

# **Style Guide**

FoxAnnArborHyundai.com

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This style guide contains rules for the design and implementation of FoxAnnArborHyundai.com pages. This document is intended to serve as a reference for the FoxAnnArborHyundai.com web developers.

## 1. Layout

### 1.1 Page Layout

#### 1.1.1 Header

- **Start each page with a header section, containing the Hyundai and Fox Ann Arbor Hyundai logos, and global navigation.**
- **Place the Hyundai logo at the top of the page in the first navigation row, and the Fox Hyundai Ann Arbor logo in the second global navigation row, both linked to the home page.**

#### 1.1.2 Body

- **Begin the body section of the page below the header. The body contains the page title and introductory text — followed by the page's content.**
- **Place the page title at the top of the body section.**
- **Start the introductory text on a new line, below the page title. Center align, or left align the start of the introductory text with the page title — depending on the content and layout of the page.**

#### 1.1.3 Footer

- **Place the footer at the bottom of each page, below the body section. The footer includes a text-based global navigation and a statement of copyright.**
- **Center the text-based global navigation within the browser window and separate each link with vertical white space, and place the links in 4 left-aligned columns (of 12-column grid) — as shown in the wireframes — so they are visually distinct.**
- **Position the statement of copyright on a new line below the text-based global navigation and left-aligned with the page title.**

## 1.2 Form Layout

### 1.2.1 Chunking

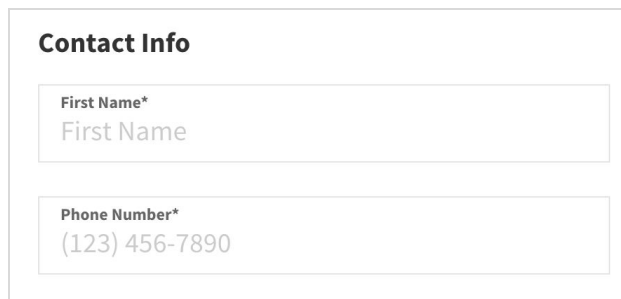
- **Use only one form per web page, unless the forms each have only one or two fields.** Having more than one form per page requires multiple submit buttons, which can lead to errors and confusion.

### 1.2.2 Starting the Form

- **Add an introduction (text paragraph) at the start of every form detailing the purpose of the form, along with any instructions if available or necessary.**

### 1.2.3 Alignment

- **For single-line input fields, place labels above the input text and inside the input field (in order to save vertical space and reduce scrolling). Groups of single-line input fields have their group label placed above the group.**



**Contact Info**

First Name\*  
First Name

Phone Number\*  
(123) 456-7890

*Single-line input fields*

- **For radio buttons, place the label to the right of the radio button. Groups of radio buttons have their group label placed above the group.**
- **For checkboxes, place the label to the right of the checkbox. Groups of checkboxes have their group label placed above the group.**
- **For toggle buttons, place the label to the right of the toggle button. Groups of toggle buttons have their group label placed above.**

### Reminders & Updates

Text

Email

Want us to call you?

Group of toggle buttons

- **Have labels and form elements left aligned.**
- **Position the Submit button at the bottom of the form, after all the fields of the form.**

#### SCHEDULE TEST DRIVE ×

**2020 Hyundai**  
Santa Fe SE 2.4 SUV

Starting at  
**\$25,424 MSRP**

\*Required

**First Name\***

**Last Name\***

**Email\***

**Mobile Phone Number\***

**Date\***

**Time Of Day\***

**Location\***

**Request Test Drive**

By checking this box you consent to HMA and appropriate Hyundai dealers contacting you using automatic telephone dialing systems to call and/or send you SMS (text) messages to the number you have provided, and through Hyundai Drive, to facilitate the test drive and for other marketing purposes. You do not have to consent in order to obtain any products or services. Message and data rates may apply. You also agree to the Hyundai Drive Terms of Use and our Privacy Policy

Submit button position

- **Place labels closer to their associated form element than to any other form element.** This practice assists in visual association of labels with their corresponding input fields.

### 1.2.4 Grouping

- **Group together text-based input and group together mouse-based input when the flow of information allows.** This minimizes switching between keyboard and mouse, which incurs cognitive and time costs for the user.

### 1.2.5 Required Input

- **Indicate required form input with a small black asterisk.** The asterisk appears directly to the right of the input label for that form element.
- **Provide the legend “\*Required” at the top or bottom of the form (visible to the user) where there are elements that are required and where space allows, as seen in the wireframes.**

2018 Hyundai Santa Fe

Trim* SE	Engine* 6
Transmission* Automatic	Mileage Est.* 2021

\*Required

< Back

*Required fields and legend*

## 2. Navigation

### 2.1 Global Navigation

- **Populate the global navigation with links to all pages (including the home page), login, and search bar; as well as “Cars Viewed”, “Cars Saved” and “Price Alerts”.**

### 2.2 Technology

- **For drop-down menus used to navigate between pages, have the action occur only after the user clicks a on a drop-down link.**

## 2.3 Graphics

- **Provide descriptive alternative text for all graphical navigation buttons.** The alternative text should reflect the graphical text in the image.

## 2.4 Linking

- **Unlink and change the color of links in the global navigation for the page that is being displayed.**

# 3. Text

## 3.1 Fonts

- **Specify sans-serif fonts for all text. List Source Sans Pro, Helvetica, and Arial as the fonts and end with the generic font-family.** Listing multiple fonts increases the likelihood that the user has at least one installed on his or her computer.\

## 3.2 Technology

- **Use Cascading Style Sheets (CSS) to specify all fonts, font sizing, emphasis, and text color.**
- **Avoid the use of the HTML <font> tag.** This tag has been deprecated by the World Wide Web Consortium; future browsers may not support it.

## 3.3 Sizing

- **Specify font sizes in percentages.** This allows the user to resize text in Windows Internet Explorer.

### 3.3.1 Page Heading

- **Set the font size of page headings to 125% of the browser default.**

### 3.3.2 Body Text

- **Set the font size of body text to 100% of the browser default.**

### 3.3.3 Secondary Text

- **Set the font size of secondary text to 10 px. Secondary text includes footnotes.**



## 3.4 Emphasis

### 3.4.1 Boldface

- **Use boldface sparingly and only to highlight section headings, or critical instructions.**
- **Avoid boldfacing more than one sentence per paragraph.**

### 3.4.2 Italics

- **Do not use italic text with the exception of the “Required” legend.** Italicizing text slows reading speed.

### 3.4.3 Underlining

- **Use underlining only for link text.** Do not underline any other text (graphical or HTML). Users assume that underlined text is a link and will click on that text.

## 3.5 Capitalization

- **Use title capitalization for text in Submit buttons, page headings, section headings, and global navigation links/buttons.**
- **Use sentence capitalization for references to forms and actions accomplished through the use of forms (e.g., editing an entry, saving an entry) that appear in sentences.**
- **Use uppercase letters for form titles and multi-step process forms.**

**SCHEDULE SERVICE**

1 — 2 — 3

VEHICLE                      SERVICES                      APPOINTMENT

**Tell us about your vehicle**

Make\*  
GENESIS

Model\*  
Genesis G70

*Uppercase form title*

## 3.6 Color

- **Set the background color of all pages to white.**

- **Set black as the font color for page headings, body text, and secondary text.** Black text provides excellent visual contrast against the white background.
- **Font colors other than black may be used for section headings. Colors (other than black and white) have not been determined yet.** Blue text is sometimes mistaken for a link (even without the underlining), while red text is often used for error messages.

### 3.7 Graphical Text

- **Avoid the use of graphical text (the presentation of text in an image format) for page headings, section headings, body text, and secondary text.** Images increase download time and users with images turned off will not be able to read the text.

### 3.8 Link Text

#### 3.8.1 Link Phrasing

- **Avoid using 'click here' as the text for links.** 'Click here' lacks the context to explain where the link will lead, a difficulty that is compounded for users employing screen reading software.
- **Select active, descriptive words for link text. This may require rephrasing the existing content.** For example, if the link goes to a page containing service hours information, the text could read 'To schedule service, see all department hours', with the underlined portion as the linked text.

#### 3.8.2 Length

- **Keep the number of words in a text link short. In general, three to six words should be sufficient.** Longer text links slow down visual scanning.

### 3.9 Alternative Text

- **Specify alternative text, using the (X)HTML alt attribute, for all graphics.**
- **If the image contains words, phrase the alternative text with the same words as the graphical text content.** Global navigation buttons often fall into this category.
- **For non-graphical-text images with meaningful content (e.g., photographs of people driving a car), write a short description of the**

image for the alternative text (e.g., alt="photograph of people driving a car").

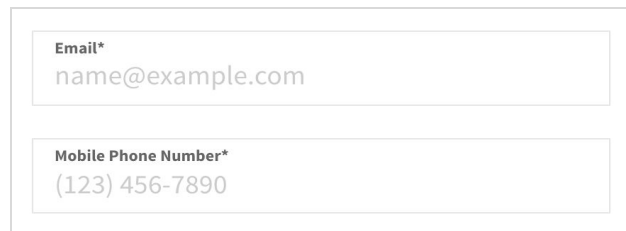
- **For non-graphical-text images without meaningful content (e.g., a pattern background graphic that tiles as the window is resized), include the alternative text attribute with no content (e.g., alt="").**

### 3.10 Introductory Text

- **Limit introductory text to a maximum of three sentences.** The longer the text the less likely the user is to read it.

### 3.11 Examples

- **Develop examples of correct data input for fields where the data format is unclear. Write the example data in regular font.**



The image shows a form with two input fields. The first field is labeled "Email\*" and contains the text "name@example.com". The second field is labeled "Mobile Phone Number\*" and contains the text "(123) 456-7890".

*Form fields with examples of correct data input*

## 4. Control Elements

### 4.1 Technology

- **Use (X)HTML form elements.**
- **Implement JavaScript technology as needed for functionality and input validation.**

### 4.2 Tab Ordering

- **Tab ordering between control elements is left to right (if multiple fields are allowed per line), top to bottom.**

### 4.3 Buttons

- **Give Submit buttons task-specific labels, such as 'Request Test Drive' or 'Book Service'.** Task-specific labeling reinforces, and possibly clarifies, the purpose and action of the form.

Location\*  
Fox Ann Arbor Hyundai (3975 Jackson Road) ▼

**Request Test Drive**

By checking this box you consent to HMA and appropriate Hyundai dealers contacting you using automatic telephone dialing systems to call and/or send you SMS (text) messages to the number you have provided, and through Hyundai Drive, to facilitate the test drive and for other marketing purposes. You do not have to consent in order to obtain any products or services. Message and data rates may apply. You also agree to the Hyundai Drive Terms of Use and our Privacy Policy

*Submit button with task-specific label*

- **Avoid the use of the Reset button, unless important default values are used that are difficult to reconstruct.** In such a case, label the Reset button as 'Reset Default Values'.
- **Use radio buttons for options that are mutually exclusive.**
- **Set an appropriate default selection for radio buttons.**
- **Use toggle buttons to change a setting between two states.**
- **Set an appropriate default selection for toggle buttons.**

#### 4.4 Checkboxes

- **Use checkboxes for options that are either in an 'on' or 'off' state and that are independent of one another, so that users can select no options, one option, or multiple options.**
- **Set appropriate default selection(s) for checkboxes.**

#### 4.5 Text Input Fields

- **Use text input fields for string and character data that cannot be gathered using checkboxes, radio buttons, or select (drop-down) menus.**
- **Include default text in text input fields, when appropriate.**
- **Provide tailored labels for search fields, beginning each label with 'Search', such as 'Search inventory by make, model or keyword'.**
- **Specify a size of at least 15 characters for search fields.** Longer text input fields encourage entry of more (and longer) search terms.

#### 4.6 Menus

- **Set an appropriate default value for drop-down menus.** If there is no default value among the options, set the default to be 'Select a <>'. For example, if the user was selecting a vehicle model in the drop-down menu, the default value would be 'Select a Vehicle Model'.

#### 4.7 Required Input

- **Indicate required form elements with a small black asterisk.**

#### 4.8 Input Validation

- **Use JavaScript for input validation.**
- **Notify users of missing or incorrect input with an alert box, providing the label of the input field (e.g., Email Address) and an example of correct input, as appropriate.**

#### 4.9 Action Confirmation

- **Provide a confirmation message for all non-navigation actions.**