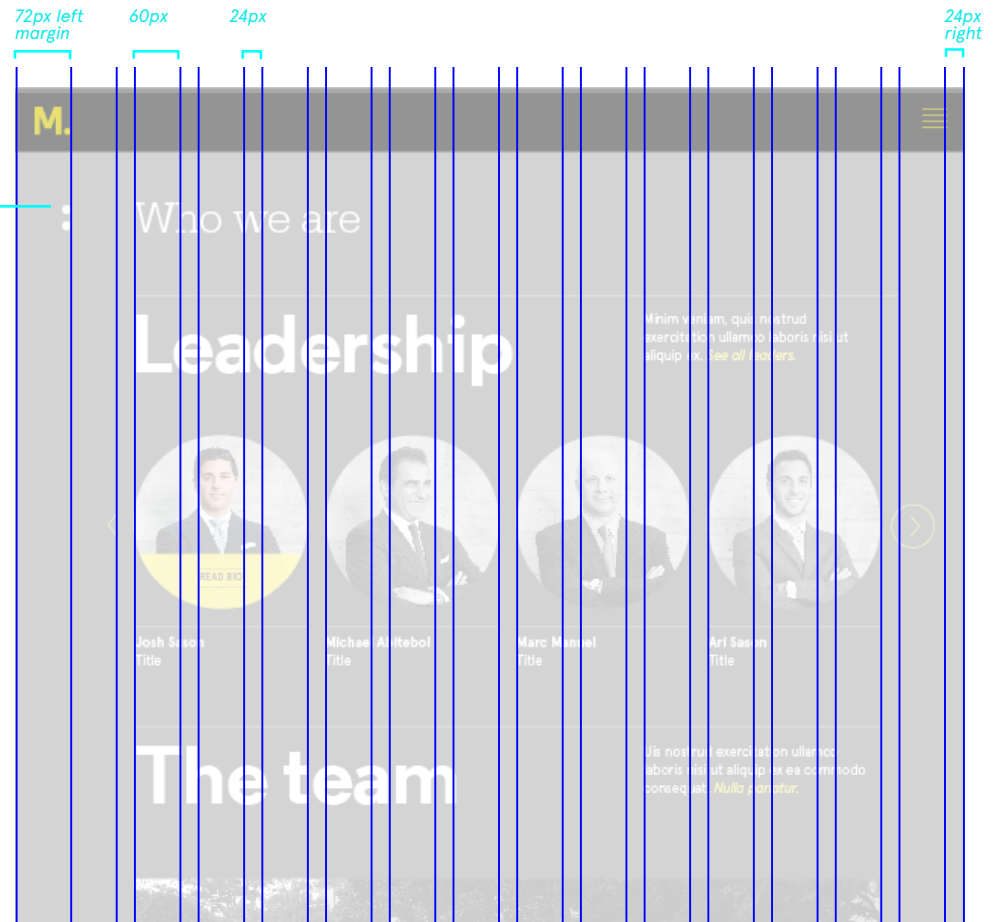# The Grid

14 column grid
60 px columns
24 px gutters
with asymmetrical margins

The white colon that marks each new section header lines up with the right of the "M" logo in the sticky nav. The M logo and the hamburger are 24 px from the top left corner

72px left margin

60px

24px

24px right

M.

: Who we are

Leadership

Minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex. *See all leaders.*

Josh Sason
Title

Michael Alitebol
Title

Marc Manuel
Title

Ari Sason
Title

The team

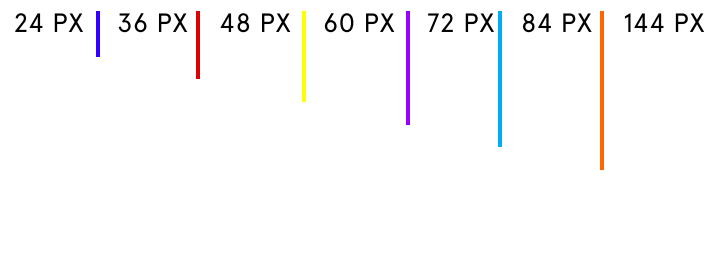Uis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. *Nulla pariatur.*

Increments / Units

The entire site is based on the unit of 12px. This is important to keep a vertical rhythm. For text, all line heights are multiples of 12 (36, 48, etc.) All objects should be spaced and sized (where possible) as a multiple of 12.

Since the site will be built off percentages, please use this scale to create the percentage–based grid.

144 px

12 is the magic number

36 px line

In measuring distances, the spec uses color coding to show the common distances between things. If something is unspecified in the illustrator file, please round it to the nearest multiple of 12.

Please be sure the notes layer is turned on in the illustrator file.

24 PX   36 PX   48 PX   60 PX   72 PX   84 PX   144 PX

Typography Overview

(see AI file for full specs)

HERO TEXT, MENU,
SOME SUBHEADS

Regular Bold

Regular Regular

SECTION HEADINGS

Serifa 45 Light

BODY COPY, BUTTON TEXT

Apercu Bold

Apercu Light

Colors

CHARCOAL #2b2b2b

YELLOW #faed17

BLACK #000

GREY #9F9F9F

type is always charcoal, yellow or white, never black or light grey.

Lines

ON CHARCOAL
1 px #9F9F9F solid

ON WHITE
1 px #9F9F9F solid

ON YELLOW
1 px #636363 solid

TEXT LINK UNDERLINES
2px #faed17

yellow underline is thicker

Buttons

LEARN MORE BUTTON
home page

question: will you do these with CSS or image (SVG or png?)

BASE STATE   HOVER STATE

LEARN MORE

LEARN MORE

NEXT BUTTON, LARGE
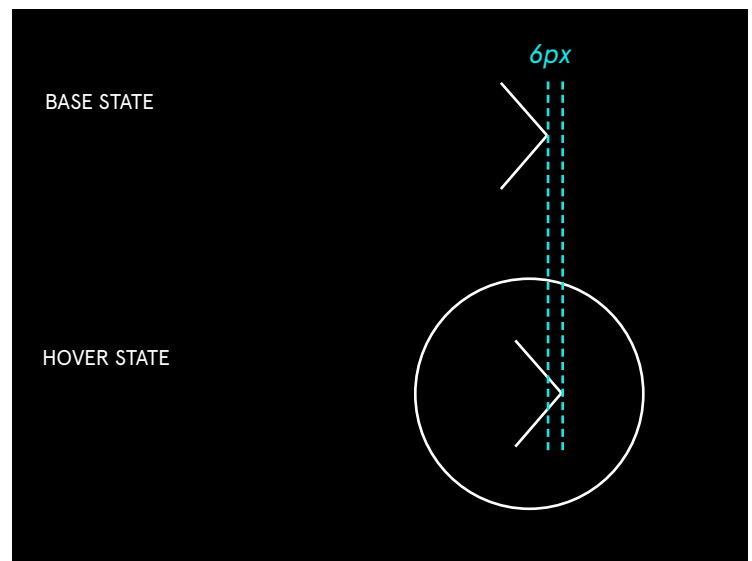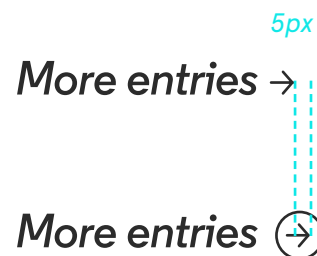*team detail page, hero carousel*

Use SVG files provided for icons

ANIMATION
on hover, circle fades in quickly and then the circle and arrow move 6 pixels in the direction which the arrow points (in the example, the icon moves 6 px to the right)

BASE STATE

6px

HOVER STATE

MORE ENTRIES ARROW ICON
(News & Press, Home page news section, Team detail page next / previous buttons)

Use SVG files provided for icons

ANIMATION
on hover, circle fades in quickly and then the circle and arrow move 5px in the direction which the arrow points (in the example, the icon moves 5 px to the right)

this behavior applies to all "more" or "next / previous" links that are italic with the arrow. examples:

BASE STATE   5px

More entries →

HOVER STATE

More entries ⊕→

← Previous bio   *Next bio →*
← Back to Team   *More news ↓*
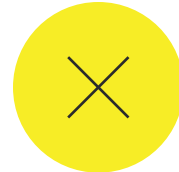
Animation

MENU HAMBURGER

Can middle two lines turn on each other, and the other two fade out? Then, when user clicks close X, the reverse animation happens
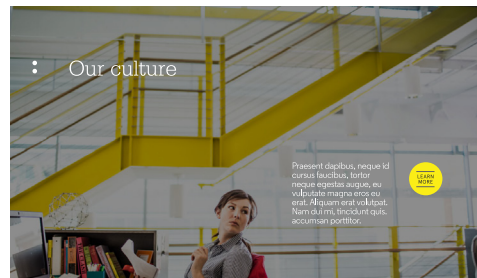
BASE STATE   CLICKED STATE

MAGNA LOGO

animates from mini logo (M.) to full Magna. logo on hover.

M.   **Magna.**

PARALLAX ON FULL WIDTH IMAGE

Images below header image, could we add a slight parallax of 50 px shift. To add some motion.

Our culture

HOW WE ADD UP

Upon roll over, number should turn yellow and additional caption should slide out.

BASE STATE   HOVER STATE

70%   **70%** repeat investments →

HOME PAGE

A few seconds after page loads, the menu icon and the arrow should fade in

Animation

DIVISONS ICONS HOVER

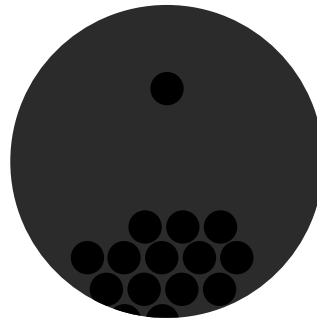*Upon mouse hover, these circles will
animate by loding a gif file that will
animate the dots.*

BASE STATE   HOVER STATE