

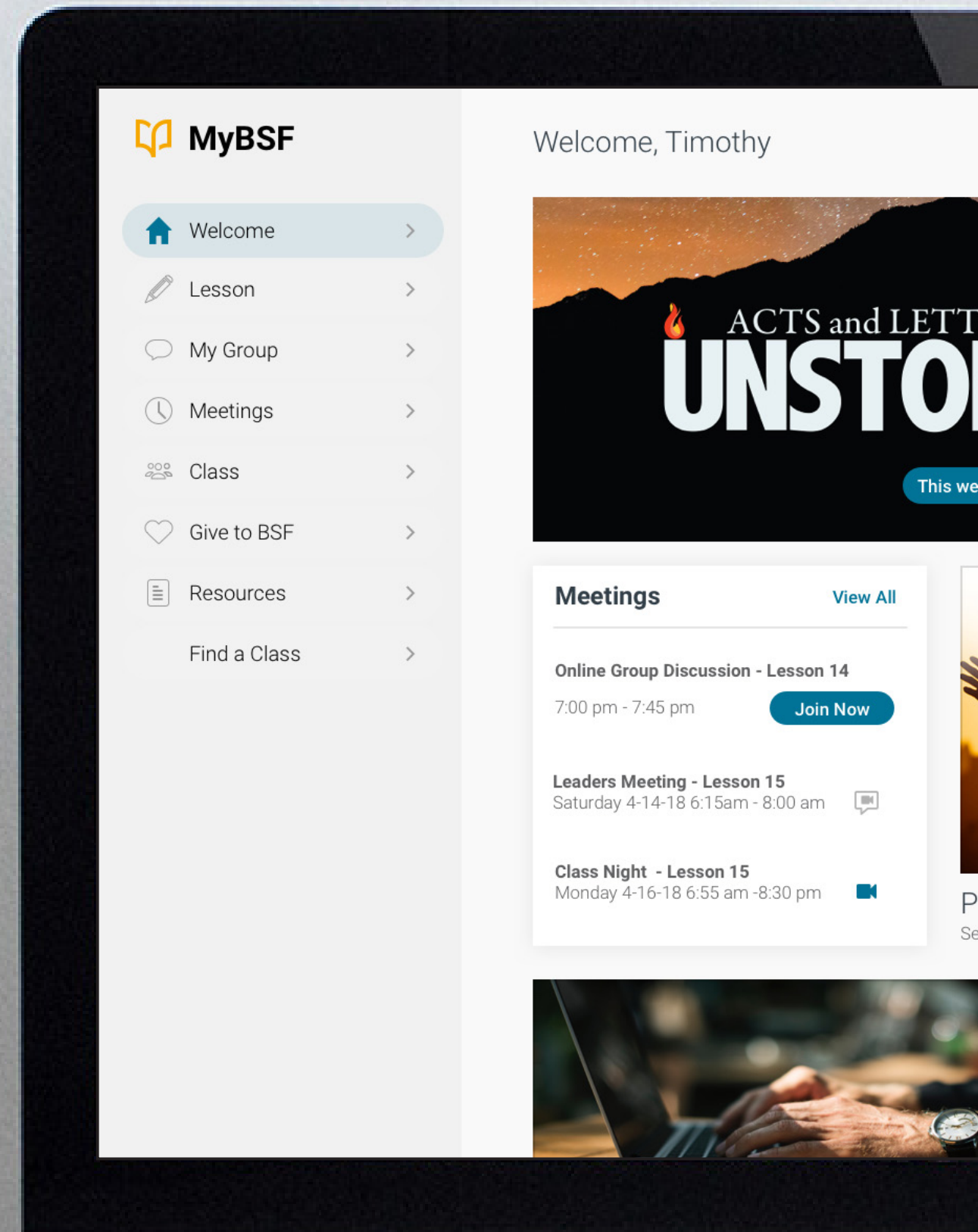
# MyBSF Style Guide

DECEMBER 2019

# A Unified Experience

## A Single Destination for Everything BSF

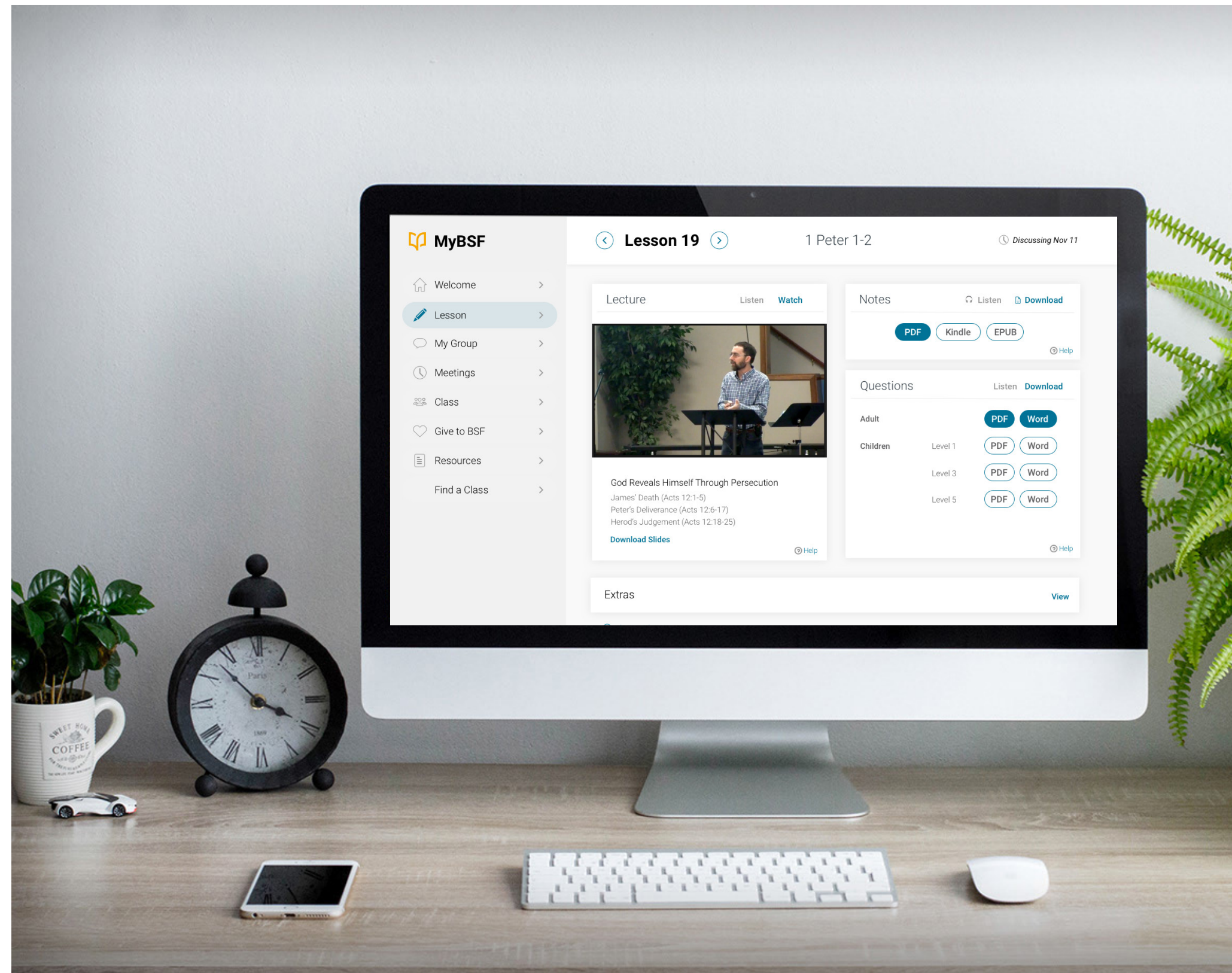
MyBSF was conceived to be a unified website for all things BSF. A single destination for members, leadership, class staff, area team, operations and headquarters. It is designed to be usable on any modern device from phones, tablets and desktop.



# Desktop

## Taking Advantage of the Space

The desktop is where work is done. Class Administrators will enter new members and manage the class, members will download lessons in the format of their choice and complete lessons. Online group members will join their meetings. Because screen real estate is plentiful, we will take advantage of this and show the most information on the screen in an organized way. Main Navigation is open and always accessible. Toggled tiles will be expanded. The desktop site will take displaying features that desktop users are accustomed to such as inspectors, and wide tabular reports.



# Mobile

## Uncompromised Features for Small Devices

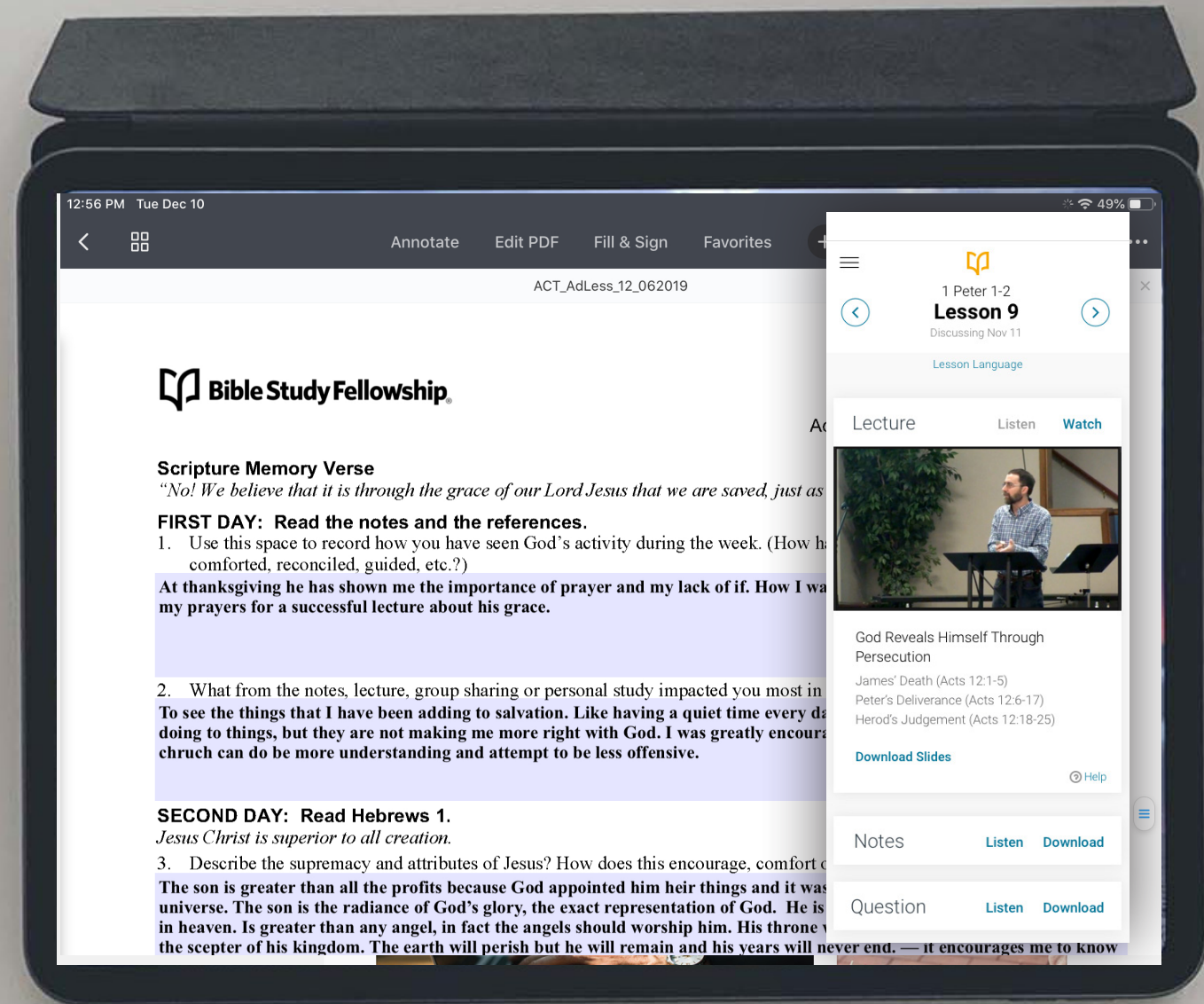
Based on the first year since launch, over half of our traffic to MyBSF is mobile phones. Therefore, we will create an excellent mobile experience for mobile users, while retaining the power on the desktop. MyBSF for Mobile features such as larger typography, context sensitive navigation, expandable content, dynamically sized content and automatic dark mode.



# Tablet

## Flexible and Adaptable.

Modern tablets become desktop replacements for many users, and the tablet will have a nearly identical experience to that of the desktop. However, tablet users present unique needs such as split screen functionality or multitasking. To meet this need, MyBSF will adapt to elegantly fit varying screen widths so users can discover the most comfortable way to use the site.



# User Interface Design

# Design Approach

## Unique Yet Familiar

The Design of MyBSF will differ from the public BSF website in design while still adhering to the BSF Brand standards. We first developed a group of core values to guide our design decisions. For example, for the best readability, the site uses the San-serif web font Roboto for headings and body copy. BSF Blue was chosen as the primary accent color for its readability on both dark and light backgrounds. Side navigation is utilized to allow for future expandability.

## December 2019 Refresh

As one of our core design values is Fresh and Excellence the specific design elements of MyBSF will change as design conventions and aesthetics change. In an attempt to reflect these values, a refresh of MyBSF was created by OneCreative in December 2019. The follow pages show this design.

Pixel perfect designs for development will be presented via our industry standard tools of Sketch and Zeplin.

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## MYBSF DESIGN CORE VALUES

### EXCELLENCE

Reflecting the infinite worth of God in the quality of the site.

### USER FOCUSED

Care will be given to make the site easy to use for all

### CLARITY OVER CLEVERNESS

Clear communication instead of needless design

### UTILITY

Strive to create a useful and dependable tool

### SIMPLICITY

Make complex tasks simple, eliminating extra steps

### DISCOVERABLE

Features should be usable without training

### ACCESSIBLE

Usable with worldwide-languages, and by those with disabilities

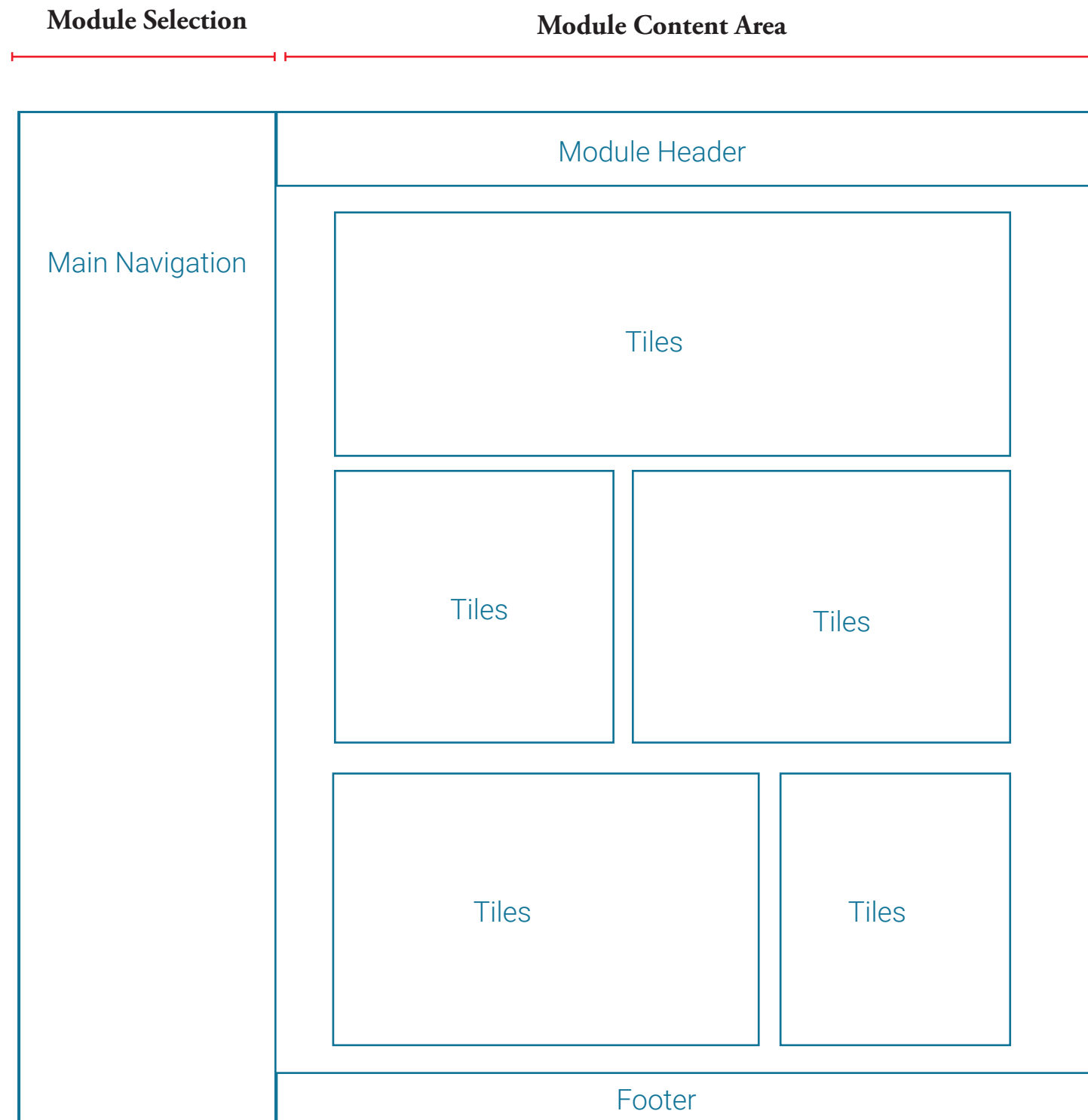
### FRESH

As new design conventions become standard, elements and typography will be updated

# Structure - Desktop

## Modules and Tiles

The sites main structure consists of standard elements such as navigation, a header and footer elements. The content area will include varying width Tiles that enable responsive design for various screen sizes.





# Structure - Desktop

## Module Selection

## Module Content Area

### Content Modules

This is non-interactive delivery of materials or instructions.

### Tool Modules

Tools provide uses the ability to manipulate data or update content.

The screenshot displays the MyBSF desktop interface. On the left is a sidebar menu with the MyBSF logo and navigation options: Welcome, Lesson, My Group, Meetings, Class, Give to BSF, Resources, and Find a Class. The main content area features a 'Welcome' header for Timothy Payton, a large banner for 'ACTS and LETTERS of the APOSTLES UNSTOPPABLE' with a 'This week's lesson' button, a 'Meetings' section with three items (Online Group Discussion, Leaders Meeting, Class Night), a 'Prayer Guide' tile, and two bottom tiles for 'Discover MyBSF' and 'BSF Blog'. A user profile for Timothy is shown at the bottom left of the sidebar, and footer links for language and privacy are at the bottom.

### Module Headline

### Tiles

Will flow in the content area left to right and will resize as needed.

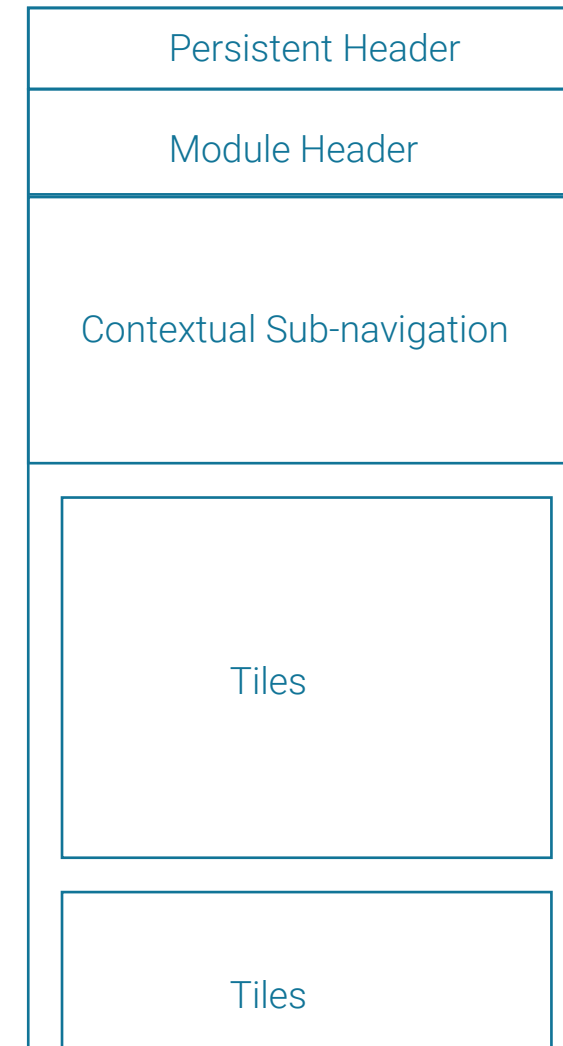
# Structure - Mobile

## Main Navigation

Full Screen via Hamburger Menu



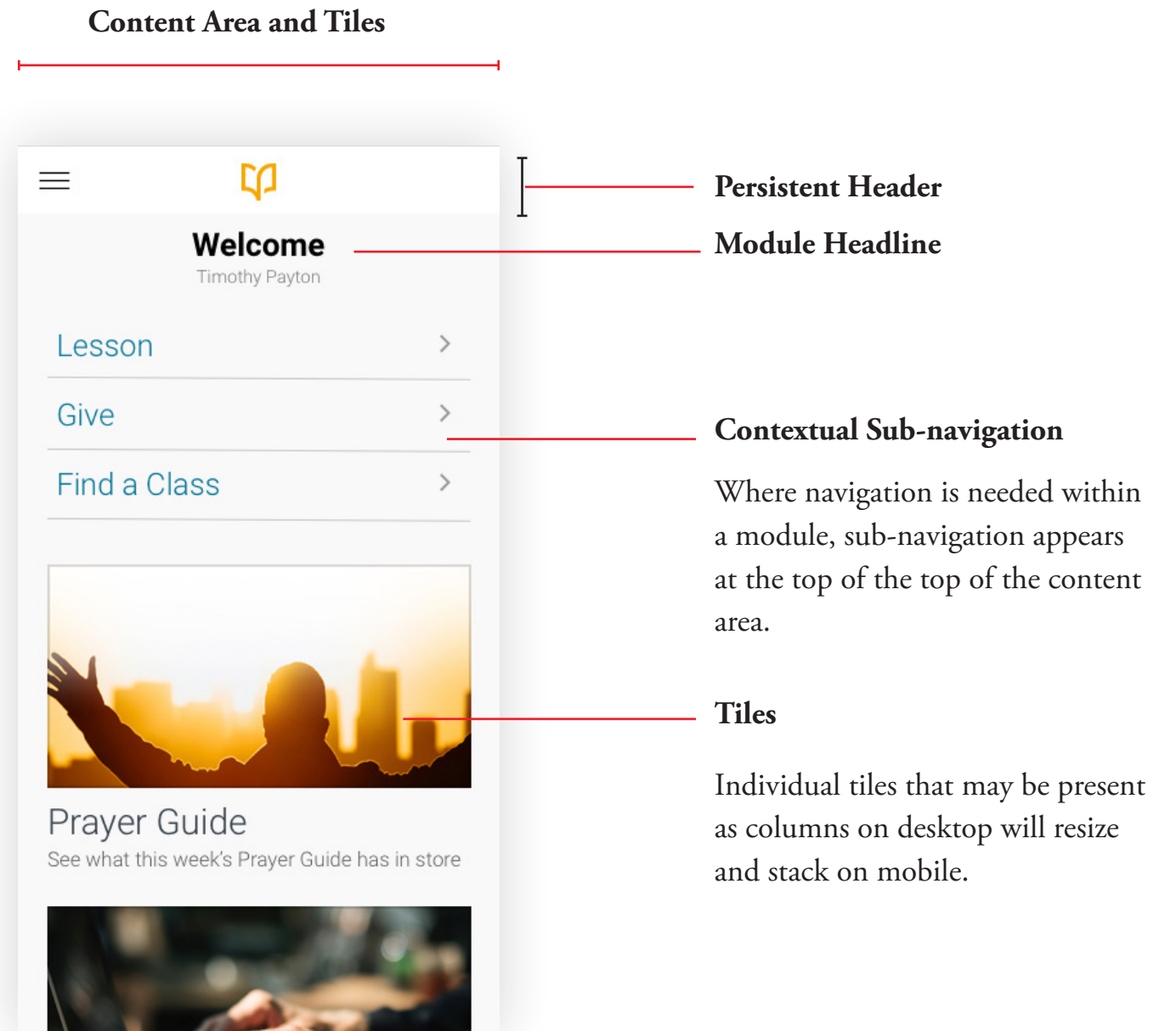
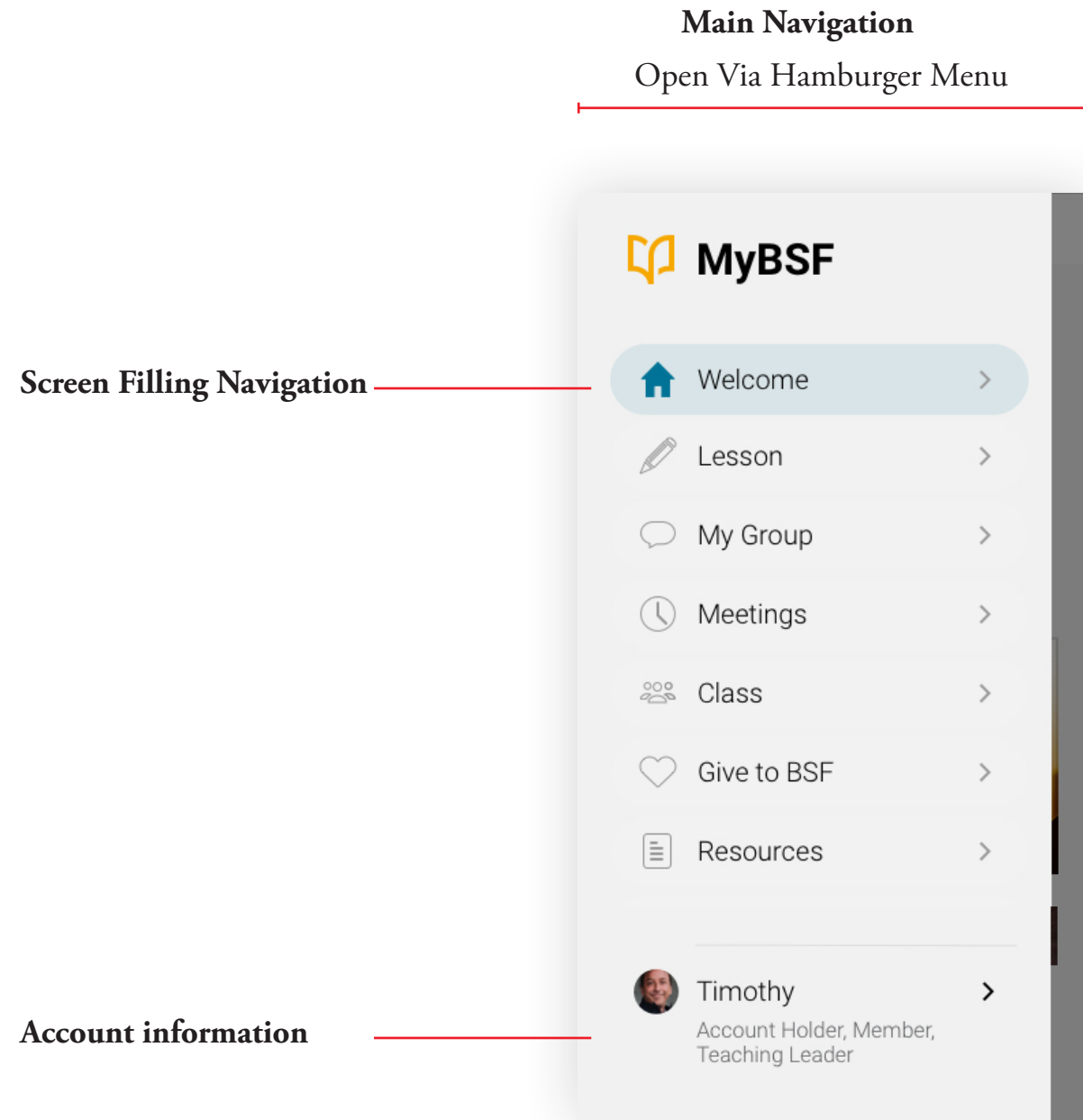
## Content Area and Tiles



### Modules and Tiles

The mobile site differs slightly from the desktop. The full screen filling Main navigation is accessible via the hamburger menu on the persistent header. In order to clearly directly users, contextual sub-navigation provides appears at the top of the content area. Tiles become stacked with fixed width and flexible heights.

# Structure - Mobile

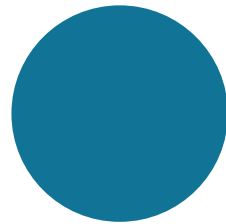


# Colors

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## INTERACTIVE

*Primary Buttons, links*

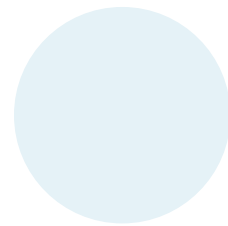


#007396

---

## INTERACTIVE / HIGHLIGHT

*Buttons, links, active menu*

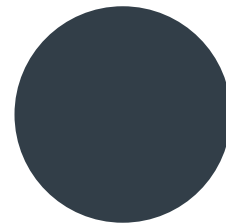


#E5F1F4

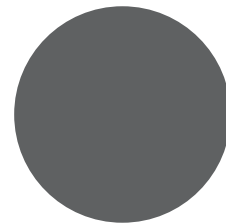
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## TYPOGRAPHY ELEMENTS

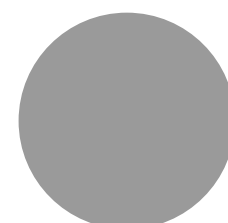
*Fonts, rules, icons*



#333F48



#5F6062



#9B9B9B

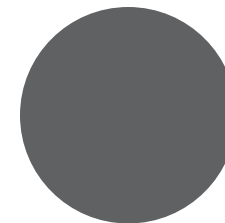
## Hierarchy of color.

Careful choice was given to minimize the number of colors used throughout the site. Text and backgrounds on the site will be in several shades of BSF Grey, while the primary action color and indicator will be BSF Blue.

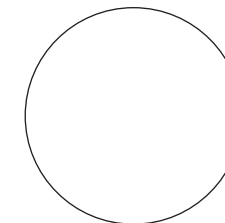
---

## BACKGROUND

*Pages, Tiles, Menus*



#5F6062

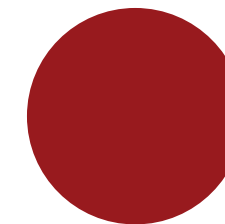


#White

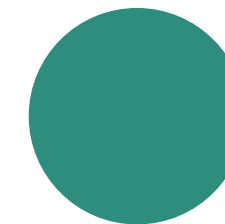
---

## TERTIARY USES

*error & success respectively*



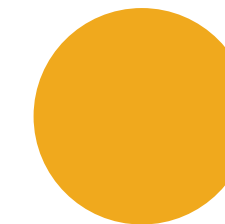
#980808



#318D7E

---

## LOGO MARK



#xxxxxx

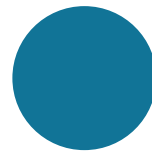
# Color Usage

## Active Indicator



#E5F1F4

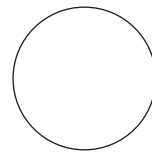
## Primary Action



#007396

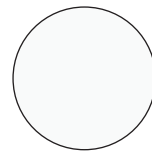
## Tile Background

A Tile may also have no background.



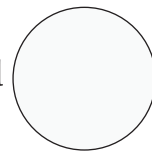
#White

## Nav Background

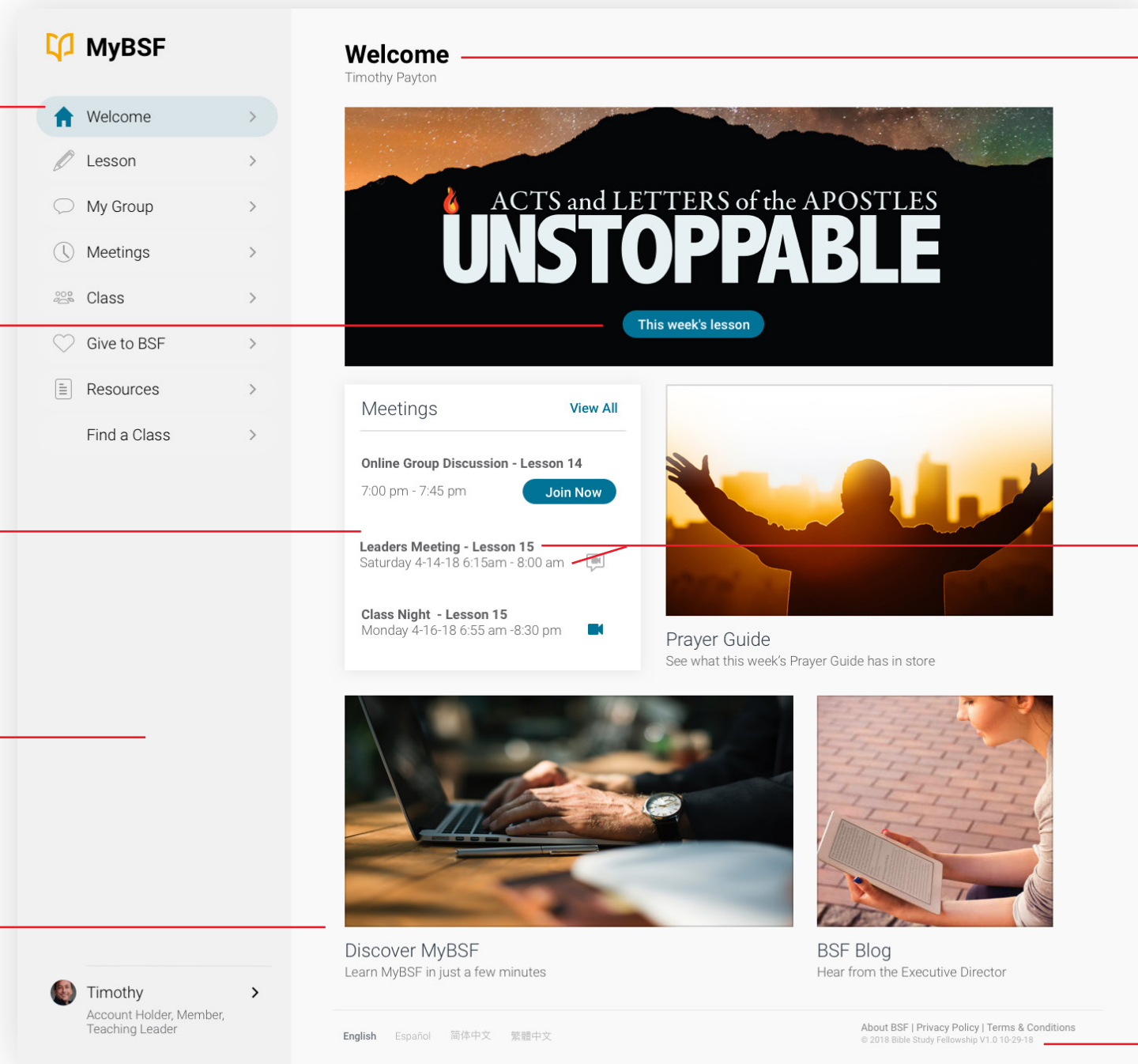


#F1F1F1

## Content Background

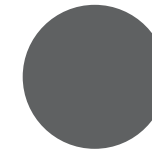


#F9F9F9



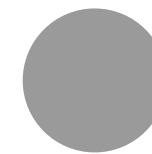
#333F48

**Large Headline**  
H1, H2



#5F6062

**Small Headline & Text**  
H3..p



#9B9B9B

**Tertiary Text**  
Used Sparingly

# Typography Standards

## Keeping the Site Clear

While the BSF Brand Guide specifies Garamond for headlines and other uses with the San Serif Roboto to be used for body copy, we have chosen to instead use Roboto for all type on MyBSF. Garamond features a small x-height and wide capitals which prove to be difficult to read at small sizes. The small x-height also tends to make the font less horizontally efficient compared to the larger x-height of Roboto.

Variety will come from varying the weight of the font as well as color for different applications.

## ROBOTO

### Light

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
1234567890

### Medium

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
1234567890

### Bold

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
1234567890

## PRIMARY CONTENT (DESKTOP)

### H1 - Bold / 32 Px / # 333F48

H2 - Light / 24 Px / # 333F48

H3 - Bold / 18 Px / # 9B9B9B

P - Light / 17 Px / # 9B9B9B

A - Medium / # 007396

pNav - Light / 20 Px / # 333F48

sNav - Light / 24 Px / # 007396

Button - Medium / 18 Px / White

Secondary Button - Medium / 18 Px / #9B9B9B

pSmall - Light / 13 Px / # 9B9B9B

pTiny - Light / 11 Px / # 9B9B9B

## PRIMARY CONTENT (MOBILE)

### H1 - Bold / 26 Px / # 333F48 ————— Differs from Desktop

H2 - Light / 24 Px / # 333F48

H3 - Bold / 18 Px / # 9B9B9B

P - Light / 16 Px / # 9B9B9B ————— Differs from Desktop

A - Medium / # 007396

pNav - Light / 20 Px / # 333F48

sNav - Light / 24 Px / # 007396

Button - Medium / 18 Px / White

Secondary Button - Medium / 18 Px / #9B9B9B

pSmall - Light / 13 Px / # 9B9B9B

pTiny - Light / 11 Px / # 9B9B9B

# Typography Placement

The image shows a screenshot of the MyBSF website interface with several red lines pointing to specific text elements. The labels on the left and right sides of the image identify the typography used for these elements:

- Top Left:** **MyBSF** (Logo)
- Top Left (pNav):** Welcome, Lesson, My Group, Meetings, Class, Give to BSF, Resources, Find a Class
- Top Center:** **Welcome** (H1), Timothy Payton
- Top Center (Button):** This week's lesson
- Center Left (P):** Meetings, View All, Online Group Discussion - Lesson 14, 7:00 pm - 7:45 pm, Join Now, Leaders Meeting - Lesson 15, Saturday 4-14-18 6:15am - 8:00 am, Class Night - Lesson 15, Monday 4-16-18 6:55 am - 8:30 pm
- Center Right (H2):** Prayer Guide, See what this week's Prayer Guide has in store
- Bottom Left (pNav):** Timothy, Account Holder, Member, Teaching Leader
- Bottom Left (P):** Discover MyBSF, Learn MyBSF in just a few minutes
- Bottom Right (P):** BSF Blog, Hear from the Executive Director
- Bottom Right (pSmall):** About BSF | Privacy Policy | Terms & Conditions
- Bottom Right (pTiny):** © 2018 Bible Study Fellowship V1.0 10-29-18

# Elements

## December 2019 Refresh

As one of our core design values is Fresh and Excellence the specific design elements of MyBSF will change as design conventions and aesthetics change. In an attempt to reflect these values, a refresh of MyBSF was created by OneCreative in December 2019. The follow pages show this design.

Pixel perfect designs for development will be presented via our industry standard tools of Sketch and Zeplin.

FIELD

Email address or username

T.

DROP DOWN MENU

Lesson Language

PRIMARY BUTTON

This Week's Lesson

SECONDARY BUTTON

This week's lesson

MENU SELECTED



Welcome



MENU ITEM



Welcome



DISCLOSURE

Help Files (1)





# Inspectors

## Faster Edits

When viewing in desktop, selections that need action can be modified via an inspector sidebar. On mobile the inspector content is treated as a separate screen with a “Back” link to the main view.

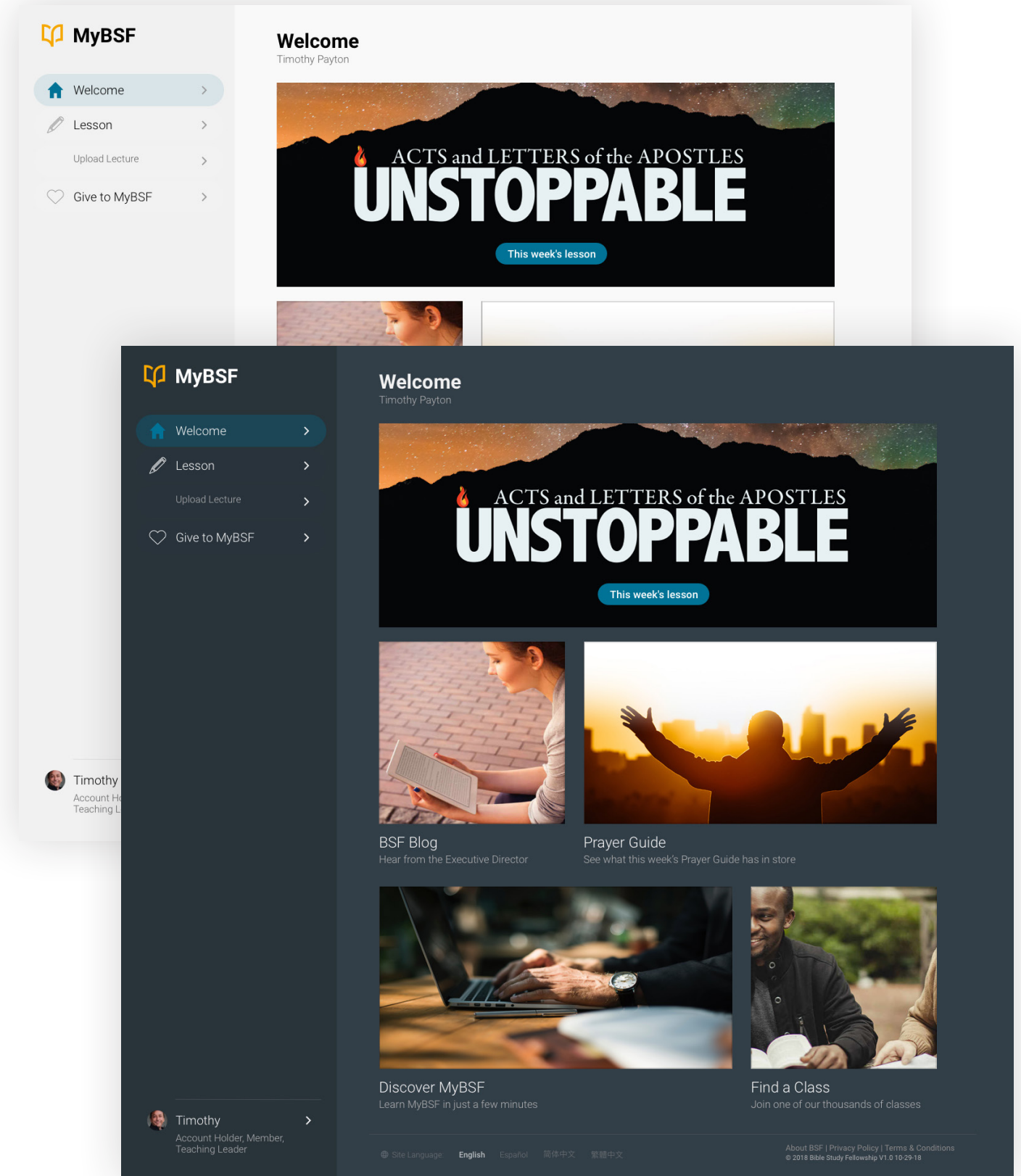
The screenshot displays the MyBSF interface. On the left is a sidebar with navigation options: Welcome, Lesson, My Group, Meetings (highlighted), Class, Give to BSF, Resources, and Find a Class. At the bottom of the sidebar is a user profile for Timothy, Account Holder, Member, Teaching Leader. The main content area is titled 'Meetings' and shows a 'Calendar View' for February and March. The February calendar lists a 'Group Fellowship' on Feb 5 and a 'Class Meeting - Lesson 12' on Feb 12. The March calendar lists a 'Children's Program Volunteer' on Feb 5 and a 'Class Meeting - Lesson 12' on Feb 12. A modal window titled 'Meeting Details' is open on the right, showing the following information: Type: Group Fellowship; Date: Monday, 2-12-18; Start Time: 6:30 PM; End Time: 7:10 PM; Location: First Baptist West Albuquerque, 7112 Edwina Ct NE, Albuquerque, NM 87110. At the bottom of the modal are two buttons: 'I Can't Attend' and 'Done'. At the bottom of the main content area are language options: English, Español, 简体中文, 繁體中文.

# Dark Mode

## Easy on the Eyes and Batteries

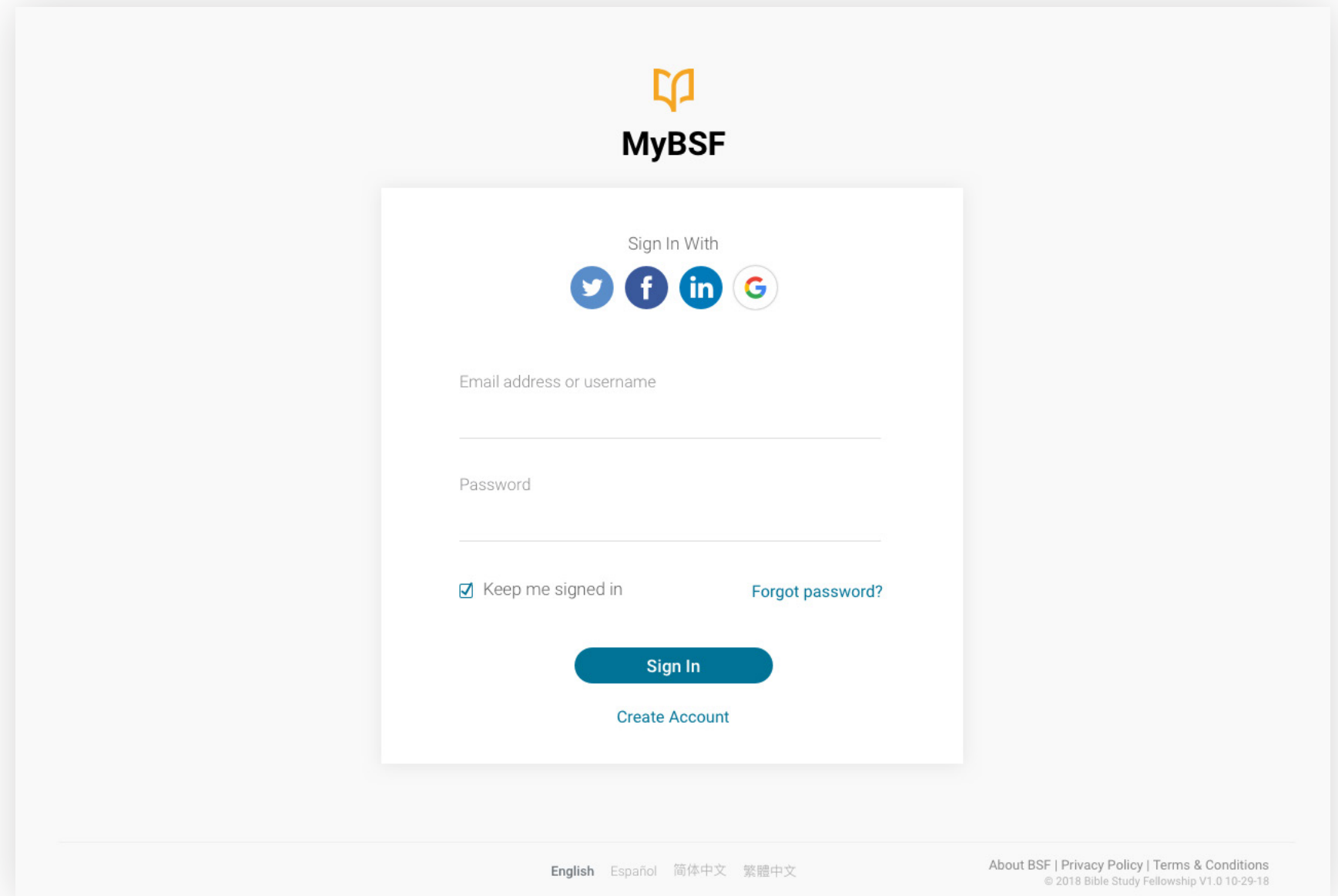
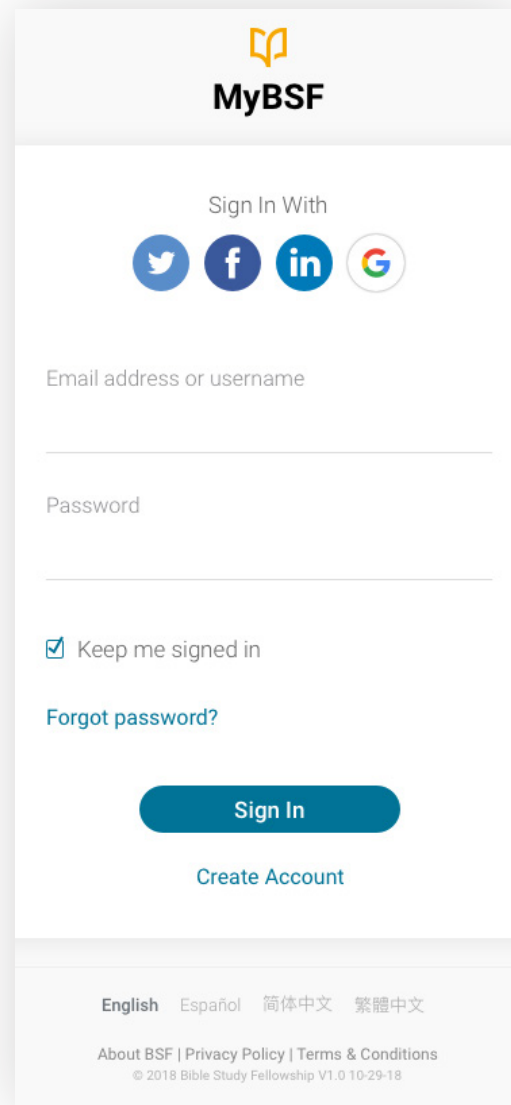
One of the latest advancements in user interface design is dark mode. It conserve battery life on mobile and allows for less eye strain in a dark environment.

Rather than rely on preferences for a user, MyBSF will rely on CSS to identify if a user has their browser, or operating system set to dark mode.



3.0  
Screen Designs


# Login



**Non Logged in Header** - this represents a slightly different header that the logged in portion of MyBSF. The logo mark is centered with the MyBSF differentiation. The hamburger menu is not present.

**Desktop & Mobile** - Login is contained in a single centered tile.

# Create Account



## Create an Account

Please fill out the following to get started with your account. [Other ways to create an account.](#)

First Name

---

Last Name

---


Email

---

Create Account

[English](#) [Español](#) [简体中文](#) [繁體中文](#)

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## Create an Account

Please fill out the following to get started with your account. [Other ways to create an account.](#)

First Name

---

Last Name

---

Email

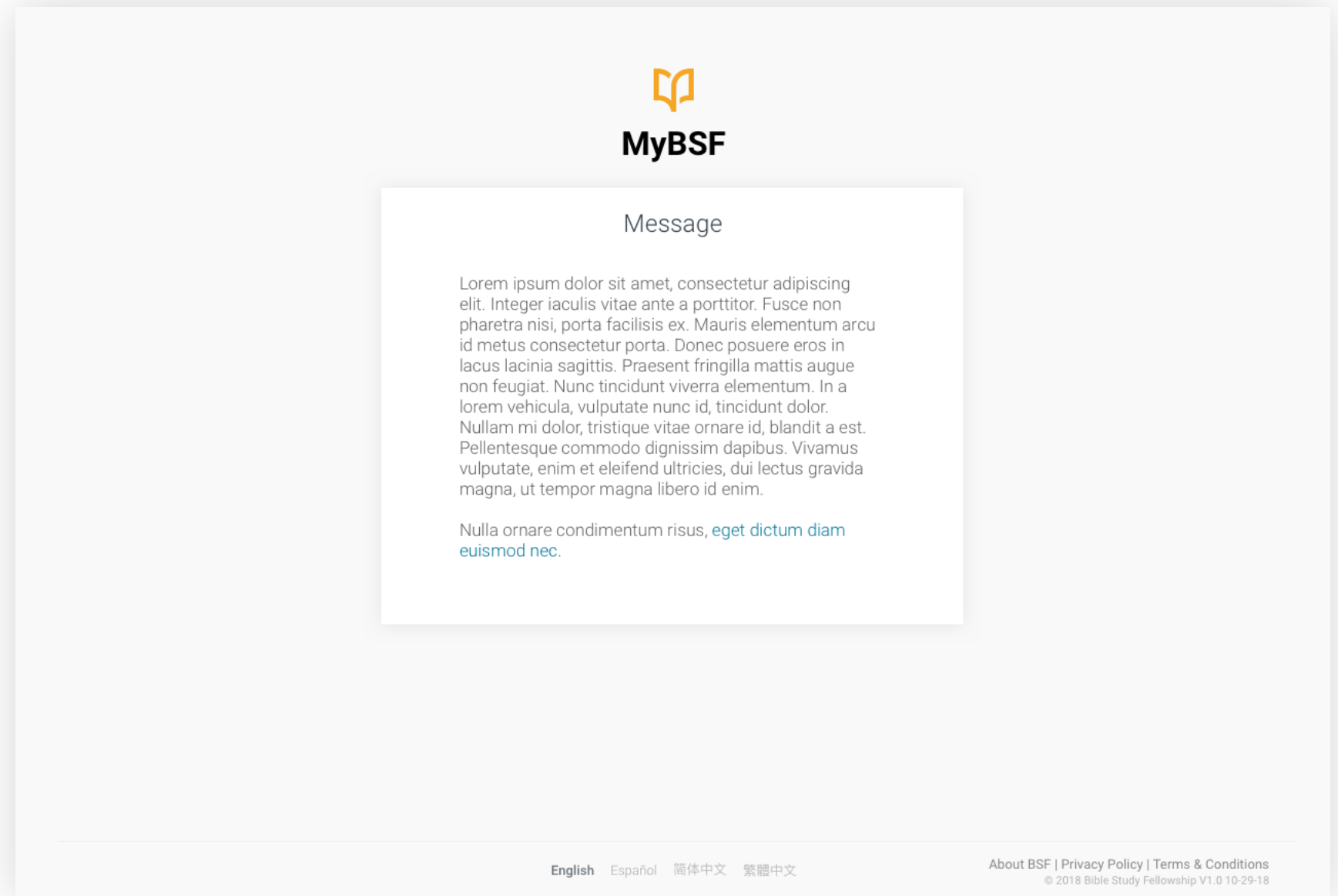
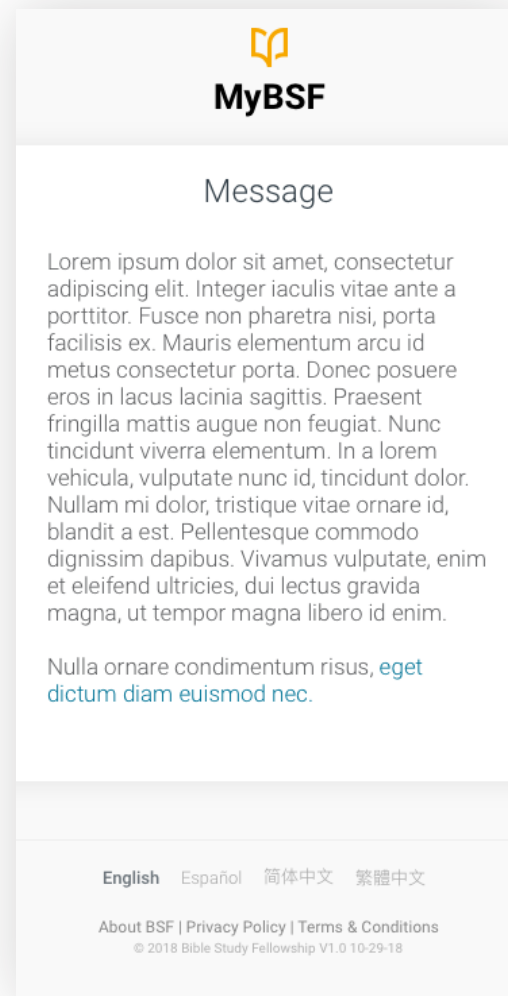
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Create Account

[English](#) [Español](#) [简体中文](#) [繁體中文](#)

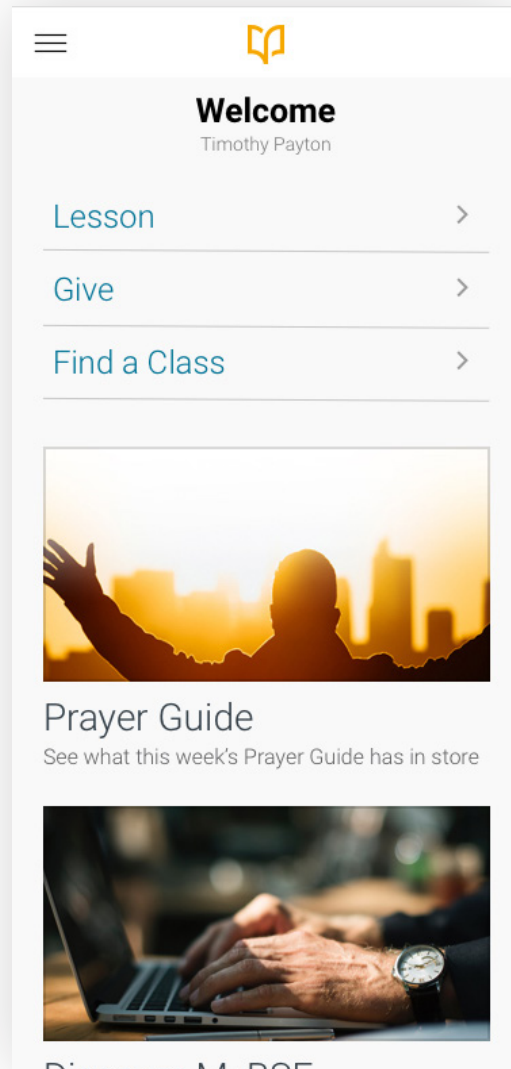
[About BSF](#) | [Privacy Policy](#) | [Terms & Conditions](#)  
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# User Message

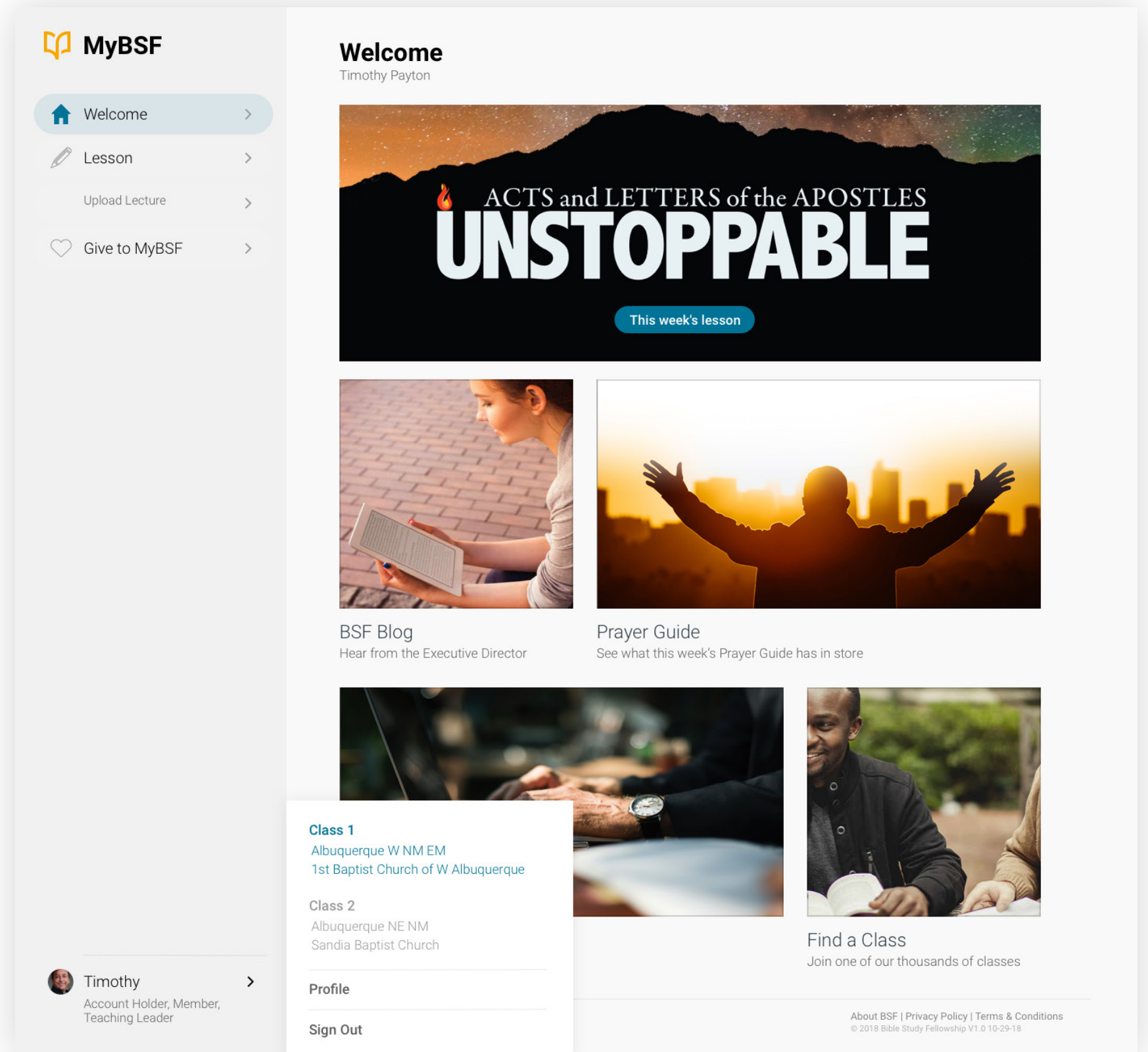


**Non-Logged in Message** - Messages presented to non-logged in users are contained in a centered tile with H2 title.

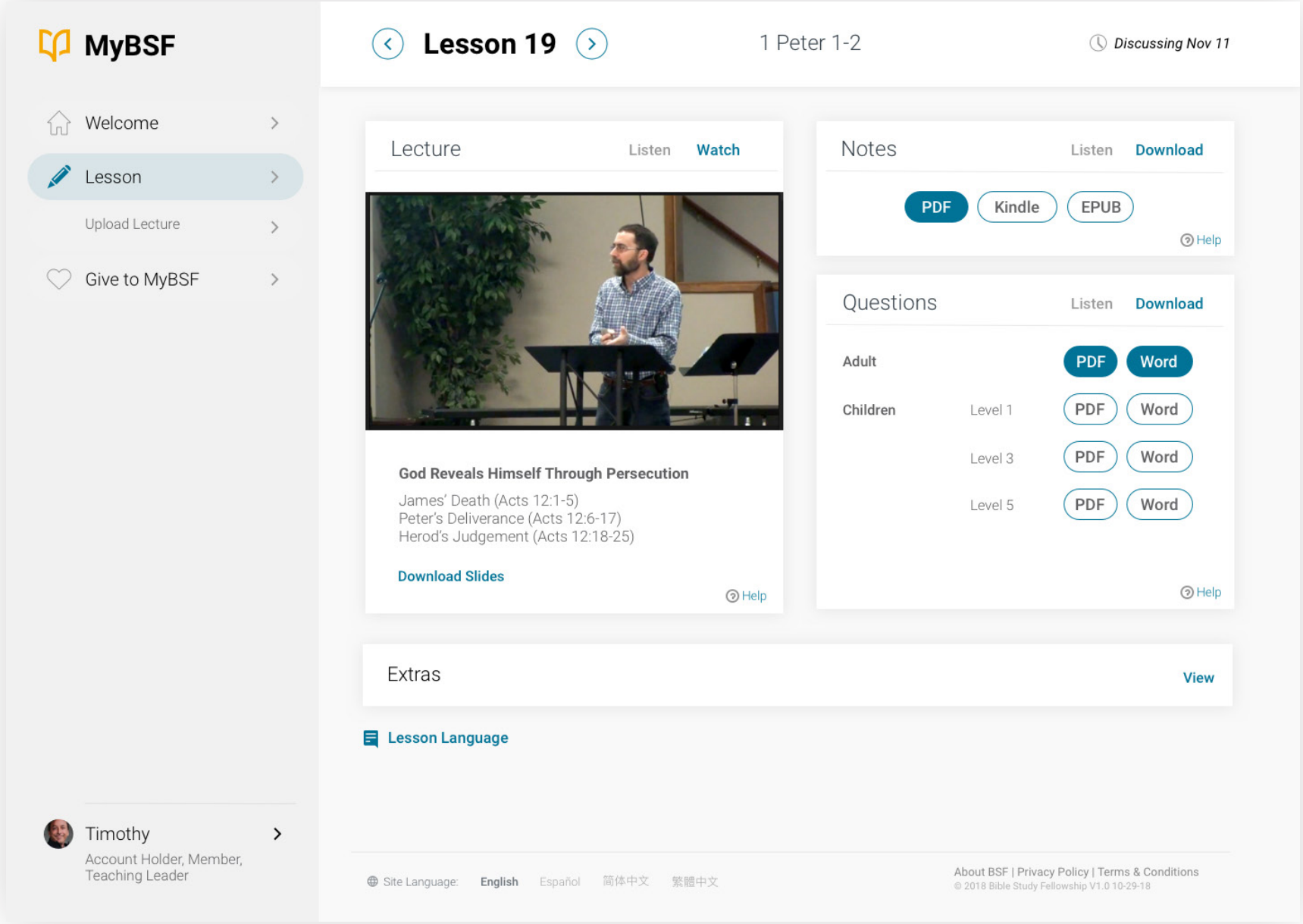
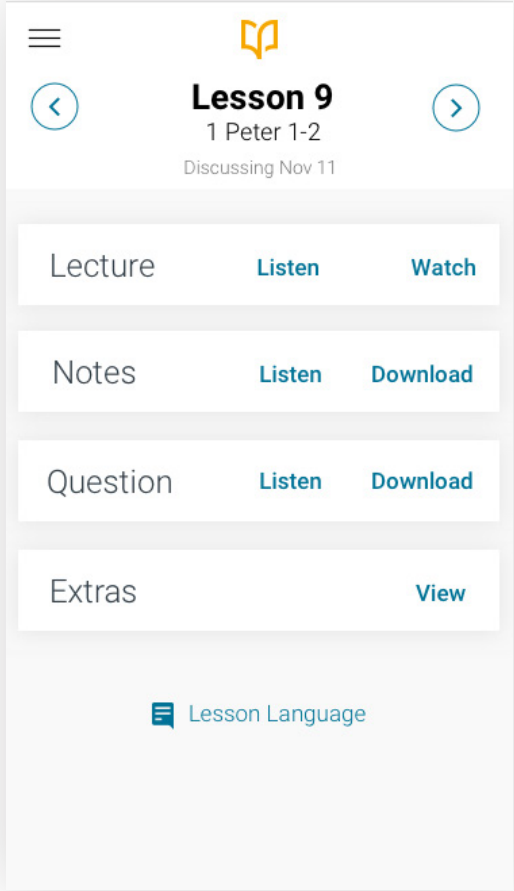
# Welcome



**Mobile** - Contextual Navigation is added to the top of the screen. Tiles that feature the same content as Contextual Navigation are removed (here the Lesson link). The remaining tiles stack vertically with a consistent width.



# Lesson - Default State

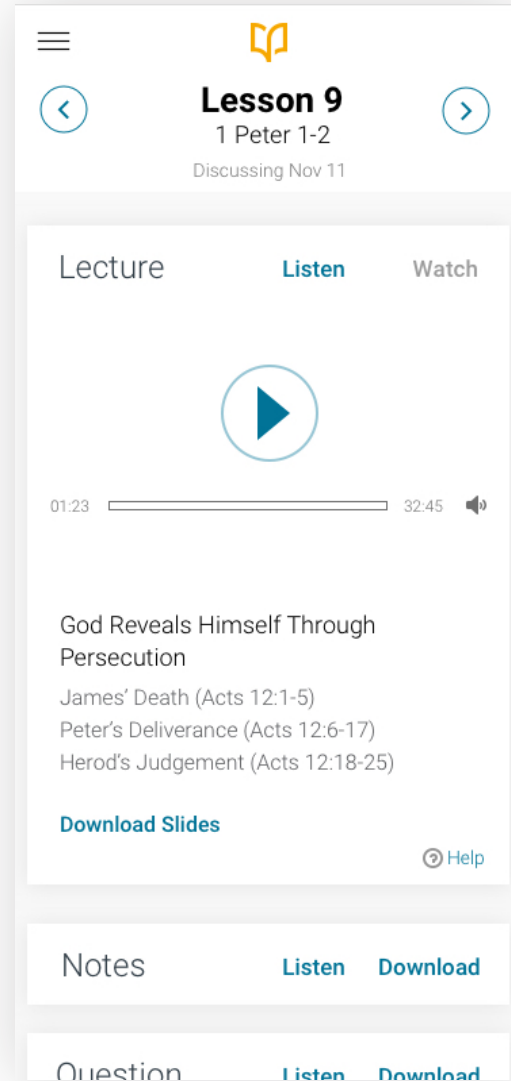


**Mobile** - On the smallest screen, Tiles stack and begin fully collapsed to allow for the user to quickly choose the aspect of the lesson.

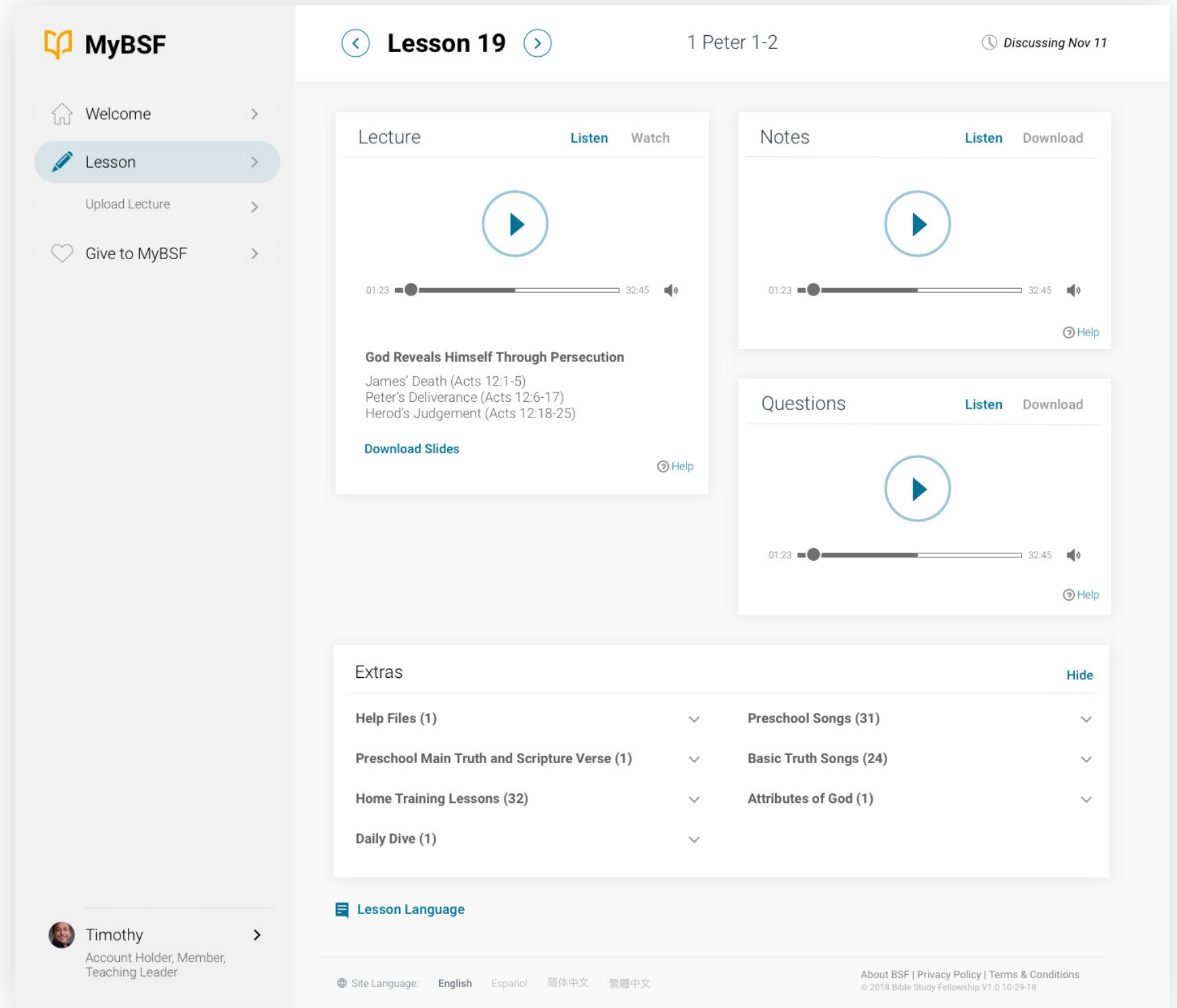
**Desktop** - Tiles are expanded to most commonly used state. Watch lecture, download notes and download questions. (Ideally we can keep tiles open based on users last choice)





# Lesson - Expanded State



**Mobile** - Expanded tiles are indicated by a highlight with the non-active choice being the lightest grey color.



# Upload Lecture



## Upload Lecture

Lecture Information

---

**Hebrews 1:1-4:13 - Lesson 13**

**Class:** Albuquerque W NM EM

**Lecture given on:** Dec 09, 2019

File Status






---


**Upload Start:** Albuquerque W NM EM




**Upload Status:** Completed

**Processing Status:** Completed

Outline / Description:

**B I U**     



-  Welcome >
-  Lesson >
- Upload Lecture >**
-  Give to MyBSF >

## Upload Lecture

Lecture Information

---

**Hebrews 1:1-4:13 - Lesson 13**

**Class:** Albuquerque W NM EM

**Lecture given on:** Dec 09, 2019

File Status






---

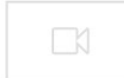
**Upload Start:** Albuquerque W NM EM

**Upload Status:** Completed

**Processing Status:** Completed


Outline / Description:

**B I U**     



**Upload Lecture**

Or Drop and Audio or Video file here

 **Timothy** >

Account Holder, Member,  
Teaching Leader

English Español 简体中文 繁體中文

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# Profile

