



Version 1.0

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WEB STORIES

Experience playbook

Get the most out of Web Stories.

This playbook will help you incorporate Web Stories into your website, so you can reach new audiences and help readers connect with content they'll love.




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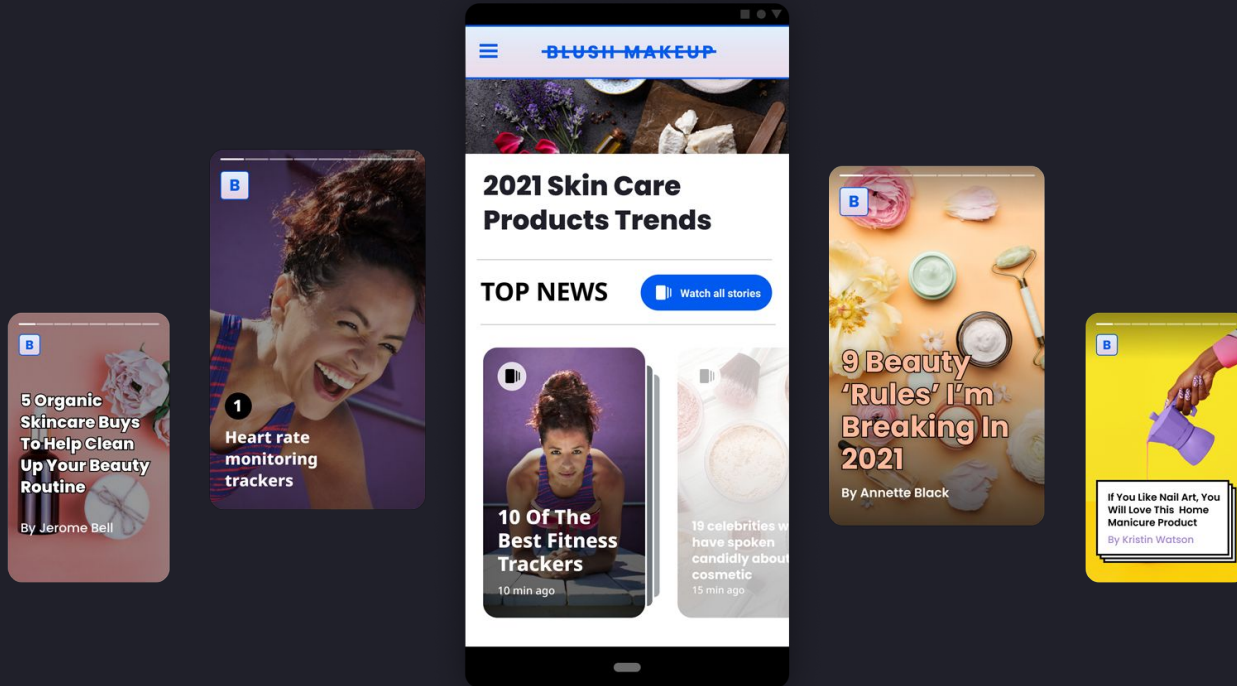
More design details



**Discover a
new way to
tell stories.**

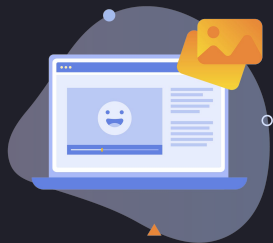
1.0

Web Stories are immersive, visually-driven narratives, designed to be highly engaging and easy to consume.



Use Web Stories to reach new audiences and give readers a quicker, more engaging way to experience content.

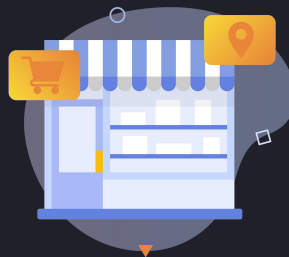
From bloggers, to influencers, to major publishers,
anyone can use Web Stories.



Bloggers.



Content creators &
influencers.



Small businesses.



Large companies or
brands.

**The best
Bluetooth
headphones
under \$150**



By Jerome Bell

**10
Healthy
snacks to
make at
home**

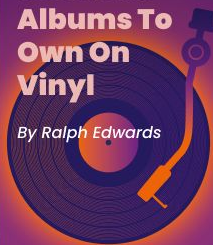


TRENDING TOPICS

**Expand your
at-home yoga
practice**

**The Most
Essential
Albums To
Own On
Vinyl**

By Ralph Edwards



**5 fastest
growing cities in
Europe**

By Courtney Henry



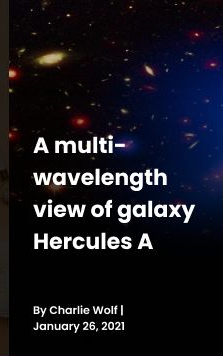
**9 beauty
'rules' I'm
breaking
this year**

*I'm resolving to do
things my way this
year.*



**A multi-
wavelength
view of galaxy
Hercules A**

By Charlie Wolf |
January 26, 2021

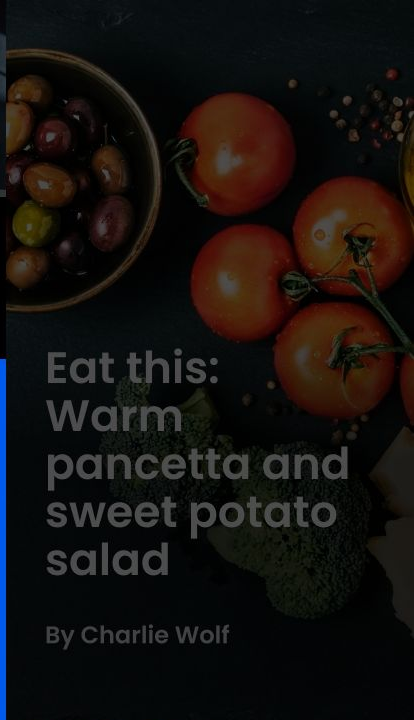


**Why you
should upgrade
your sound
system**



**Eat this:
Warm
pancetta and
sweet potato
salad**

By Charlie Wolf



**Tell
stories
that need
to be seen**



**Travel trends in
2021: The rise of
solo travel**

By Kathryn Murphy



**How to use
vegetables
in your next
tie-dye
project**



*The best
investments for
young adults*

By Darrell Steward

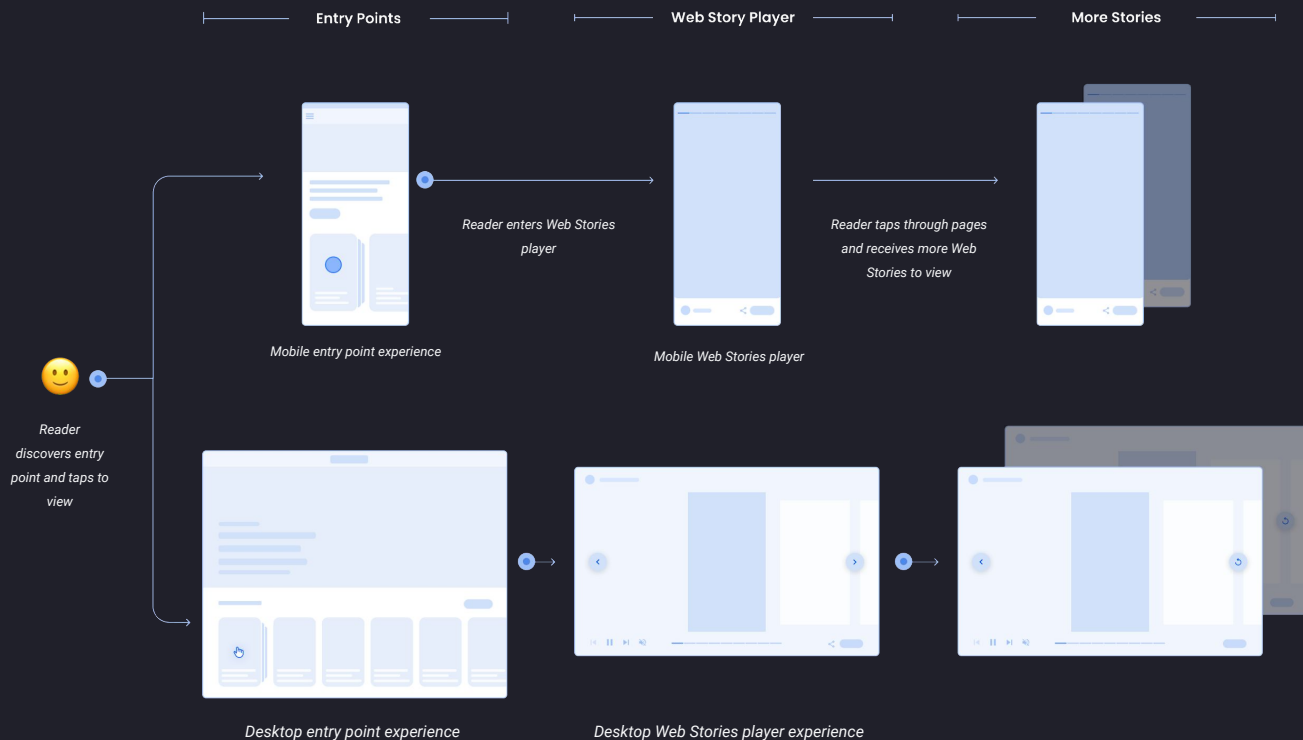


**With just a tap or a swipe,
readers can consume as many
Web Stories as they want.**

**Readers discover Web Stories
through entry points.**

And readers stay in the experience easily.

Once a reader views a Web Story, they can tap or swipe to experience more.

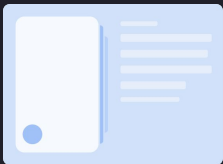


**Entry points are flexible
and can show one or multiple
Web Stories.**

Each entry point type is designed to fit different needs.

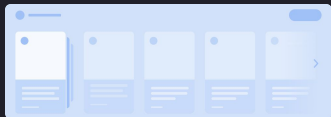
Singleton

Showcase a single Web Story on your homepage or inside an article.



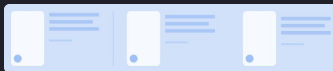
Carousel

Showcase multiple Web Stories in one module so readers can easily discover more content.



Compact display

Organize Web Stories by any category you want—including topic, most recent, or trending.



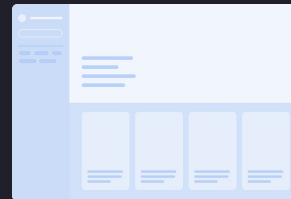
Author highlight

Organize Web Stories by author, helping readers find content relevant to their interests.



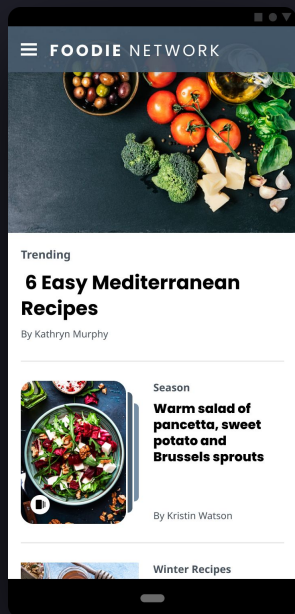
Dedicated page

Create a dedicated page so readers can browse Web Stories in one place.

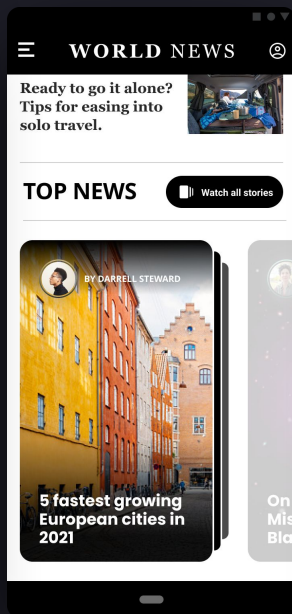


Entry point types

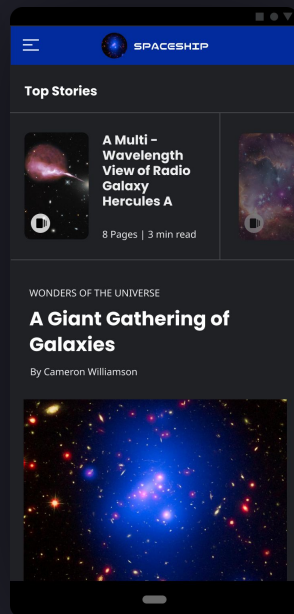
Singleton



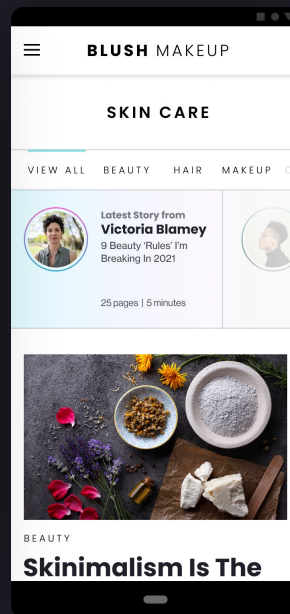
Carousel



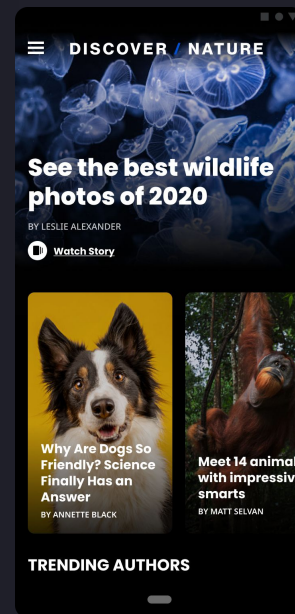
Compact display



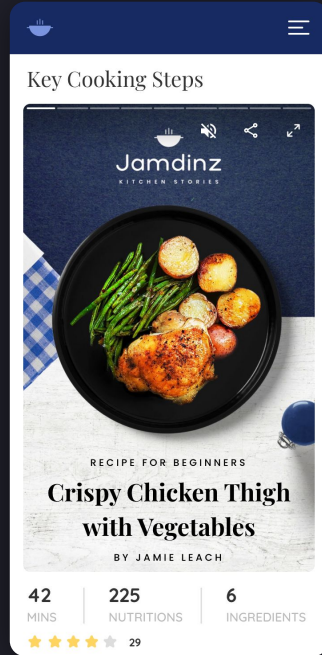
Author highlight



Dedicated page



Web Stories can be embedded on any page of your site.

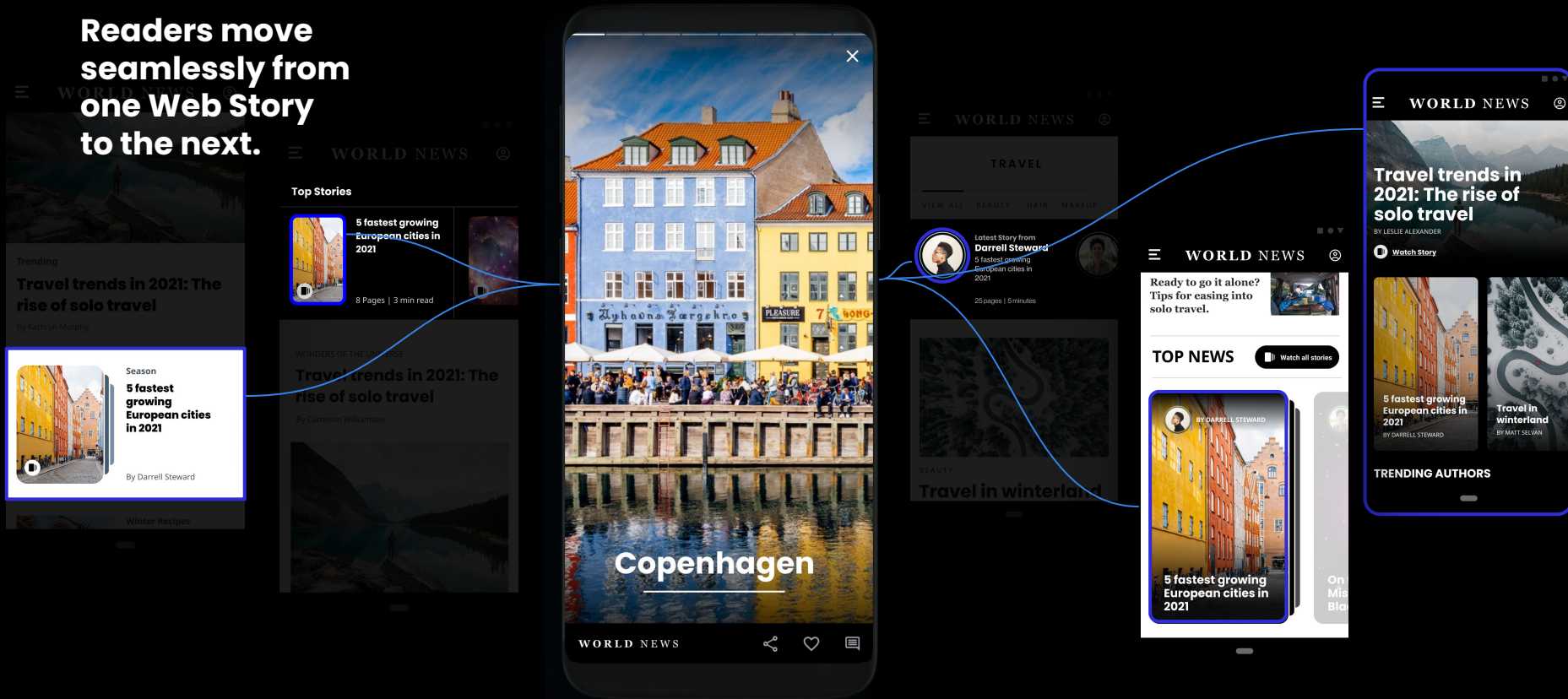


Readers can view Web Stories without entering the player.



Embedded Web Stories can be viewed full-screen.

Readers move seamlessly from one Web Story to the next.

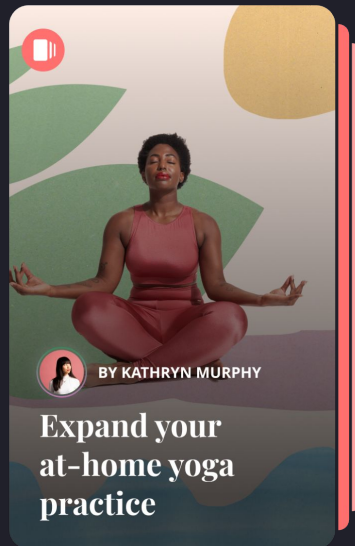
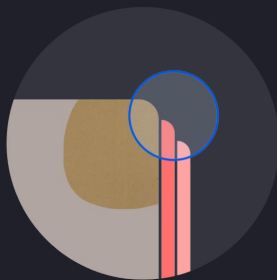


**Make the experience fun and
engaging, from start to finish.**

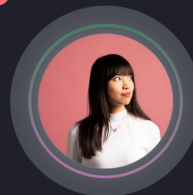
— Entry point design


Entry points can be personalized to fit your brand and help readers quickly discover Stories.

- Page stack color
- Web Story icon color
- Author image
- Headline

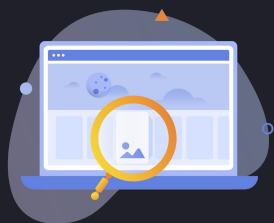


**Expand your
at-home yoga
practice**





**When Stories are easy to discover,
views and engagement can
increase—offering more
opportunities to monetize content.**



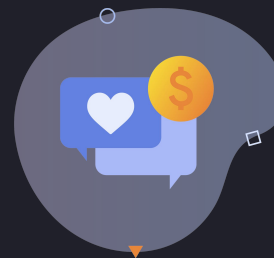
Discover.

+



Engage.

=

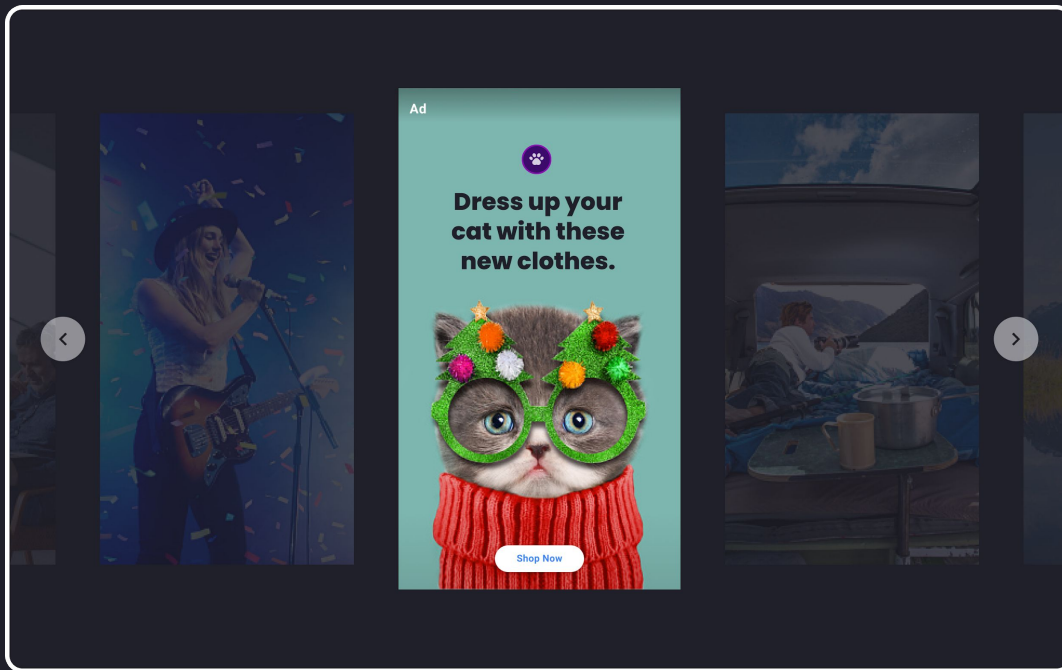


Monetize.

You're in control of how you earn money from ads.

Your Web Stories are yours. Monetize them how you want, no matter where readers discover them.

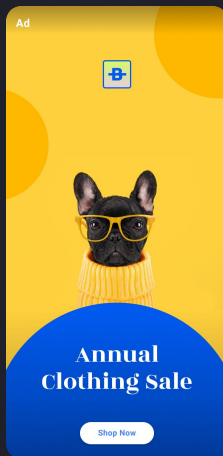
- **Programmatic ads.** Tap into programmatic ad demand using Google Ad Manager or AdSense.
- **Direct sold ads.** Partner with advertisers to run their ads in your Web Stories.
- **Sponsored content.** Partner with advertisers or brands to create customized ads (“advertorials”).
- **Affiliate linking.** Link to shopping platforms in Web Stories



And ads don't feel intrusive.

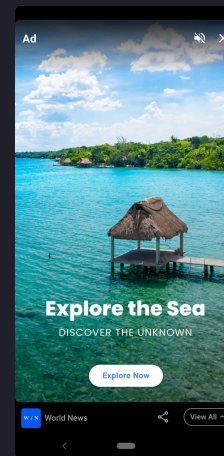
Readers stay in the Web Stories experience

Readers can tap to visit partner sites, without leaving the player, creating a smoother experience and increasing click-through rates.



Ads fit the look and feel of Web Stories

Ads can have the same look and feel as Web Stories, making it easier to keep readers engaged.

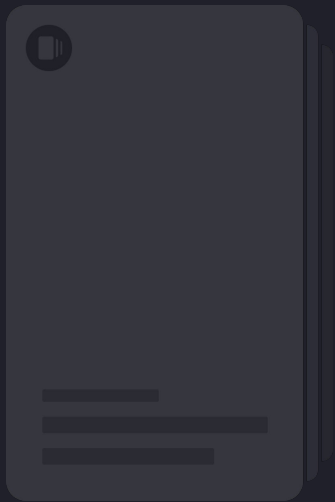


Get data on how your Web Stories perform, so you can optimize content for your readers.

- [Search Console](#)
- [Google Analytics](#)
- [Data Studio](#)
- and [more](#)



**Next, learn how to optimize
Web Stories for your site by
customizing entry points. Get
design specs, see best
practices, and more.**



Entry points.

2.0

Overview

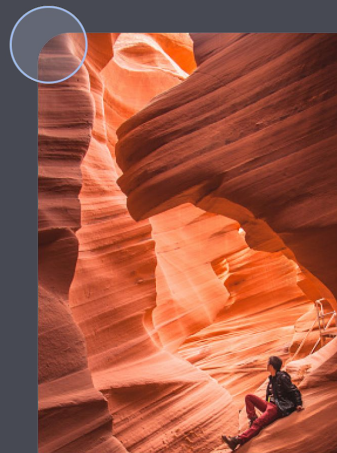
Customize entry points to make Web Stories stand out.

Entry points have design elements that help readers instantly identify Web Stories. Each element is flexible, making it easy to integrate Web Stories into the look and feel of your site.

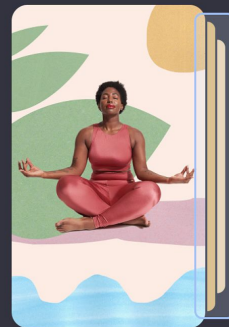
Poster image orientation



Rounded corners



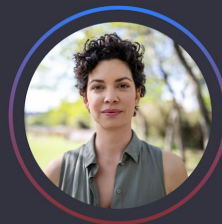
Page stack



Web Stories Icon



Author image



Headline

9 Beauty 'Rules' I'm Breaking In 2021

**Next, learn details and
best practices for each Web
Story entry point.**

Singletons.

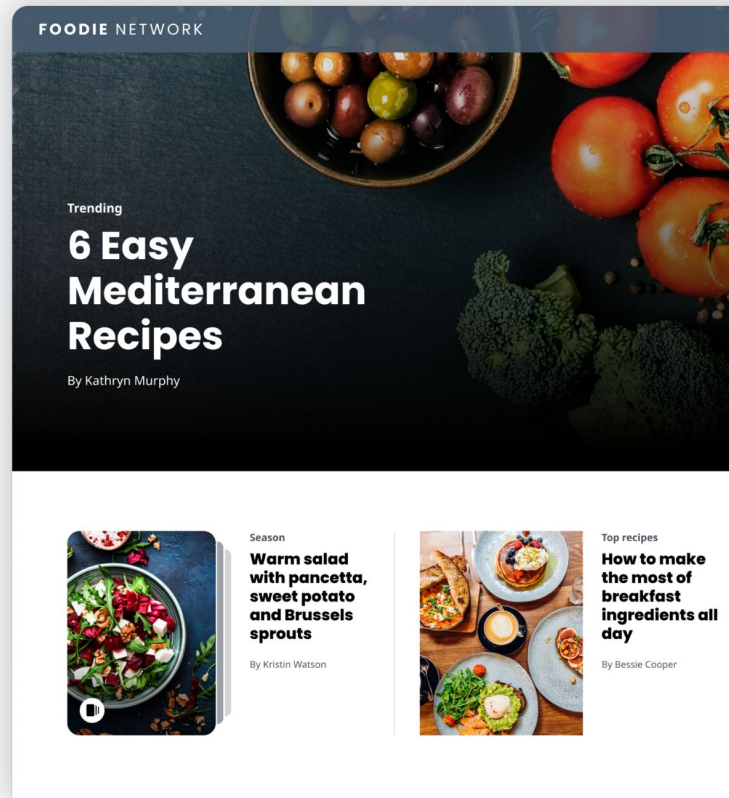
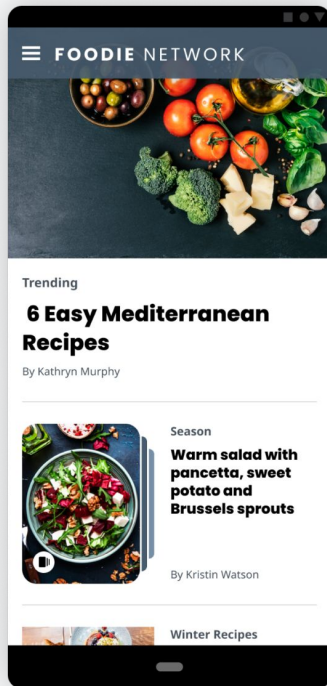
2.1

A singleton is an entry point to a Web Story.

Singletons are intuitive for readers to use. Readers simply tap a singleton to view a Web Story.

Singletons are easy for readers to identify. Plus, they have a flexible look and feel, allowing them to fit in seamlessly with any site.

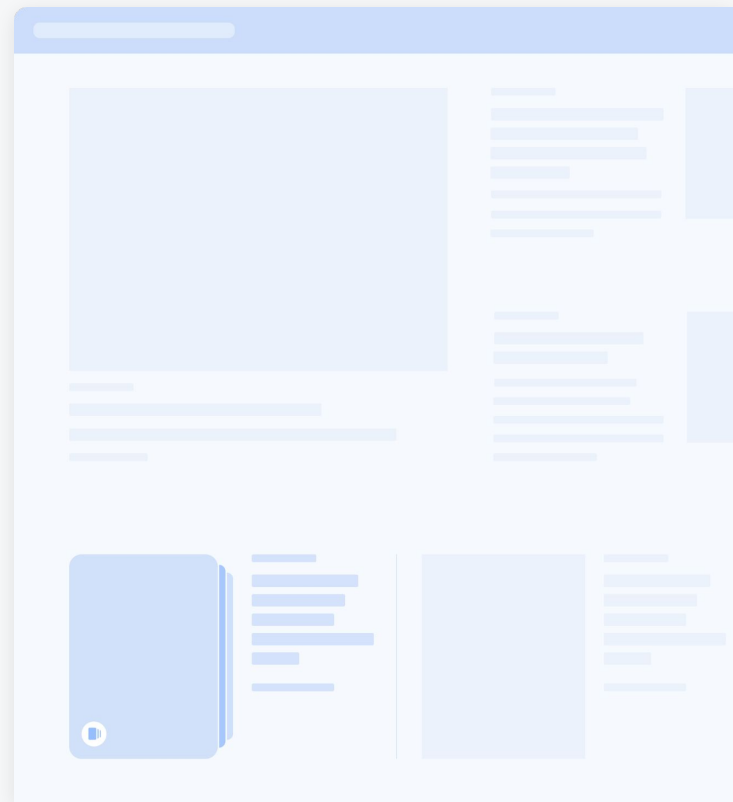
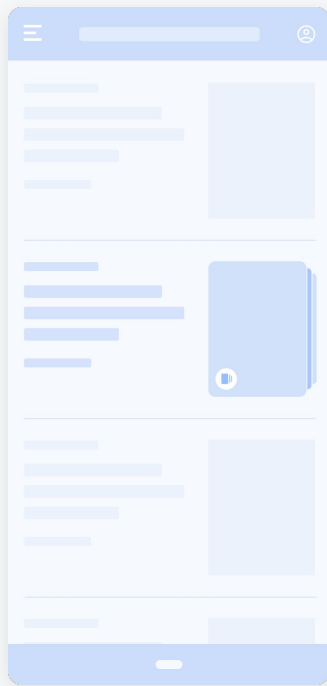
Discover more using [this Figma file](#) ↗



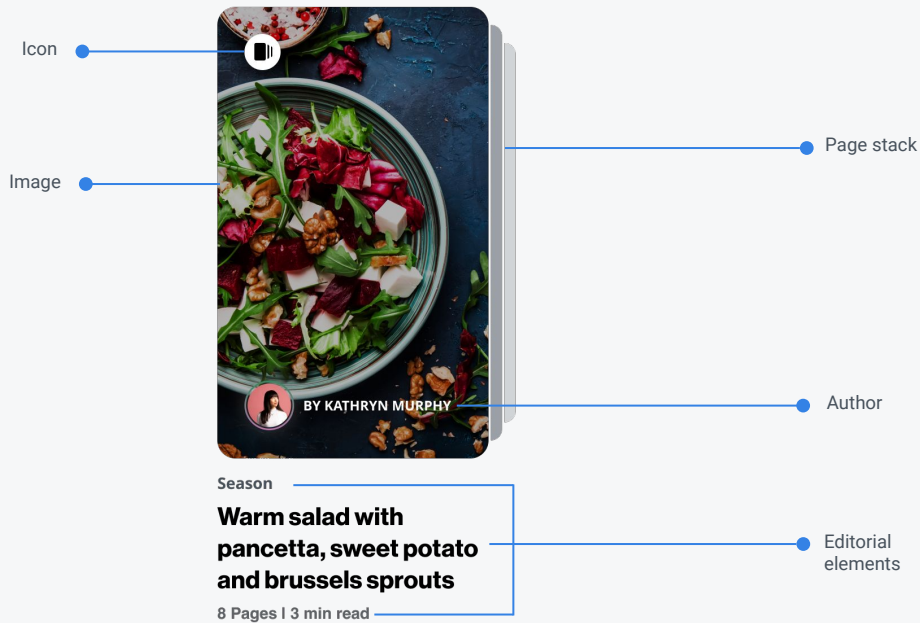
— When to use

Mix singletons with other content.

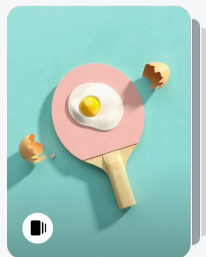
Use a singleton when you want to show a Web Story next to other content on your site, like articles or videos.



Singletons are made of these design elements.



Editorial elements can be placed outside the poster image.

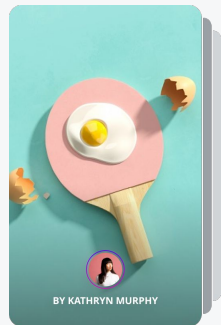


TRENDING

How to make the most of breakfast ingredients all day

8 Pages | 3 min read

Elements on the right



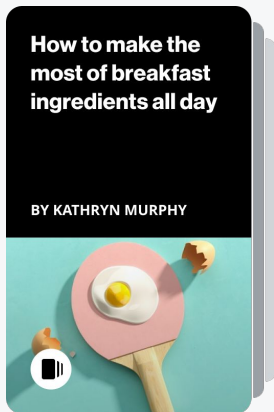
TRENDING

How to make the most of breakfast ingredients all day

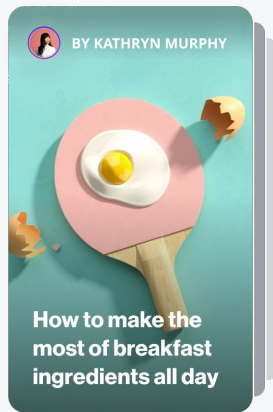
8 Pages | 3 min read

Elements at the bottom

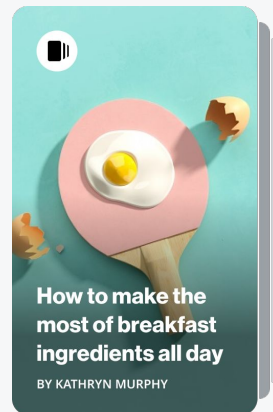
Or editorial elements can be placed inside the poster image.



Headline and byline at the top



Byline at the top



Headline and byline at the bottom

The simplest singleton.

Ideally, a singleton includes page stacks, an icon, author image, and editorial description.

If you're unable to include every singleton design element, we suggest **at least including a Web Stories icon or eyebrow.**

If you want to include a singleton as a page hero, we suggest using this design.

Icon over image



TRENDING

6 Easy Mediterranean Recipes

The swirling core of our galaxy harbors hundreds of thousands of stars that cannot be seen in visible light.

Web Stories icon should be no bigger than 56px.

Icon with eyebrow



WEB STORY

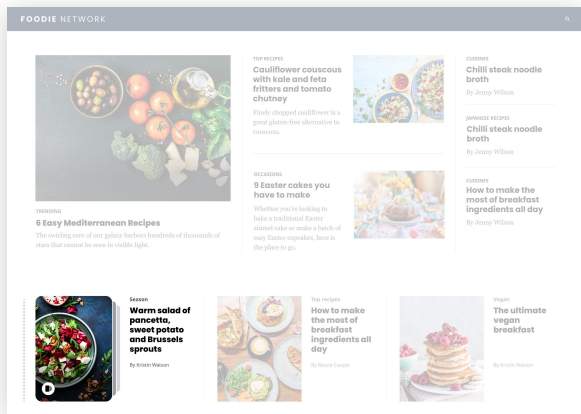
6 Easy Mediterranean Recipes

The swirling core of our galaxy harbors hundreds of thousands of stars that cannot be seen in visible light.

Icon with eyebrow doesn't include a circle container.

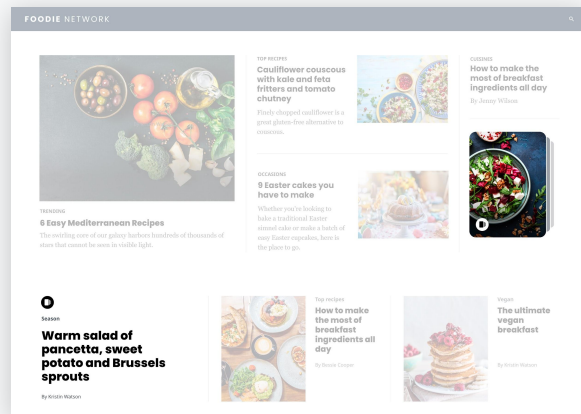
Best practices.

Poster image



DO

Include a poster image and headline .

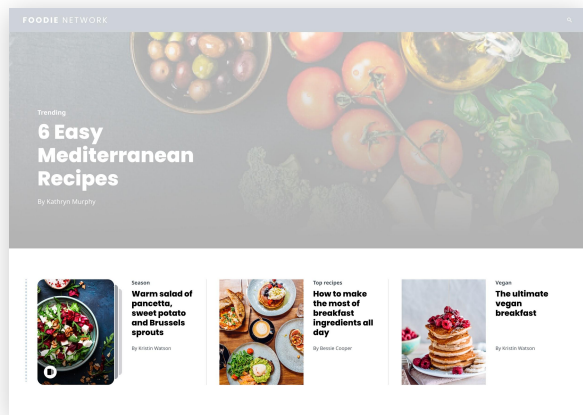


DON'T

Publish a singleton without a poster image or headline.

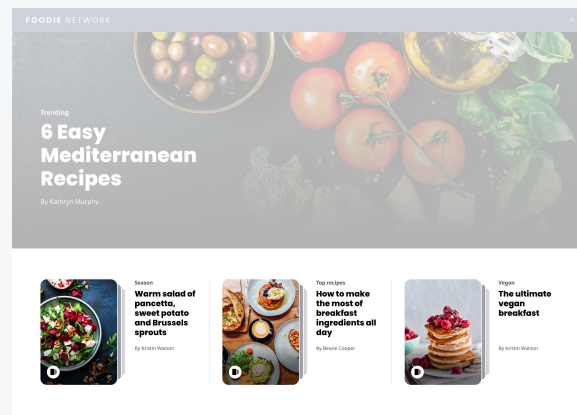
Best practices

Number of Web Stories



DO

Display 1-3 singletons on a page, mixed with other types of content.

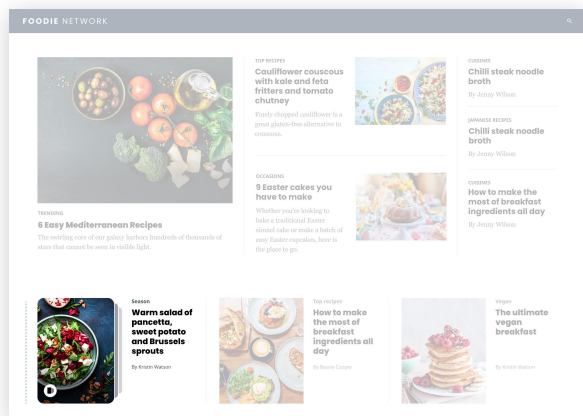


DON'T

Put more than 3 singletons next to each other. Consider a carousel or compact display instead.

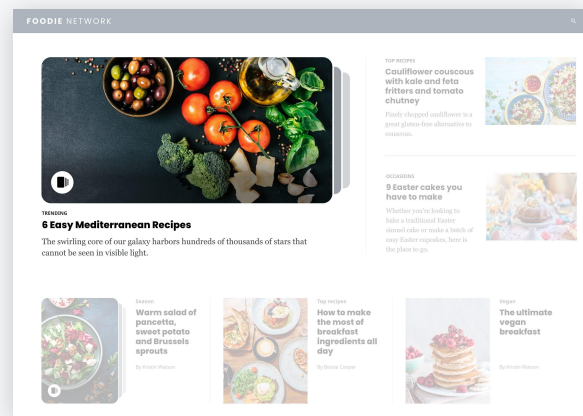
Best practices

Page layout



DO

Include singletons next to articles, blog posts, or other content.



DON'T

Use a singleton in a page hero. Consider a compact display instead.

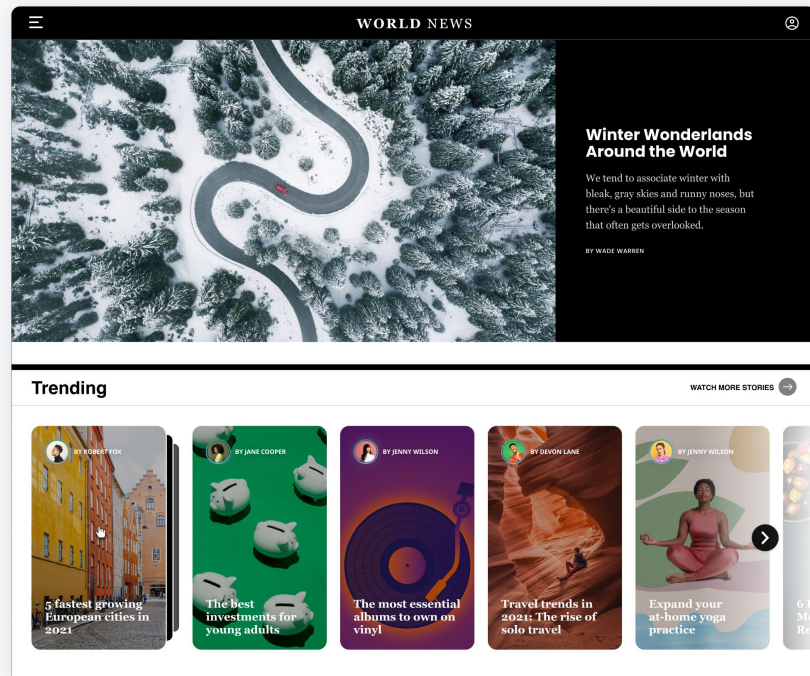
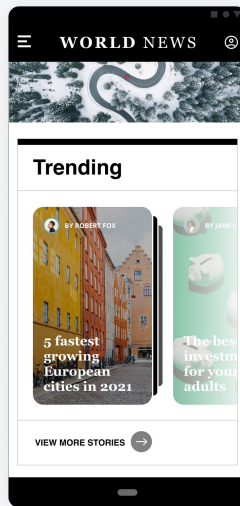
Carousels.

2.2

A carousel contains multiple Web Stories.

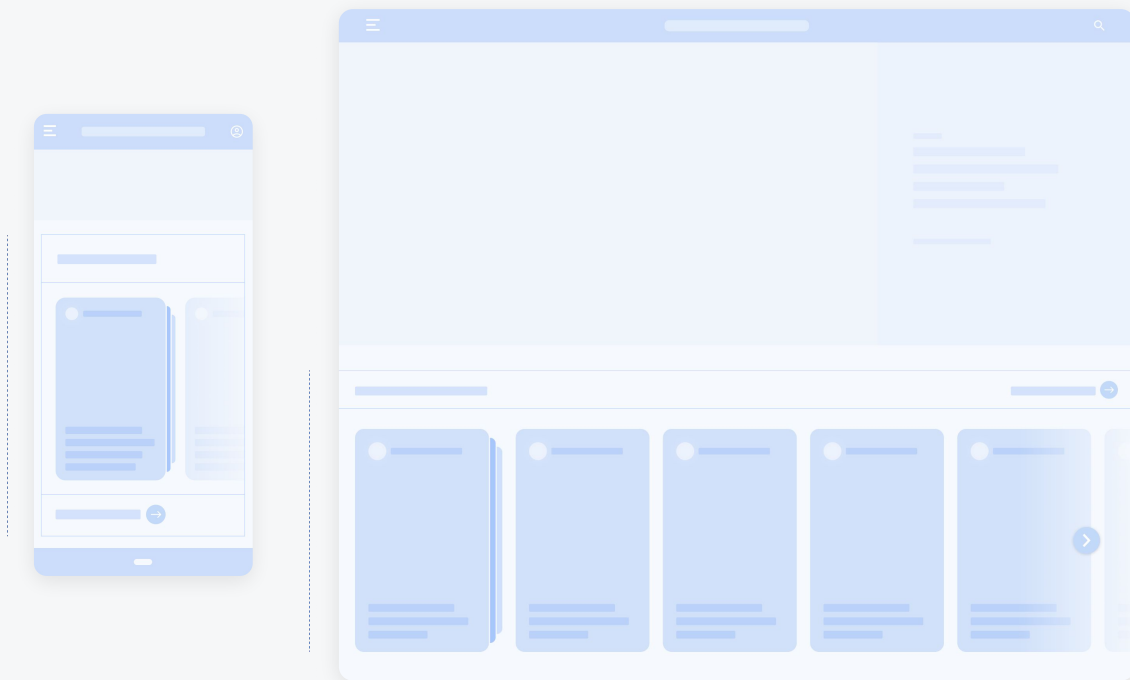
Carousels let you to showcase several Web Stories in one module. They're designed to be placed in the middle or at the bottom of any webpage.

Discover more using [this Figma file](#)

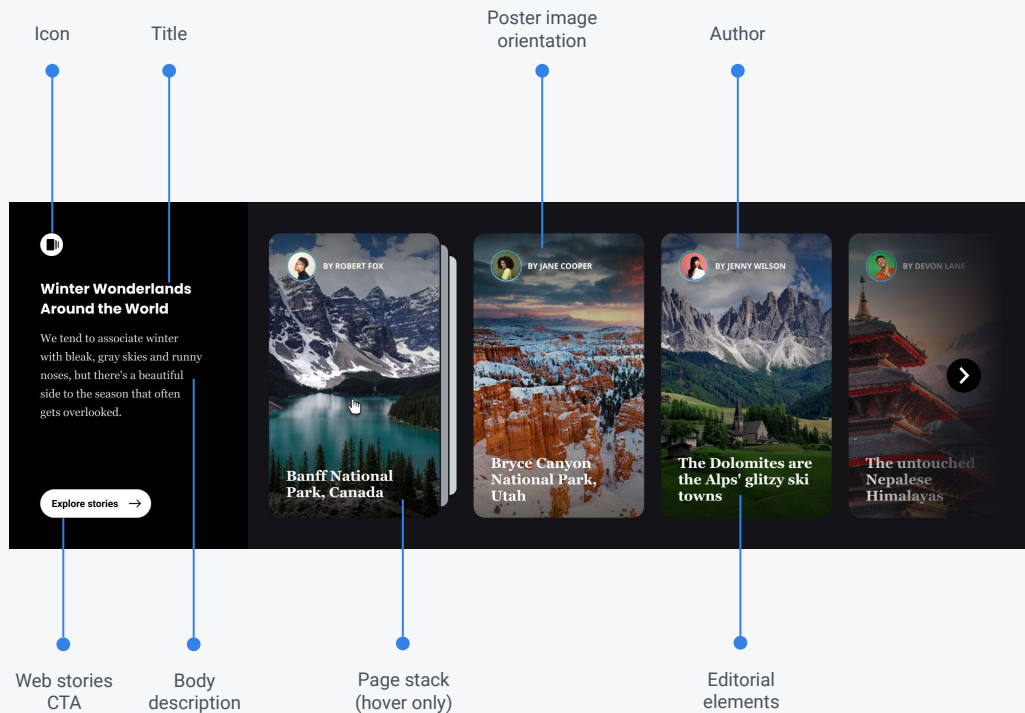


Use carousels to group Web Stories.

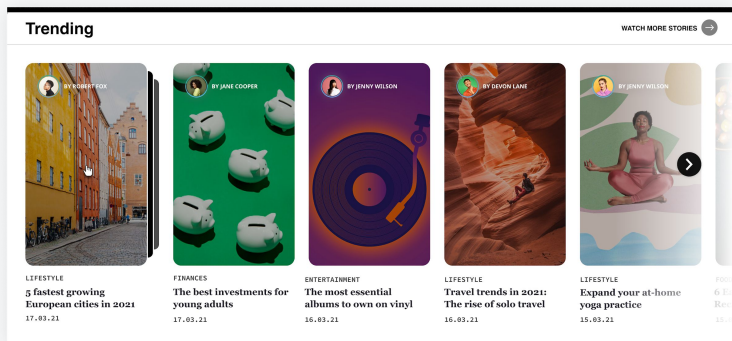
Group Web Stories any way you want—by theme, date, author, and more—so that it's easier for readers to find relevant content.



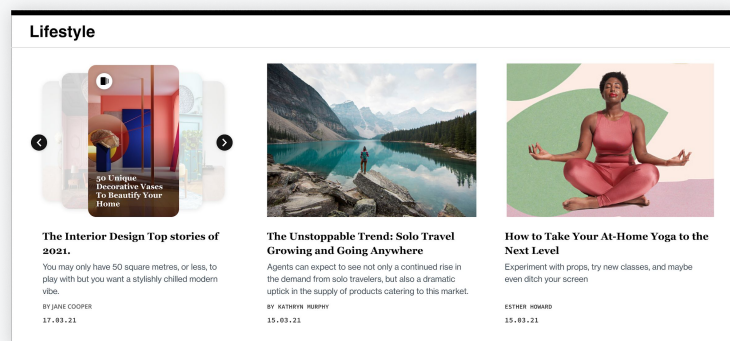
Carousels are made of these design elements.



There are two types of carousels.



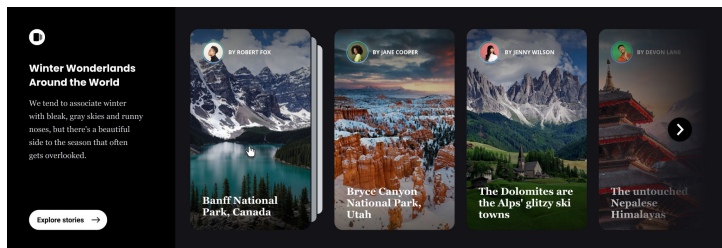
Edge to edge carousels: Use these to create a designated area for Web Stories on your site— making it easy for returning readers to find new content.



Layered carousels: Use these when you want to include a carousel next to other content on a page, giving readers a glimpse of Web Stories content.

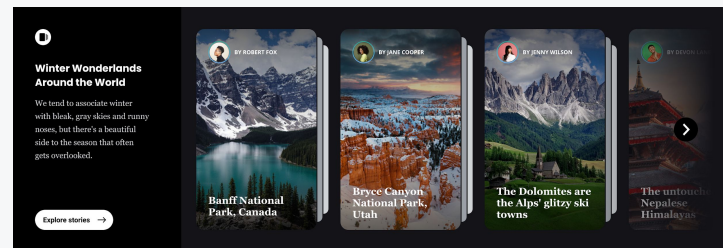
Best practices.

Page stacks



DO

Include page stacks on the first Web Story in a carousel. For desktop, make page stacks appear during hover-state only.

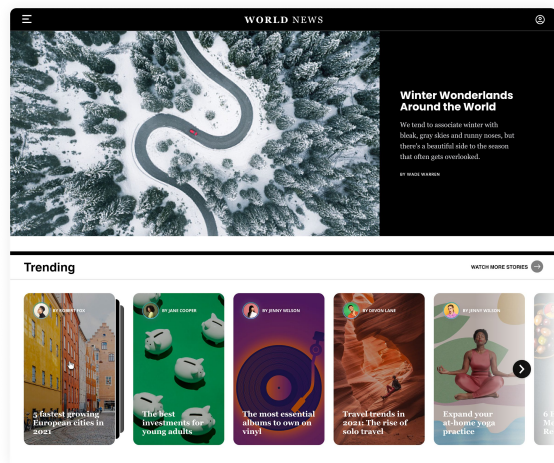


DON'T

Include page stacks on each Web Story inside a carousel.

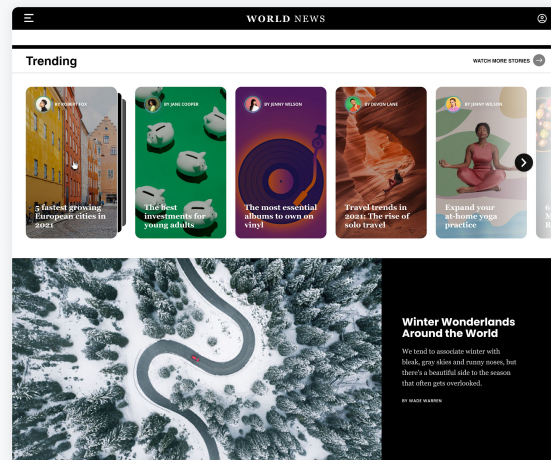
Best practices

Page layout



DO

Include a carousel in the middle or at the bottom of a page.

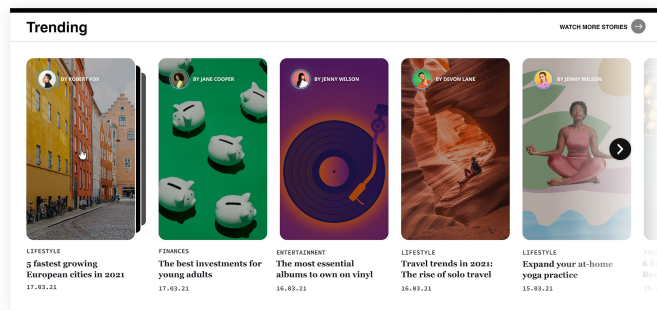


DON'T

Don't use carousel as a hero. Try a compact display instead.

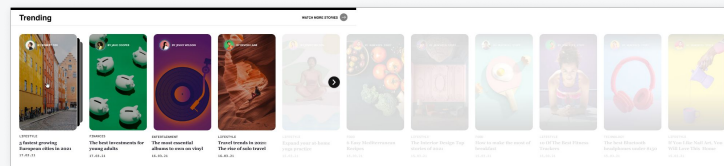
Best practices

Number of Web Stories



DO

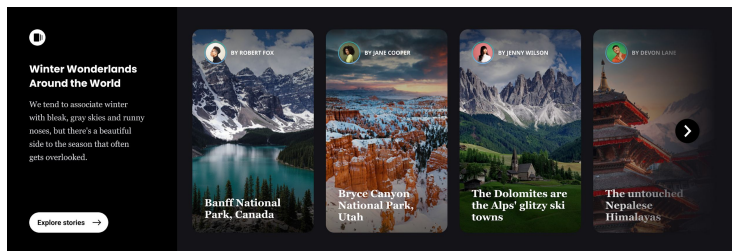
Include at least 5—and up to 15—Web Stories in a carousel.



DON'T

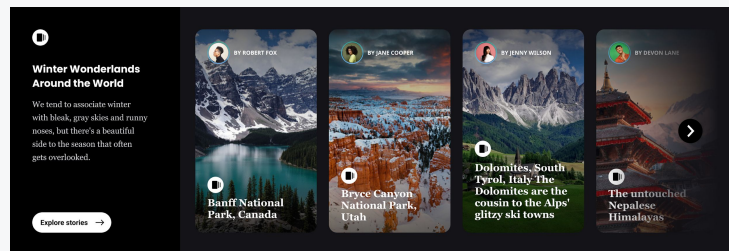
Include more than 15 Web Stories in a carousel. Consider creating a dedicated page instead.

Design elements



DO

Include a Web Stories icon if the carousel uses a headline.



DON'T

Include a Web Stories icon on individual stories within the carousel.

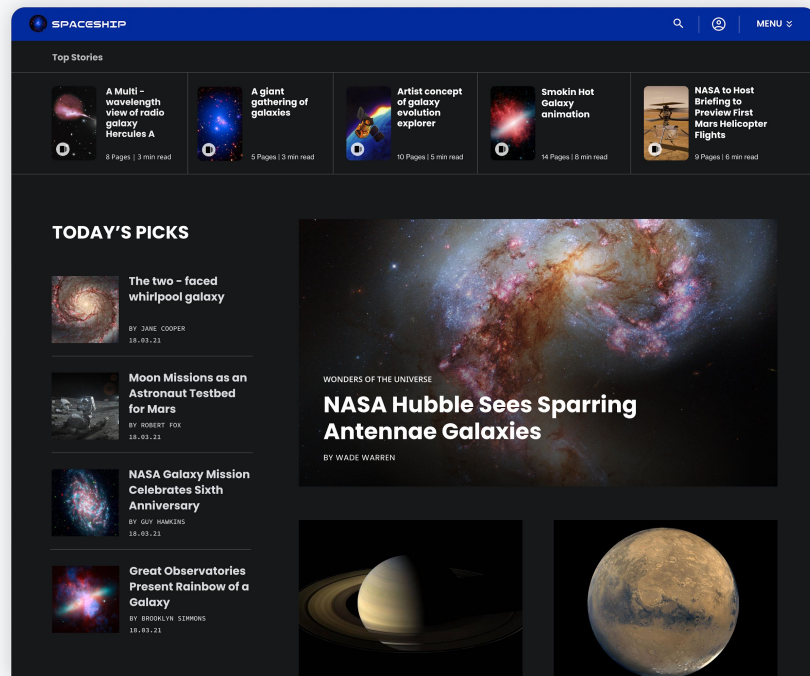
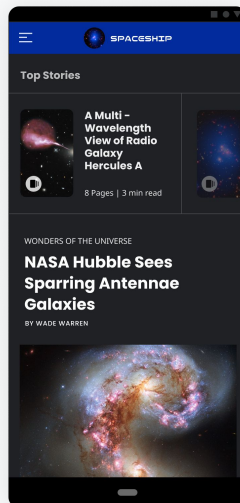
Compact.

2.3

Compact displays show multiple Web Stories in one module.

Similar to carousels, compact displays allow you to group Web Stories together, while taking up less space.

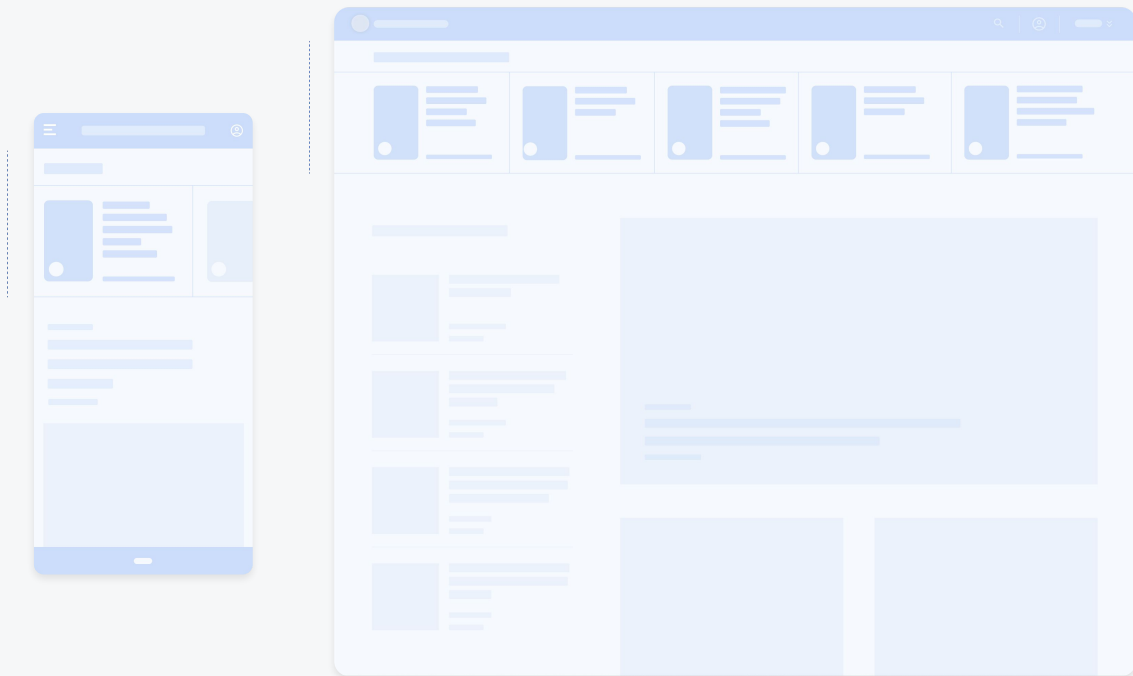
Discover more using [this Figma file](#).



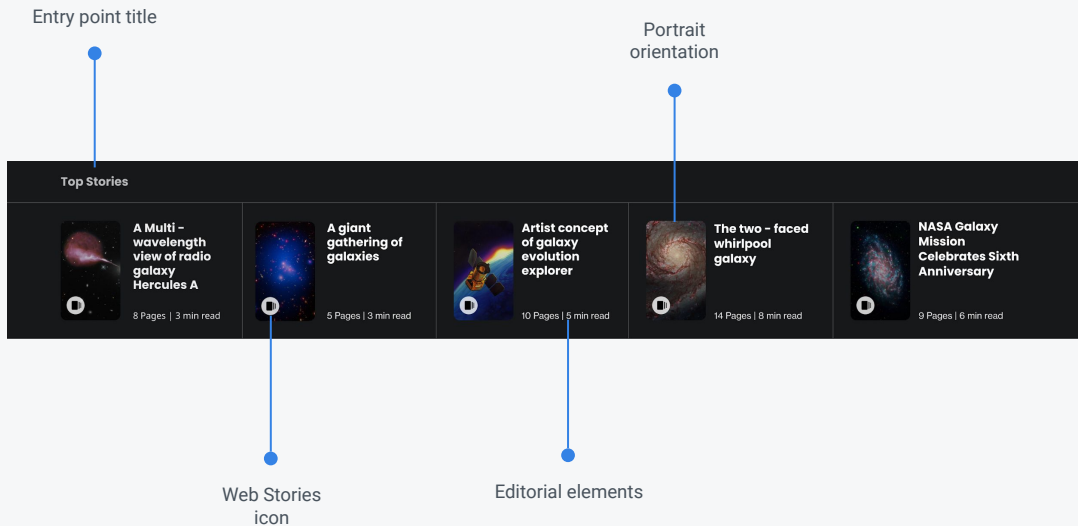
— When to use

Use compact displays to show Web Stories at the top of any page.

Compact displays are designed to be placed directly underneath a site's main header.

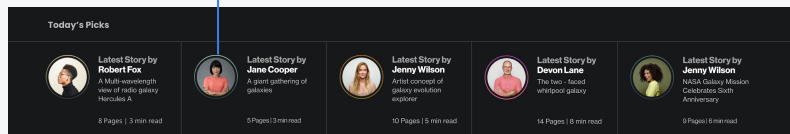


Compact displays are made of these design elements.



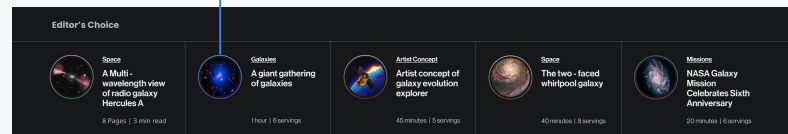
Use compact displays to group Web Stories by author or topic.

Author image



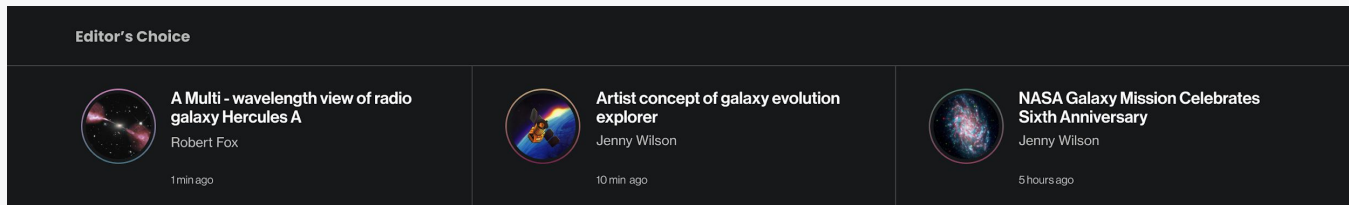
Compact by author. Help readers find Web Stories by their favorite authors.

Topic image



Compact by Topic. Help readers find Web Stories based on a theme or interest.

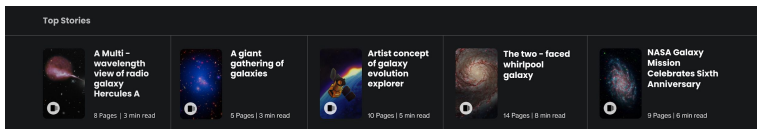
Compact displays are designed to hold between 3 and 5 Web Stories.



If you have fewer than 3 Web Stories, consider using a singleton. If you have more than 5, try a carousel.

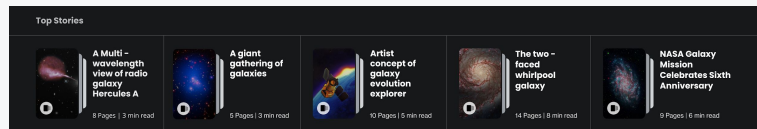
Best practices.

Design elements



DO

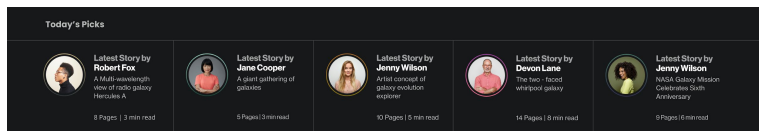
Make the poster image and editorial description size XS.



DON'T

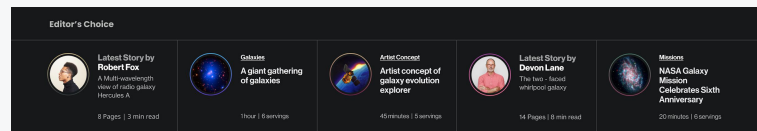
Use page stacks.

Grouping



DO

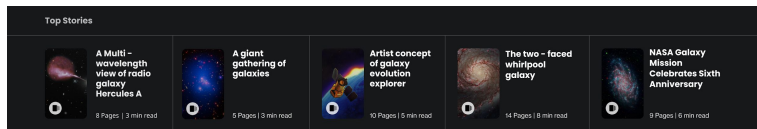
Make sure Web Stories are grouped by a topics or author.



DON'T

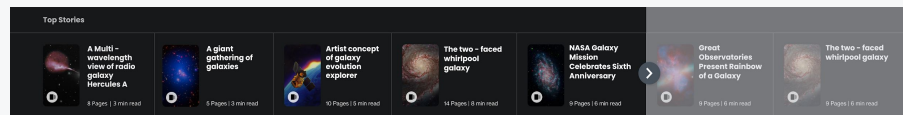
Group Web Stories together in a compact display without a theme.

Number of Web Stories



DO

Include at least 3—but no more than 5—Web Stories.



DON'T

Include more than 5 Web Stories. Consider a carousel instead.

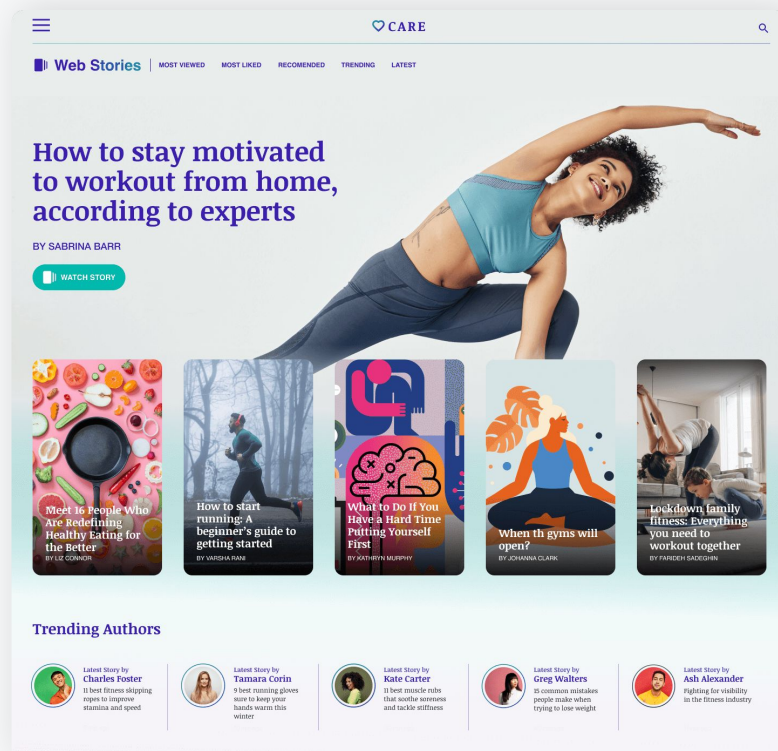
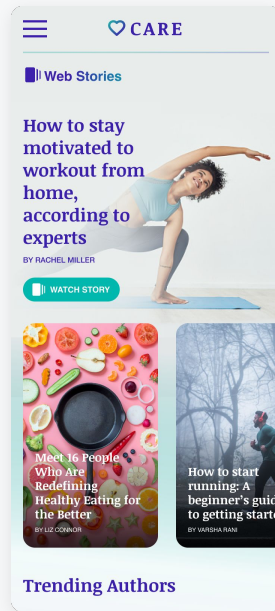
Dedicated page.

2.4

A dedicated page is a web page that only contains Web Stories.

A dedicated page lets you showcase singletons, carousels, and compact displays all on one page.

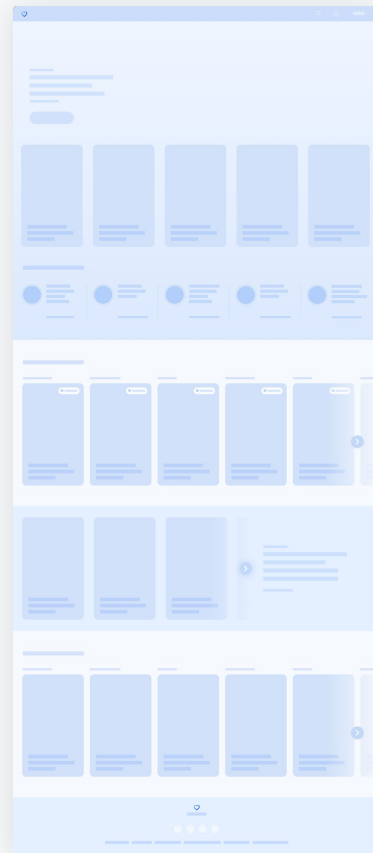
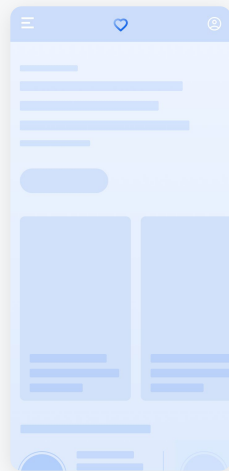
Discover more using [this Figma file](#)



— When to use

Let readers discover tons of Web Stories.

Create a dedicated page when you have at least 20 Web Stories, letting readers discover lots of Web Stories on one page.



A dedicated page is modular and can have many types of entry points.

Singleton as hero

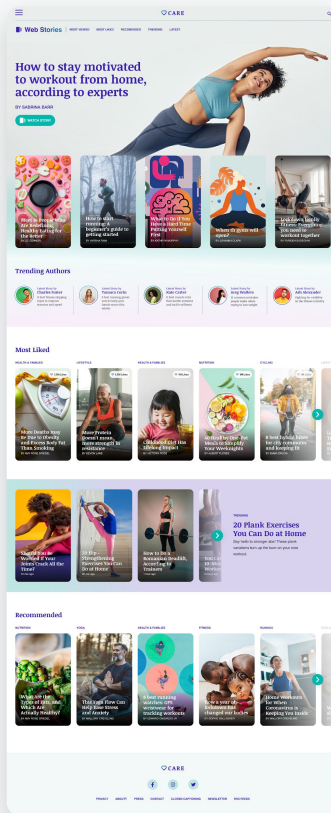
Compact by author

Carousel by author

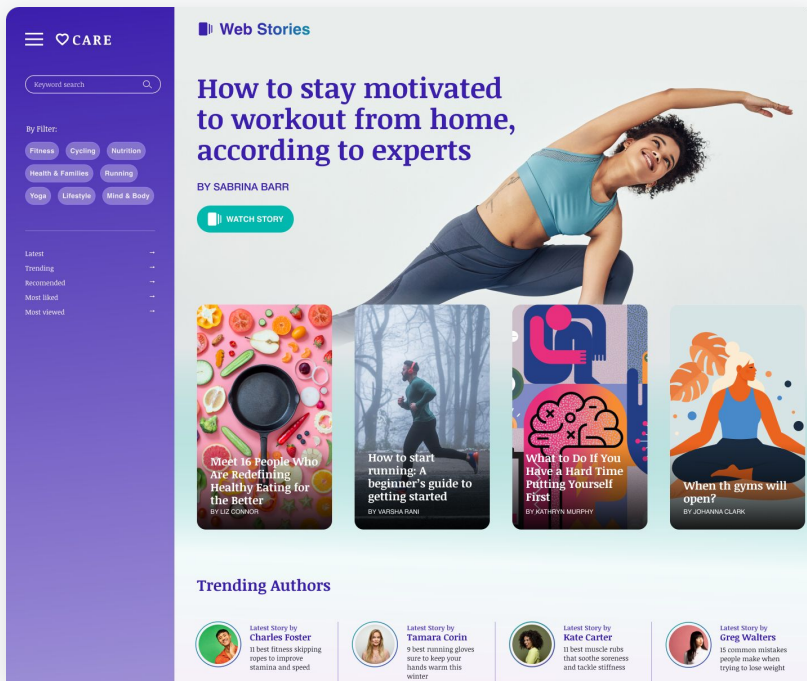
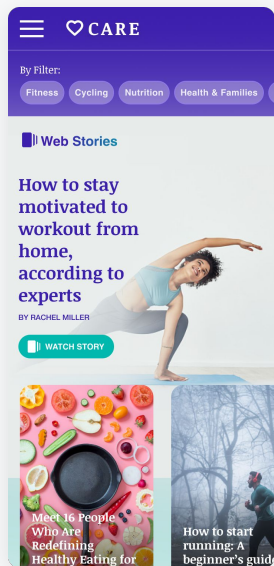
Carousel by theme

Carousel by recommendation

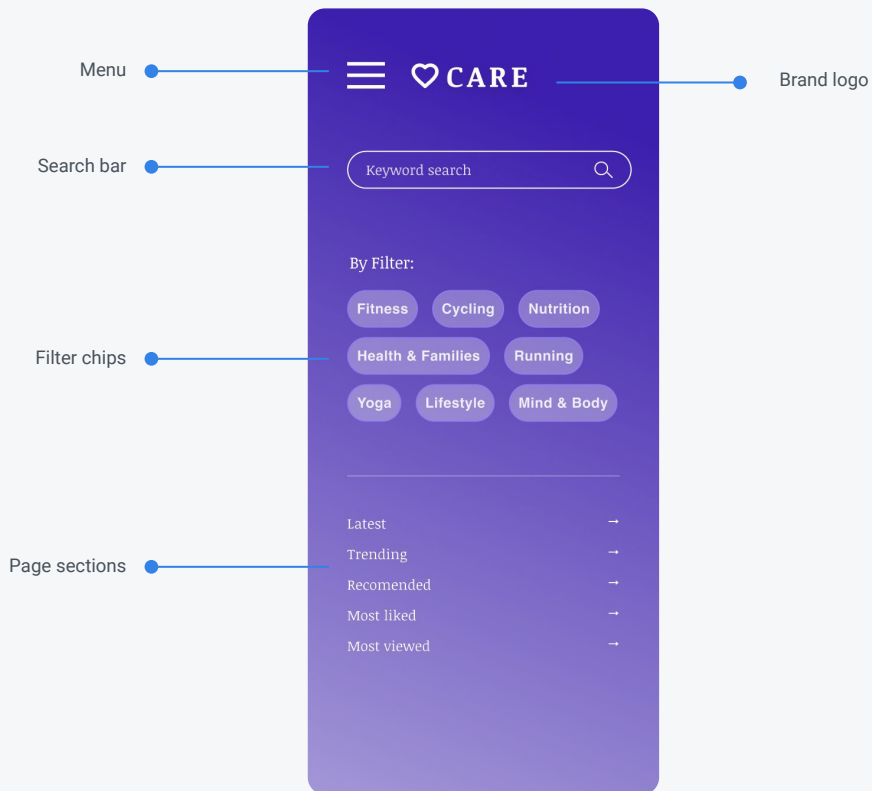
Footer



Add filters to help readers find what they want.



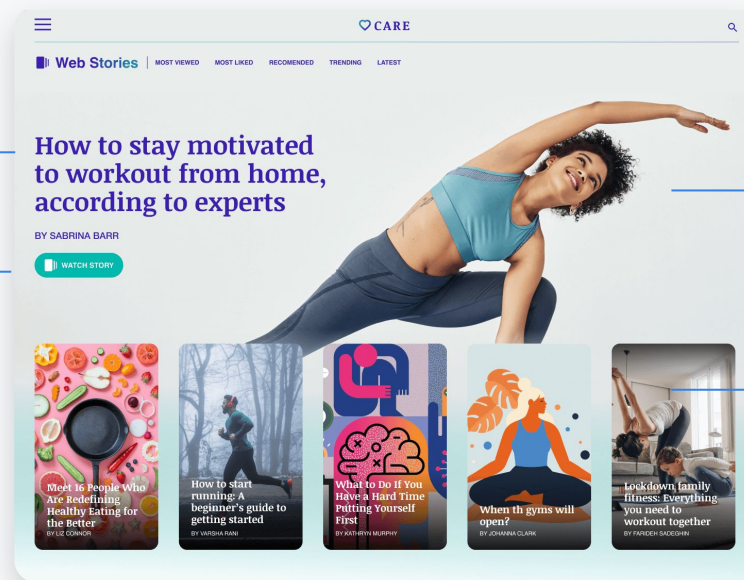
A dedicated page filter is made of these design elements.



Dedicated page heroes have a special design.

Singleton with headline and
byline

CTA

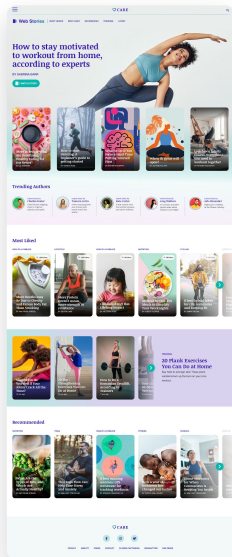


Hero image

Carousel

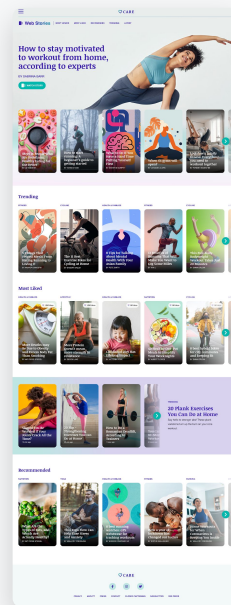
Best practices.

Content



DO

Include a mix of singletons, carousels, and compact displays on a dedicated page.

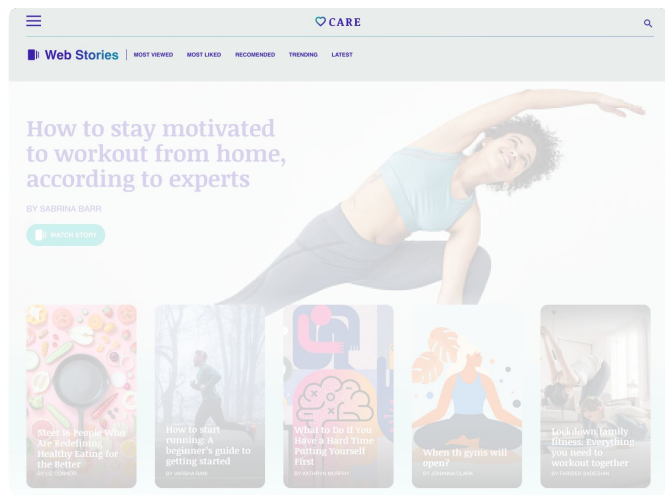


DON'T

Use only one type of entry point.

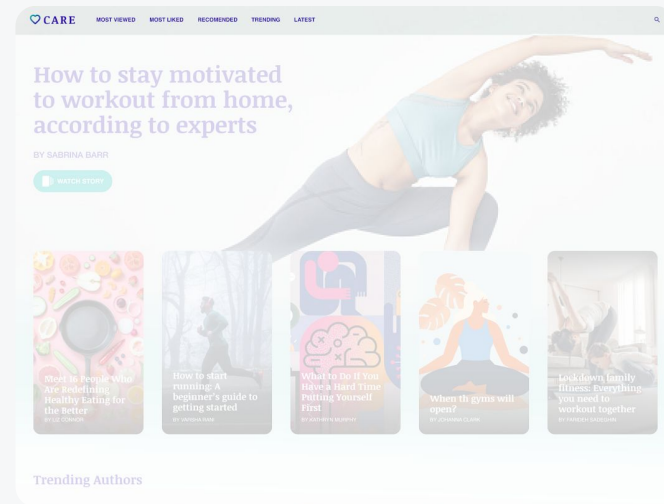
Best practices

Page layout



DO

Make it clear the dedicated page contains only Web Stories.

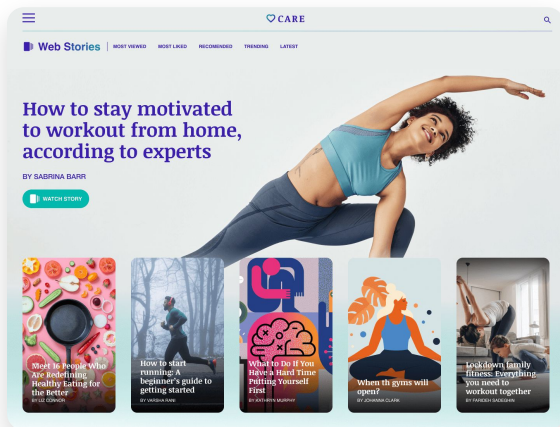


DON'T

Create a dedicated page that looks exactly like other pages on your site.

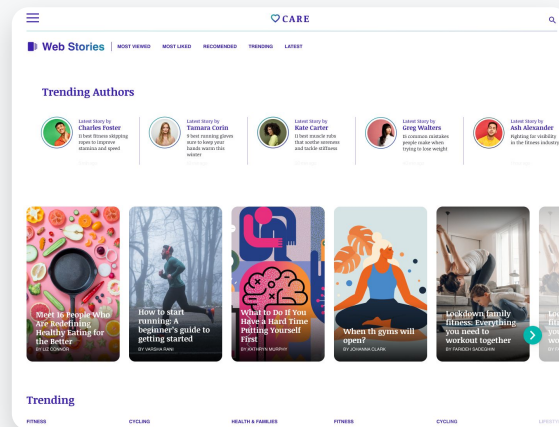
Best practices

Hero



DO

Give the hero a special treatment so that the dedicated page feels immersive and different from other pages on your site.



DON'T

Use a carousel or compact display as a hero.

**Next, find additional design specs
and learn how to customize Web
Stories even further.**

Fundamentals.

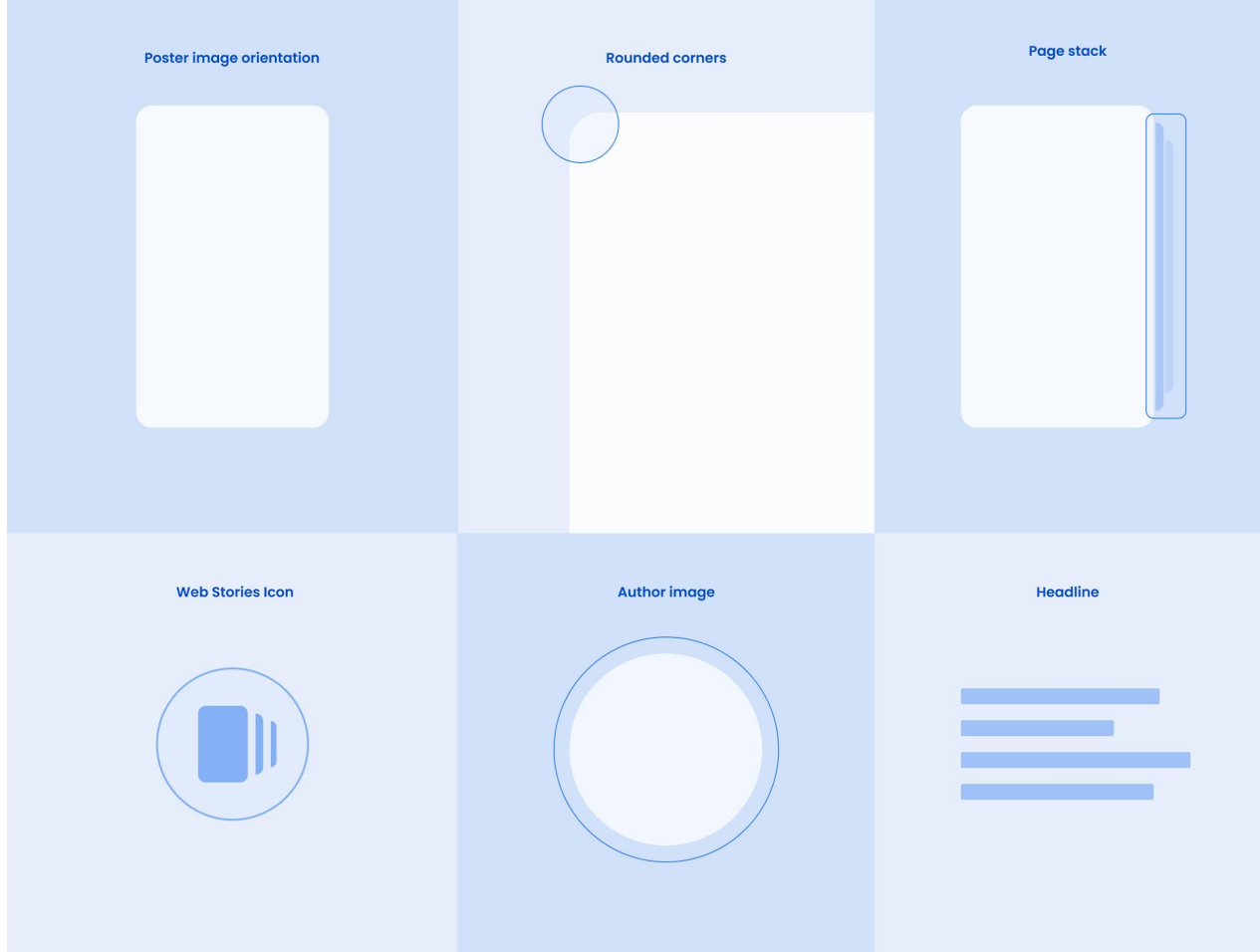
3.0

— Overview.

Each entry point design element helps Web Stories stand out from other content.

Plus, every element can be customized to fit your site's needs.

Discover more using [this Figma file](#) ↗



Poster image orientation.

— Orientation.

Use portrait orientation for poster images.

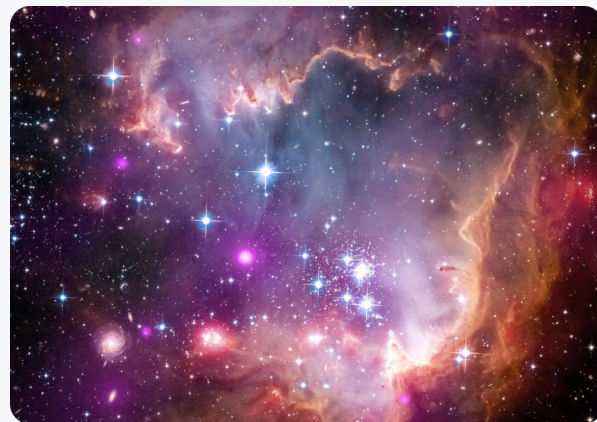
Use portrait orientation for all poster images. This will help readers identify Web Stories quickly. Plus, other design elements, like page stacks, are designed to work best with portrait orientation.



— Orientation.

Landscape orientation.

You can use landscape orientation for poster images, but doing this makes Web Stories harder for readers to identify.

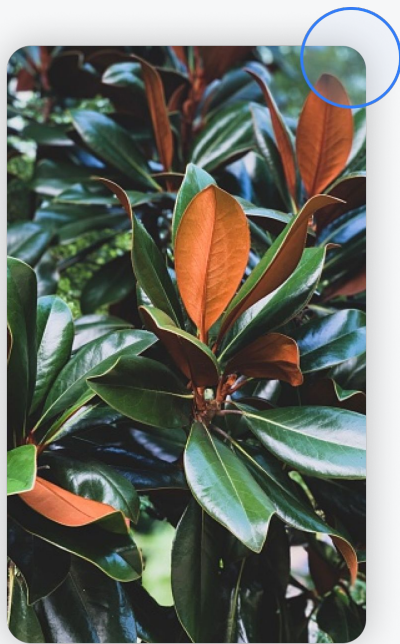


Rounded corners.

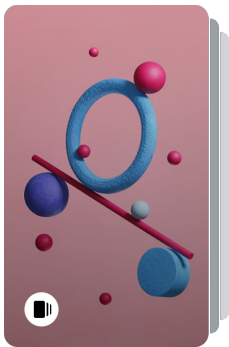
Give poster images rounded corners.

The ideal radius of rounded corners varies depending on how large a poster image is. Use these specs to maintain a balanced proportion.

Poster image width	Corner radius
< 100px	8px
100 px - 240px	16px
< 240px	24px



— Best practices



DO:

- Use the recommended corner radius specs



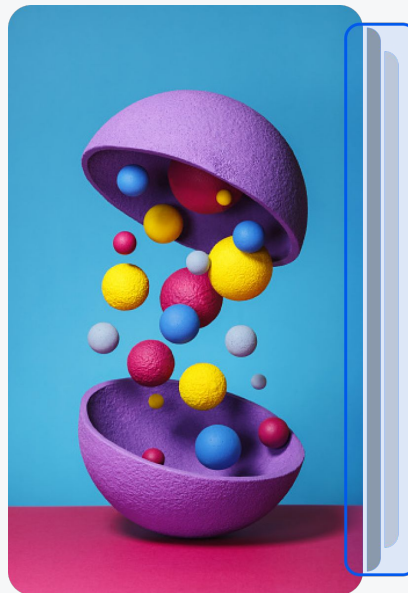
DON'T:

- Make the corner radius too small or too large

Page stacks.

Page stacks consist of two lines behind a poster image.

These lines symbolize the experience of tapping through the pages of a Web Story.



Use two tones of the same color for page stack lines.

This creates a depth effect that helps entry points stand out.

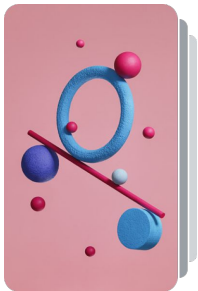
Apply a primary color with 100% tint to the first line, then apply the same color to the second line, lowering the tint by 40%-50%.



Color 1: #9AA0A6
+ 100% tint

Color 2: #9AA0A6
+ 40% tint.

— Best practices



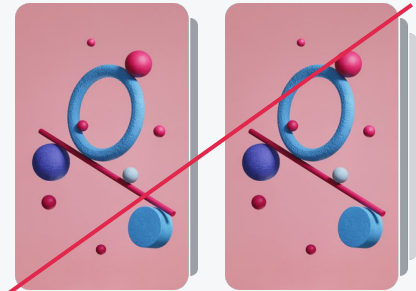
DO

- Use two right-aligned vertical lines



DON'T

- Use horizontal lines



DON'T

- Use 1 line or more than 2 lines

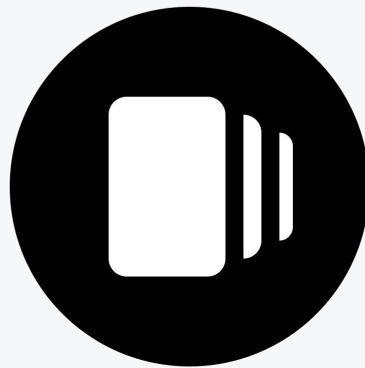
Web Stories icon.

— Icon.

Place the Web Stories icon on top of poster images.

The Web Stories icon helps readers instantly differentiate Web Stories content from other content on your site.

Discover more using [this Figma file](#) ↗



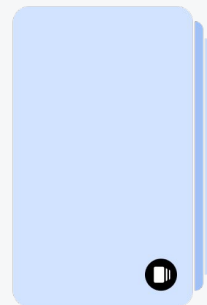
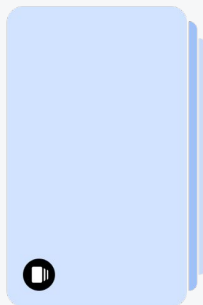
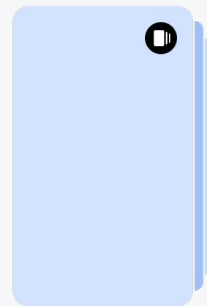
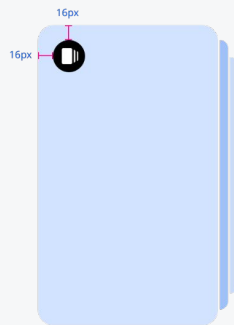
Minimum icon size for
screen applications is 24px



Maximum icon size for
screen applications is 56px

Be consistent with icon placement.

A Web Story icon can go in any corner of a poster image. However, we recommend choosing the same spot for all entry points. This will help readers instantly identify Web Stories.



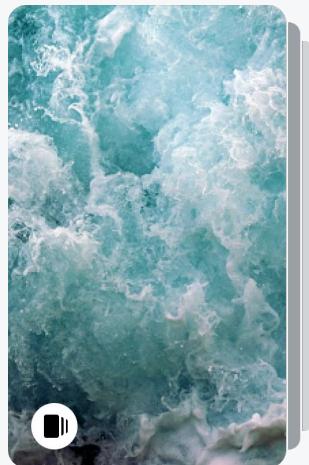
A Web Story icon can be any two colors.

Select colors from an entry point's poster image or from your site's brand guidelines.

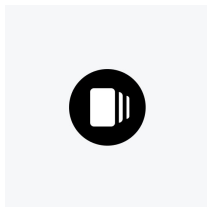
Brand color example



Neutral color palette example

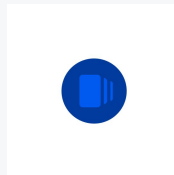


— Best practices

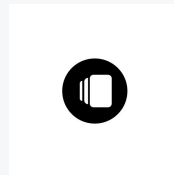


DO

- Use contrasting logo colors.
- Maintain the default shape and size of logos.



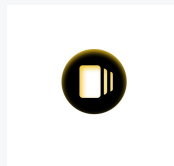
Use two similar colors



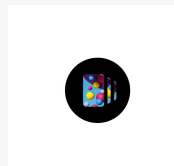
Flip the icon



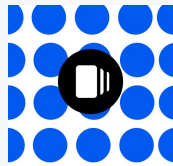
Distort or stretch the icon



Use glow effects



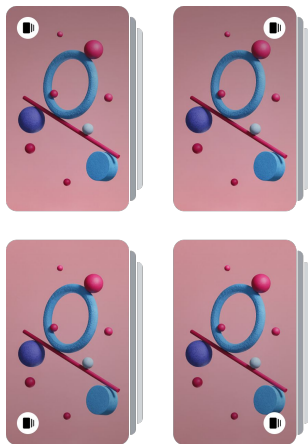
Include images



Place icon on a background image with a busy pattern

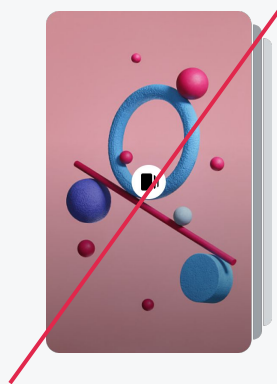
DON'T

— Best practices



DO:

- Place an icon in the corner of a poster image. Any corner works. We recommend choosing the same corner for every entry point.



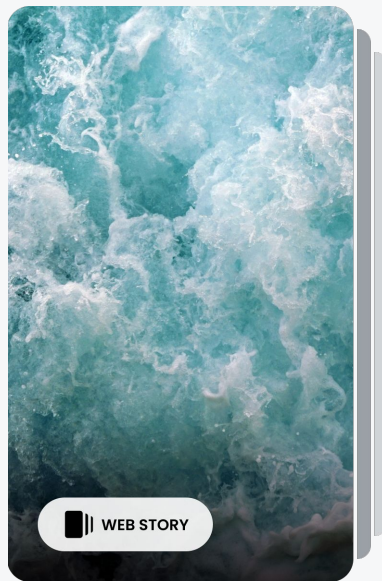
DON'T:

- Center the icon

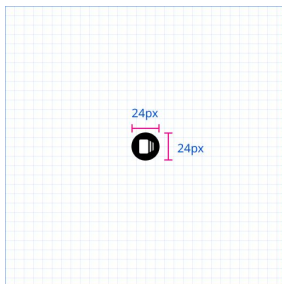
**Icon + text
badge.**

Give readers more info with icon + text.

Apply an icon + text badge to the bottom right corner of a singleton to maximize visibility and readability.

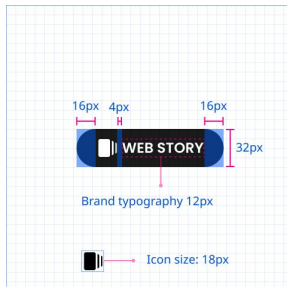


Sizing



Icon size: 24px
Use on card type: S XS <100px width

Don't use an icon + text combo if the image is <90 width. Otherwise your poster image will be too crowded.

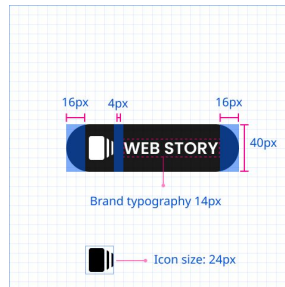


Badge size: 32px height
Use on card S >100px width

Font: Use the main font used on your site. Font size should be 12px.

Icon size: 18px.

Corner radius: 100%.

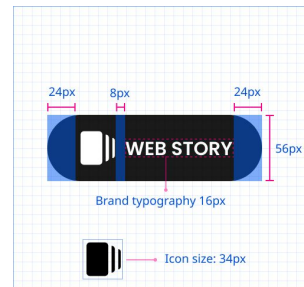


Badge size: 40px
Use on card M >200px width

Font: Use the main font used on your site. Font size should be 12px.

Icon size: 24px.

Corner radius: 100%.



Badge size: 56px
Use in card L ≥ 360px width

Font: Use the main font used on your site. Font size should be 12px.

Icon size: 34px.

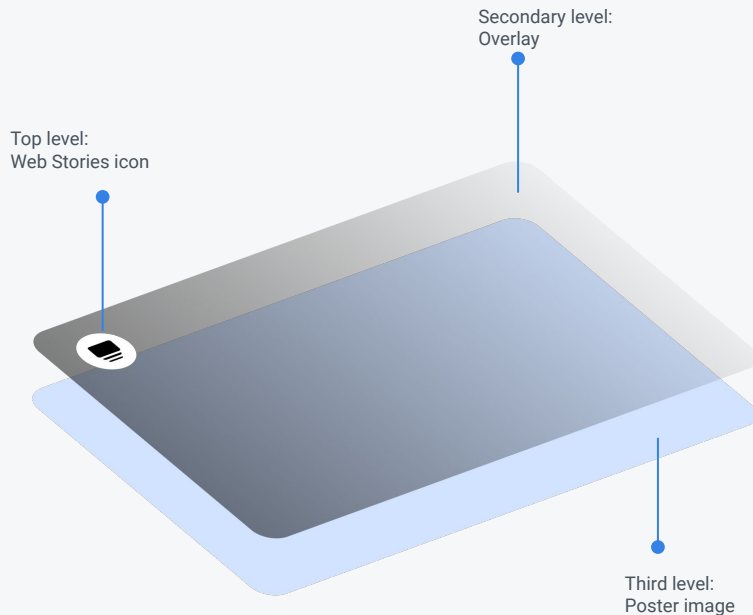
Corner radius: 100%

Overlays.

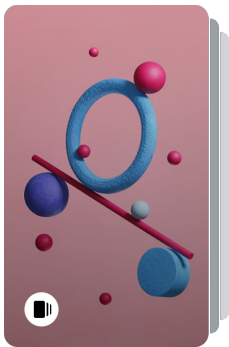
An overlay is a color layer placed on top of poster images.

Overlays help images fit into the look and feel for your website. Plus, they make headline copy and icons easier to read.

Discover more using [this Figma file](#) ↗

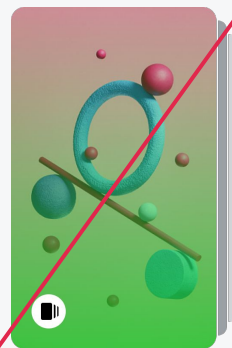


— Best practices



DO:

- Use a black gradient



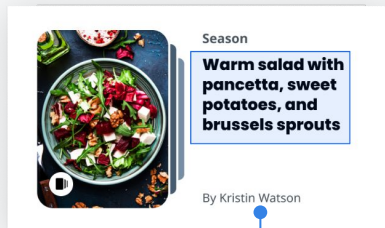
DON'T:

- Use a colored gradient

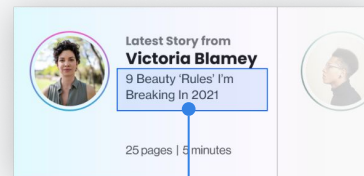
Headlines.

Keep headlines short.

Write Web Stories headlines in your brand's tone and voice. Keep headlines concise for scanning and mobile experiences.



Flex your organization's editorial guidelines. Use your editorial guidelines like sections, headlines, and authors; follow the rules you already have for your brand.

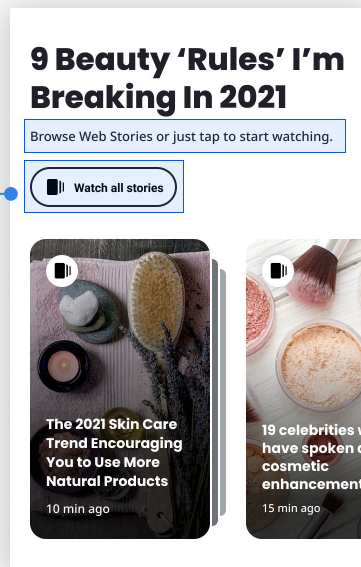


Keep it short. Depending on the entry point you are using, keep the headlines direct and short. Keep titles shorter than 70 characters.

Give helpful info.

Provide instructions for how to interact with Web Stories if you're targeting readers who may be unfamiliar. Include direct-action verbs like “watch,” “learn,” or “tap” to differentiate Web Story CTAs from other CTAs on your site.

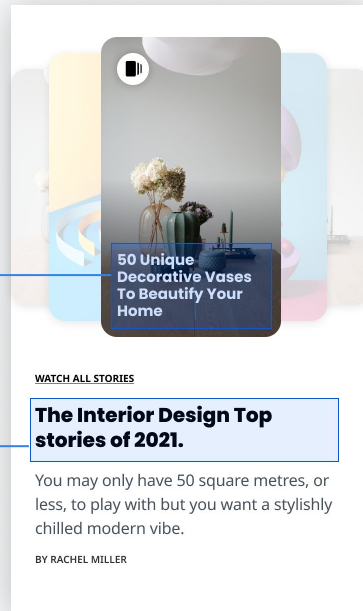
Use direct-action verbs.



Don't be repetitive.

Find creative ways to make sure headlines, eyebrows, meta descriptions, and Web Story titles avoid repetition.

Unique headlines



Color choice.

— Color.

Use color with purpose.

Strategic color choice improves the way users find and engage with Story content.

For example, apply contrasting colors to your Stories icon or page stacks to achieve a bold, eye-catching effect.



TRENDING

The 2021 Skin Care Trend Encouraging You to Use More Natural Products

By Kristin Watson



BEAUTY

19 celebrities who have spoken candidly about cosmetic enhancements

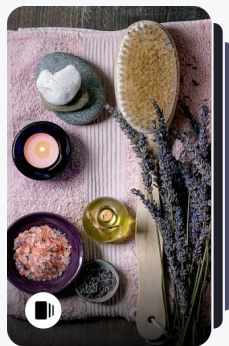
By Kristin Watson

— Color.

Maintain consistency.

Choose colors that are consistent with your brand and a singleton's poster image.

We recommend applying the same color to icons and page stacks, to keep visual design clean, cohesive, and user-friendly.



Example #1

Icon element:

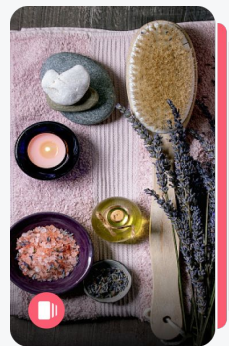
#000000 background

→ #FFFFFF icon color

Line colors:

1^a line: brand color: #000

2^a line brand color: #000 +
20% tint.



Example #2

Icon element:

#EF4FA6 background

→ #FFFFFF icon color

Line colors:

1^a line: brand color: #FC5C71

2^a line brand color: #FC5C71 +
20% tint.

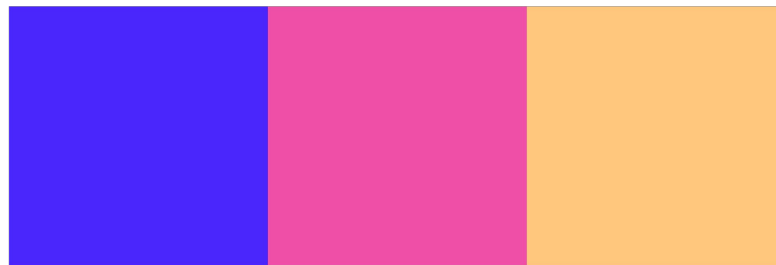
— Color.

Put accessibility first.

Choose entry point colors that make Web Stories accessible. Accessible Web Stories make your site easier to use, especially for users with low vision and blindness.

To check color contrast, we recommend using the WebAIM color checker.

[WebAIM color checker](#)



Alternative 1
Icon over solid color

WCAG AA: **Pass**
WCAG AAA: **Pass**



Alternative 2
Solid icon color with
color border

WCAG AA: **Pass**
WCAG AAA: **Pass**



More resources.

4.0

**Guide to using
Stories on
your site** [↗](#)

**Technical
documentation
for Web** [↗](#)

**Web Story tools
and CMSes** [↗](#)

As always, feel free to reach out to the Web Stories working group via [Github](#) or [Slack](#) on the **#amp-story** channel to connect.

**Now, create a Web
Story and give your
readers something
they'll love. 😊**