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Compact Guide to Web Design

Designing User Interface Elements



Preface

When designing user interface elements of a website, such as headers, there are a number of things to consider that are difficult to find on the Internet and have not been mentioned in any book to date. Until now: this book is the result of three years of research that can save you the time-consuming search for helpful best practices.

In this book, you will learn how to design visually appealing and user-friendly interface elements for websites. First, the most important basics of web design are explained, including topics such as color schemes, responsive web design, and usability (see Chapter 1). This is followed by descriptions of the purpose of user interface elements and over 450 best practices for using them (see Chapters 2 to 7).

You will also find lots of information for reference, such as an overview of suitable fonts (see Appendix A-1), as well as a collection of recommended design systems, blogs, resources, and tools (see Appendix A-2).

As the basis for the book, I searched over 600 online sources and 50 books for best practices and guidelines for the design of websites. In doing so, I included findings from usability studies conducted by companies such as the Nielsen Norman Group and reviewed design systems

from companies such as Google and Apple for universal insights from business practice. I then reviewed more than 1600 UI elements of 200 well-known websites (see Appendix A-3) to see if they correspond to these statements as well as my own findings from web design projects.

By comparing them, I was able to filter out some statements from books and online sources that are now outdated or not generally valid, so only the relevant best practices and guidelines were included in this book.

This book is for:

- ▶ **Web & UI designers:** gain new insights into web design and design inspiration
- ▶ **Media design & interaction design students:** learn the basics for designing websites and best practices
- ▶ **Web developers & computer science students:** learn the purpose and terminology of UI elements of websites

I hope you enjoy reading and have a steep learning curve!

Procedure

The book is based on a four-step process:

STEP
01

Identification of Common UI Elements of Websites

Evaluation of website builders like Elementor and website templates (WordPress and HTML templates)



STEP
02

Evaluation of Best Practices and Guidelines

Among others from web design and usability books, online articles, and design systems



STEP
03

Collection of Visually Appealing, User-Friendly UI Elements

Creation of a collection with over 1600 screenshots structured by UI elements



STEP
04

Comparison of Best Practices and Guidelines with the Collection

Checking the statements for general validity and up-to-dateness as well as filtering out outdated statements





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Website Templates

An Easy Start for You and Your Company
Whether you want to create a website for yourself or for your company, we have the solution for you.



3 Website Layouts



Easy to Customize



Responsive Web Design



Support for all devices

Chapter 3

Typographic Components

Font Categories

For typographic components, use fonts that are easy to read and match the content and audience of the website. Fonts from the following font categories are particularly suitable for websites:

	CHARACTERISTICS	APPLICATION (I. A.)	EXAMPLES
A Sans Serif	Sans serif fonts with a modern, minimalist feel	Sport Technology Start-ups	Montserrat Fira Sans Lato
A Serif	Traditional or classic looking fonts with serifs	Cosmetics Banking Science	Lora Crimson Alegreya
A Slab Serif	Thick fonts with block-like serifs	Advertising Technology Automotive industry	Arvo Zilla Slab Bitter
A Script	Handwritten look, elegant, feminine fonts	Fashion Wedding themes Baby themes	Olivier Cookie Pacifico
A Decorative	Fonts with highly stylized, eccentric letterforms	Products for children Food	Baloo Chewy Medula One

Fonts from the categories sans serif and serif are suitable for both body text and headings. Fonts from the categories slab serif, script, and decorative are especially suitable for headings. Because of their good legibility, fonts from the sans serif category are most often used on web pages.

Examples of Appropriate Font Combinations



Fonts from the Same Font Family

Fonts from the same font family have the same or similar anatomy and can therefore be used well together, e.g. Museo 700 and Museo Sans 700.



Serif Font with Sans Serif Font

Another well-suited font combination consists of a serif font like TheSerif with a sans-serif font like Source Sans Pro.



Curved Font with Subtle Font

Curved fonts like Playball can be combined well with subtle fonts like Calisto MT.



Wide Fonts with Narrow/Normal Fonts

Wide fonts like Montserrat provide an appealing contrast to narrower or normal fonts like Source Sans Pro.



Fonts with Uniform Line Thickness

Fonts with a uniform line thickness, such as DIN Engschrift and the font Segoe UI, can also be combined well.



Fonts with Similar X-Heights

The more similar the height of lowercase letters without ascenders and descenders, the better the fonts match (e.g. Helvetica Neue and Playfair Display).

3.1 Headings

Typographical elements that are prominently placed next to the body text



Purpose of Use

Headings can be used

- to lead the reader to the content he is looking for
- to increase the readability and comprehensibility of texts
- to arouse the reader's curiosity
- to divide longer body texts into short text sections
- as an eye-catcher

Typical Components

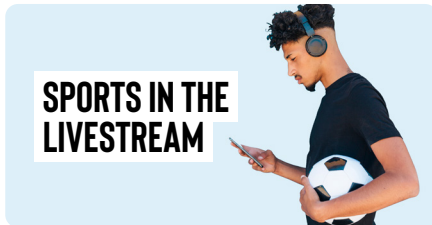
- 1 Eyebrow heading (optional):**
to highlight a topic
- 2 Main heading**
- 3 Subheading/subline (optional):**
to move less important words out of the main heading or to keep the main heading short

Techniques for Short Headings

Short headings are more eye-catching, look better, and can lead readers to the content they are looking for more effectively than long headings. The following techniques can be used to keep headings short:

Narrow Font and/or Reduced Letter Spacing

A narrow type style is especially useful for longer headings to save space. Reduced letter spacing also reduces space requirements.



Replace Conjunctions with Shorter Characters

For example, use the character "&" instead of the conjunction "and" or a slash (/) instead of the conjunction "or".

**Forever
& Ever**

Moving Words from Heading to Eyebrow Heading or Subheading



**Summer Offers: 60 %
Cheaper Sunglasses**



SUMMER OFFERS
**60 % Cheaper
Sunglasses**

Omission or Smaller Design of Less Important Words

Articles (the; a, an) should be avoided in headings. If articles cannot be avoided, they can be set smaller.

The same applies to prepositions such as "in" and other less important words such as additions in brackets.

THE EARLY BIRD
LABRADOR / Retriever

Best Practices for Main Headings and Subheadings

Reduced Letter Spacing

Reduce letter spacing in main headings so that words appear more compact and are more clearly perceived as belonging together. With normal letter spacing, main headings usually look too airy, especially if the font is very large.



Heading



Heading

Consistent Typeset Edges

For left-justified main headings, make sure that the typeset edges are consistent. Shift very large headings slightly to the left to align the typeset edge with the following lines.



Main Heading

Follow-up line



Main Heading

Follow-up line

No Justification

Do not use justification in headings. This way you can avoid irregular spacing between words in the heading.



Heading with Justification and Irregular Intervals



Heading with Justification and Regular Intervals

Subtle Design of Subheadings

Make subheadings more subtle than headings so that they do not draw too much attention away from the heading. It is usually best to use a much smaller font than for the heading.

Swimming with Sharks

Travelogue of a snorkeling trip some miles off the coast of Oahu

Large Font Size

Design the main heading in a large font size so that it stands out clearly from the surrounding elements and catches the reader's eye.



Short Main Heading

Keep main headings as short as possible for the reasons given on page 55. According to Nielsen & Loranger (2006), main headings should contain a maximum of 60 characters.



Example of a Too Long Main Heading, which Contains over 60 Characters

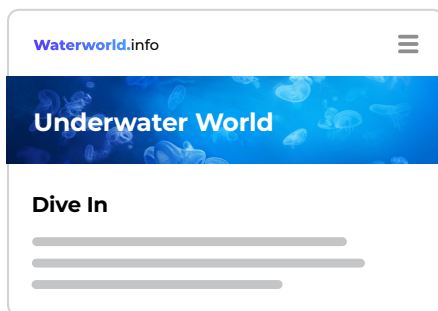


Main Heading with less than 60 characters

Best Practices for Page Titles

Eye-Catching Design

Make the page title stand out so that it is noticed as one of the first page elements and cannot be confused with subheadings. For this purpose, consider underlining the page title with a photo.



Integration in Browser Tab Title

Include the page title in the browser tab title to help users navigate between browser tabs. Preface the page title in the browser tab if it also contains the website title. This helps avoid that all or part of the page title are hidden when users have a large number of tabs open in the browser.



Compact Guide to W x Compact Guide to W x



News - Web Design C x Contact - Web Desig x

Best Practices for Eyebrow Headings

Highlighting a Topic or Category

Use eyebrow headings with long main headings that do not contain keywords from the associated text to highlight a topic or category. This way, users only have to read the eyebrow heading and not the entire heading or even the entire text to figure out the category or topic. Don't use an eyebrow heading if the main heading is short and contains multiple keywords.

SMARTHOME

Your Home. Easy. Smart.

Short Eyebrow Heading

Keep the eyebrow heading short. A single word is ideal.



THE PERFECT IDEAS FOR DINNER

Haute Cuisine



COOKING

Haute Cuisine

Smaller Font than for Heading

Set eyebrow headings smaller than the heading. Make sure the font is still legible and sufficiently separated from the heading, e.g., by



Boldface



UPPERCASE



Colored Font



COLOR AREA

Increased Letter-Spacing for Uppercase Letters

Use increased letter-spacing for eyebrow headings in uppercase letters. According to UX Movement (2016), this gives the edges of each word a tooth shape instead of a straight line, making them easier to read.



SPACING

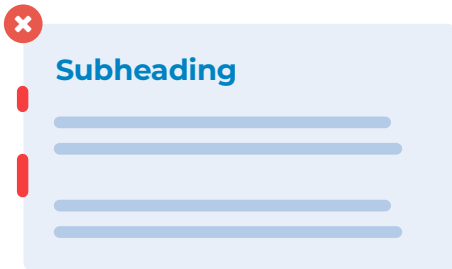


SPACING

Best Practices for Subheadings

Clearly Assigned Paragraphs

Make sure that the paragraphs are clearly assigned. Choose the same or a slightly larger space between the subheading and the following text than between the paragraphs. This makes the subheading and the paragraphs of a section of text seem to belong together.

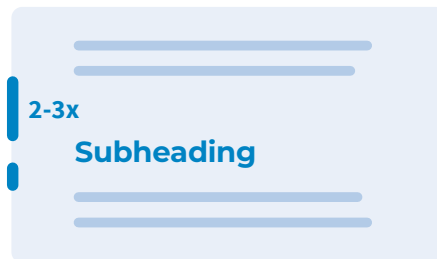


Bold/Semibold Font

Format subheadings in a bold or semibold font style so that they stand out clearly from the body text.

Placement Close to the Related Text Section

Place subheadings near the related text section. Placing a subheading closer to the related text section than to the preceding text section makes it clear to which section the subheading belongs. The space above a subheading should be about two to three times the space below the subheading.

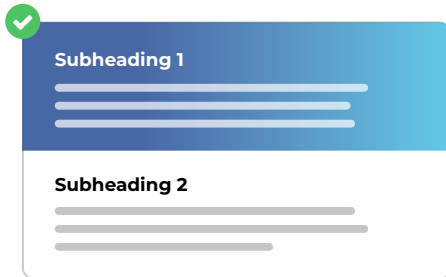
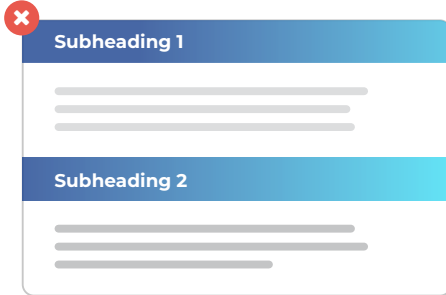


Avoid a Repetition of Words in Consecutive Subheadings

Avoid word repetition in consecutive subheadings, such as "Conclusion of topic 1" and "Conclusion of topic 2", as this affects the readability of the subheadings. In this example, the user does not get new information until reading the fourth word.

No Color Stripes

Avoid color stripes behind subheadings, as different background colors make subheadings and related text look like separate elements.



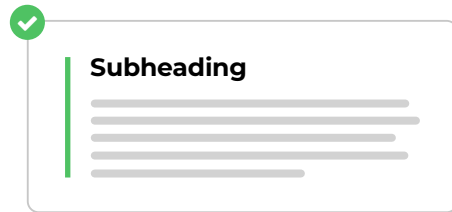
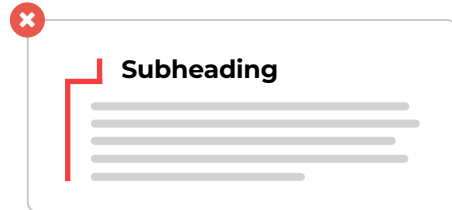
No Word Separations

Avoid separating words in subheadings. Separated words are recommendable only when the word parts can stand alone, e.g., in word compounds.



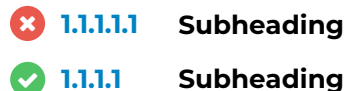
Left Alignment

Left-align subheadings. Left alignment helps users quickly search a page for relevant words because the edges of text blocks are consistent.



Maximum of Four Numbering Levels

Use a maximum of four levels of numbering. According to Willberg & Forssmann (2010), more levels overwhelm the reader. The German standard DIN 1421 stipulates that numbering should have a maximum of four levels.



Best Practices for Font Size

Always use a larger font size for headings than for body text so that they stand out from the body text and attract the eye more. It's a good idea to create a heading hierarchy based on a type scale calculator like the one at type-scale.com, where the font size of each next larger heading level is multiplied by a certain factor. As recommended by Joseph Mueller (2018), hierarchy levels should be based on website type:



H1
H2
H3

Marketing Sites

For marketing pages, there should be a large contrast between the hierarchy levels, for example, by formatting the next largest heading 1.618 times larger according to the golden ratio. The large headings help guide the user through the page and direct them to the most important information.



H1
H2
H3

Informational Websites and Blogs

For informational websites and blogs, a medium contrast ratio is recommended, such as a factor of 1.333. This helps avoid unnecessary line breaks and saves space. With a smaller font, more words fit in one line (e.g. in a headline of an article).



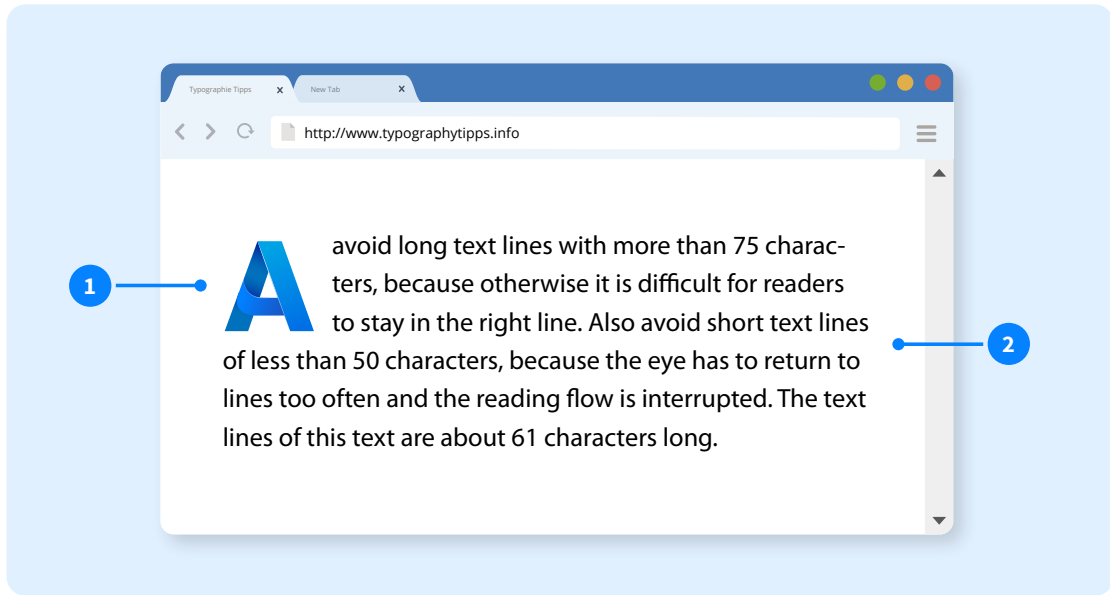
H1
H2
H3
H4

Product Pages and Dashboards

Product pages and dashboards (user interfaces for data visualization or system administration) require a large number of font sizes. For this reason, a relatively low size contrast between the hierarchy levels is suitable on these pages, e.g. with a factor of 1.125.

3.2 Body Texts

Texts of a website without headings, figures, tables, and similar items



Purpose of Use

Texts of blogs, articles, etc. are formatted as body texts as long as they are not interrupted by headings, figures, tables, and similar items.

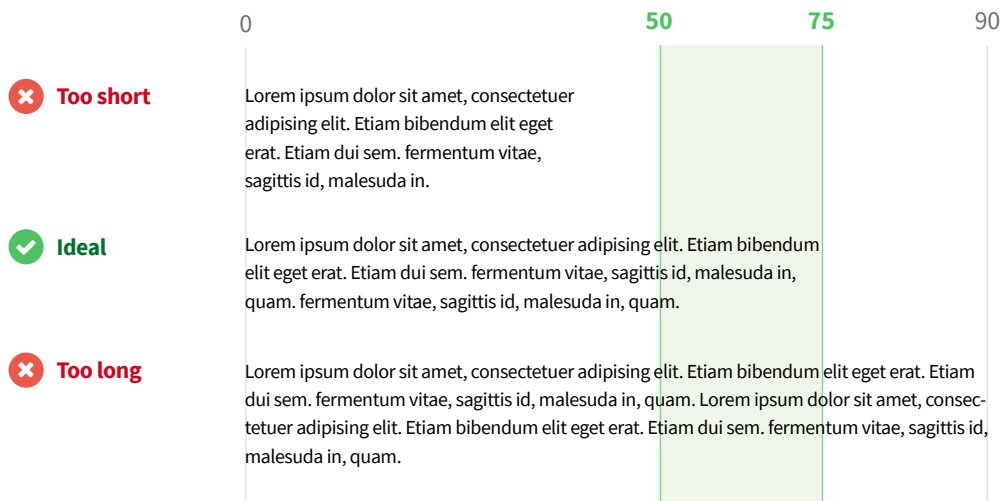
Typical Components

- 1 Drop cap (optional):** to highlight a new section or to provide entry points for the reader.
- 2 Text section/paragraph:** to improve readability and avoid the impression of a monotonous text, longer texts should be divided into small sections. ShoutEx Inc. (2017) recommends sections of two to three sentences each. Nielsen & Loranger (2006) recommend a maximum of five sentences per text section or paragraph.

Best Practices for Optimizing Legibility

Appropriate Line Length

Avoid very short or very long lines of text. Very long lines of text make it difficult to stay on the right line. Very short lines of text require the eye to return to the lines too often and interrupt the flow of reading. A line length between 50 and 75 characters is recommended.



Readable Font, Appropriate Line Spacing, and Sufficient Color Contrast

Use a legible, neutral font, such as one of the fonts marked with an asterisk in Appendix A-1. Ensure that the font contrasts sufficiently with the background (see page 17). Use line spacing between 140 and 170% of the font size.

No Justification

Avoid justification. Justification without hyphenation can create large, unsightly gaps in blocks of text.



This is a slightly longer example text that demonstrates the influence of justification on the readability of a text.

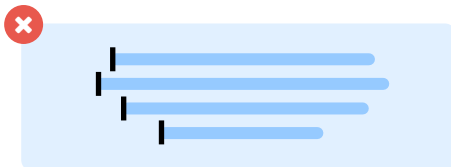
Sufficiently Large Font Size

Use a sufficiently large font size. Taking into consideration the following specifications, a font size between 13 and 18 pt is recommended.

SOURCE	FONT SIZE
Material Design (Google)	Standard: 16 pt Small: 14 pt
Human Interface Guidelines (Apple)	Standard for iOS: 17 pt; Standard for macOS: 13 pt
WCAG 2.0 Standards	18 pt

Left Alignment

Align especially long body text flush left. Avoid long, centered body text, as the inconsistent edges of the text block can make it difficult to read and look messy.



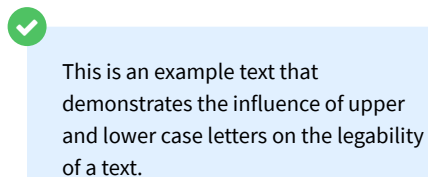
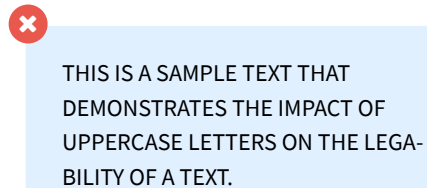
No Maximum Black and White Contrasts

Avoid maximum black and white contrasts. Instead, use softened versions, such as dark gray rather than jet black text on a white background, or black text on a light gray background. This softening of contrast makes the text on the screen both easy to read and pleasing to the eyes.



No Long Texts in Capital Letters

Avoid displaying long texts entirely in capital letters. Such texts are less legible and appear obtrusive.



Other Best Practices



Embedding Long Texts Only in PDF Version

Due to factors such as screen distance and backlighting, texts are easier to read in paper form than on screen. Therefore, provide very long texts as PDF files - preferably in the common format of the country like DIN A4 or US Letter, so that the PDF file can be printed without page adjustment.

No Underlining

Do not use underlining in body texts. The use of unlinked, underlined words in body text is discouraged because they may be mistaken for links.

Underlined words can easily be mistaken for [links](#), especially colored words.

Few Words in Bold Font

Highlight only individual words of a body text by using bold type. In this way, the words in bold do not distract you while reading and do not disturb the flow of the text.

Highlight only a **few words** of body text in bold. This way, the words in bold do not disrupt the flow of the text.

Visual Relief

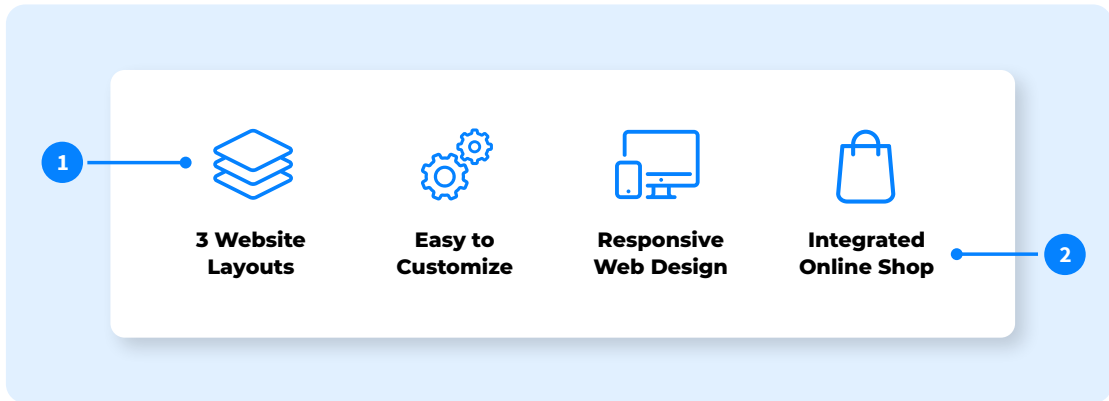
Provide visual relief to make long texts more inviting and avoid the impression of monotonous text, e.g. by using illustrations, lists, or initials. If visual relief through visual elements is not an option, you can also avoid the impression of monotonous text by hiding longer texts after a few lines by default and only displaying the full text when you click on a text link such as "Read more".

This example shows a text that is hidden after a few lines. Only by clicking on the text link below it, the full text is displayed. This can avoid the impression of a monotonous text.

[READ MORE](#)

3.3 Lists

Enumerations or numberings to represent successive steps or items



Purpose of Use

Enumerations, according to Nielsen & Loranger (2006), should be used to highlight four or more bullet points in no fixed order. They have the following purposes:

- easier comprehension of content
- easier selection of relevant passages by the user
- visual relief to make texts more inviting
- enabling the user to scan the website instead of reading it

If the order or number of elements is important (e.g. step-by-step instructions), numbering should be used instead.

Typical Components

1 Icons: Please keep the following in mind when using icons:

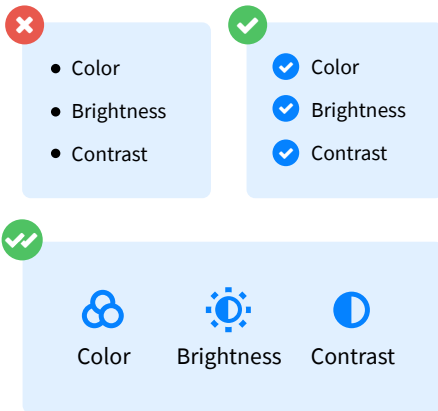
- use of icons whose meaning is easier to recognize than when reading text
- consistent shape, color, and size so that icons are perceived as belonging together (e.g. from the same icon set; see page 35)
- shapes and colors that match the style of the website
- clearly distinguishable icons

2 Texts/list items

Best Practices for Lists

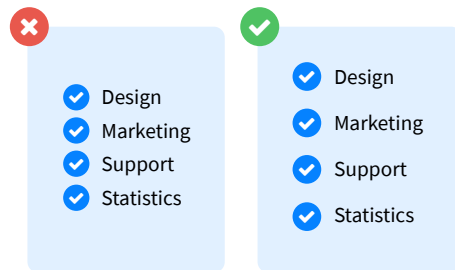
Usage of Icons

Use icons instead of bullet points when there are icons that fit the list topics and aid comprehension. This helps to highlight the content of lists. Icons can also help lists stand out from body text.



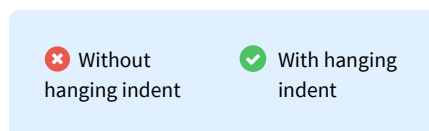
Generous Spacing between List Items

Provide generous spacing between list items to maintain a clear and readable list and to visually separate list items. Use larger line spacing than for body text.



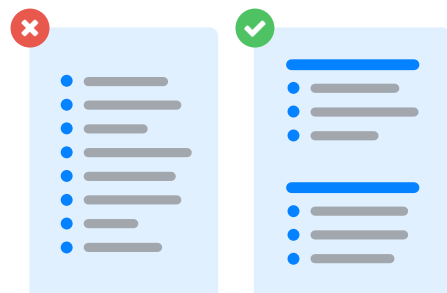
Hanging Indents

Use hanging indents for vertical lists. With a hanging indent, the first line is left-aligned and subsequent lines of text are indented slightly to the right.



Avoidance of Very Long Lists

Avoid very long lists. Grant (2018) recommends splitting lists with more than 7 items into smaller groups, as most users can remember a maximum of 7 items.



Separated Numbers/Icons

Make sure that numbers or icons stand out from the list items. For numbers, you can achieve this, for example, by using a colored box in the background, a larger font size, or a different color.

01

Heading

This is an example text.

01.

Two-Line
Heading

01 **Single-Line Heading**

Similar Line Lengths

Make sure that the line lengths are similar to achieve a smooth, uniform-looking typeface. Also, structure each list item in the same way, such as starting each list item with a noun or verb.



- ✓ Sleeping bag
- ✓ Swimsuit for our trip to the waterfalls
- ✓ Sunscreen



- ✓ Sleeping bag
- ✓ Swimsuit
- ✓ Sunscreen

Capitalized First Word

Capitalize the first word in list items. This makes it easier for the user to scan the list. This formatting is recommended by Loranger (2017b) and others.



- ✓ email
- ✓ phone
- ✓ visit



- ✓ Email
- ✓ Phone
- ✓ Visit

No Articles

Do not use articles in lists. This makes it easier to distinguish and scan bullet points.



- ✓ the city
- ✓ the country
- ✓ the river



- ✓ City
- ✓ Country
- ✓ River

Best Practices for Icons in Lists

Consistent Shapes

Make sure that icons have consistent shapes. If necessary, enclose icons with different basic shapes in a background shape so that they look consistent and proportional to each other.



Email

Send us an email



Visit

Visit us



Email

Send us an email



Visit

Visit us

Top or Left Placement

Place icons to the left of the text or above the text. This way, users will see the icon first and then the associated text.



Heading



Optical Balance

Visually align icons in background shapes when a mathematically exact centered alignment does not look balanced. For example, move a triangular icon in a background shape slightly to the right to make it look balanced and harmonious.



Sufficient Spacing between Icons and Texts

Make sure there is adequate spacing between icons and list items so that users can easily scan lists. Avoid placing text too close to icons.



Design



Marketing



Support



Statistics



Design



Marketing



Support



Statistics








3.4 Alerts

Banners that draw the user's attention to an important message



Purpose of Use

Alerts are used to provide feedback that applies to an entire page or website. They can be used when

-  an error has occurred
-  a system status could lead to an error in the future
-  users are in offline mode
-  an action has been completed
-  additional information is available or needs to be highlighted
-  user-related notices should be displayed
-  maintenance instructions should be displayed

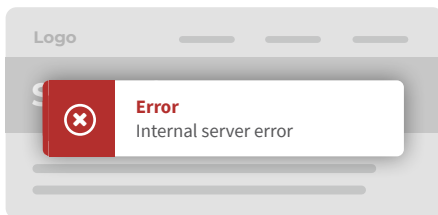
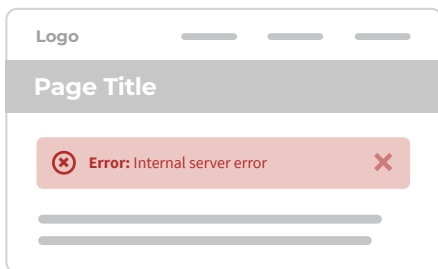
Typical Components

- 1 Accent border (optional):** line in an accent color that can be used on important alerts to attract more attention
- 2 Icon:** has the purpose of communicating the notification status more quickly (e.g., whether it is an error notification or a warning notification)
- 3 Notification status:** e.g. error or warning
- 4 Message**
- 5 Text box:** usually highlighted in a color to make it stand out from the surrounding elements
- 6 Close function:** to close the alert

Best Practices

Prominent Placement

Place alerts in a prominent place so that users do not miss them. For example, place alerts between the page title and the page content. In this case, use an animation that pushes the page content down. Alternatively, you can display alerts in an overlay above the page content.



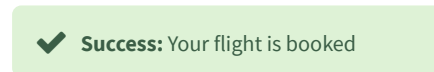
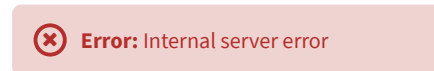
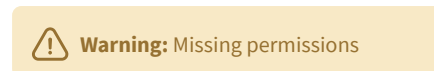
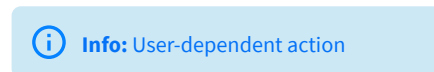
Short Message

Keep the message short to ensure that users do not miss the relevant information in the message and that the alert takes up little space on the page.

Color Coding

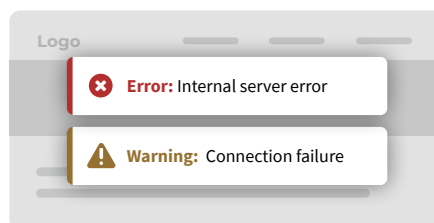
Use color coding to quickly communicate the type of the message. Use colors here that correspond to the notification status:

- ▶ Blue for information
- ▶ Orange or yellow for warnings
- ▶ Red for error messages
- ▶ Green for success notifications



Displaying one Alert at a Time

Display only one alert at a time. Multiple alerts make a page confusing.



3.5 Tooltips & Popovers

Short additional information about an element, displayed by click, tap, or mouseover



Purpose of Use

Tooltips that open on mouseover can be used to provide supplementary information or brief explanations about elements such as form fields, icons, buttons, or labels, like hints on how to fill out a form field. They can also be used to display values in a chart. Popovers, which open with a click or tap, can be used to display interactive elements such as links and extensive content.

Tooltips and popovers help make a page feel less cluttered because they only appear when the user needs them. Their advantages over modal dialogs are that they are less distracting and have a close relationship to a single element they link to.

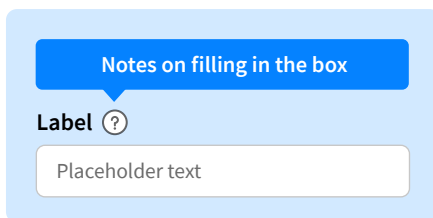
Typical Components

- 1 Tooltip/popover trigger:** link that opens a tooltip via mouseover or a popover via click/tap
- 2 Heading (optional)**
- 3 Content:** short text in tooltips; interactive elements like links, longer texts, lists, or photos in popovers
- 4 Function to close the container:** only used in popovers
- 5 Container:** usually with an arrow pointing to the tooltip/popover trigger

Best Practices

Compact Size

Include only short sentences or keywords in tooltips, as longer texts are difficult to read in them. Agrawal (2019) recommends less than 150 characters. Atlassian (2017a) recommends a maximum of 2 short sentences. Longer texts can also be inserted in popovers. However, make sure that popovers do not cover more than a third of the screen so that the link to the element they refer to is recognizable.

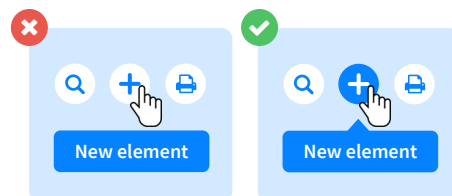


Displaying one Tooltip or Popover at a Time

Never display more than one tooltip or popover at a time, otherwise the pages will look cluttered and confusing.

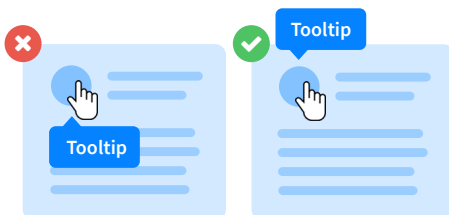
Clear Allocation to the Element they Refer to

Make sure that tooltips and popovers are clearly related to the element they refer to. Therefore, display the tooltip or popover near the related element and add an arrow to the container if there are multiple elements nearby.



Do not Hide Important Things

Position tooltips and popovers so that they do not hide information that is relevant to the user.

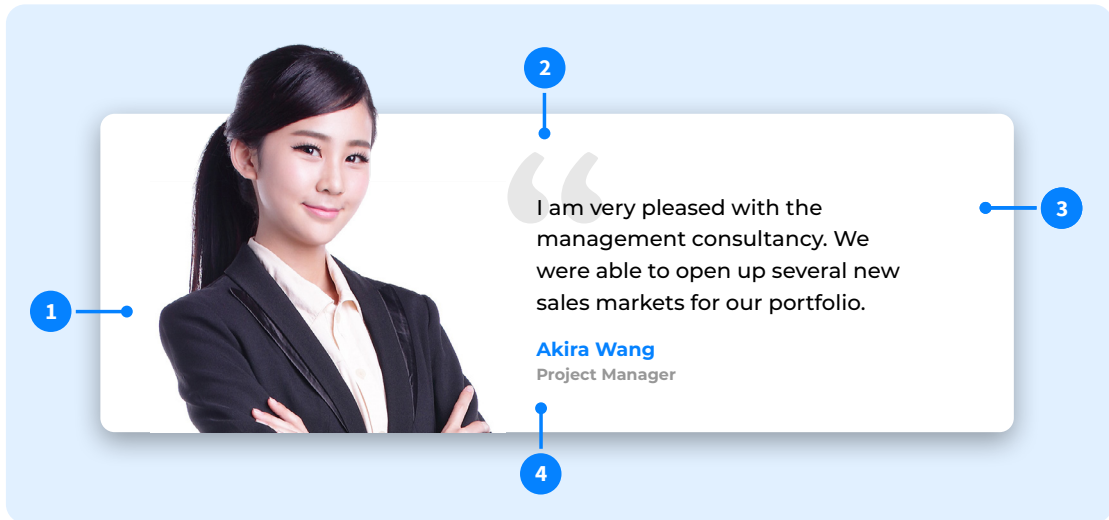


Smooth Fade-In and Fade-Out Effect

Fade tooltips and popovers in and out with a smooth animation to avoid an abrupt effect.

3.6 Testimonials

Statements used for advertising purposes by persons who support a product or service



Purpose of Use

Testimonials are used to increase the credibility of a website, product, or service. On a landing page, for example, you can additionally encourage customers to download a free demo version of a product.

Testimonials can describe how a product solved a particular problem or how it helped solve the problem. This not only puts the reader in the customer's shoes but also helps them learn more about the features of a product or service.

Typical Components

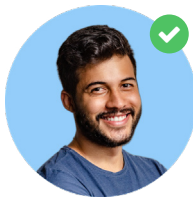
- 1 **Portrait photo (optional)**
- 2 **Closing quotation mark (optional):** is often displayed enlarged
- 3 **Quote:** should refer to a key feature of the product or service; should be left-aligned, especially for longer quotations, to ensure good readability
- 4 **Full name and job title of the person quoted:** can be supplemented by professional branch, company, or Internet address

Best Practices

Authentic Portrait Photo

Use a portrait photo that has the following characteristics:

- ▶ authentic photo for a believable effect
- ▶ look into the camera to make users feel involved
- ▶ happy facial expression to express satisfaction with the product or service
- ▶ low-contrast or removed background to draw attention to the person



Appropriate Design

Match the design of the quote to the style of the website and the tone of voice of the content.



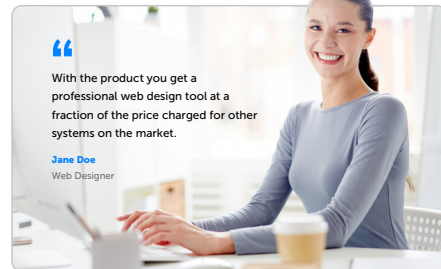
The software is the right choice for me because of its user-friendly and modern interface.

John Doe
Web Designer



Proof of Authenticity

If possible, substantiate the authenticity of the testimonial to users by providing the full name and a portrait photo to strengthen the credibility of the quote. Credibility can additionally be strengthened by the job title.



Short Text Excerpt

For an appealing design, you should use a text excerpt with a maximum of two to three sentences. Longer testimonials should only be displayed by clicking on a text link such as "Read more".



Patrick Meier

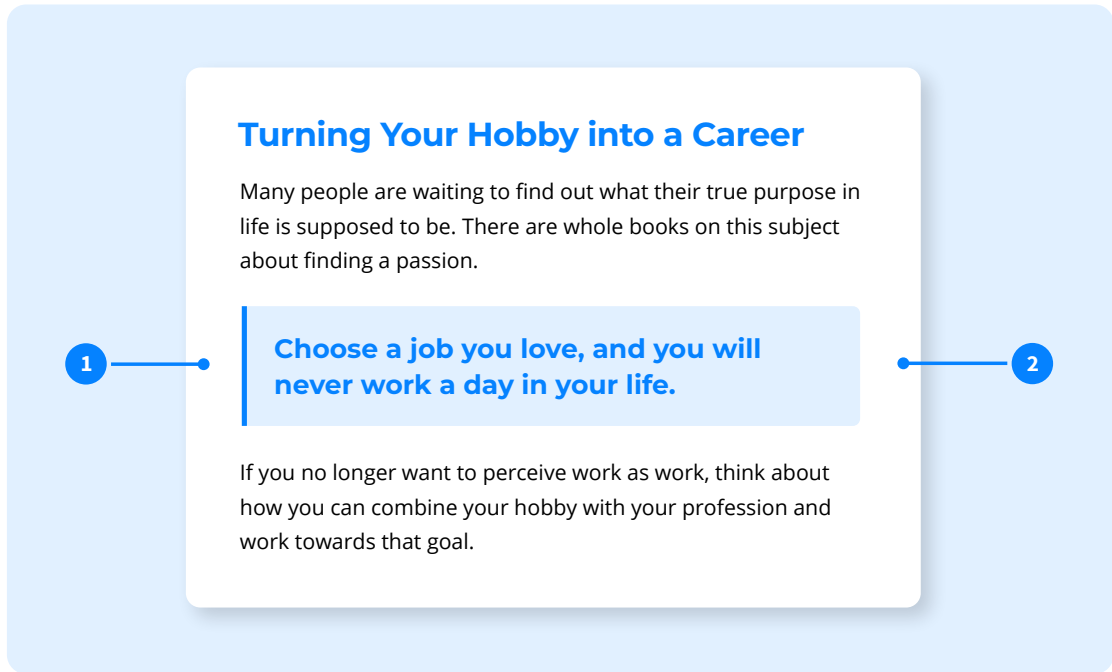
Manager company xy

Since the relaunch of our online store, our sales have increased by 200%, which is truly an amazing increase in sales.

[READ MORE](#)

3.7 Pull Quotes

Highlighted important text excerpts



Purpose of Use

Pull quotes are short excerpts of text that are used to highlight important ideas in a text using typographical means such as a larger font size. Pull quotes can be used for the following purposes:

- to make readers curious about text
- to help readers visually scan the page
- to make long texts less monotonous
- to better convey a text's message

Typical Components

- 1 Accent border or text box with a background color (optional):** to emphasize the pull quote
- 2 Quote:** usually formatted in a larger font size than the body text; a short text excerpt should be used for an appealing layout; Scott (2015) and Pilcher (2013) recommend a text excerpt of up to two sentences, Bear (2019) recommends a maximum of five lines of text

Best Practices

Sufficient White Space

Make sure that the pull quote stands out sufficiently from the body text. Most important is sufficient white space around the text excerpt. Tilda Publishing (2018) recommends 75-120 pixels of white space from the surrounding body text. In addition, the following can be used:

- large and/or colored font
- different font
- large quotation marks
- text indentation
- box with background color



Consistent Alignment

For left-justified pull quotes, do not use opening quotation marks in the body of the text so that the alignment looks consistent. If necessary, add a closing quotation mark before the body of the text to identify it as a quote.



"A logo is good if you can scratch it in the sand with your big toe."

Kurt Weidemann, Typographer, Designer



“

A logo is good if you can scratch it in the sand with your big toe.

Kurt Weidemann, Typographer, Designer

Few Pull Quotes on a Page

Don't use too many pull quotes on a page. Otherwise, pull quotes will lose their appeal and make it difficult to scan the content. The University of Minnesota (2019) recommends a maximum of two pull quotes per page.

Placement within a Paragraph

Place pull quotes within a paragraph (see figure on page 76). Avoid placing pull quotes at the beginning of a section so that the pull quote is not confused with a heading or subheading.

3.8 Badges

Labels which hold small amounts of information

	NAME	SALARY	LOCATION	STATUS
	Svenja Mueller Graphic Designer	\$35,000	Bremen	Approved
	Patrick Meier Programmer	\$38,000	Hamburg	Approved
	Peter Beck Illustrator	\$40,000	Cologne	Rejected

Purpose of Use

Badges are used to highlight important, small pieces of information and allow quick scanning. They can be used as a pure circular shape without labels or numbers to indicate the availability of new or unread items.

Badges with labels are used in tables, among other places, to highlight status information or other important contextual information.

Numbers can also be displayed in badges. For example, you can highlight the number of new or unread items or the number of products added to the shopping cart.

Components

- 1 Shape with fill color:** usually a pill shape or a circular shape
- 2 Label or number (optional):** usually in bold/semi-bold letters and capital letters

Best Practices

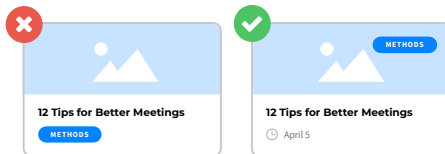
Short Word or Short Number

Ideally include only a single word with a few letters or a number in badges, maximum 2 words. Lengthy or multi-line badges do not look appealing.



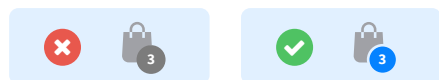
Minimized Danger of Confusion with Buttons

Do not place badges in areas where users expect buttons, and make them smaller than buttons to minimize the risk of confusion.



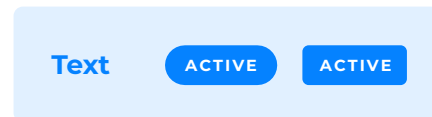
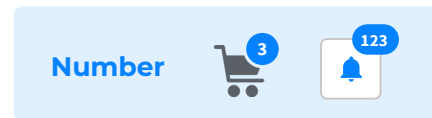
Clear Separation of Icons

Provide clear separation when badges are displayed over icons so that the icon is recognizable as a distinct form.



Adapted Shape

Match the shape and size of badges to the content. Use a circular shape for single-digit numbers and a pill shape for multi-digit numbers. For text, you can use a pill shape, a round shape, or a sharp-edged shape.



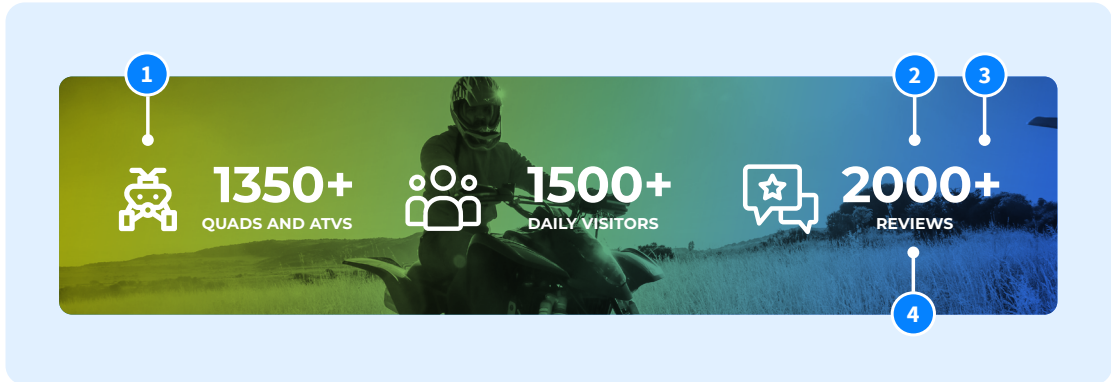
Color Coding

Use color coding for badges with multiple categories. This makes it easier for users to distinguish between categories and notice new or changed items when scanning multiple badges.

Matches	+53
Favorites	+99
Blocked	+3

3.9 Counters

Animated modules used to emphasize important numbers



Purpose

Counters can be used to draw attention to important numbers:

- ▶ **Corporate success in numbers, e.g. numbers of**
 - ▶ customers
 - ▶ employees
 - ▶ awards
 - ▶ projects
 - ▶ years of experience
- ▶ **Promotional numbers on products, services, or events, e.g. numbers of**
 - ▶ reviews
 - ▶ awards
 - ▶ downloads/sales

Typical Components

- 1 Icons (optional):** can be used for better scannability and recognition of content if there are icons that match the topics of the counter and promote comprehension
- 2 Numbers**
- 3 Suffix (optional):** e.g. percent sign, currency, or plus sign
- 4 Title and/or supplementary texts:** usually centered

Best Practices

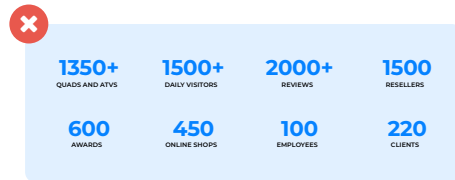
Similar Line Lengths

Be sure to use similar line lengths for numbers and titles to achieve an appealing, harmonious design. To this end, for example, the number 100,000 can be formatted as "100K".



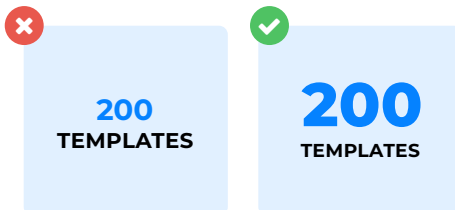
Up to 6 Numbers

Highlight only a few, important numbers with counters. A maximum of 6 numbers is recommended, otherwise the user will have to scroll a lot in the view on smartphones to read all the numbers and associated text.



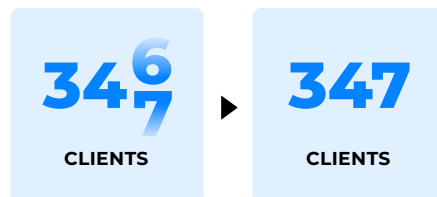
Large Numbers

Design the numbers in a larger font size than the associated text so that they are noticed before the text and to increase the likelihood that website users will memorise the numbers.



Animated Numbers

Implement counters so that when the page refreshes, the numbers count up in an animation from a starting number (usually 0) to a final number. An animation duration of about 2 seconds is recommended.



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Legal Notice

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