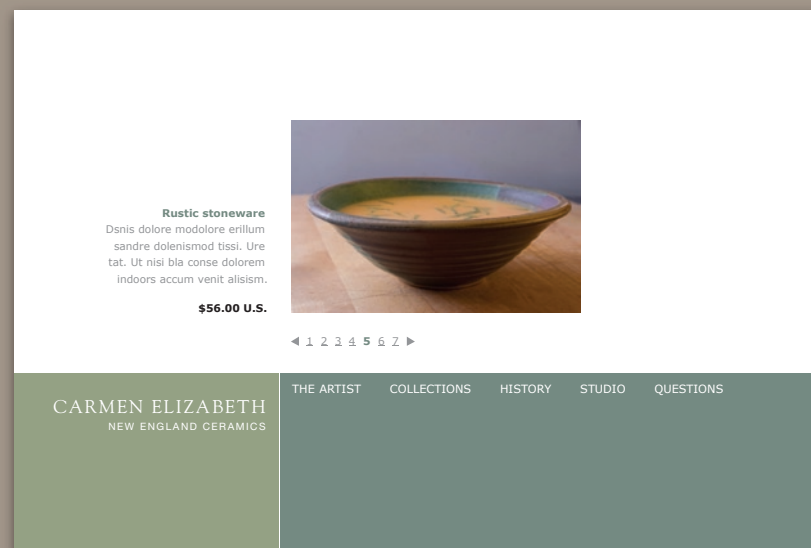


# Small site great format

This simple beauty  
is ideal for professionals  
and small enterprises.

*Continued* ►



# Great format for a small site

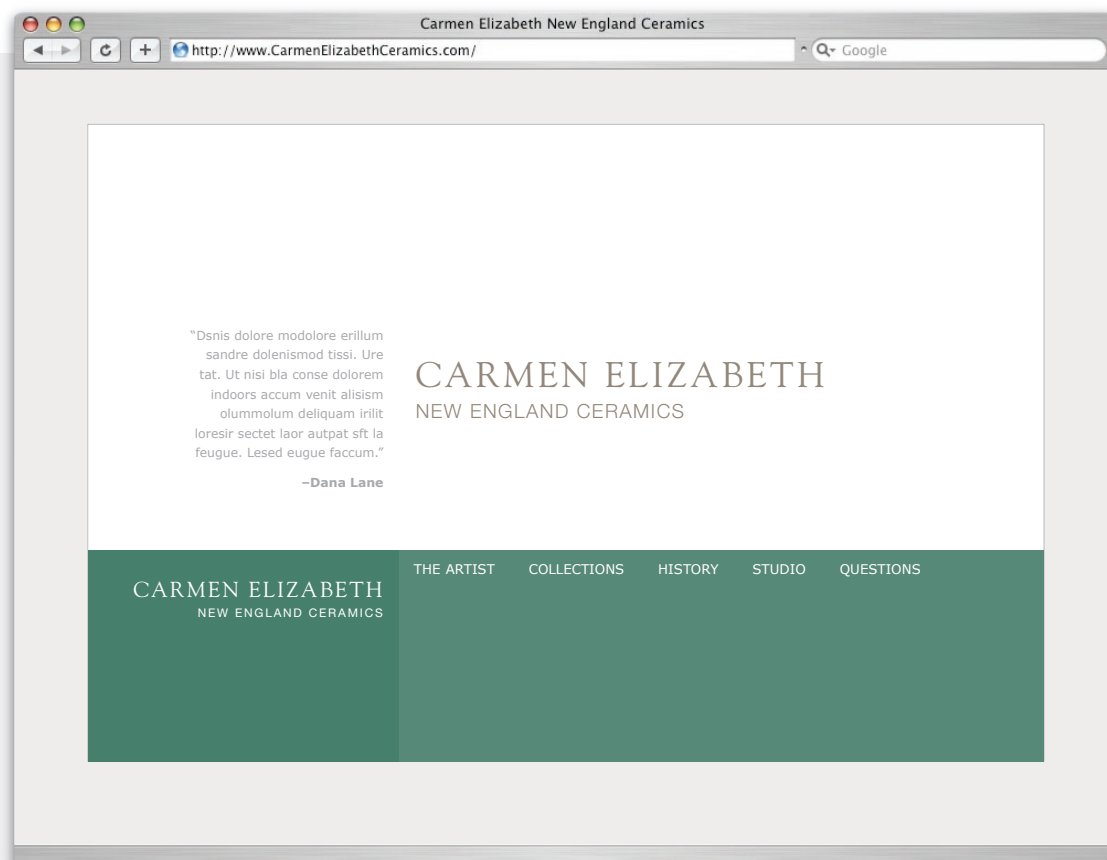
This simple beauty is ideal for professionals and small enterprises.

“But I only need a small site!” How many times have you thought that? If you’re a solo professional or part of a small group, the site shown here is made for you. Its fresh, open space is ideal for short text as well as portfolio or product images. It’s designed to be *beautifully small*; it’s not a half-empty big site. It’s easy to make, easy to maintain and compelling to read. Here’s how to do it.

Side	Main
Logo	Links

## A uniform grid

It looks like two sections—one light, one dark—but it’s really four: presentation areas on top), logo and navigation areas beneath—that remain constant throughout.

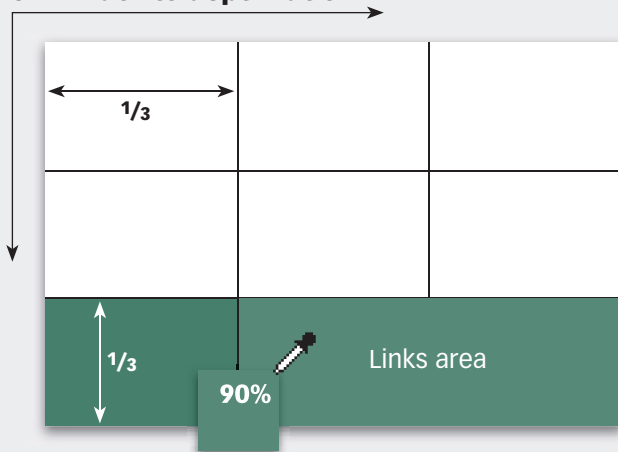


**Handsome typographic title in a field of white conveys quietness and confidence. Its minimal setting sets the tone for the pages to follow.**

## Make the foundation

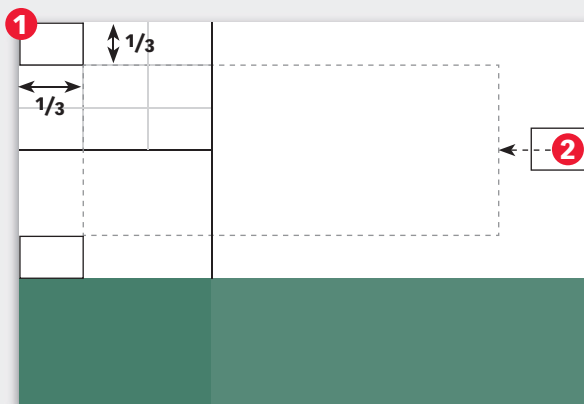
The site is a two-column design on a fixed-size page. You can use our template on page 8. If you'll want a different size (fairly likely), here's how to set it up.

### 3:2 width-to-depth ratio



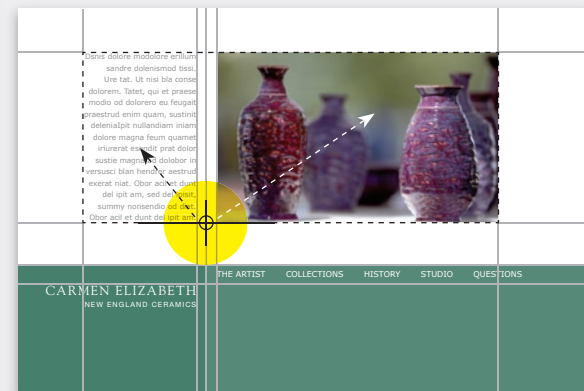
#### Everything's in thirds

Set a fixed-size page with a depth two-thirds its width (for example: 900 x 600 px). Divide the space into thirds both ways. You'll fill the bottom third with a fairly dark color, then lighten the Links area just enough to be different (ours is 90%) and still look like one bar, not separate sections (inset).



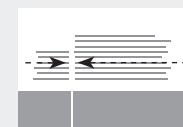
#### Define the margins

(1) Divide the thirds into thirds. Using the third as a guide, draw your margins (dashed line) as shown above. Note that top and bottom come out narrower than left and right. (2) Widen the right margin by 150% (that 3:2 ratio again). By the way, none of these measurements must be exact to the pixel, just close enough to recreate the look of the proportions.



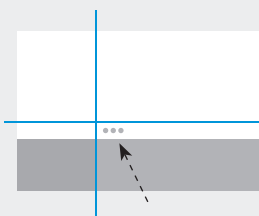
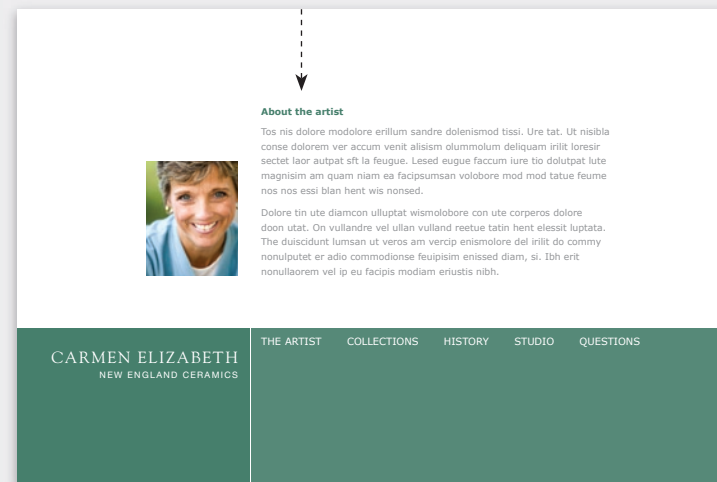
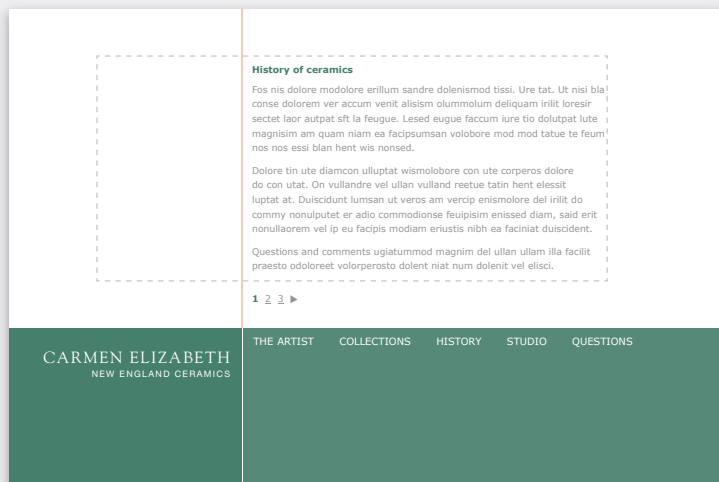
#### Align elements from the bottom up

Think upside down. You'll align text and graphics with the grid intersection highlighted above. *All text and graphics must touch this point.* Text in the left column aligns to the right; text in the right aligns to the left (inset). Logo and links are stationary in the dark bottom band as shown above.



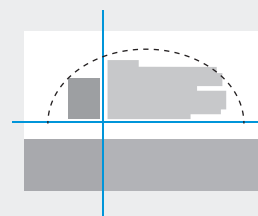
## Place text and graphics

Each page can carry a small amount of text, a few graphics, or some of both. The main elements go on the right, support elements on the left.



### Place the main text

Set the text in one size and typeface but with bold headlines colored to match the bottom bar. Use spaces, not indents, between paragraphs for a flush edge. Place your primary articles in the right column touching the bottom. Stay inside the margins. *Don't fudge*. If you have more text, add pages, and place links where shown (inset).

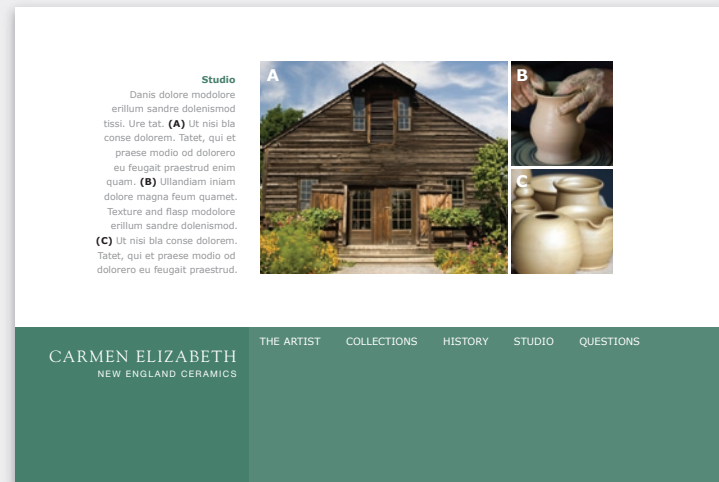
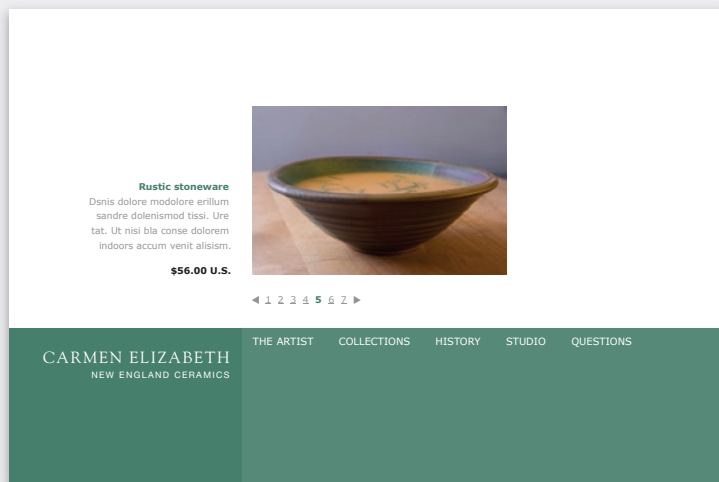


### Place graphics

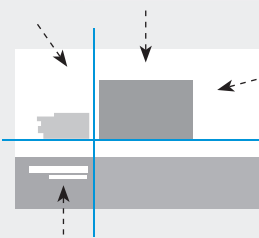
Place small graphics in the narrow left column touching the bottom. Note in this case that neither graphic nor text fill the space. *This is a design technique*. The result is a beautiful arc of open space surrounding the material that makes reading easy.

## Make a gallery

Its open space makes this format excellent for displaying single and multiple images for catalogs, portfolios and so on. Place images on the right, captions on the left.



One big, two small, all square-ish



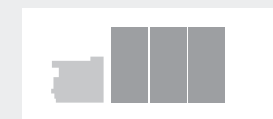
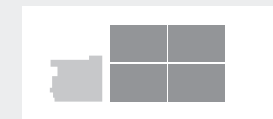
### Small object, big impact

Let the white space work for you. A small image placed in a large space has more impact (and more clarity) than a large image; the space captures your eye and draws it toward the image. The same can be said of the logo. The green space pushes the eye upward, amplifying its presence.

### Multiple images

The design can accommodate two, three, four or more images per page. Arrange the images in a rectangle. Repetitive divisions—all one size or shape—look best. If you want different sizes, make them very different (above). Stay inside the margins. *Don't fudge.*

One size, horizontal



One size, vertical

## The details

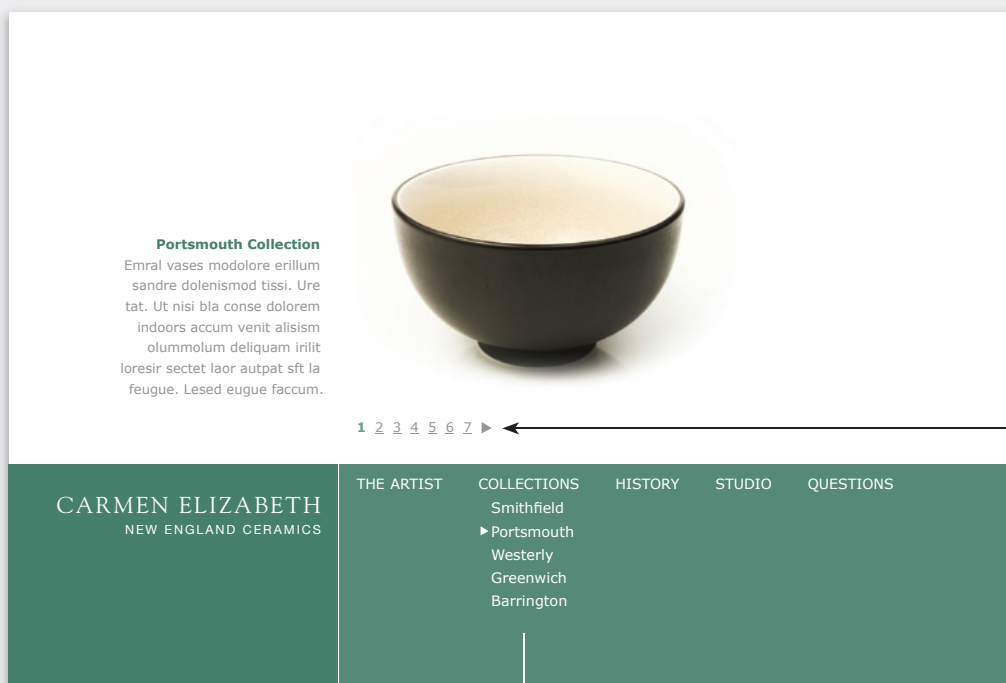
Except for the logo, whose style is unique to you, set all the type on the site—text, captions, links, everything—in one style, size and line spacing.

**Verdana** Is a universally available, sans-serif font whose minimal lines are ideal for this minimalist site. Size 11 px, line spacing 16 px, color 50% (or so) gray. Set heads in bold; for contrast they can be black or colored to match the bar.

**Verdana**  
Bold

Verdana  
Regular

**Portsmouth Collection**— 11 px  
Emral vases modolore erillum sandre dolenismod tissi. Ure— 11 px  
tat. Ut nisi bla conse dolorem indoors accum venit alisism  
olummolum deliquam irilit. 16 px  
loresir sectet laor outpat sft la feugue. Lesed eugue faccum.



**Second level links** take the viewer deeper into a category and are set vertically in upper- and lowercase to contrast with the all-caps title. Make a small arrow to highlight the active link. Alternatively, the active link may be set in bold.

Sleek, simple      Clunky, complex



**Avoid text wraps**  
Work in straight lines— up-down, left-right. Use the columns; put images on one side, text on the other.

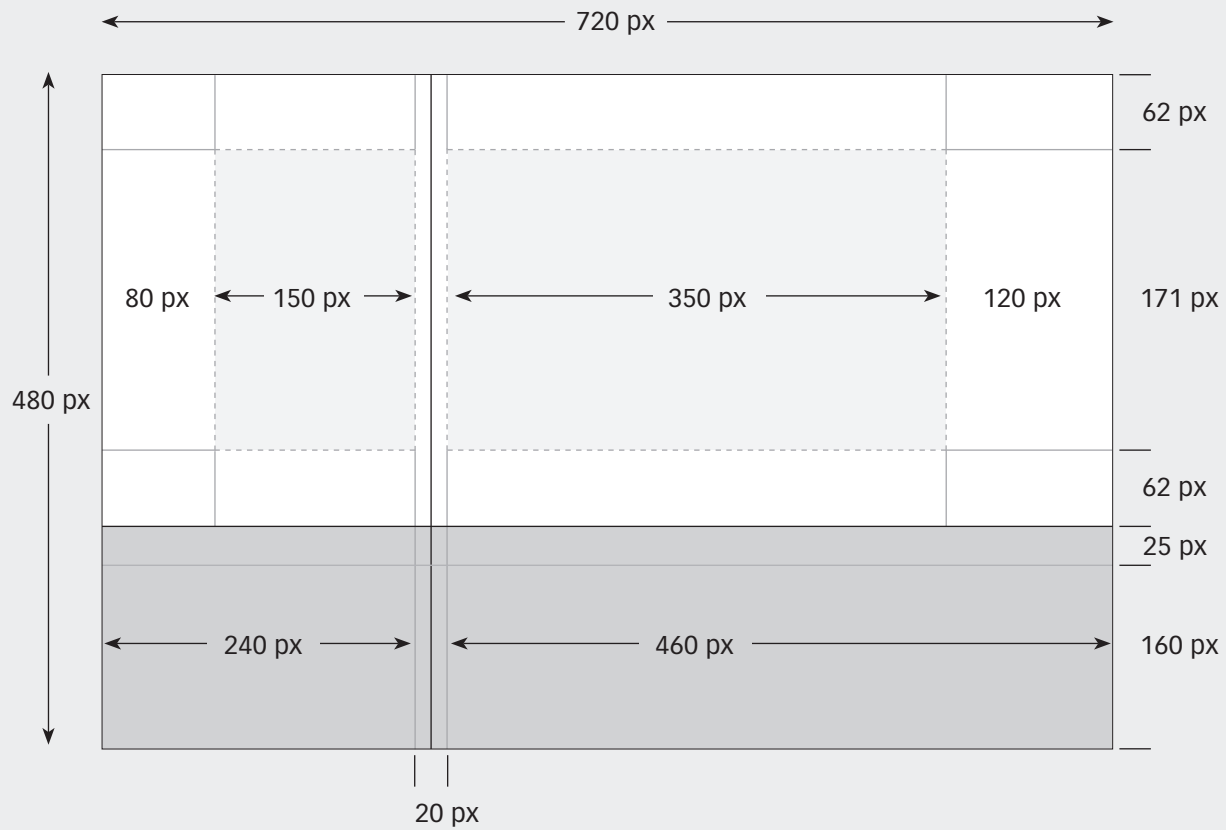
1 2 3 4 5 6 7 ▶

**Third level links** take the viewer to other pages and are set horizontally with an extra space or two between. Make the active link bold, and color it to match the bar beneath.

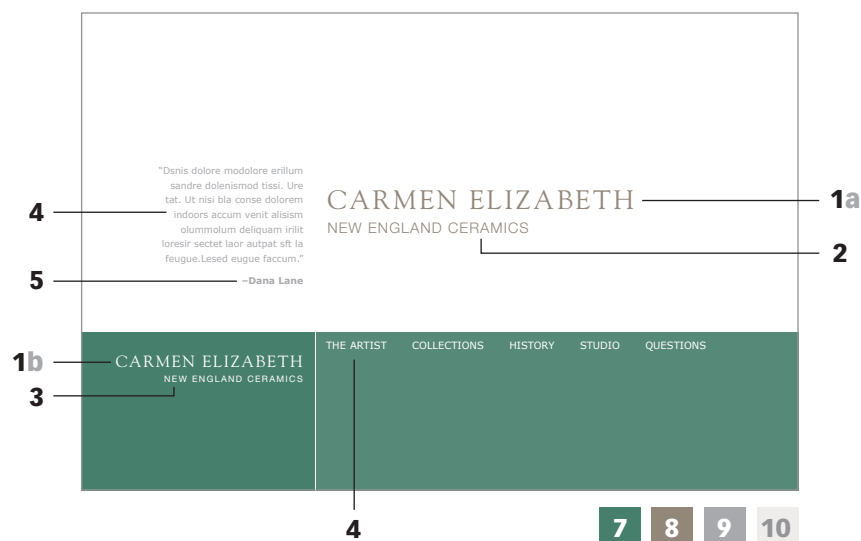
### Template: Small format Web site

Page size: 720 x 480 px

Measurements are in pixels (px)



## Article resources



### Typefaces

- 1 (a-b) [Goudy Old Style](#)
  - a) 26 px, Letter Spacing +5 px
  - b) 16 px, Letter Spacing +2 px
- 2 [Helvetica Neue 45 Light](#)  
14 px, Letter Spacing +1.5 px
- 3 [Helvetica Neue 55 Roman](#)  
9 px, Letter Spacing +1.5 px
- 4 [Verdana](#) | 11/16 px
- 5 [Verdana Bold](#) | 11/16 px

### Colors

- 7 R92 G126 B109
- 8 R142 G133 B122
- 9 R168 G168 B168
- 10 R237 G234 B230

### Images

- 6 (a-g) [iStockphoto.com](#)  
[a](#) [b](#) [c](#) [d](#) [e](#) [f](#) [g](#)







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For the current table of contents, [click here](#). To save time and paper, a paper-saver format of this article, suitable for one- or two-sided printing, is provided on the following pages.

### For presentation format

[Print: \(Specify pages 1–9\)](#)



### Print

Format: Landscape  
Page Size: Fit to Page

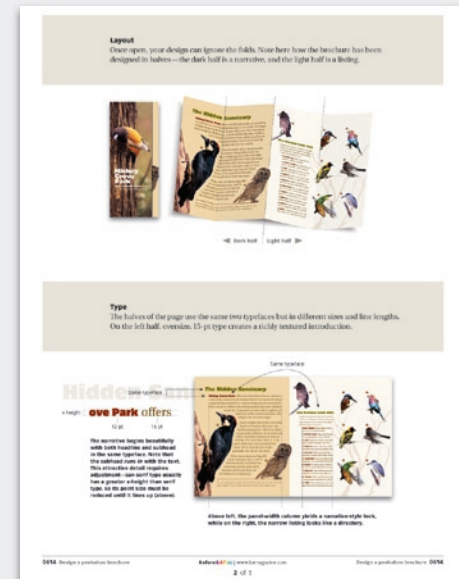


### Save

Presentation format or  
Paper-saver format

### For paper-saver format

[Print: \(Specify pages 11–15\)](#)



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## Great format for a small site

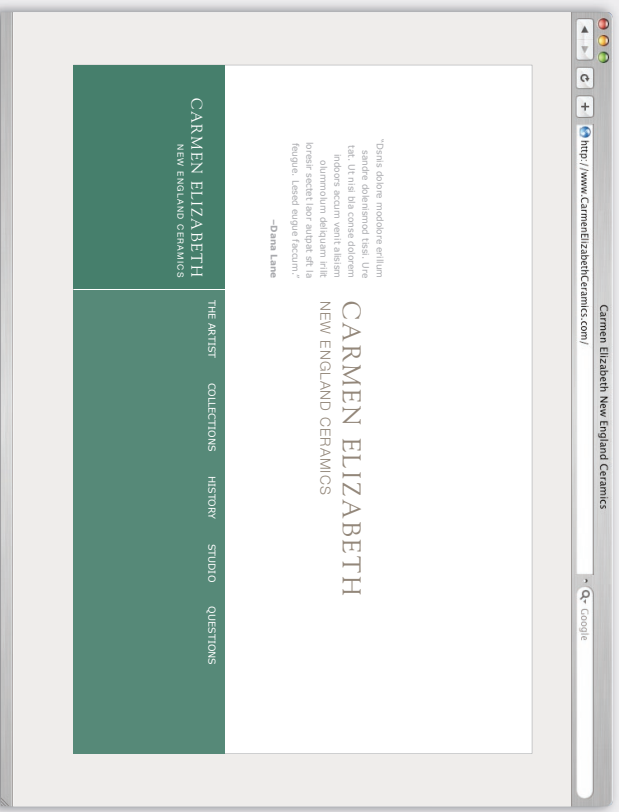
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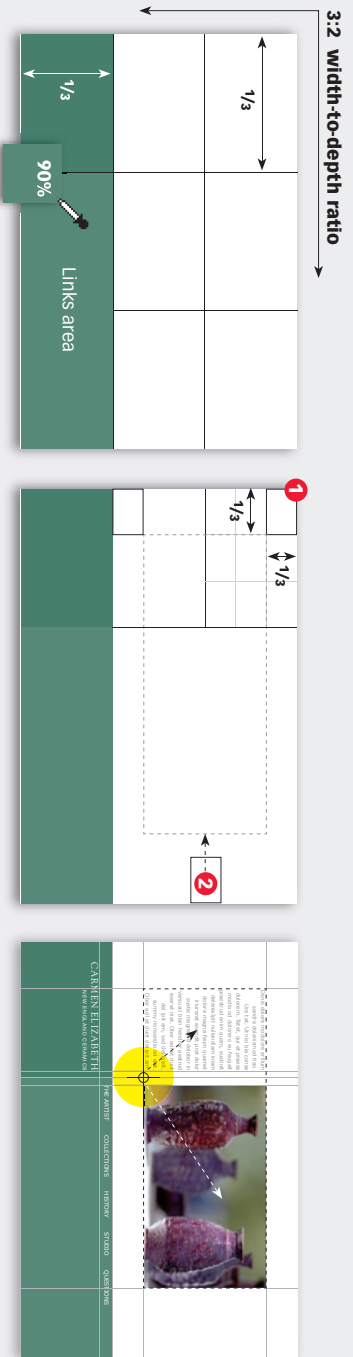
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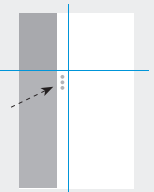
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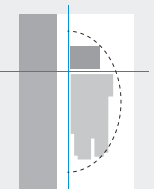
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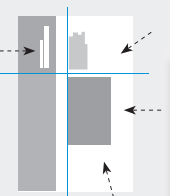


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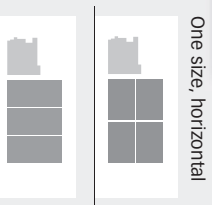
One big,  
two small,  
all square-ish



### Small object, big impact

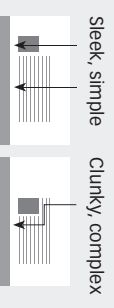
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# Verdana

Bold

## Verdana

Regular

**Portsmouth Collection**— 11 px  
Emrral vases moddlore erillum  
sandre dolensismd tissi. Ure— 11 px  
tat. Ut nisi bla conse dolorem  
Indoors accurn vent alisism  
olummolum deliquam frute  
loreslr sectet lor autpat sft la  
feugue. Lesed euque faccurrn.

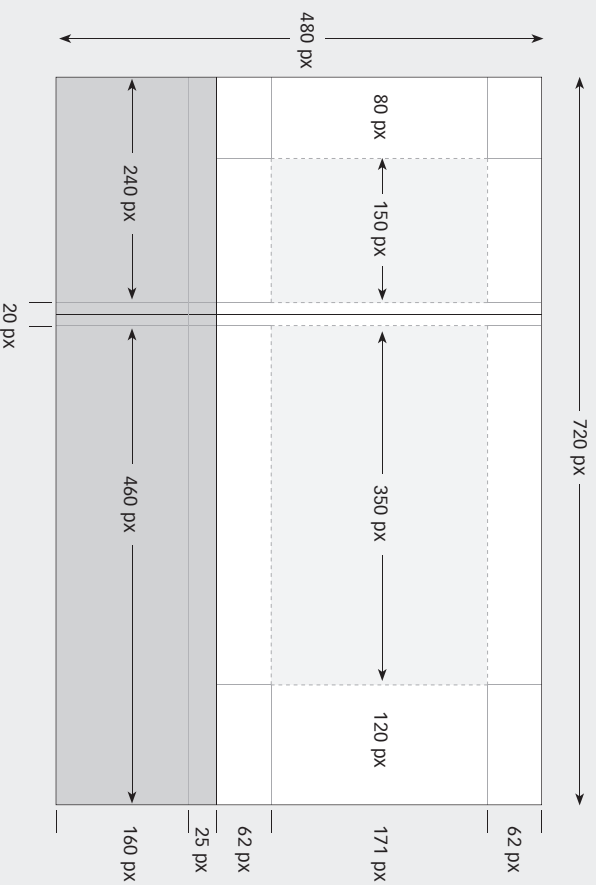


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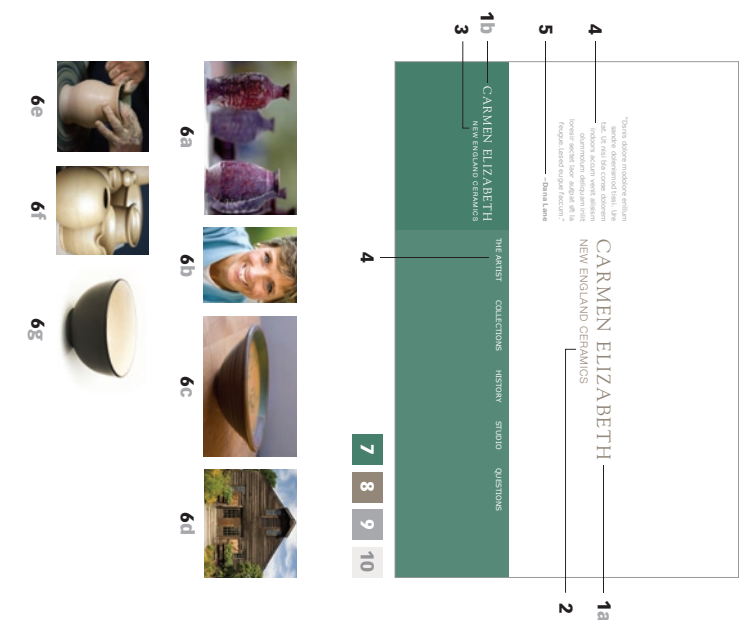
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Page size: 720 x 480 px

Measurements are in pixels (px)



## Article resources



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  - 16 px, Letter Spacing +2 px
- 2 Helvetica Neue 45 Light**  
14 px, Letter Spacing +1.5 px
- 3 Helvetica Neue 55 Roman**  
9 px, Letter Spacing +1.5 px
- 4 Verdana** | 11/16 px
- 5 Verdana Bold** | 11/16 px

### Colors

- 7** R92 G126 B109
- 8** R142 G133 B122
- 9** R168 G168 B168
- 10** R237 G234 B230

### Images

- 6 (a-g)** iStockphoto.com  
[a](#) [b](#) [c](#) [d](#) [e](#) [f](#) [g](#)

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