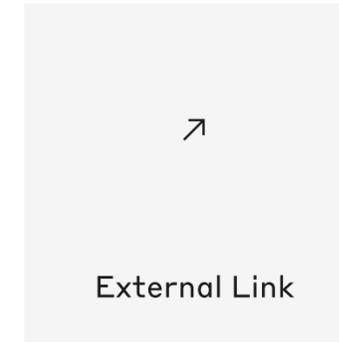
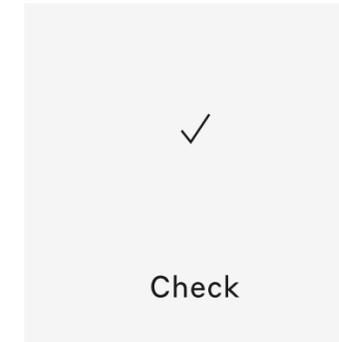
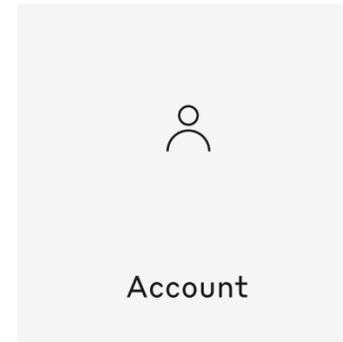


20px icon at 2000%

Library

Icons use geometric shapes to visually represent core ideas and indicate functions of the interface.

The aim behind the design of each is to reduce the form to the most minimal point that communicates what it needs to.



Library: Social

The exception to the 1px stroke construction is the social sharing icons. These are filled in order to follow the brand guidelines of the platforms.



Email



Facebook



Instagram



Pinterest



Twitter

⁵ UI ELEMENTS

Chips: Editorial

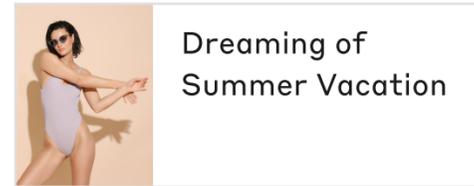
A core functionality of The Style Room website is a system of chips with which the user interacts to browse different types of content.

In the Trends and Brands sections of the site, chips display editorial content and take the user to detail pages.

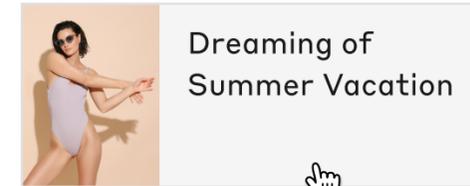
When the user navigates to 'See All', the chips display within a panel in a vertical orientation. In the Trends section of the site, these vertical chips comprise the complete archive of trends. In the Brands section, they show all featured brands.

In both horizontal and vertical form, chips share a consistent pattern for hover and selected states. Upon hover, chips fill with Grey 4, and when selected, the fill remains and a 2px Grey 90 underline displays at the bottom.

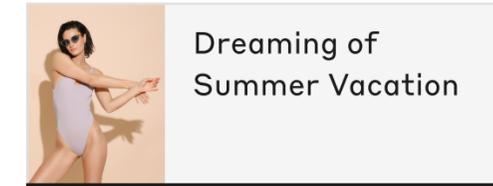
HORIZONTAL



Default



Hover



Selected

VERTICAL



Default



Hover



Selected

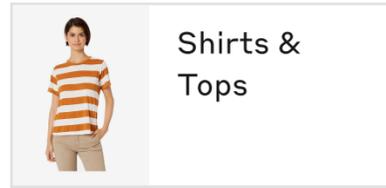
Chips: Product

In product category sections of the site, chips display product subcategories and filter the items listed below them.

When the user navigates to 'See All', vertically-oriented chips display all available subcategories.

Product chips follow the same consistent hover and selected states as editorial chips.

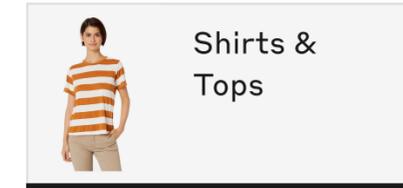
HORIZONTAL



Default



Hover



Selected

VERTICAL



Default



Hover



Selected

Chips: Inline

There are two other types of chips that control product filtering, and which do not have a vertical variation.

Swatch chips show available colors and filter items by color.

Text chips can show any product attribute— from price to size to subcategories— and they filter items accordingly.

Swatch chips are unique in that they do not show a text label by default— only when selected. Apart from that, swatch and text chips follow the same consistent hover and selected states as editorial and product chips.

SWATCH



Default

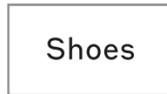


Hover



Selected

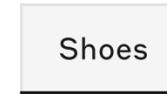
TEXT



Default



Hover



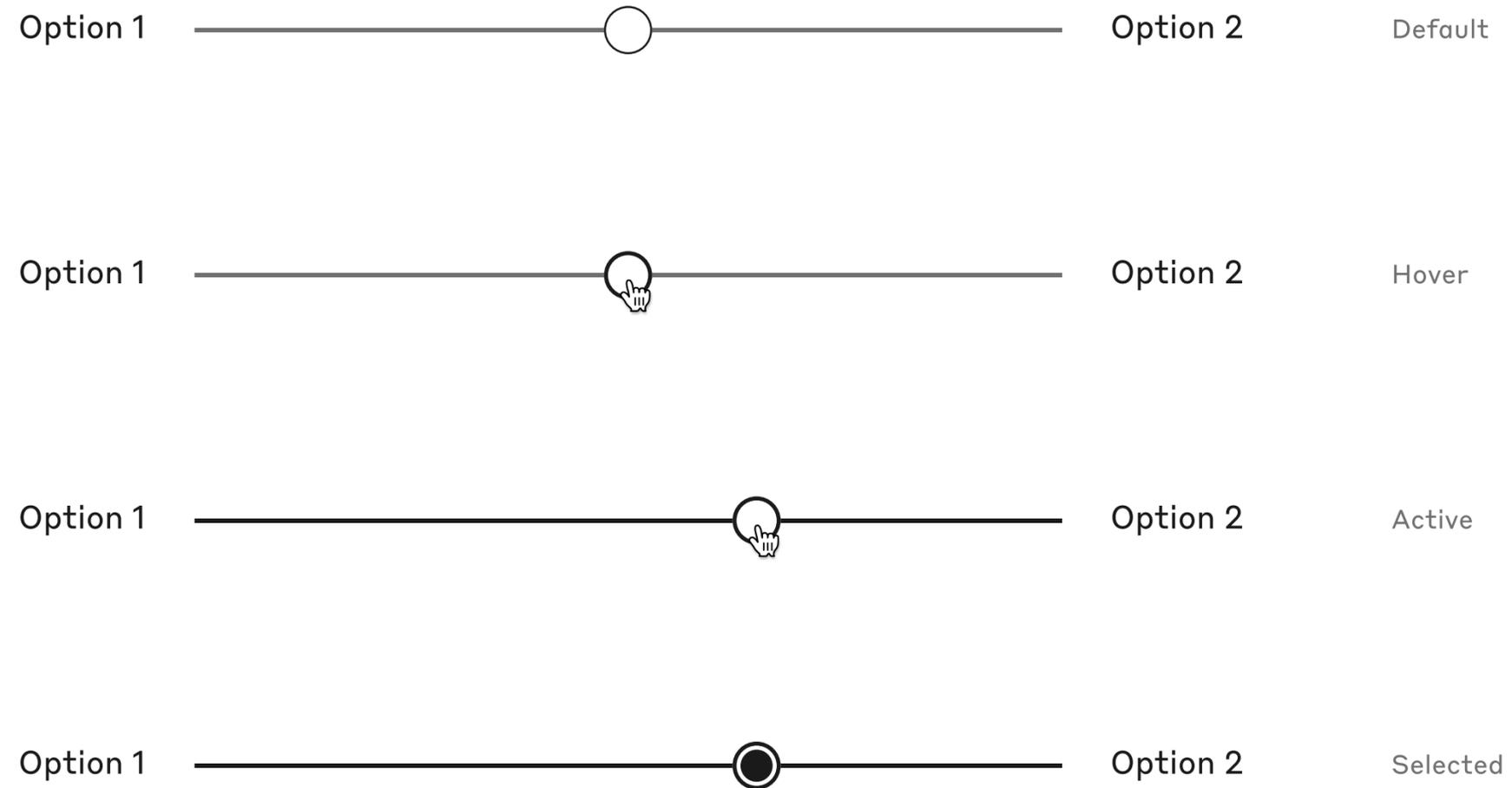
Selected

Sliders

Sliders on The Style Room are the only elements in addition to chips that filter products.

One attribute is displayed at either end, and by default the selection is halfway between them. When the user drags the handle toward either attribute, the list below filters to display only products that match the balance between the two attributes.

The handle has a 1px stroke by default, and it grows to 2px when the user hovers over and moves it. When the user releases, making a new selection, the handle fills in order to give the user a persistent reminder that they have adjusted it.



Buttons

Buttons are monochromatic, and to communicate hierarchy, the secondary button is the inverse of the primary. Buttons are always 48px in height to ensure they can be easily tapped on mobile devices. Labels are centered within the button.

Primary buttons are the most prominent element on a given page, and they are used for important actions such as 'Add to Cart'.

The fill of primary buttons is Grey 90 by default and shifts to Grey 56 upon hover. The stroke of secondary buttons is 1px by default and increases to 2px upon hover.

Buttons that add to favorites are comprised solely of an icon, and they are unique in that they have a selected state. When a user adds an item to their favorites, the icon fills, giving users a persistent reminder of the action they've taken.

PRIMARY



Default



Hover

SECONDARY



Default



Hover

FAVORITES



Default



Hover



Selected

Links

Standalone links are used for calls to action that are tertiary in importance to those in primary and secondary buttons.

Inline links can appear within any body copy.

Both standalone and inline links are underlined in order to give an obvious and accessible indication of their clickability.

The 1px underline thickens to 2px upon hover, growing upwards.

STANDALONE

SHOP THE OUTFIT

Default

SHOP THE OUTFIT

Hover

INLINE

Show more

Default

Show more

Hover

Dropdowns

Dropdowns allow users on The Style Room to select from a list of options, such as when they are selecting a size of an item.

Dropdowns include an always-present label in order to be accessible.

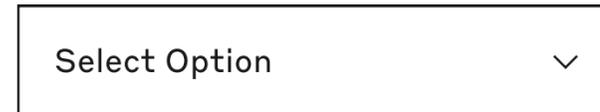
The selection button has a 1px stroke by default, it becomes 2px when the user hovers, and it stays 2px while the menu is open.

Within the menu, rows fill upon hover.

Feedback messages include a color as well as a graphic indication in order to direct the user's attention in an accessible way.

At mobile breakpoints, OS-level dropdowns are used, as they give the smoothest user experience.

DROPDOWN LABEL



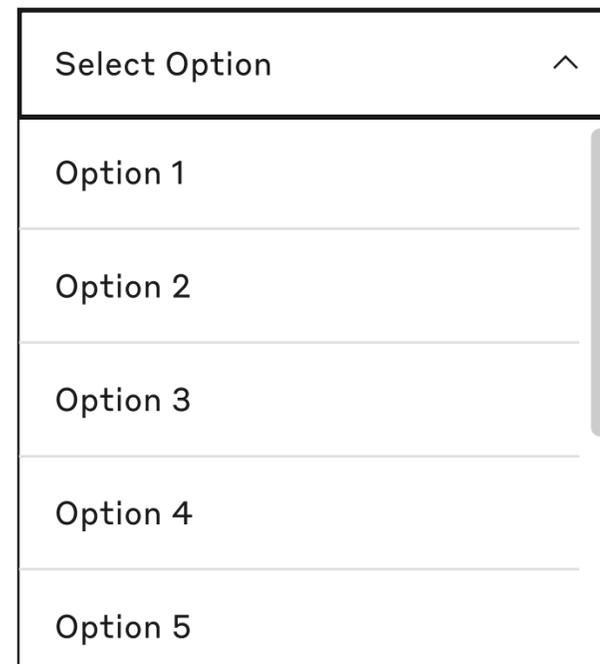
Default

DROPDOWN LABEL



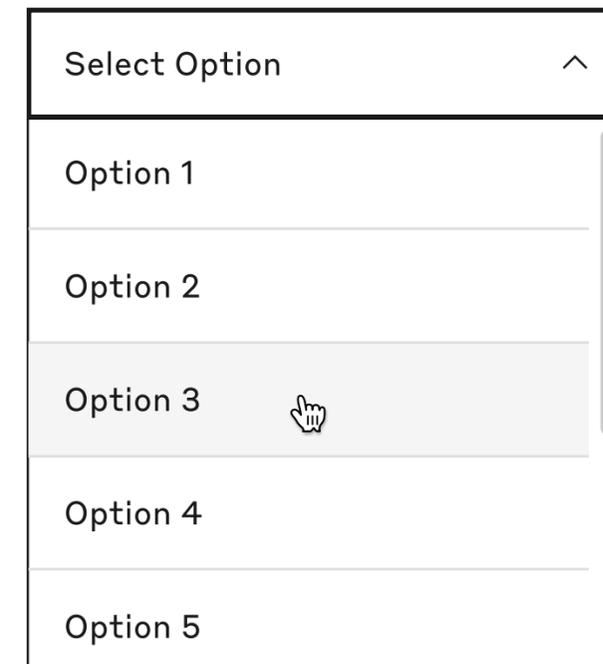
Hover

DROPDOWN LABEL



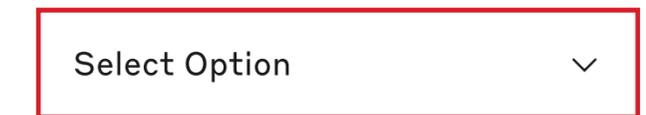
Menu Open

DROPDOWN LABEL



Menu Hover

DROPDOWN LABEL



! Feedback message

Feedback

Dropdowns: Inline

Inline dropdowns are secondary in hierarchy to default dropdowns. The ever-present label is positioned to the left of the selection, and the selection is not encased in a button. This allows the dropdown to, when closed, read like a line of text.

When closed, an underline displays under the selected option upon hover.

When the menu is open, a checkmark indicates the current selection, and rows fill upon hover in the same manner as default dropdowns.

At mobile breakpoints, inline dropdowns become buttons that open a menu in a modal.

DROPDOWN LABEL Selected option ▾

Default

DROPDOWN LABEL Selected option ▲

Selected option	✓
Option 2	
Option 3	
Option 4	

Menu Open

DROPDOWN LABEL Selected option ▾

Hover

DROPDOWN LABEL Selected option ▲

Selected option	✓
Option 2	
Option 3	☞
Option 4	

Menu Hover

Toggle

The Style Room features one toggle, which is used to switch between women's and men's content. The toggle sits above tabs (see 5.10) hierarchically.

By default, the selected of the two labels is Grey 90 and encased within a 2px border. The unselected label is Grey 56.

Upon hover, the unselected label turns to Grey 90 and assumes the border. This state remains when the label is selected, and in conjunction the previously selected label turns unselected.

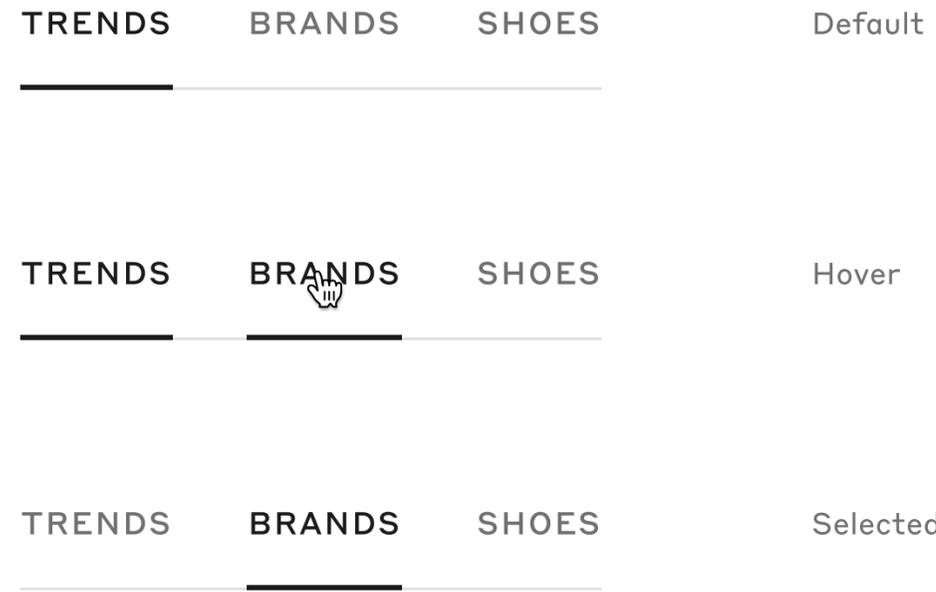


Tabs

Tabs form the main navigation on The Style Room.

By default, the selected tab is Grey 90 with a 2px underline, and the unselected labels are Grey 56.

Upon hover, unselected labels turn to Grey 90 and assume the underline. This state remains when the label is selected, and in conjunction the previously selected label turns unselected.



Text Input

Like dropdowns, text fields include an ever-present label in order to be accessible.

The border of text fields is 1px by default, and becomes 2px when active.

Feedback messages include a color as well as a graphic indication in order to direct the user's attention in an accessible way.

TEXT INPUT LABEL

Placeholder text

Optional helper text

Default

TEXT INPUT LABEL

Placeholder text

Optional helper text

Active

TEXT INPUT LABEL

Lorem ipsum

Optional helper text

Text Entered

TEXT INPUT LABEL

Lorem ipsum

! Feedback message

Feedback

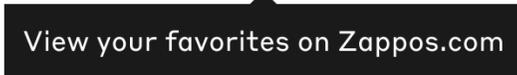
Tooltips

Tooltips appear on hover and provide an additional layer of information for the user.

They are filled with Grey 90 in order to generate maximum contrast with the page beneath.

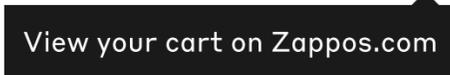
Carets are positioned in the top center or top right.

CENTER



View your favorites on Zappos.com

RIGHT



View your cart on Zappos.com

Notifications

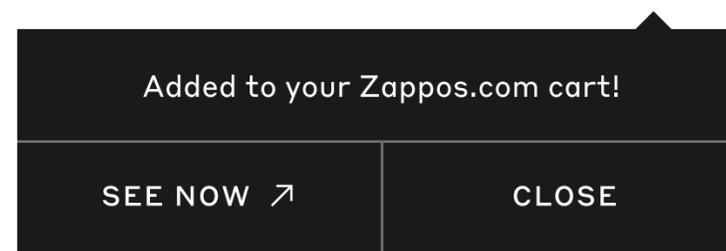
Notifications are triggered when the user completes certain actions, and they provide confirmation as well as a call to action and option to be dismissed.

They are filled with Grey 90 in order to generate maximum contrast with the page beneath.

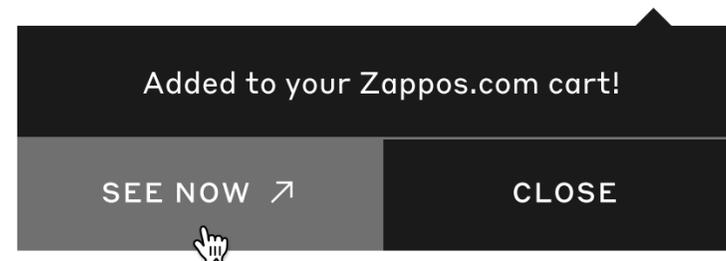
The notification with caret emanates from the top of the page and directs the user's attention to the cart icon.

The notification without caret appears in the bottom center of the page on desktop, and at the top of the page on mobile. It does not point to a specific element on the page.

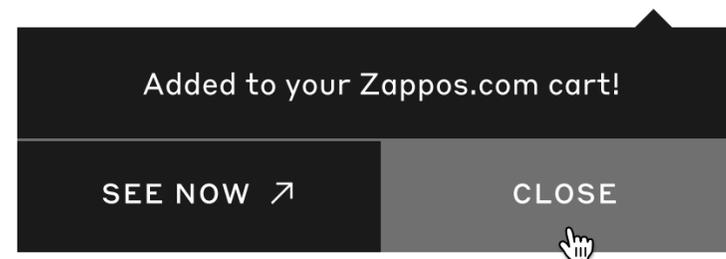
WITH CARET



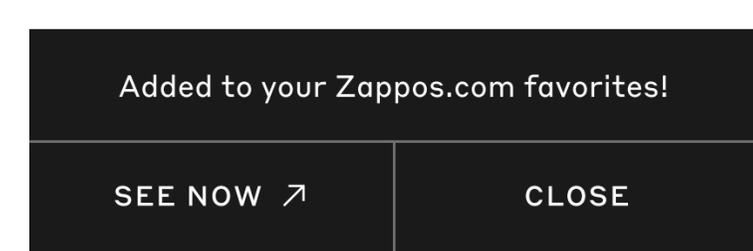
Default



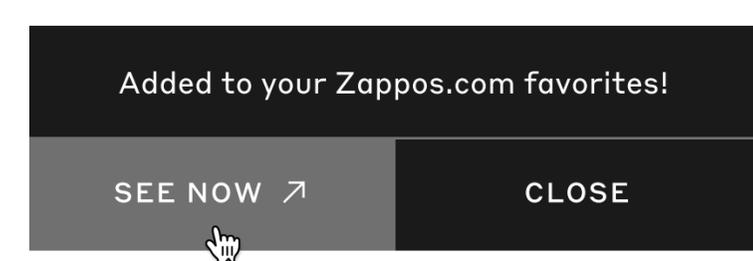
Hover



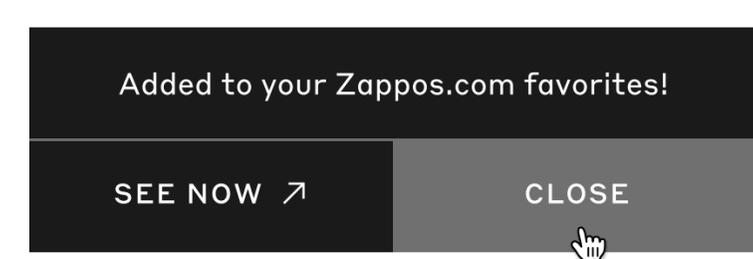
WITHOUT CARET



Default



Hover



⁶ LAYOUT

XSMALL (320–479)



SMALL (480–767)



MEDIUM (768–1023)



LARGE (1024–1279)



XLARGE (1280–1440)



Grids

The Style Room website is built with five breakpoints in total, ranging from XSmall to XLarge, and has a maximum width of 1440px.

The grid consists of 12 columns at XSmall, Small, and Medium, and 24 columns at XLarge and Large.

At all breakpoints, the grid is fluid. Gutters and margins have a fixed value, and the columns (labeled “X”) adjust in response to the width of the viewport.

Spacing

To establish a consistent visual rhythm across The Style Room, all vertical spacing is derived from a 12-step scale, the smallest unit of which is 2px.

The vertical space between elements within a module, and between modules as wholes, are always one of these 12 values.

Editorial sections of The Style Room are generally spaced to evoke a refined airiness, while product listings and detail pages are slightly more dense in order to communicate the abundance of products and support item information.

2



4



8



12



16



24



32



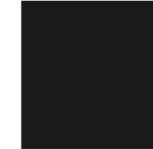
40



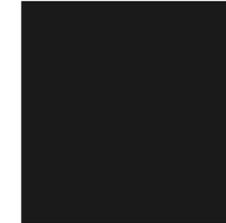
48



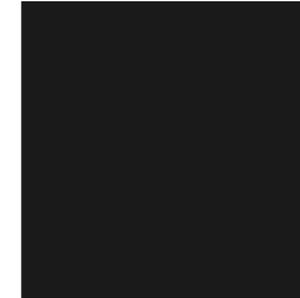
64



96



128



Alignment

For the most part, modules and pages on The Style Room are constructed with center alignment. The navigation is center-aligned, landing page and section titles are center-aligned, and headlines and product names are center-aligned under images.

Asymmetry is introduced in editorial sections of the site, where modules are positioned in a staggered cascade that creates a distinctive and elegant amount of white space.

In instances of longform copy, such as product details, text is left-aligned in order to aid the reading experience.



Spice Market

How to mix fall's hottest palette: poppy reds, golden yellows and deep browns.

[DISCOVER THE STYLE](#)



VINCE
Galvin
\$250.00

⁷ IMAGERY

Subjects

Imagery on The Style Room is comprised of editorial photography and product photography.

Editorial photography reflects the evolving art direction of trend and brand photoshoots.

Product photography is always presented on a Grey 4 background. For all shoes in listings of products, a simple, single shoe with the toe facing left is displayed as the primary thumbnail image.



Ratios

Editorial images on the site are one of four ratios: 3:4 (portrait), 1:1 (square), 4:3 (landscape), or 2:1 (full-width landscape).

Ratios are mixed within editorial layouts to inject a bit of quirkiness and fun.



3:4



4:3



1:1



2:1

THE STYLE ROOM
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