# EMERSON HOUSE

## OVERVIEW

### Introduction

This style guide was prepared for Emerson House for the intended purpose of delivering UI elements, styling, and layout guides to developers and future UI designers. If there are any questions, email kristalyu123@gmail.com.

#### Brand Background

Emerson House is a retreat and Members' community just over an hour from the downtown Chicago or 90 minutes by train awaits your escape. Curated through the legacy of our past and an aspiration for our future, Emerson House is a 7 bedroom retreat situated on 30 acres of rolling prairie land in Northwest Indiana. Yearning prairie grass, powerful oak trees, and a gentle stream accentuate this simple yet inspired property designed with simple elegance, homage to natural surrounding, and with the intentionality of human experience to bring us to our center. Emerson House invites you to contemplate, discover, dream, expand, nourish, reset and connect.

We believe in:
Connecting with nature
Learning
Engaging in community
Harnessing ancient wisdom
Allowing stillness
Practicing mindfulness
Celebrating life
Expressing gratitude

#### Brand Attributes

Mysterious
Welcoming
Balance
Luxurious
Community
Earthy

#### Brand Quotes

"Do not go where the path may lead, go instead where there is no path and leave a trail."

"What lies behind us and what lies before us are tiny matters compared to what lies within us."

"To be yourself in a world that is constantly trying to make you something else is the greatest accomplishment."

"Nothing great was ever achieved without enthusiasm."

"The earth laughs in flowers."

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## OVERVIEW

### Design Principles

These are principles to keep in mind when designing for Emerson House.

#### A journey begins with a mystery.

Emerson House provides a welcoming, curated journey, and the design reflects that by intriguing our users to dive deeper into the story.

This is not a transactional relationship. Photography used should tell a story without being too explicit. Stock photography will not be used. Full width imagery and typography will showcase the characteristics of Emerson House.

*"Pictures should not be too picturesque" - Ralph Waldo Emerson*

#### Unravel it and lead me down my path.

Emerson House recognizes that everyone has different paths. We want to guide our users in the right direction by helping them digest content heavy information into simpler terms so that they won't feel overwhelmed.

Use of cards will allow content to be both easily digestible and flexible in layout. Efficient use of negative space, legibility of typography, and familiar web patterns will result in a straightforward journey.

*"Do not go where the path may lead, go instead where there is no path and leave a trail." - Ralph Waldo Emerson*

#### Bring it together with harmony.

Emerson House aims to bring together a protected community of like-minded dreamers. However, we do recognize that our users are individuals who come from different paths.

Our users will share the same vision by having expected standards in the community even though they have diverse characteristics. In the same tone, design elements such as buttons, drop downs, form fields, and navigation should follow a consistent style and language even though events, food options, rooms, or activities may have different design executions to showcase their unique qualities.

*"I had three chairs in my house; one for solitude, two for friendship, three for society." - Henry David Thoreau*

#### A balance of nature and elegance.

Emerson House offers a chance for working individuals to step away from the hustle and bustle and embark on a journey of discovery through nature without sacrificing comfort.

The design should be a soothing balance of rustic yet comfortable, and organic yet elegant. This can be achieved through texture and intuitive use of color.

*"The earth laughs in flowers" - Ralph Waldo Emerson*

# EMERSON HOUSE

## BRAND ELEMENTS

### Logo Do's

To establish the branding, these are acceptable ways to use the logo.

Logos are still in progress, coming soon!

# EMERSON HOUSE

## STYLE ELEMENTS

### Layout

Layout is important to keep the design consistant and have clear hierarchy. Here is the layout spacing for Emerson House web design of 1440px width.
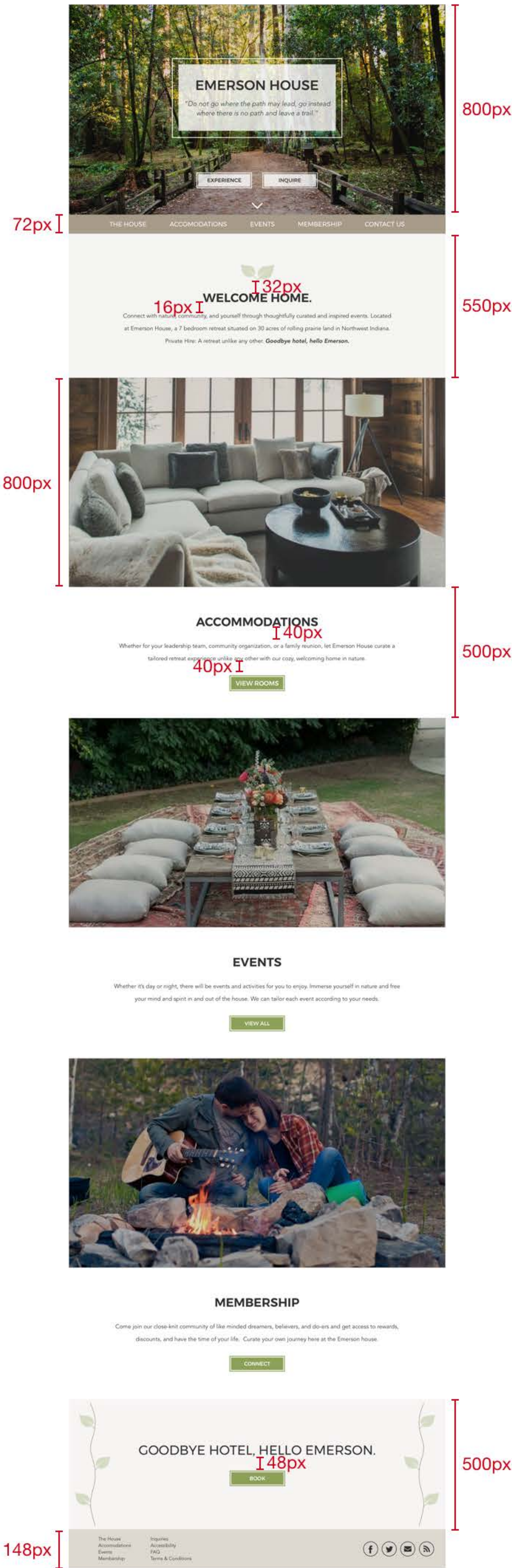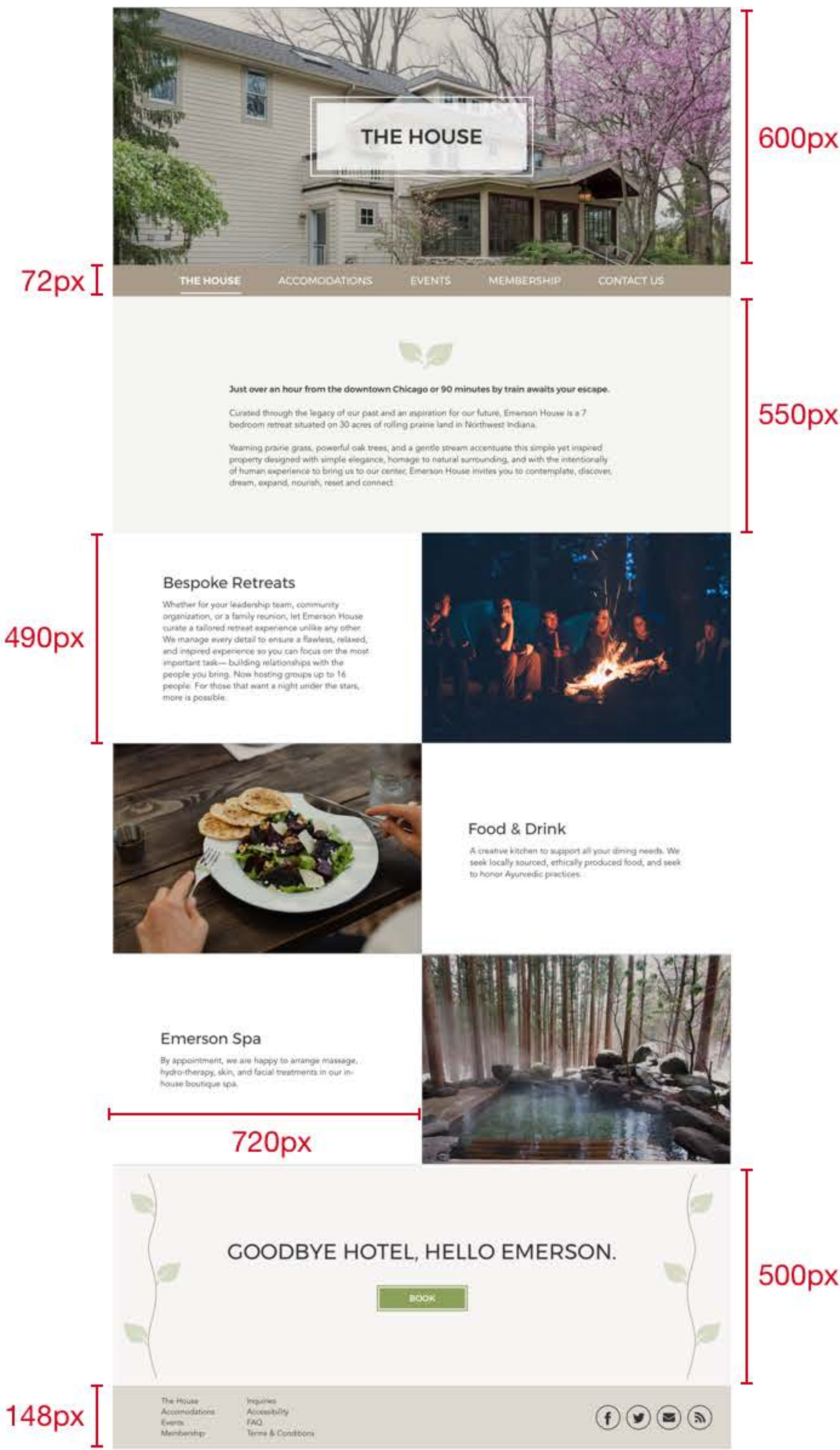
# EMERSON HOUSE

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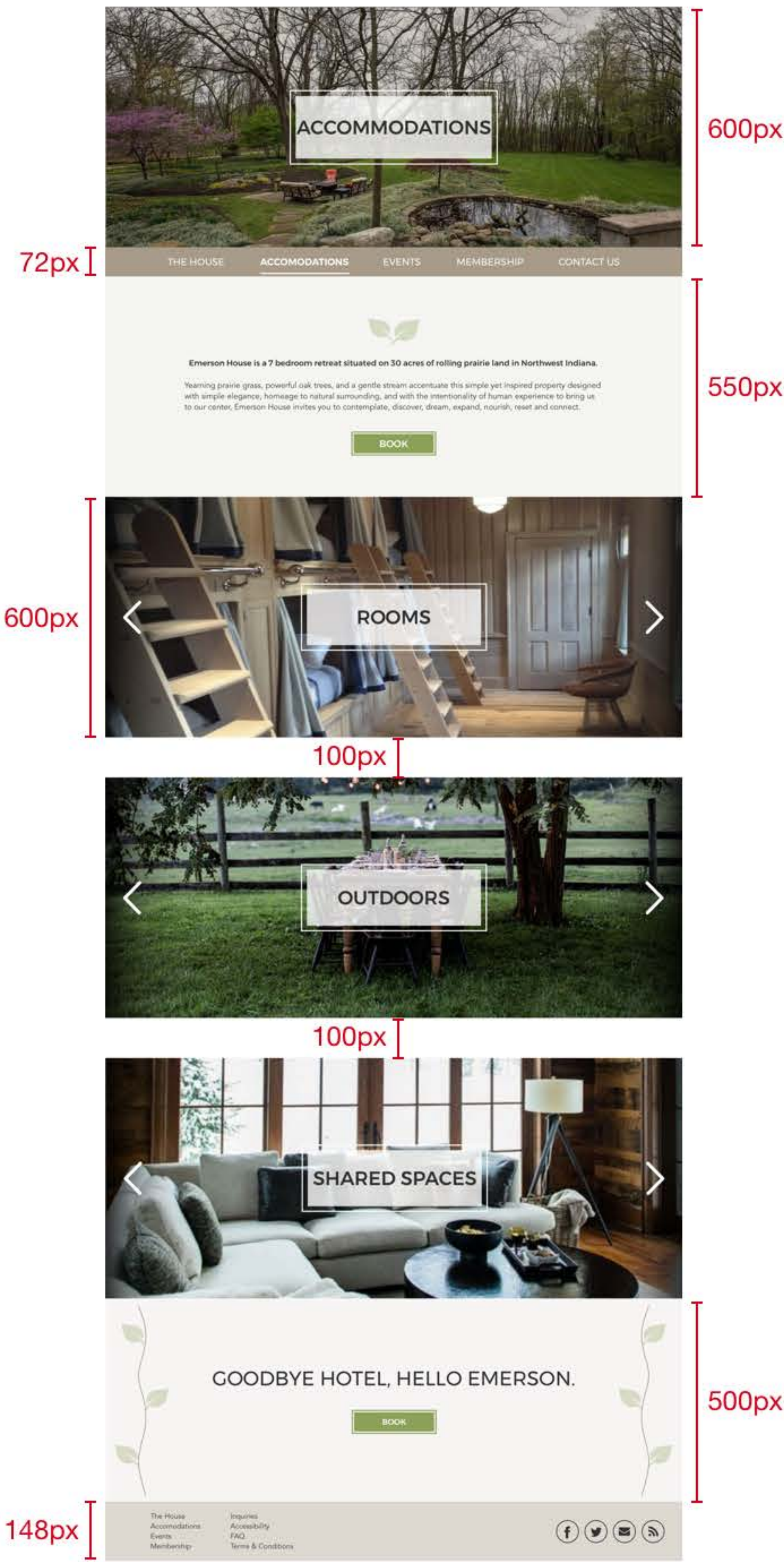
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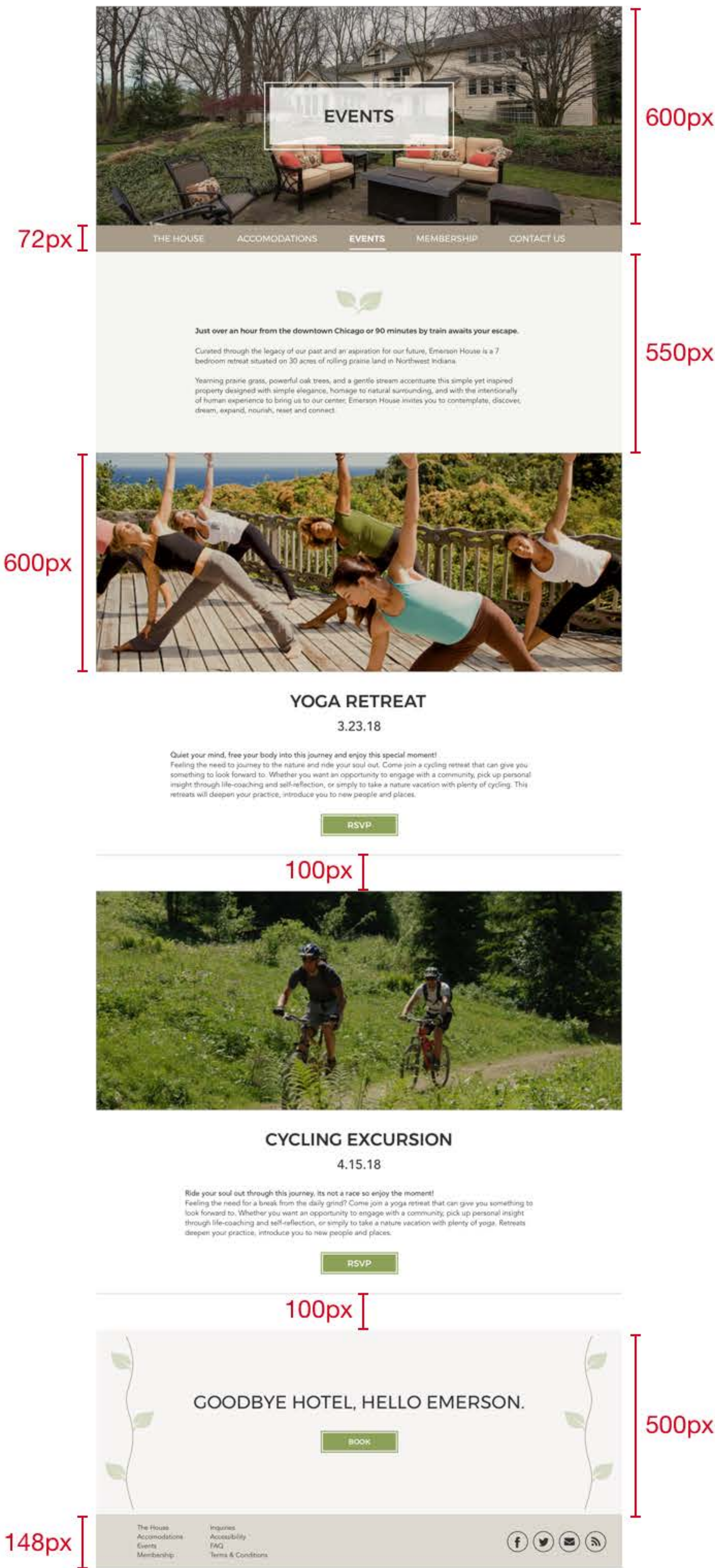
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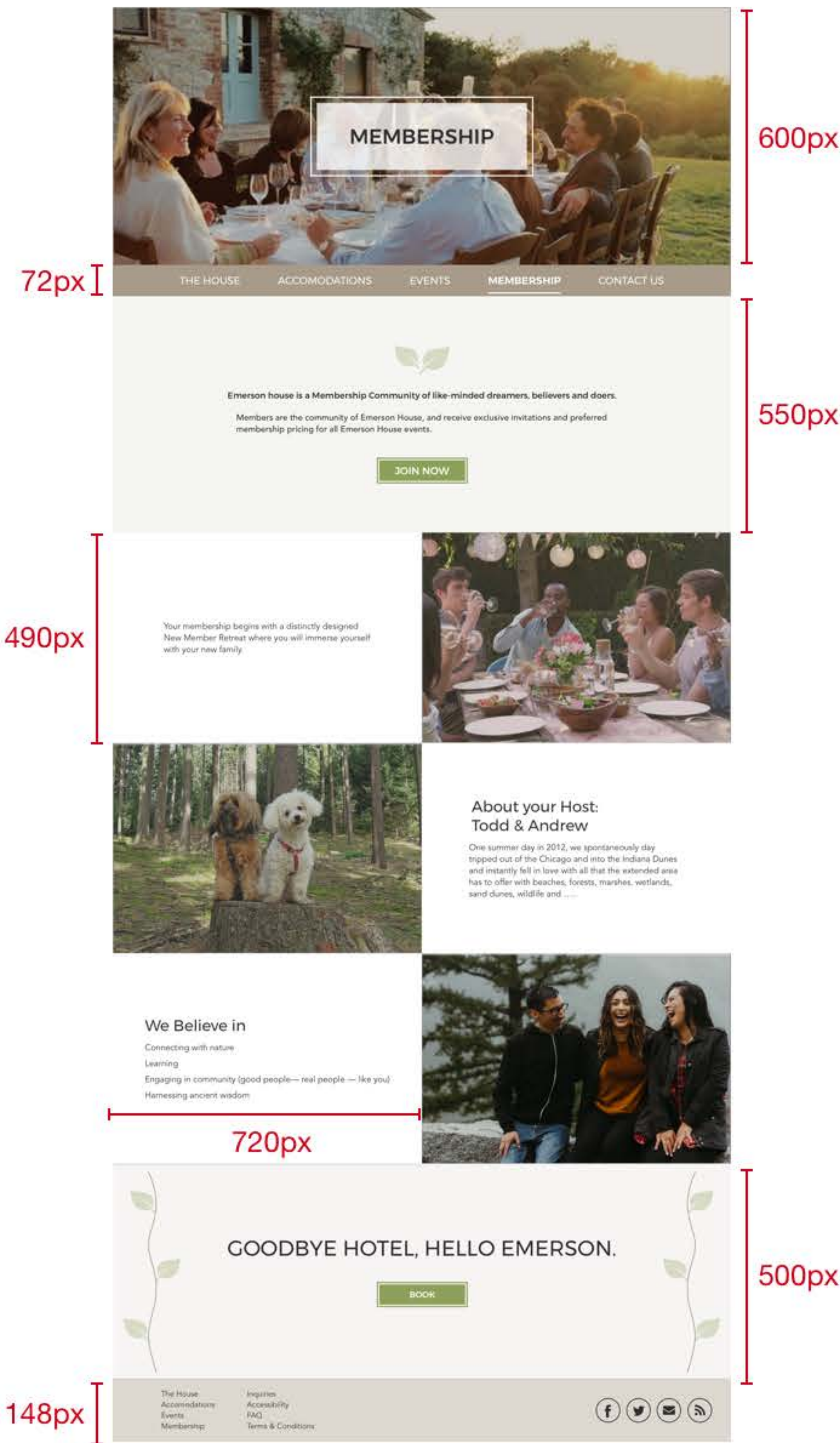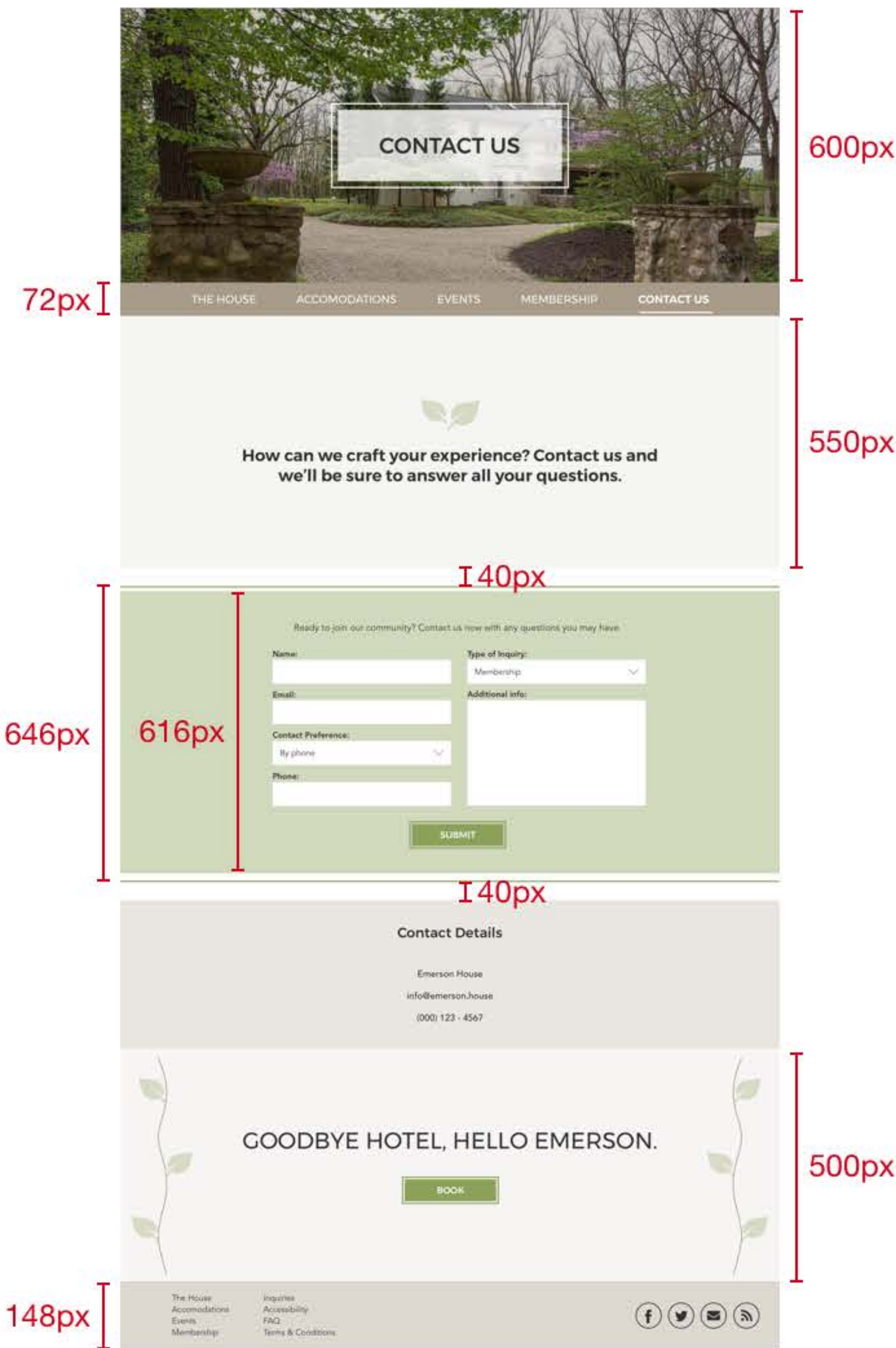
# EMERSON HOUSE

## STYLE ELEMENTS

### Colors

The use of colors is essential to Emerson House's brand attributes of being earthy, but luxurious. It is necessary to use a white background color to avoid distracting the user. Also, use muted colors as accents to make it feel more welcoming and engaging.
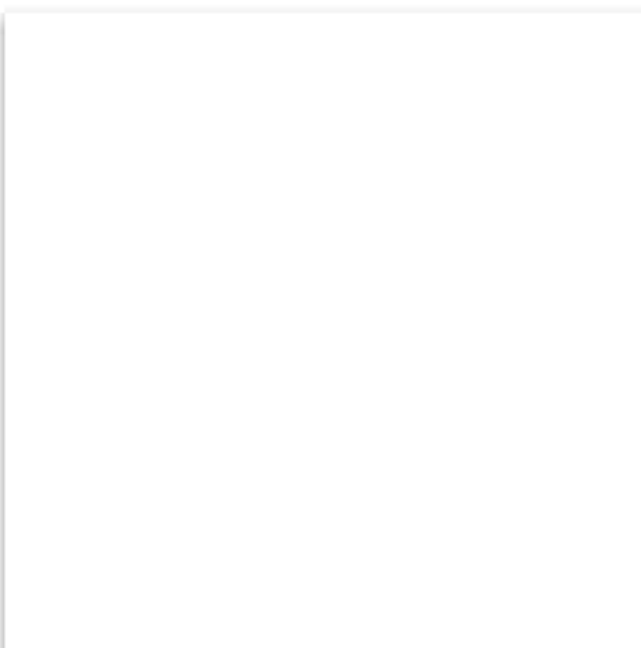
Primary

| | | | |
|---|---|---|---|
| HEX: A89B89 | HEX: 8CA159 | HEX: FFFFFF | HEX: 303030 |
| RGB: 168 155 137 | RGB: 140 161 89 | RGB: 255 255 255 | RGB: 48 48 48 |
| CMYK: 30, 29, 38, 0 | CMYK: 42, 19, 72, 1 | CMYK: 0, 0, 0, 0 | CMYK: 68, 61, 60, 48 |
| PATONE: 7529C | PATONE: 577C | PATONE: 663C | PATONE: 447C |

Opacity
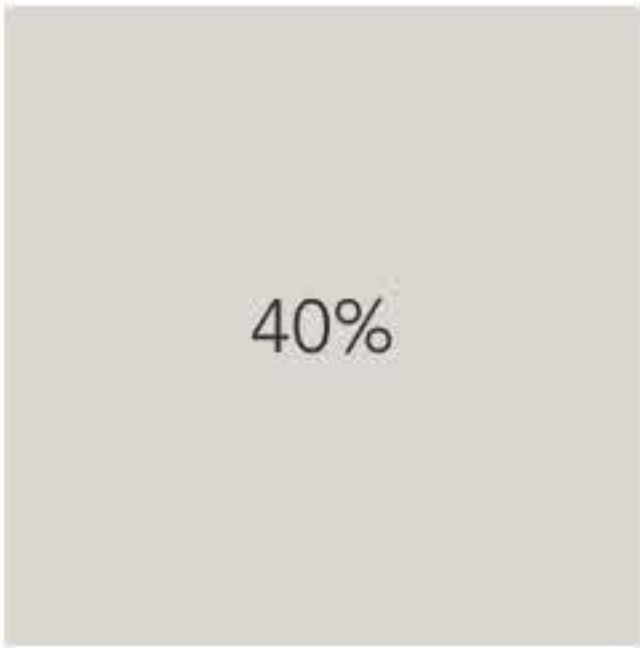
| 40% | 25% | 10% |
|---|---|---|

HEX: A89B89

| 30% |
|---|

HEX: 8CA159

## STYLE ELEMENTS

### Typography

Typography play an essential part in the design because it helps users digest content and accomplish work. Use typography to establish a clear visual hierarchy, maximize legibility and entice an approachable feel.

This can be accomplished with the typeface Montserrat and Avenir that is used in different font size and weights as a header, sub-header, and body.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
Avenir- Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
Montserrat- Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
Avenir- Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
Montserrat- Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
Montserrat- Semibold

# GOODBYE HOTEL

Montserrat Regular 50px
This is used at the bottom of each page.

# THE HOUSE

Montserrat Medium 48px
This is used on every page on top of the hero image and overlay.

# WELCOME HOME

Montserrat Semibold 46px
This is used on the home page as header for each sections.

## We believe in

Montserrat Regular 36px
This is used as a header on each card in the house & membership page.

**Just over an hour**

Montserrat Medium 20px
This is used in the creating a new meeting process page.

Connect with Nature

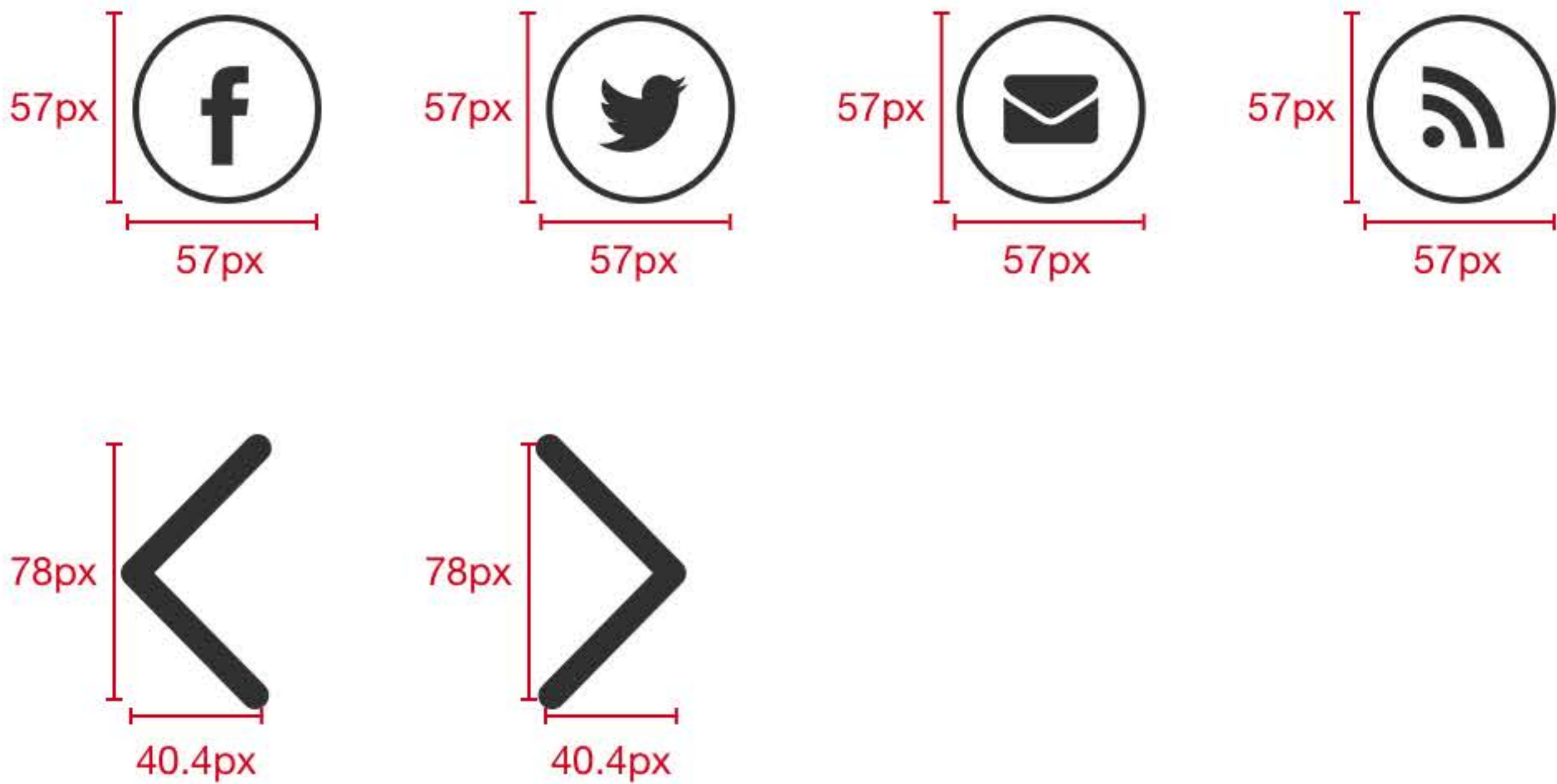Avenir Book 20-22px
This is used in the description areas.

# EMERSON HOUSE

## STYLE ELEMENTS

### Iconography

Icons sizes are to scale to allow for easier viewing of size representation in this guide. Icon colors may be any brand color that allows for maximum contrast and legibility. Use of icons are limited in Emerson house.

These are the appropriate iconography sizes for a responsive mobile.

# EMERSON HOUSE

## STYLE ELEMENTS

### Photography

Use of photography on the Emerson House is strong and focused to create a sense of community of like-minded dreamers. It should also the balance of nature and elegance. Below are some imagery from Unsplash, Pinterest and google that capture the mood of Emerson House. Photography below can be found in the assets package.
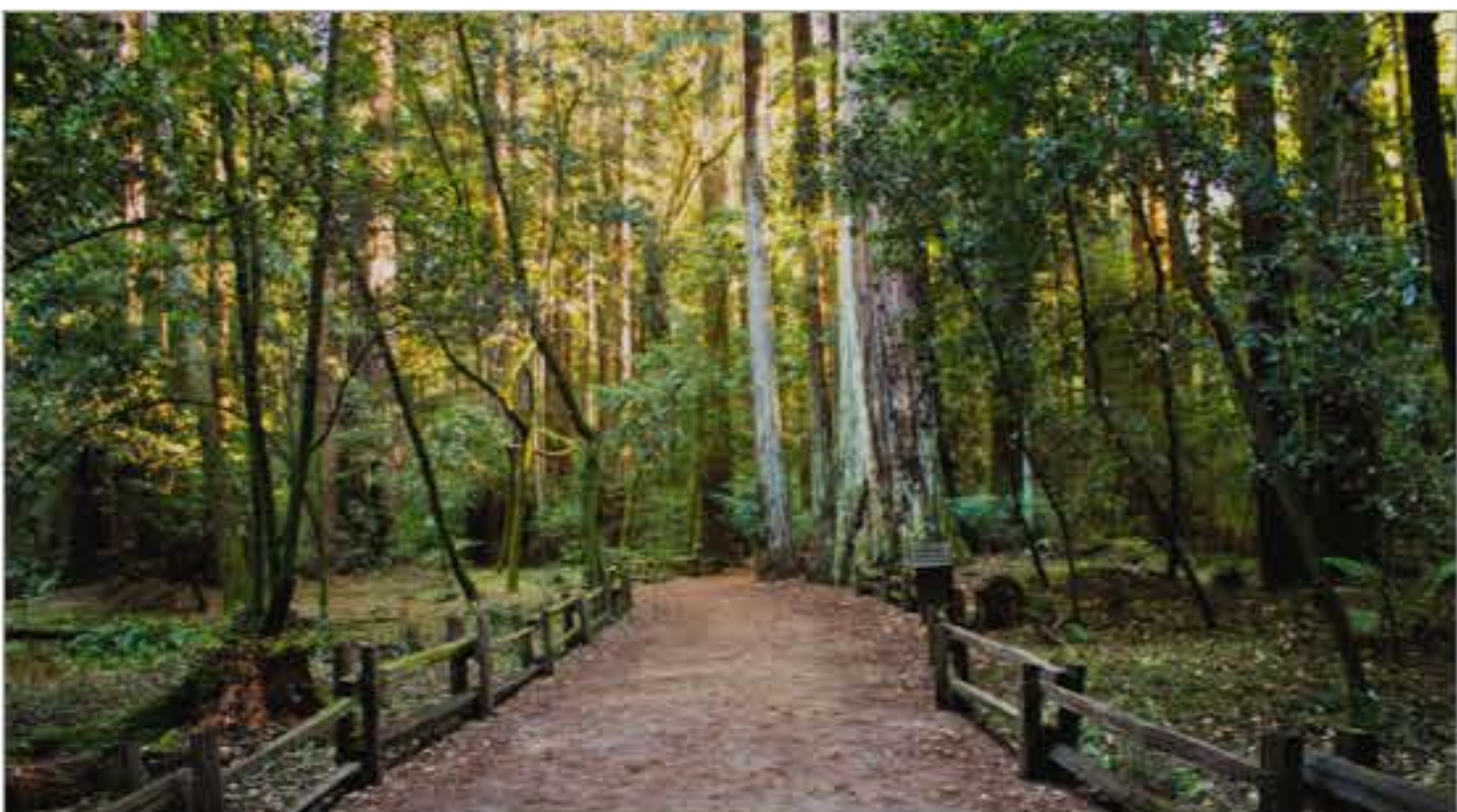
# EMERSON HOUSE

## STYLE ELEMENTS

### Photography

#### Do's

Use real photos that are taken from the property

Use pictures that show and emphasize a community. This is best done when members are engaged with each other on the property.

Show unique photos of activities that the members will be doing during the daytime and nighttime.

Show pictures of family retreats, business retreats, couples retreats. This will prevent the users from thinking that it is only for one type of retreat and not all that are listed above.

Have diversity of people in the photos (age, gender, and race).

Have a balance between aesethic photos that build the mood and functional photos to showcase actual property

#### Dont's

Do not use a lot of macro shots

Do not emphasize on members faces too much

Do not have too many photos of just women

Do not have too many photos of just men

# EMERSON HOUSE

## STYLE ELEMENTS

### Illustrations

Usage of an illustrations are on top of the page and the bottom.
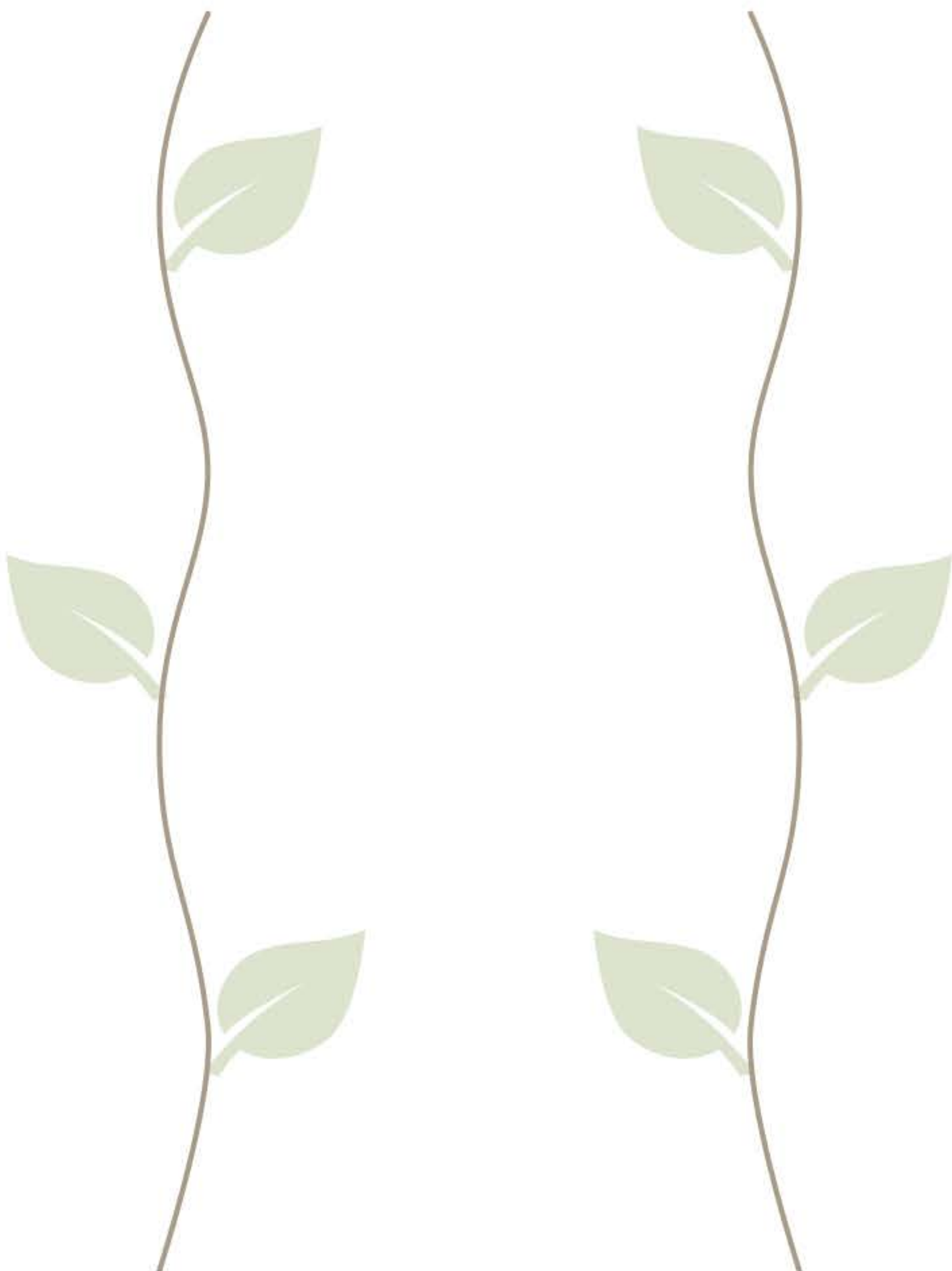
# EMERSON HOUSE

## UI Components

### Buttons

The size and style of the buttons should be very similar throughout. However, different colors could be used as long as they are colors that are displayed in this style guide. Do not use gradients for buttons.

This is how the buttons will appear for web.
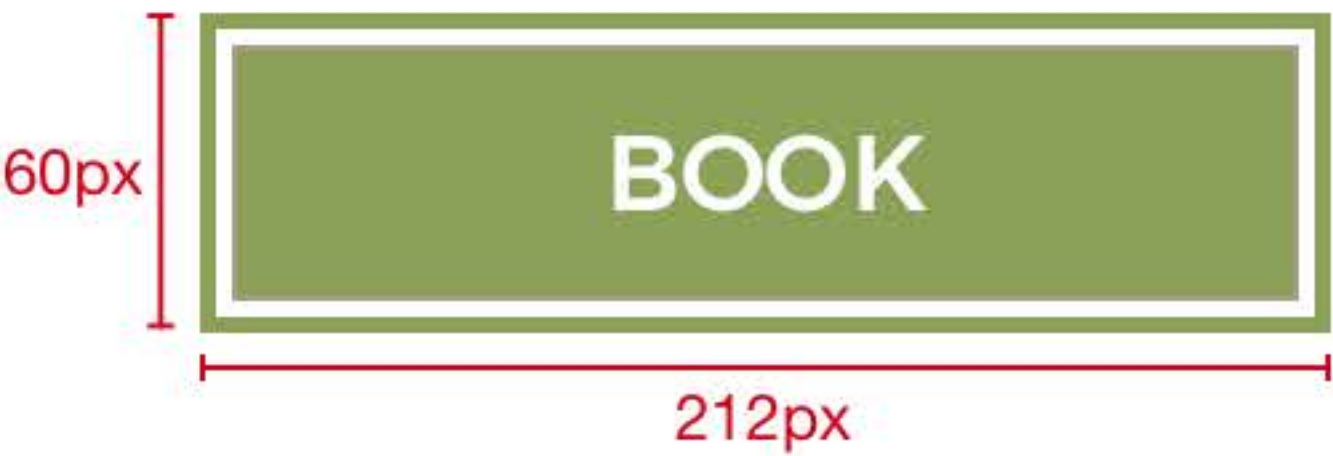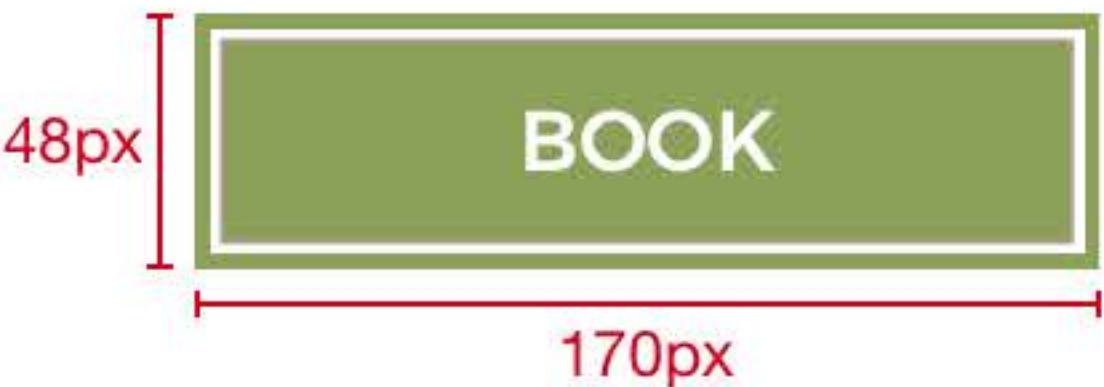
60px | BOOK
212px

Background: #8CA159
Border Thickness: 3px
Font-family: Montserrat Medium
Font-size: 20px
Color: #FFFFFF

This is how the button will appear for the home page on top of the hero image.

60px | EXPERIENCE
212px

Background: #FFFFFF
Border Thickness: 3px
Font-family: Montserrat Medium
Font-size: 20px
Color: #000000

These are the buttons for mobile.

48px | BOOK
170px

Background: #8CA159
Border Thickness: 3px
Font-family: Montserrat Medium
Font-size: 16px
Color: #FFFFFF

48px | EXPERIENCE
170px

Background: #FFFFFF
Border Thickness: 3px
Font-family: Montserrat Medium
Font-size: 16px
Color: #000000

# EMERSON HOUSE

## UI Components

### Navigation

The Navigation bar should be the same throughout the pages. The line should be 2px and the text should be Semibold when selected.

Font-family: Montserrat Regular
Font-size: 24px
Color: #FFFFFF

72px

| THE HOUSE | ACCOMODATIONS | EVENTS | MEMBERSHIP | CONTACT US |

1440px

THE HOUSE　　ACCOMODATIONS

# EMERSON HOUSE

## UI Components

### Form Fields

The form fields should have consistent spacing. See below for the exact spacing.

**Outside text box**
Font-family: Avenir Heavy
Font-size: 18px
Color: #303030

**Inside text box**
Font-family: Avenir Book
Font-size: 18px
Color: #303030



### Form field error states
If a user leaves a rqeuired section blank, the page will refresh and the form field should show the below error state.

# EMERSON HOUSE

## UI Components

### Cards

The cards should have the same treatment throughout Emerson House. The size of the cards can vary from page to page.

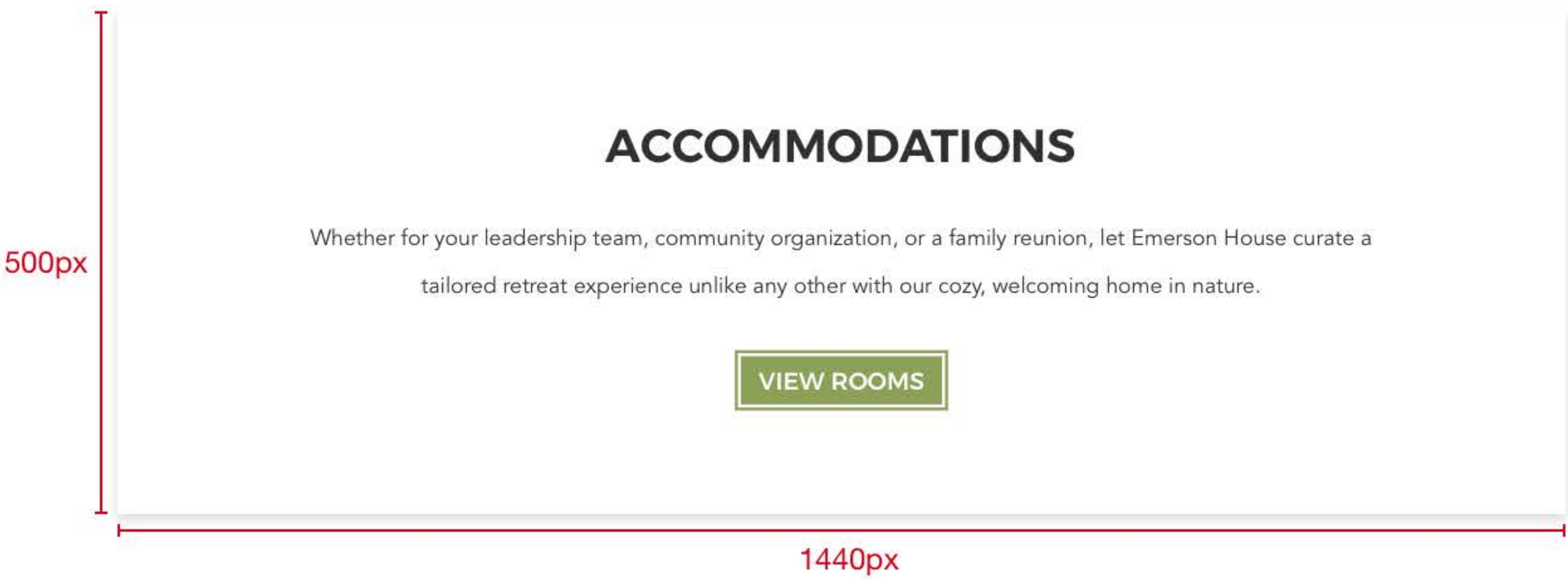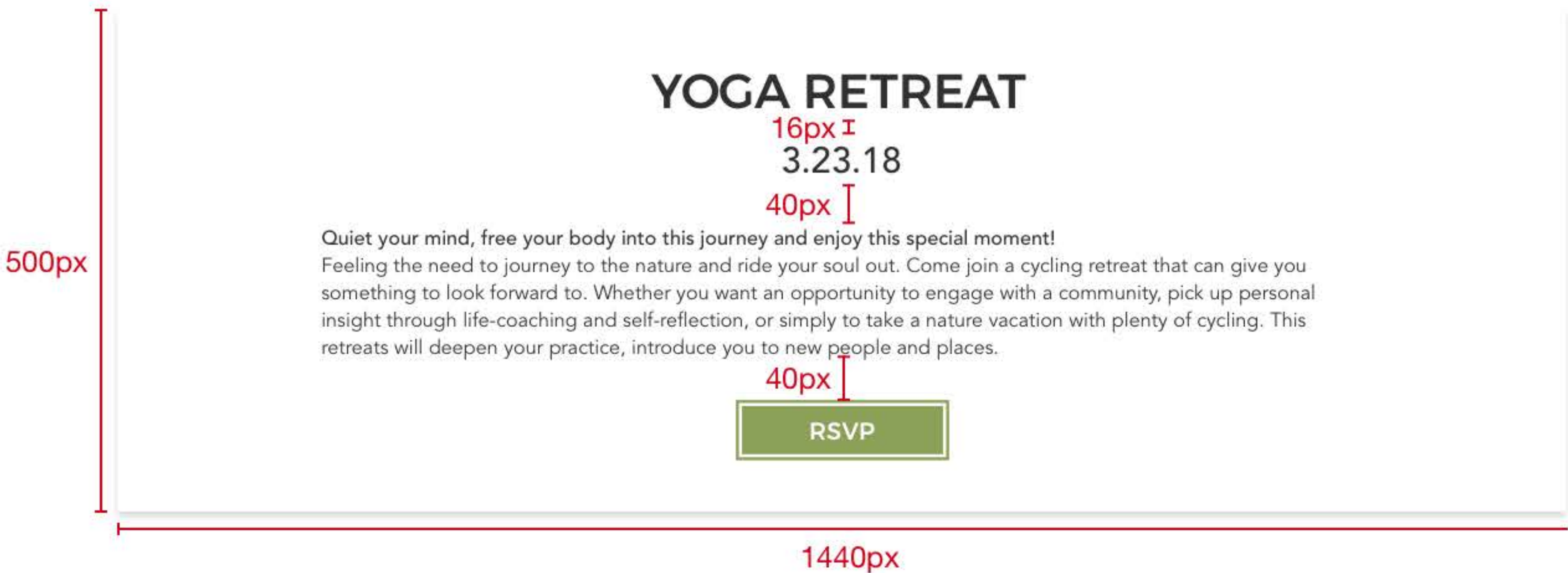The cards are in the color white #FFFFFF with a dropshadow in the color light gray #D8D8D8

**490px** — **720px**

### Emerson Spa

By appointment, we are happy to arrange massage, hydro-therapy, skin, and facial treatments in our in-house boutique spa.

**500px** — **1440px**

### YOGA RETREAT

16px

**3.23.18**

40px

Quiet your mind, free your body into this journey and enjoy this special moment!
Feeling the need to journey to the nature and ride your soul out. Come join a cycling retreat that can give you something to look forward to. Whether you want an opportunity to engage with a community, pick up personal insight through life-coaching and self-reflection, or simply to take a nature vacation with plenty of cycling. This retreats will deepen your practice, introduce you to new people and places.

40px

**RSVP**

**500px** — **1440px**

### ACCOMMODATIONS

Whether for your leadership team, community organization, or a family reunion, let Emerson House curate a

tailored retreat experience unlike any other with our cozy, welcoming home in nature.

**VIEW ROOMS**

# EMERSON HOUSE

## UI Components

### Carousel

The carousel is used on the accommodations page to show more pictures of what Emerson House can offer. The carousel is 600px in height and 1440px in width.

# EMERSON HOUSE

## RESOURCES

### Iconography

https://thenounproject.com/

### Photography

https://www.google.com

https://unsplash.com/

https://www.pinterest.com/