

## Crayola.com Digital Style Guide

# Contents



<b>Contents</b>	<b>2</b>	<b>Photography</b>	<b>10</b>
<b>Overview</b>	<b>3</b>	<b>Graphic Elements</b>	<b>11</b>
<b>Demographics</b>	<b>4</b>	<b>Mobile First</b>	<b>12</b>
<b>Browser / Device</b>	<b>5</b>	<b>Examples - Splash</b>	
<b>Colors</b>	<b>6 - 7</b>	<b>Page Desktop</b>	<b>13</b>
<b>Logos</b>	<b>8</b>	<b>Examples - Splash</b>	
<b>Typography</b>	<b>9</b>	<b>Page Mobile</b>	<b>14</b>



# Overview



## About

Crayola believes there's a place where you can daydream in color and imagine the unimaginable. Where is this place? In the uniquely original mind of a child. But our left-brained world too often believes in forming young minds by spoon-feeding, over-instructing, and constantly directing. We challenge the idea that what is wonderfully original and spontaneous in all of us should ever be standardized, quantified, and judged. Crayola believes that for a life to be filled with knowledge, wisdom, and accomplishment, it must be filled with wonder, adventure, and daydreams.

For children to learn to think for themselves, they must be free to express what they're thinking. Crayola believes that "what if" is the greatest question in the world. We stand by all who believe in the genius of imagination, the power of play, and the magic of dreams. Let's give kids an invitation that ignites, colors that inspire, and tools that transform original thoughts into visible form. Because we believe that creatively alive kids grow into inspired adults who will one day lead the world. So give kids the power to express all that inspires them as they explore, discover, play, pretend, and dream



# User Data



# Demographics

http://www.crayola.com  
www.crayola.com

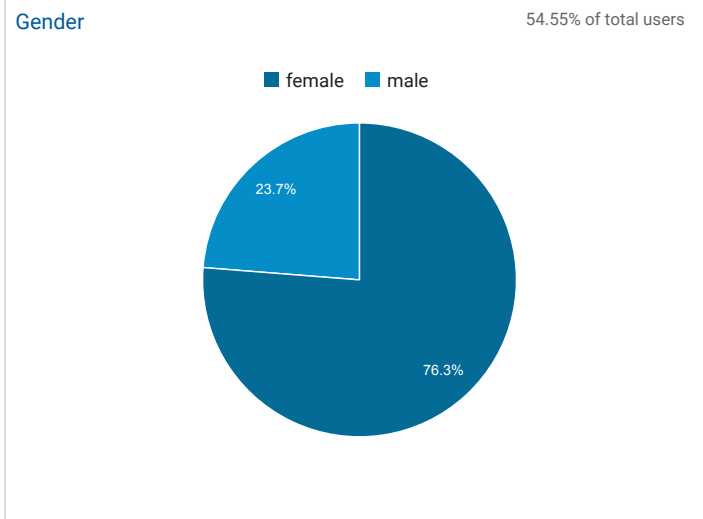
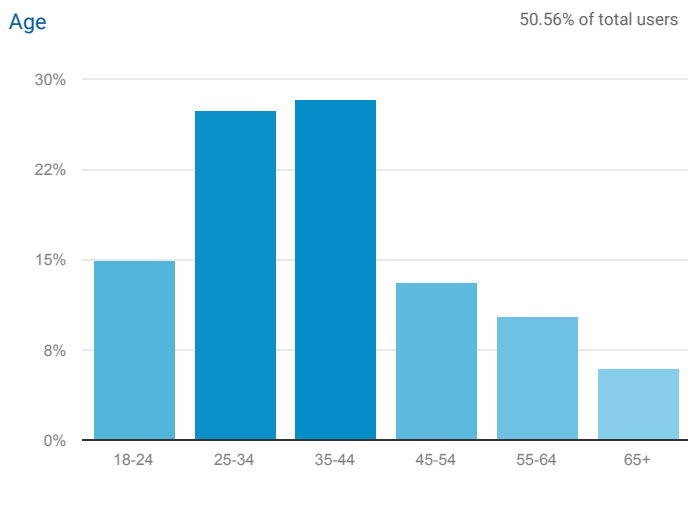
[GO TO REPORT](#)

## Demographics: Overview

Jan 1, 2017 - Dec 31, 2017

**All Users**  
100.00% Users

### Key Metric:



#### Affinity Category (reach)

58.15% of total users

3.32%	Lifestyles & Hobbies/Family-Focused
3.15%	News & Politics/News Junkies/Entertainment & Celebrity News Junkies
3.06%	Food & Dining/Cooking Enthusiasts/30 Minute Chefs
3.01%	Media & Entertainment/TV Lovers
2.82%	Media & Entertainment/Movie Lovers
2.81%	Shoppers/Shopaholics
2.59%	Home & Garden/Home Decor Enthusiasts
2.57%	Shoppers/Bargain Hunters
2.55%	Lifestyles & Hobbies/Shutterbugs
2.50%	Lifestyles & Hobbies/Pet Lovers

#### In-Market Segment

50.10% of total users

2.81%	Travel/Hotels & Accommodations
2.60%	Education/Primary & Secondary Schools (K-12)
2.59%	Home & Garden/Home Decor
2.02%	Employment
2.00%	Home & Garden/Home Furnishings
1.99%	Apparel & Accessories/Women's Apparel
1.59%	Home & Garden/Home & Garden Services
1.57%	Travel/Air Travel
1.56%	Real Estate/Residential Properties/Residential Properties (For Sale)
1.54%	Real Estate/Residential Properties/Residential Properties (For Sale)/Houses (For Sale)/Prowned Houses (For Sale)

#### Other Category

57.52% of total users

3.35%	Arts & Entertainment/Celebrities & Entertainment News
3.07%	Arts & Entertainment/TV & Video/Online Video
2.23%	Food & Drink/Cooking & Recipes
2.02%	News/Weather
1.57%	Shopping/Mass Merchants & Department Stores
1.45%	Reference/General Reference/Dictionary & Encyclopedias
1.43%	Jobs & Education/Education/Teaching & Classroom Resources
1.39%	Internet & Telecom/Email & Messaging
1.16%	Shopping/Consumer Resources/Coupons & Discount Offers
1.15%	Food & Drink/Food/Baked Goods

# Browser / Device



## Support

### Browser Support (2017 %)

Chrome 50+ (44.27%)  
Safari 11+ (23.27%)  
Internet Explorer 11+ (7.87%)  
Safari 2.0+ [in app] (7.10%)  
Android Webview 30+ (6.31%)  
FireFox 50+ (4.76%)

### Browser Brand

1. Chrome	3,749,089 (44.27%)
2. Safari	1,971,045 (23.27%)
3. Internet Explorer	666,128 (7.87%)
4. Safari (in-app)	601,101 (7.10%)
5. Android Webview	534,020 (6.31%)
6. Firefox	403,144 (4.76%)
7. Edge	287,300 (3.39%)
8. Android Browser	106,706 (1.26%)
9. Samsung Internet	56,490 (0.67%)
10. Amazon Silk	40,449 (0.48%)

### Device Type

1. desktop	4,472,849 (52.61%)
2. mobile	3,112,527 (36.61%)
3. tablet	916,252 (10.78%)

### Screen Sizes

1. Apple iPhone	375x667	742,525 (18.34%)
2. Apple iPad	768x1024	461,043 (11.39%)
3. Apple iPhone	320x568	335,686 (8.29%)
4. Apple iPhone	414x736	297,463 (7.35%)
5. Apple iPhone 6s	375x667	61,169 (1.51%)
6. Apple iPhone 7	375x667	49,010 (1.21%)
7. (not set)	360x640	47,928 (1.18%)
8. Fuhu NABI2-NV7A Nabi 2	1024x600	45,141 (1.11%)
9. Samsung SM-G930V Galaxy S7	360x640	41,813 (1.03%)
10. Apple iPhone 7 Plus	414x736	39,200 (0.97%)

### Device Brand

1. Apple iPhone	1,398,013 (34.92%)
2. Apple iPad	479,965 (11.99%)
3. (not set)	187,820 (4.69%)
4. Apple iPhone 6s	72,256 (1.80%)
5. Apple iPhone 7	56,760 (1.42%)
6. Nabi Nabi2-NV7A	53,595 (1.34%)
7. Apple iPhone 7 Plus	49,803 (1.24%)
8. Fuhu NABI2-NV7A Nabi 2	48,411 (1.21%)
9. Apple iPhone 6	47,400 (1.18%)
10. Samsung SM-G930V Galaxy S7	44,293 (1.11%)

# Designing for Crayola.com



## Colors

There are two sides to the Crayola brand: Crayola brand products, and Crayola Brand ideals and beliefs.

Crayola branding always has our basic core colors as part of our logo, our packaging, and our identity.

Crayola brand also believes in all colors, creates all colors, enables exploration of a world of colors, and celebrates imagination by creating the tools that give colorful wings to invisible things.

Even though we celebrate all colors in our communication with the world, we use a color palette of accent colors that reflect a bright, confident, optimistic and bold outlook on the world of creative play. So our color palette (samples shown at right) is of bright clear jewel-tone primary, secondary and tertiary colors.

### Brand Colors



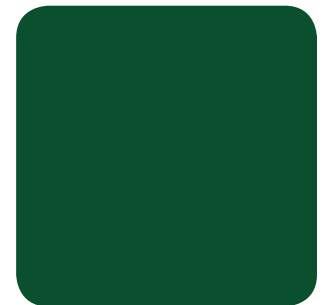
#FEE600



#FFCD33



#079948



#02502E



#FCE828



#D7DF27



#8EC640



#187816



#25A0DB



#007FCE



#273D8D



#4D2E88



#652E88



#8E2E89



#EC008C



#EC2D27



#ED2D26



#EB5C25



#F68B1F



#F7C01E



## Colors

Crayola.com Calls-To-Action (CTA) vary in color according to their intended purpose.

There are typically 3 colors that are permitted for CTA on Crayola.com and 1 color permitted for basic miscellaneous text links.

If there is a special purpose behind a CTA that doesn't meet any of the 3 reserved colors, an approved alternate is permitted - provided it is derived from the original brand/accent colors found on the previous page.

### E-COMMERCE



This pink color is reserved for CTA that provide a link to a product page or to queue a consumer to 'Add To Cart' or 'Shop Now', etc ...

#EC008C

### LEARN MORE



The blue color to the left is often used as our education main color. This color signifies learning opportunities for the user or links to learn more about products or experiences.

#007FCE

### USER ENGAGEMENT



This shade of orange signifies a CTA that relates to any other user engagement... e.g. signing up for our newsletter or for linking to the signup page.

#F68B1F

### BASIC LINKS



This medium green is used for basic <a> links. You'll find this color in our superNav and within many pieces of content.

#187816

# Designing for Crayola.com



## Logos

The new enhancement of the Crayola oval incorporates a much more rounded feel that has depth, dimension and highlights that give it the feeling of being a real object. The logo should never be manipulated from its original form.

Do not place the logo on a horizontal or any angle other than the approved 13° angle.

Do not add any extra elements or re-create the logo.

Do not separate the elements of the logo.

Do not change the colors of the logo in any way.

Do not scale the logo vertically or horizontally to fill space.

Do not add any kind of special effects to the logo.

### CRAYOLA OVAL LOGO - COLOR



### CRAYOLA OVAL LOGO - B&W







## Typography

The primary font within Crayola.com is "Omnes" due in part to its range of weights that perform well on screens at small sizes and its playful charm that complements Crayola's manifesto.

We use "arial, helvetica, sans-serif" for most informational text on Crayola.com - especially within product description paragraphs.

Special section typography are flexible (such as headline tags) and can be overwritten.

Font size units should be in EMs with a 16px base size.

A base stylesheet can be provided upon request.

### Paragraph elements - p, li

#### **P**

desktop  
font-size: 1.5em;  
line-height: 1.5;

mobile  
font-size: 1.25em;  
line-height: 1.5;

#### **LI**

desktop  
font-size: 1.5em;  
line-height: 1.5;

mobile  
font-size: 1.25em;  
line-height: 1.5;

## Omnes Bold

**ABCDEFGHIJKLM**

**NOPQRSTUVWXYZ**

**abcdefghijklm**

**nopqrstuvwxyz**

**1234567890**

### HEADLINES - H1, H2, H3

#### **H1**

desktop  
font-size: 2.5em;  
line-height: 1;

mobile  
font-size: 1.75em;  
line-height: 1;

#### **h2**

desktop  
font-size: 2.5em;  
line-height: 1;

mobile  
font-size: 1.75em;  
line-height: 1;

#### **h3**

desktop  
font-size: 2em;  
line-height: 1;

mobile  
font-size: 1.5em;  
line-height: 1;



## Photography

Lifestyle photography involves children and/or adults interacting with the product/craft/lesson plan. Primarily, the subject should be looking at the activity they are engaged rather than the viewer.

The style of photography for a particular subject should be determined by the marketing requirements of the product/craft/lesson plan or the brand presence established.

Image file sizes should be under 150k per image but not at the expense of image quality.

## EXAMPLES



# Designing for Crayola.com



## Graphic Elements

Graphic elements applied to Crayola.com should contain colors that reflect our core/accent colors.

While the Crayola logo promotes a feeling of being a real object, graphic elements and iconography should be flat, graphical representations - with limited shadows, highlights or dimensional enhancements.

The CTA buttons should be colored according to their purpose - whether for shop (pink), learn (blue), or signup (orange). The color of the CTA text should always be white.

Backgrounds and elements that span the entire page should be repeatable vertically and/or horizontally

Build graphics so that they can be easily sliced and processed.

Create designs based on tools we have built, carousel, videos, etc.

CTA buttons should provide the user with a clickable area. 46px X 46px is the suggested area for a human fingertip. Buttons should provide for this standard.

## EXAMPLES



font-family: omnes-pro, omnes, arial, helvetica, sans-serif;  
font-weight: 600;  
line-height: ;  
font-size: 24px;  
color: #FFF;  
background-color: #EC008C;  
padding: 12px 30px 16px;  
border-radius: 15px;



Graphics should be large, bold and colorful



# Designing for Crayola.com



## Mobile First

Crayola.com follows bootstrap's 3 breakpoints

Mobile: extra small (xs) = below 768px

Tablet: small (sm) = 768px and up

Small desktop / laptop: medium (md) = 992px and up

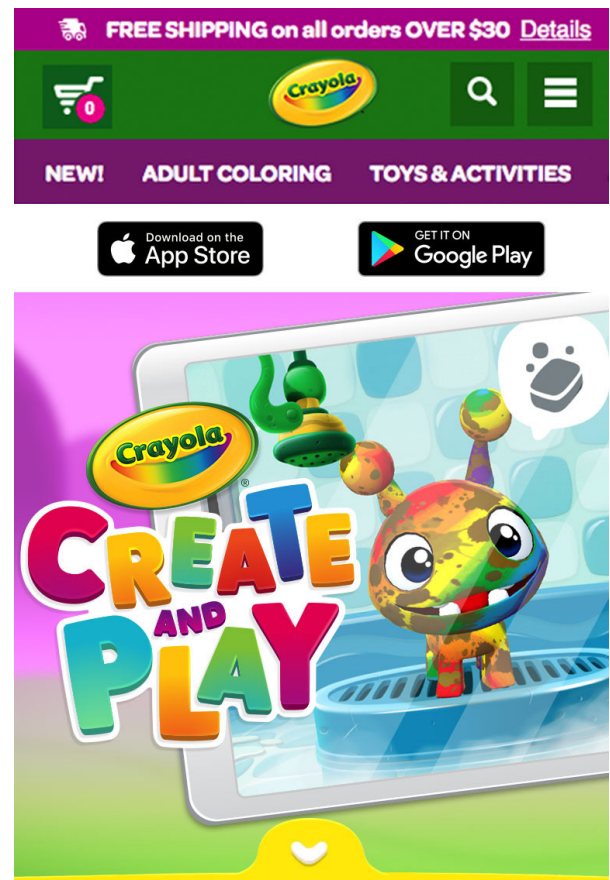
Large desktop / laptop: medium (lg) = 1200px and up

Web design templates are available upon request.

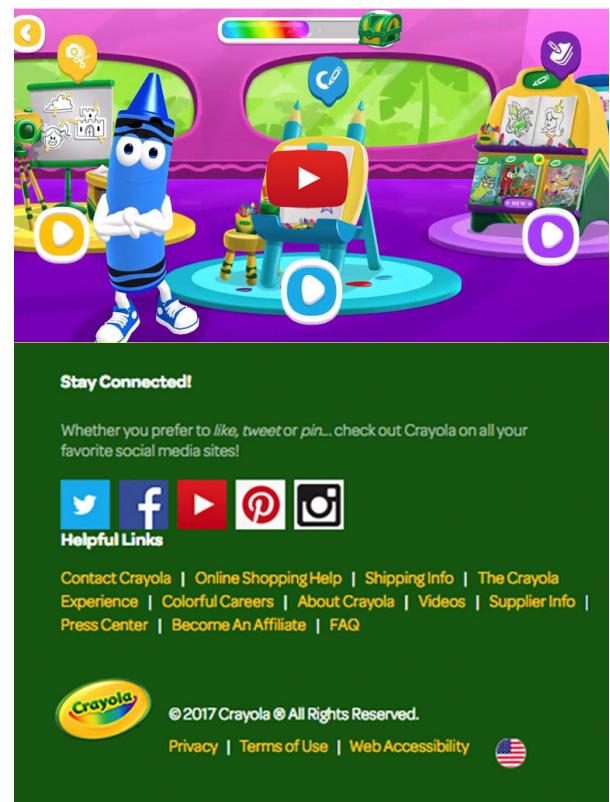
All elements on mobile should be responsive and backgrounds should be repeatable.

Text should follow wcag 2.0 high contrast readability standards.

Image file sizes should be under 150k per image but not at the expense of image quality.



See a sneak peek of the app!





## Examples - Splash Page Desktop

### EXAMPLES

#### 1. Banner ad area

Promotional area that can be turned on and off.  
Limited text and cta.

#### 2. Hero Section

16:9 full width video with full image, logo and h1 overlay

#### 3. Carousel Section

3 up mobile version of carousel

#### 4. Featured Section

Full width 16:9 image with headline and cta overlay (optional)

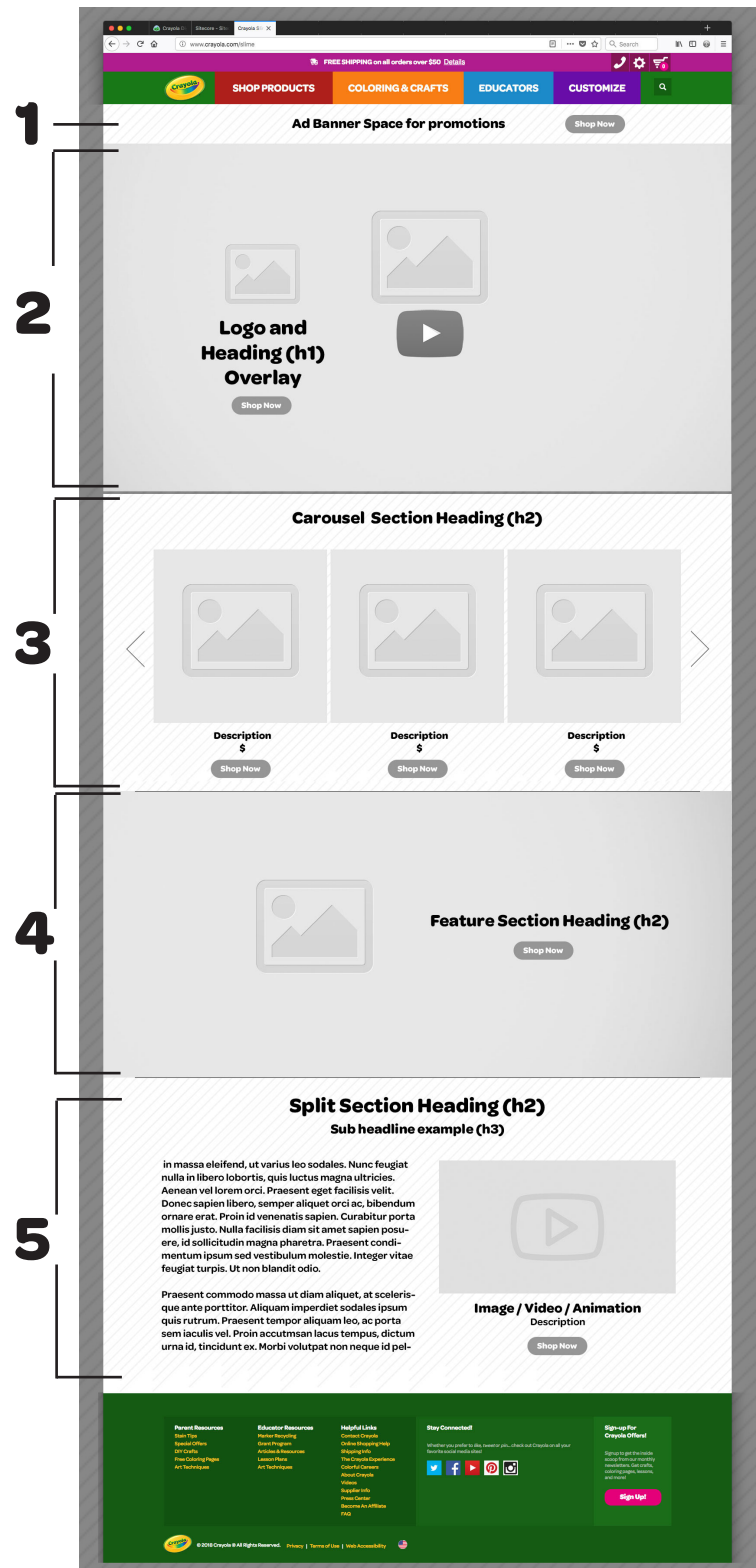
#### 5. Split Section

2 column (bootstrap) section split 50%

#### Live examples:

<https://www.crayola.com/app>

<https://www.crayola.com/color-chemistry>



# Designing for Crayola.com



## Examples - Splash Page Mobile

### EXAMPLES

- 1. Banner ad area**  
Promotional area that can be turned on and off.  
Limited text and cta.
- 2. Hero Section**  
Square image with logo and CTA “baked in”
- 3. Carousel Section**  
1 up mobile version of carousel
- 4. Featured Section**  
Square image with headline above
- 5. Split Section**  
Stacks vertically on mobile

#### Live examples:

<https://www.crayola.com/app>

<https://www.crayola.com/color-chemistry>

1

2

3

4

5

