



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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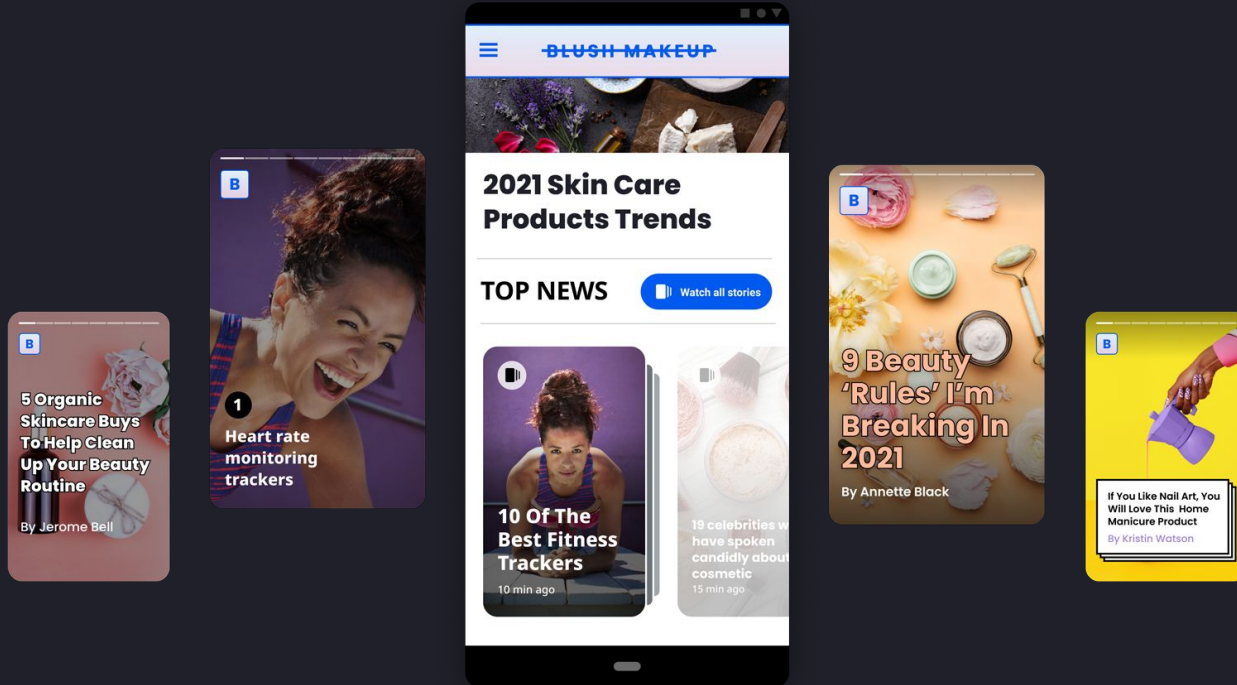
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More design details

—  
**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.

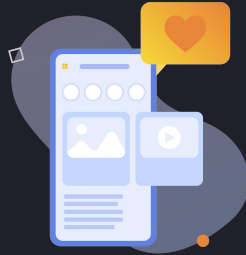


**Use Web Stories to reach new audiences and give readers a quicker, more engaging way to experience content.**

# 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

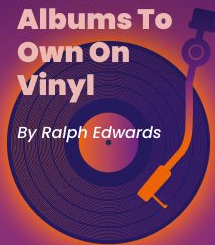


TRENDING TOPICS

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

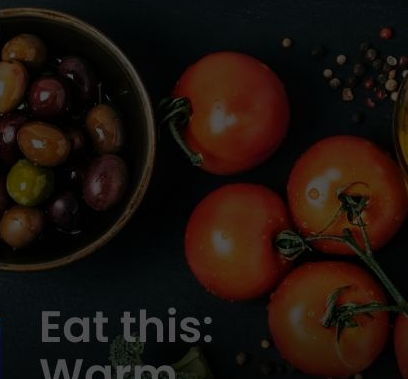
9 beauty  
'rules' I'm  
breaking  
this year

*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



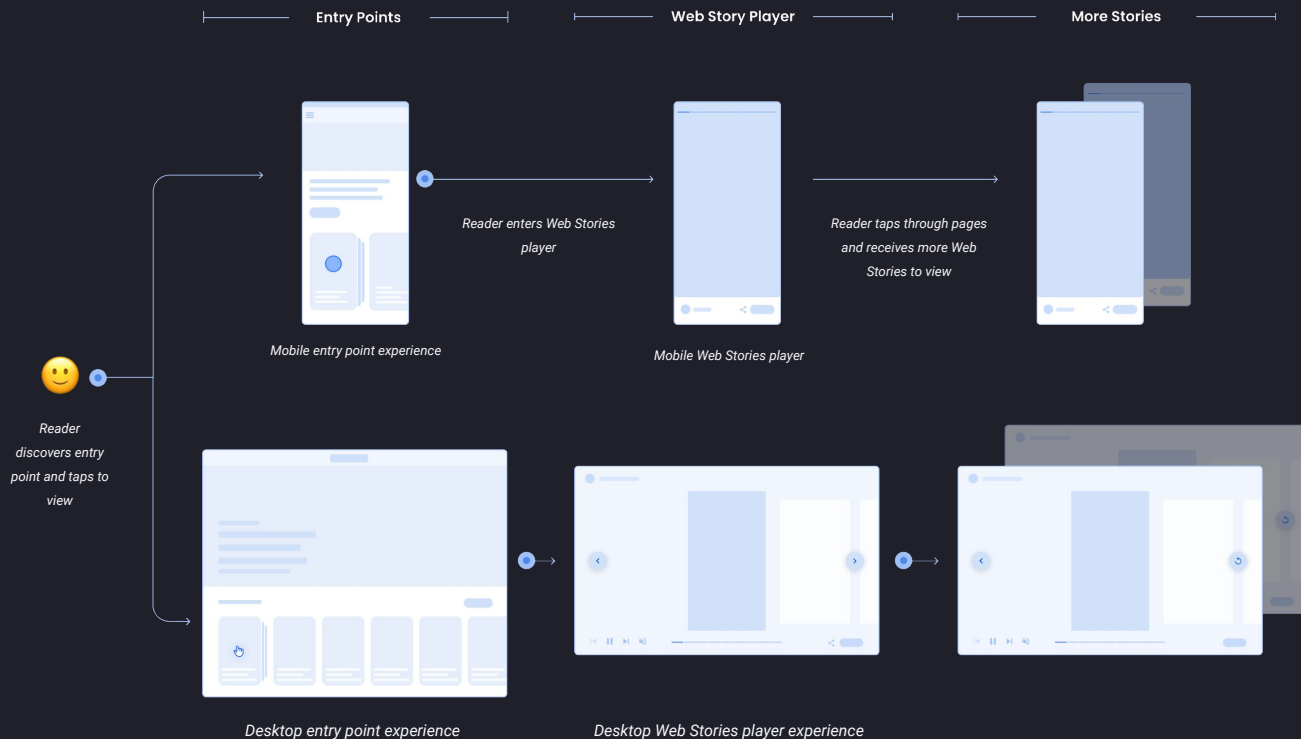


**With just a tap or a swipe,  
readers can consume as many  
Web Stories as they want.**

**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.

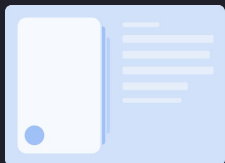


**Entry points are flexible  
and can show one or multiple  
Web Stories.**

## Each entry point type is designed to fit different needs.

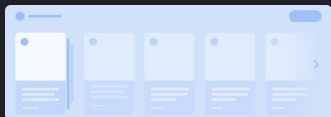
### Singleton

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



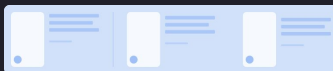
### Carousel

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.



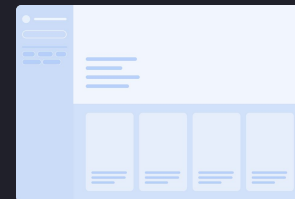
### Author highlight

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



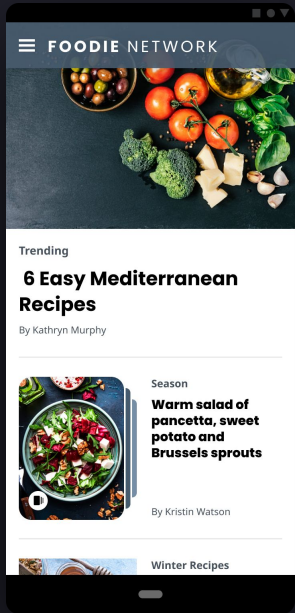
### Dedicated page

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

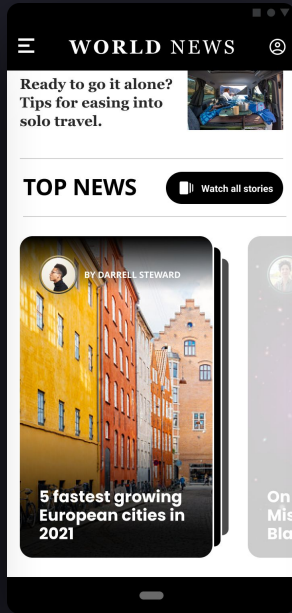


— Entry point types

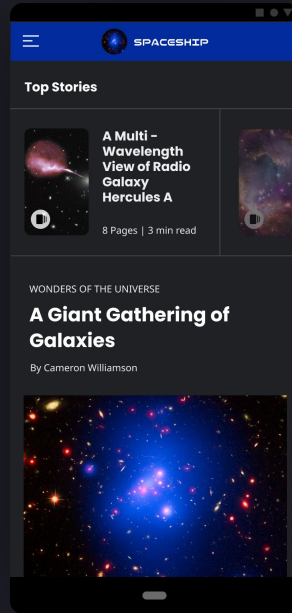
Singleton



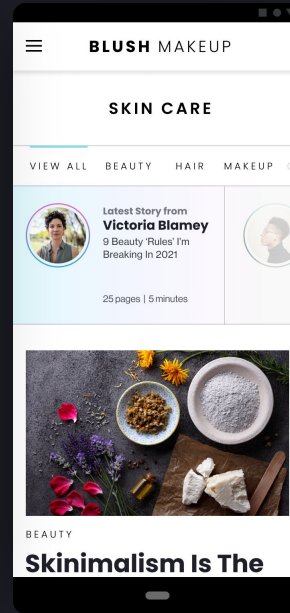
Carousel



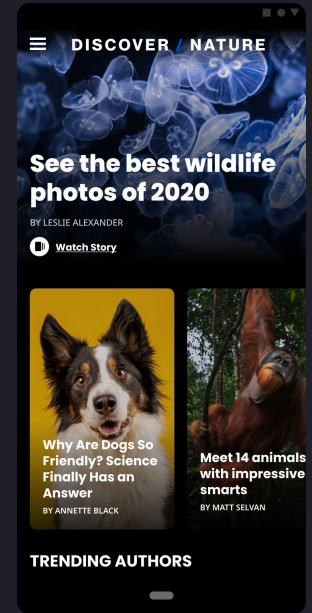
Compact display



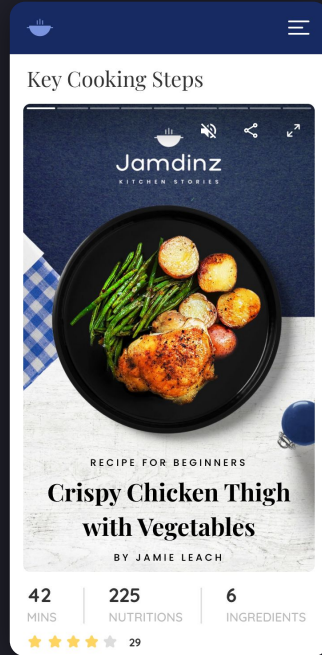
Author highlight



Dedicated page



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



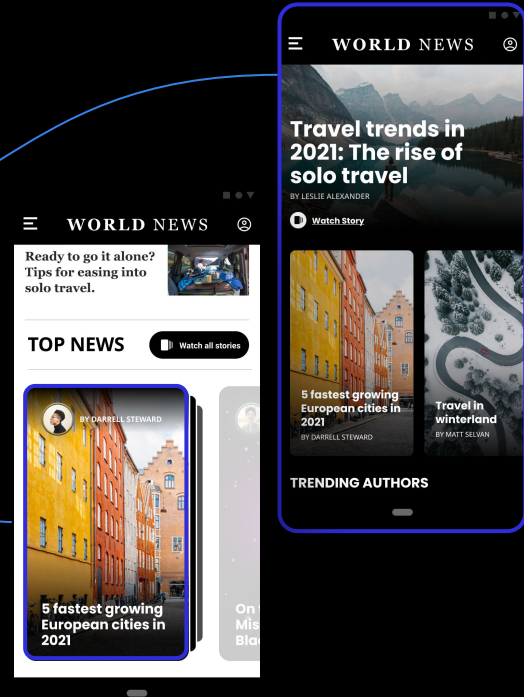
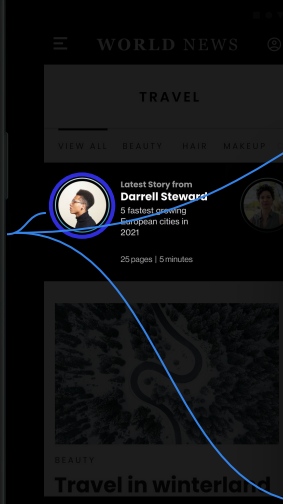
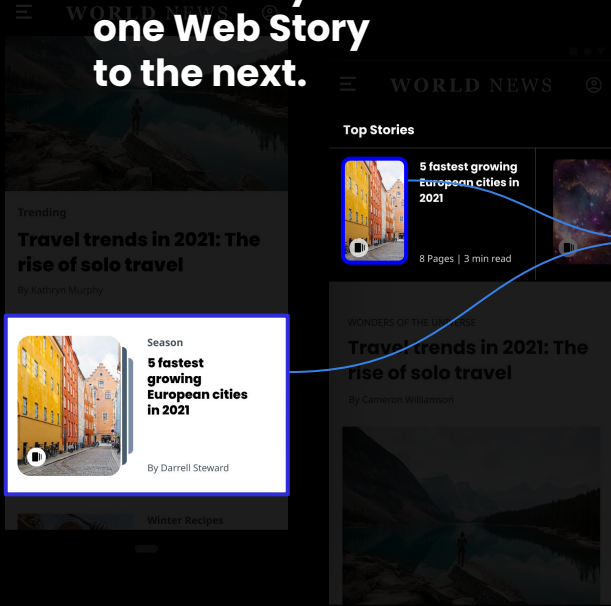
Readers can view Web Stories without entering the player.



Embedded Web Stories can be viewed full-screen.

— Player experience

# Readers move seamlessly from one Web Story to the next.



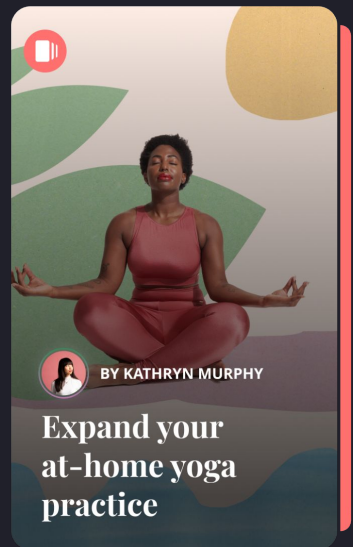
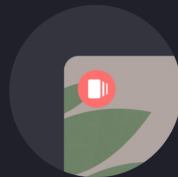
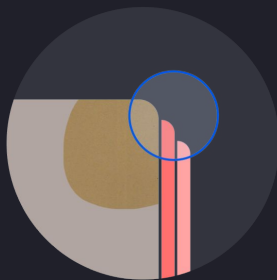


**Make the experience fun and  
engaging, from start to finish.**

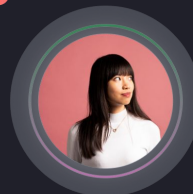
— Entry point design


**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

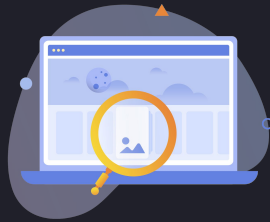


**Expand your at-home yoga practice**





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



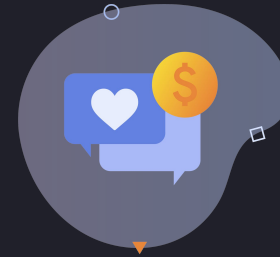
Discover.

+



Engage.

=

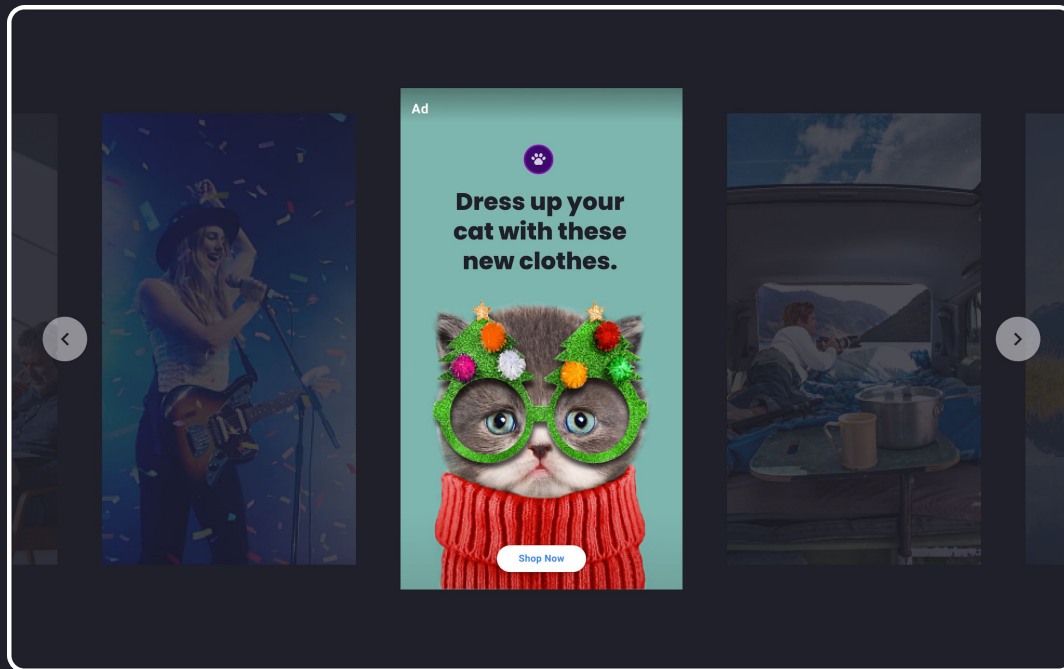


Monetize.

## 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.

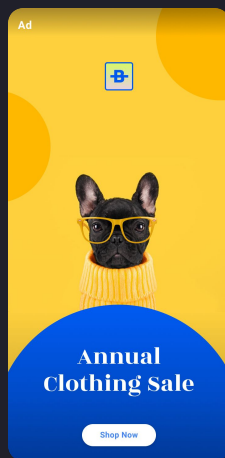
- **Programmatic ads.** Tap into programmatic ad demand using Google Ad Manager or AdSense.
- **Direct sold ads.** Partner with advertisers to run their ads in your Web Stories.
- **Sponsored content.** Partner with advertisers or brands to create customized ads (“advertorials”).
- **Affiliate linking.**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



## And ads don't feel intrusive.

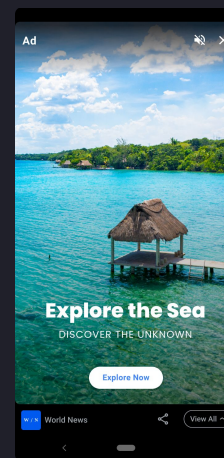
### Readers stay in the Web Stories experience

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.



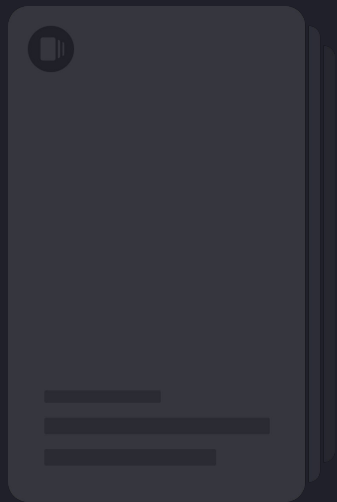
**Get data on how your Web Stories perform, so you can optimize content for your readers.**

- [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.

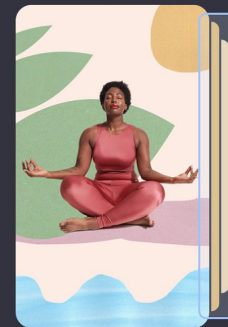
Poster image orientation



Rounded corners



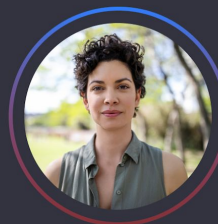
Page stack



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.**

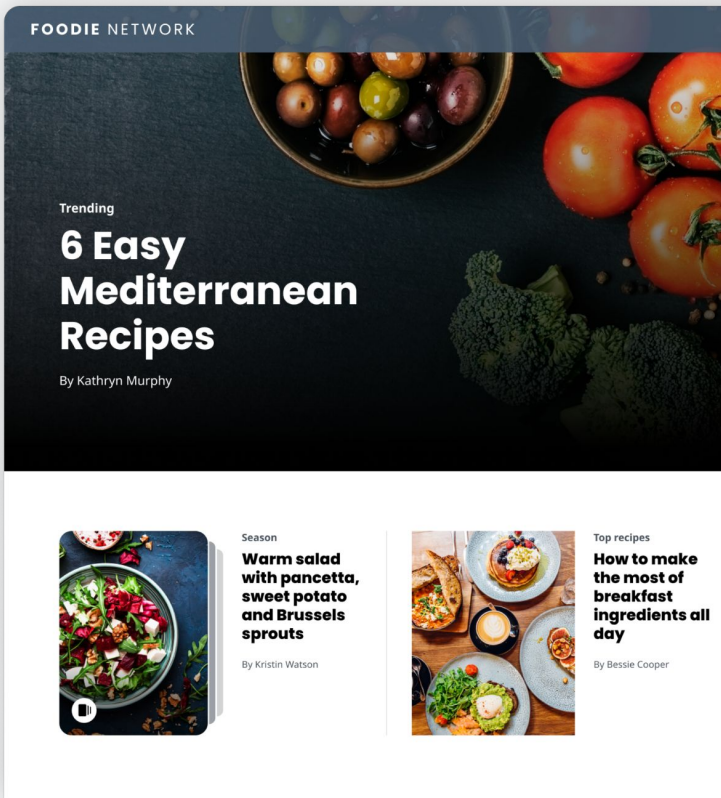
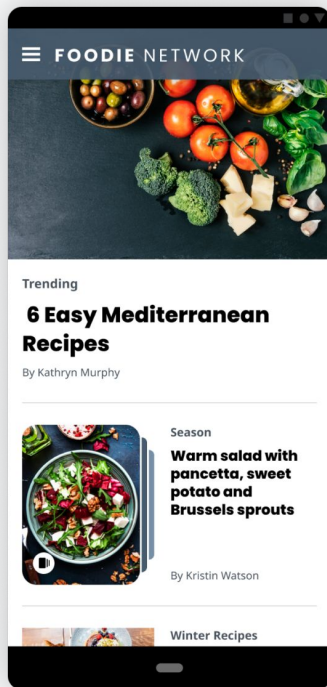
# Singletons.

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.

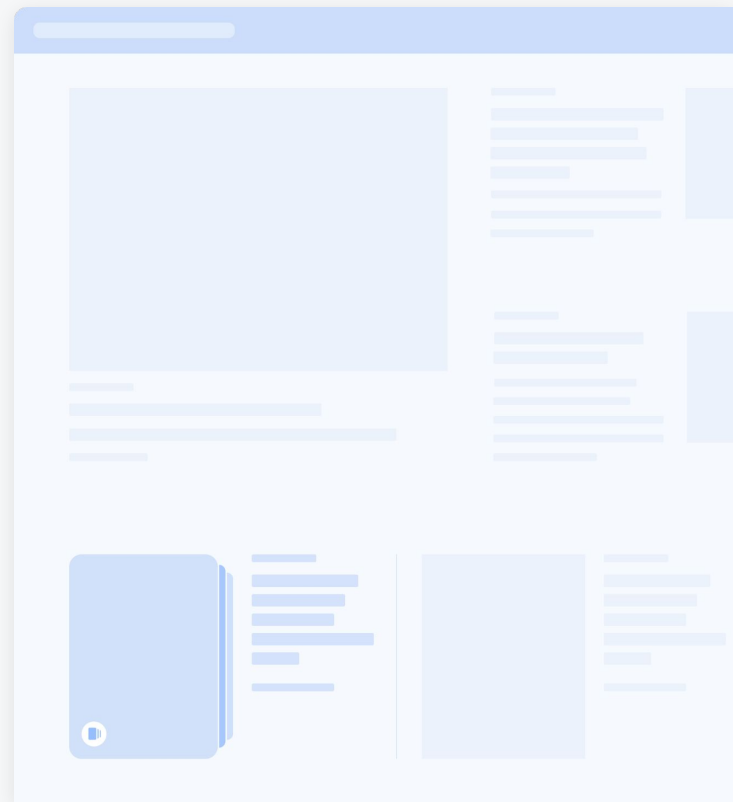
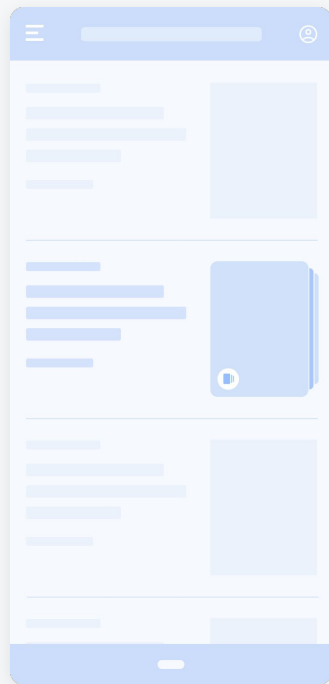
Singletons are easy for readers to identify. Plus, they have a flexible look and feel, allowing them to fit in seamlessly with any site.



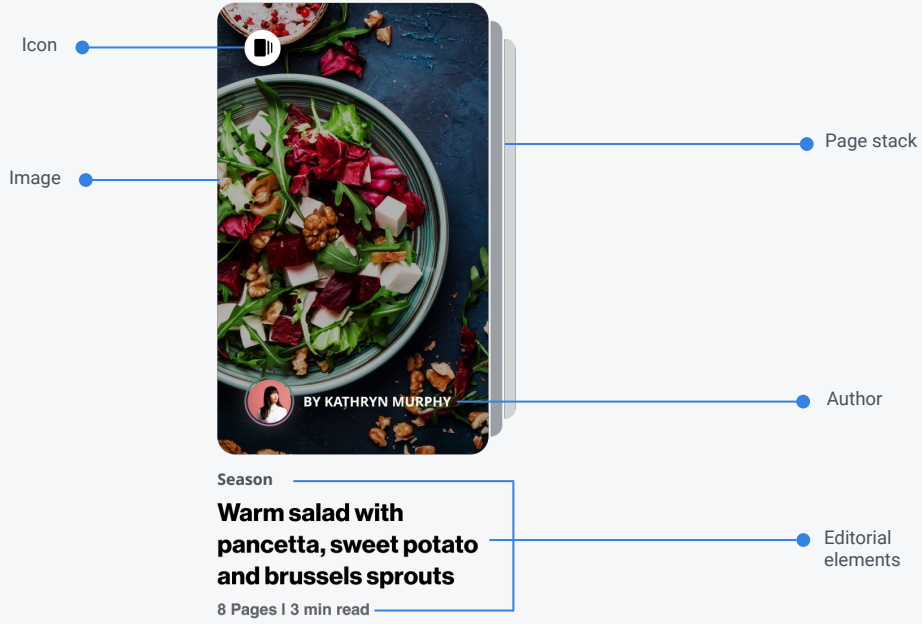
— When to use

## Mix singletons with other content.

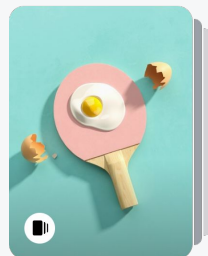
Use a singleton when you want to show a Web Story next to other content on your site, like articles or videos.



## Singletons are made of these design elements.

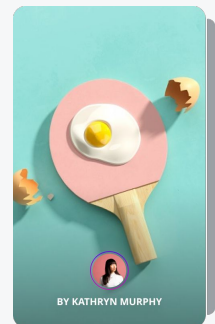


## Editorial elements can be placed outside the poster image.



TRENDING  
**How to make the most of breakfast ingredients all day**  
8 Pages | 3 min read

*Elements on the right*

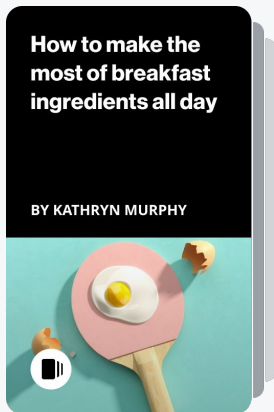


TRENDING  
**How to make the most of breakfast ingredients all day**  
8 Pages | 3 min read

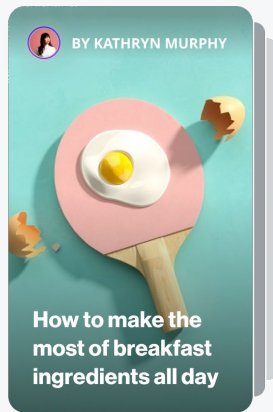
*Elements at the bottom*



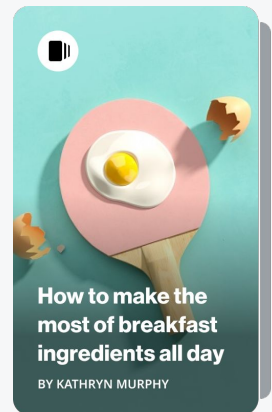
## Or editorial elements can be placed inside the poster image.



*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

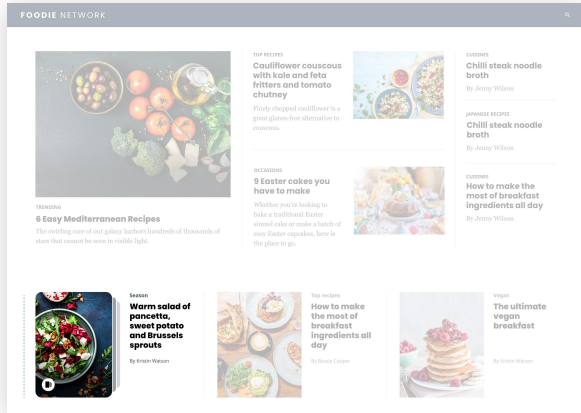
The swirling core of our galaxy harbors hundreds of thousands of stars that cannot be seen in visible light.

*Icon with eyebrow doesn't include a circle container.*

**Best practices.**

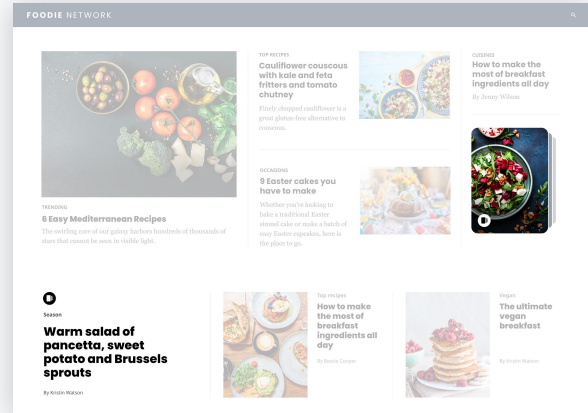
Best practices

# Poster image



## DO

Include a poster image and headline .

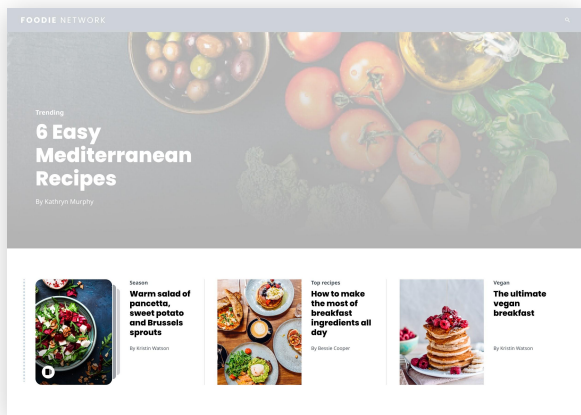


## DON'T

Publish a singleton without a poster image or headline .

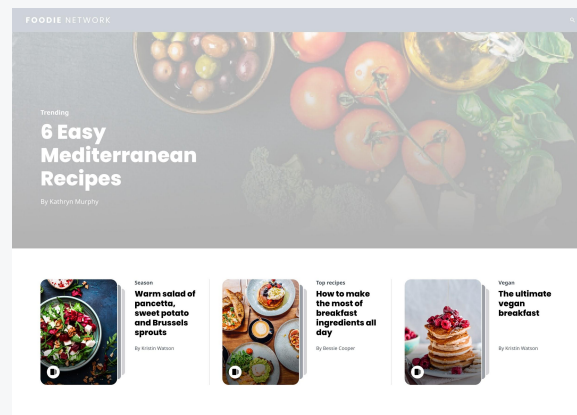
Best practices

## Number of Web Stories



### DO

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

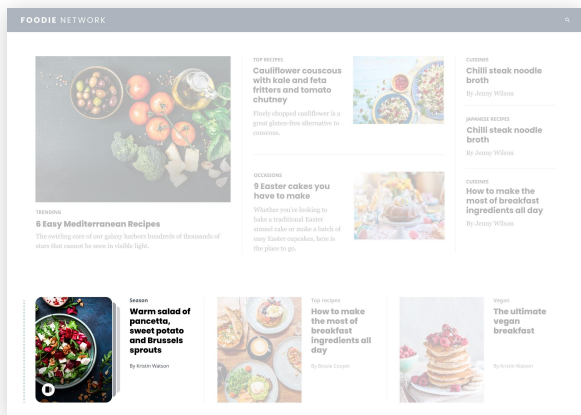


### DON'T

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

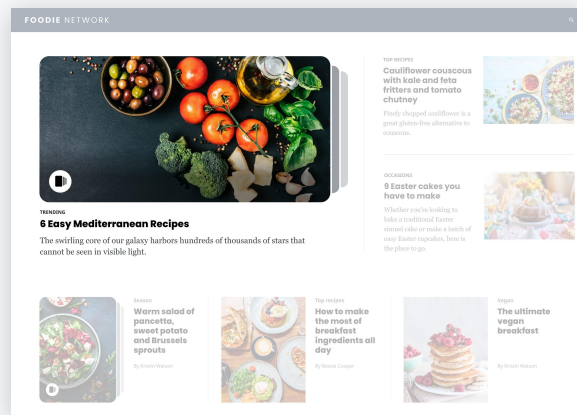
## Best practices

# Page layout



## DO

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



## DON'T

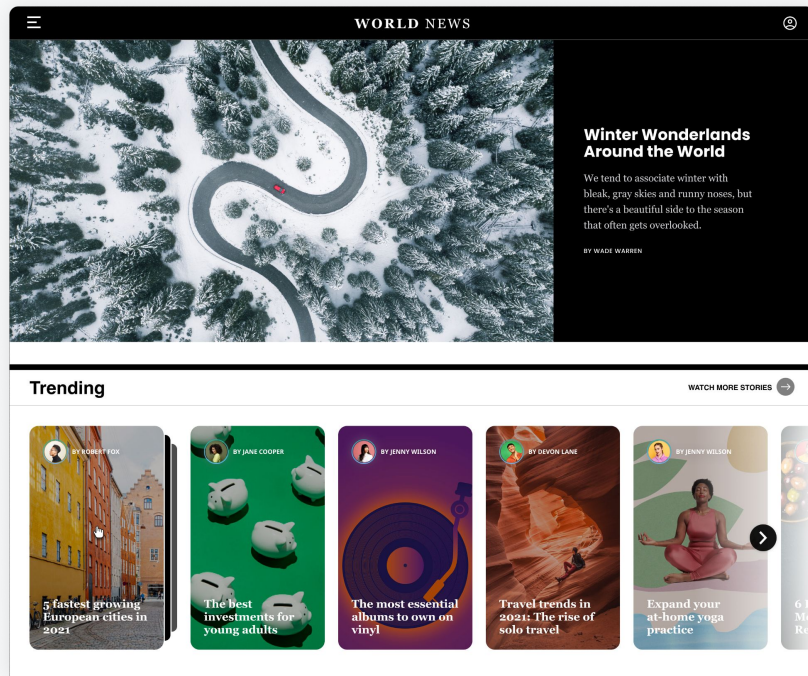
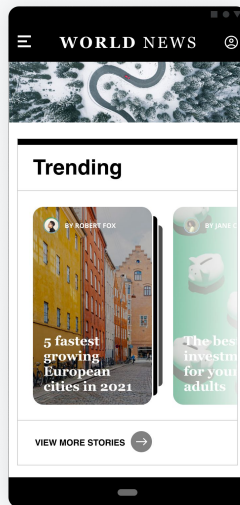
Use a singleton in a page hero. Consider a compact display instead.

# 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.

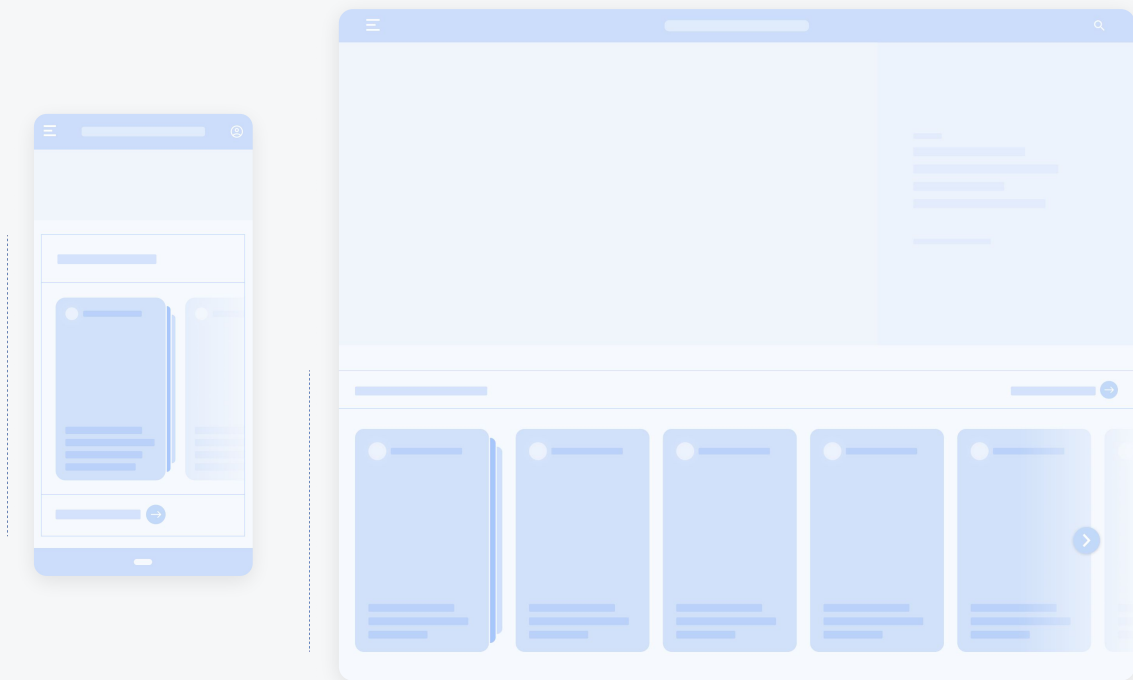




— When to use

## Use carousels to group Web Stories.

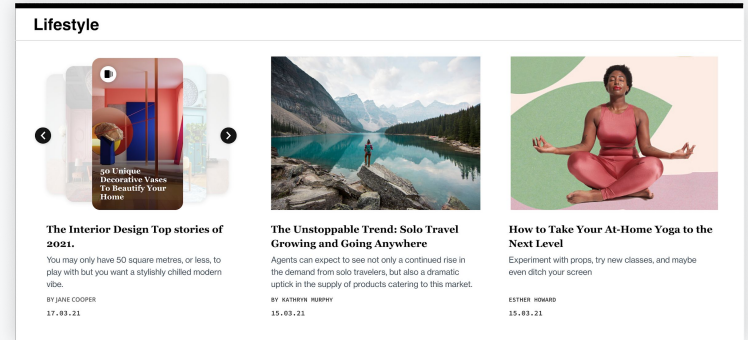
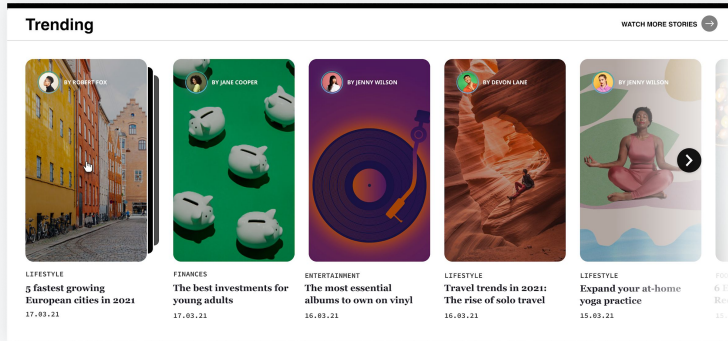
Group Web Stories any way you want—by theme, date, author, and more—so that it’s easier for readers to find relevant content.



## Carousels are made of these design elements.



## There are two types of carousels.



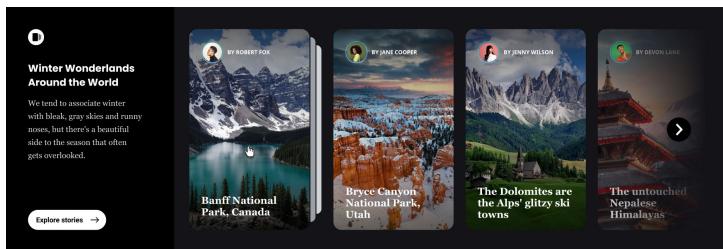
**Edge to edge carousels:** Use these to create a designated area for Web Stories on your site— making it easy for returning readers to find new content.

**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.

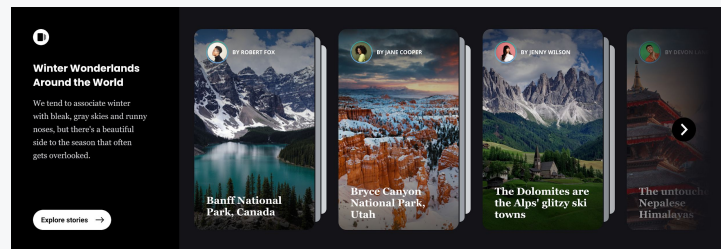
## — Best practices

# Page stacks



## DO

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

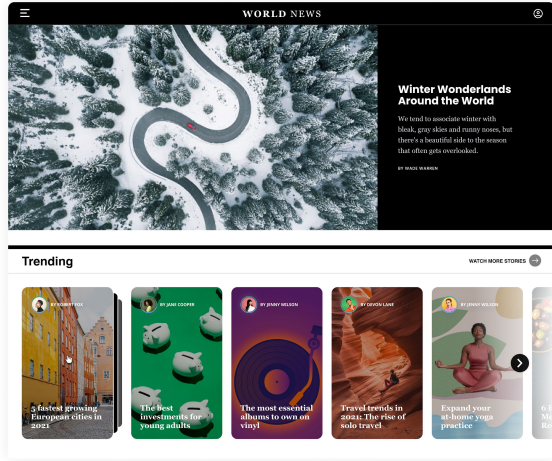


## DON'T

Include page stacks on each Web Story inside a carousel.

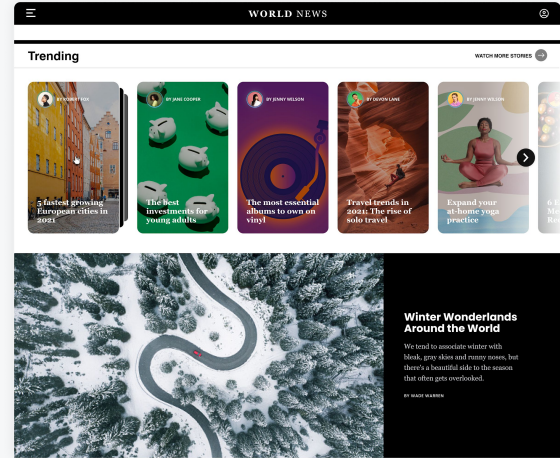
— Best practices

## Page layout



### DO

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

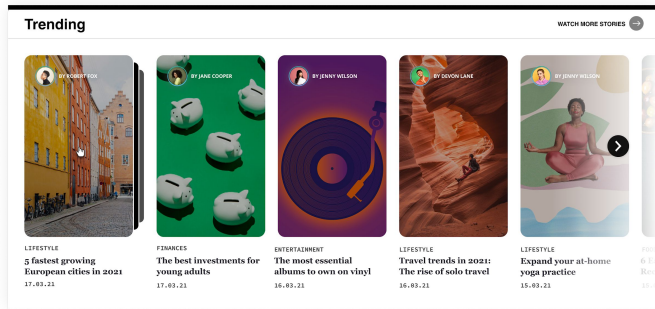


### DON'T

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

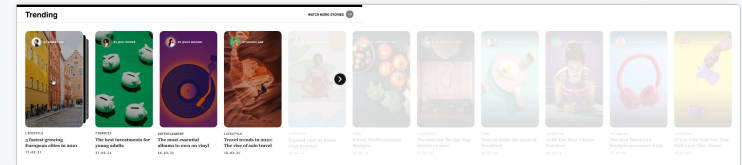
## Best practices

# Number of Web Stories



## DO

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

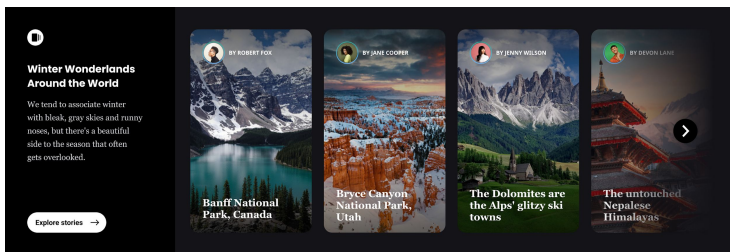


## DON'T

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

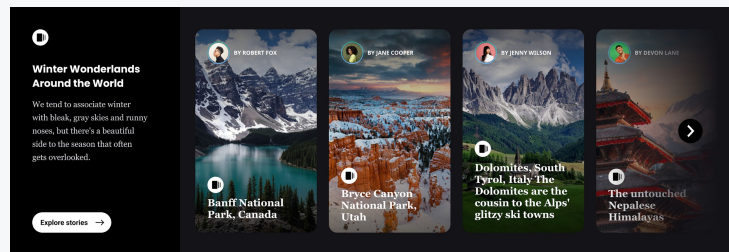
## Best practices

# 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.

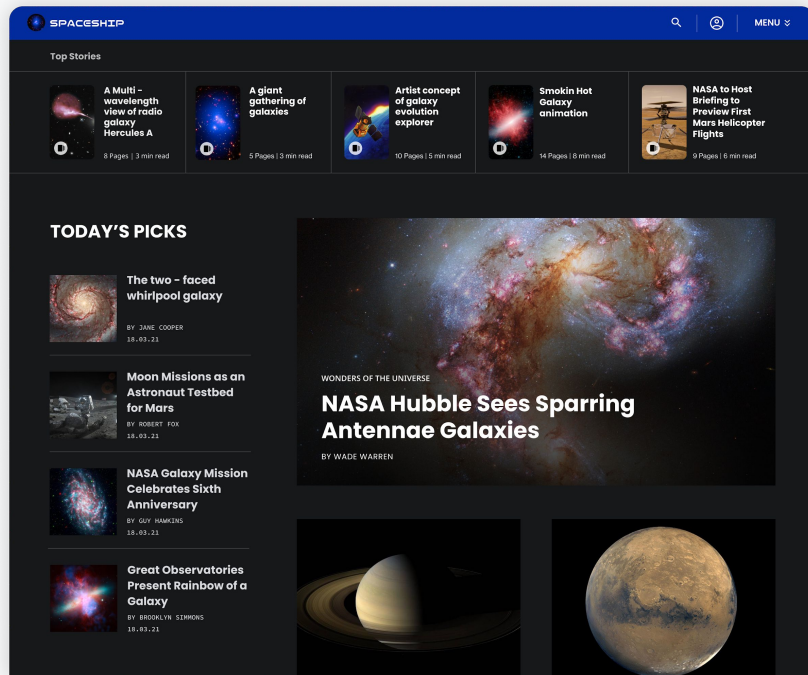
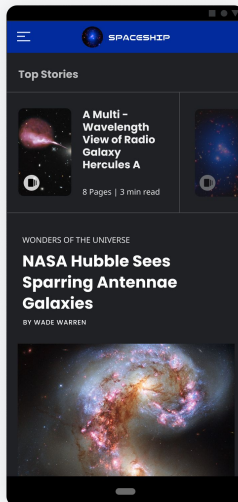


# Compact.

**2.3**

## Compact displays show multiple Web Stories in one module.

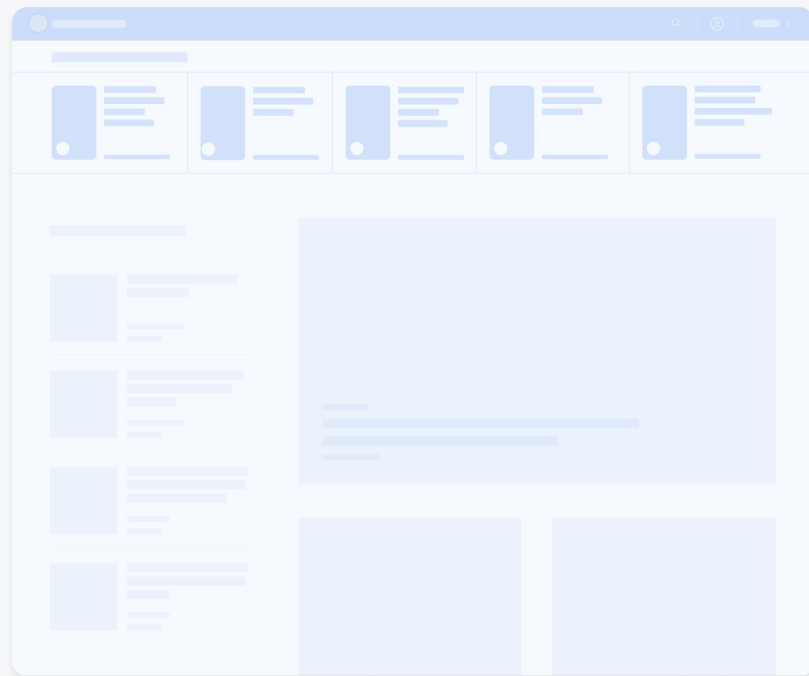
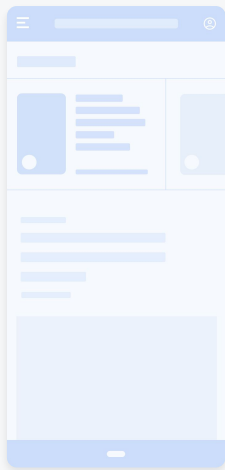
Similar to carousels, compact displays allow you to group Web Stories together, while taking up less space.



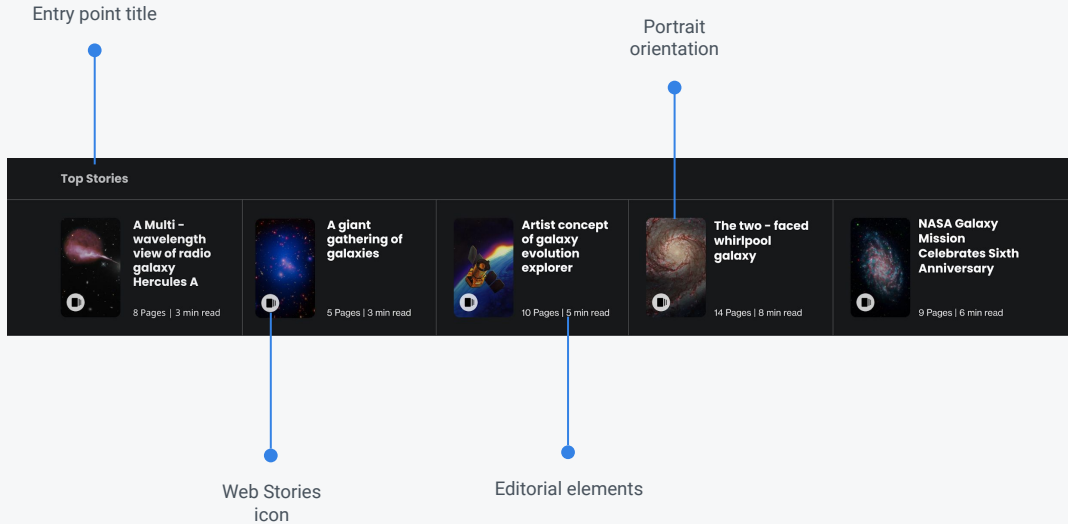
— When to use

## 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.

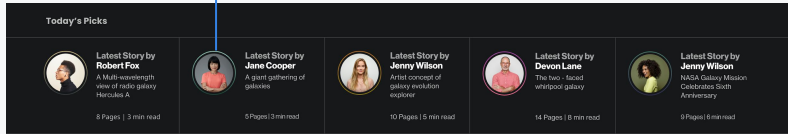


## Compact displays are made of these design elements.

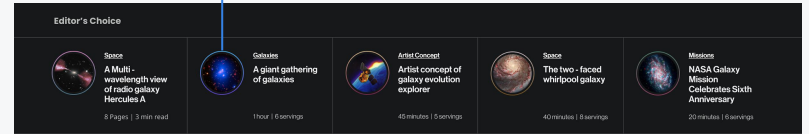


## Use compact displays to group Web Stories by author or topic.

Author image



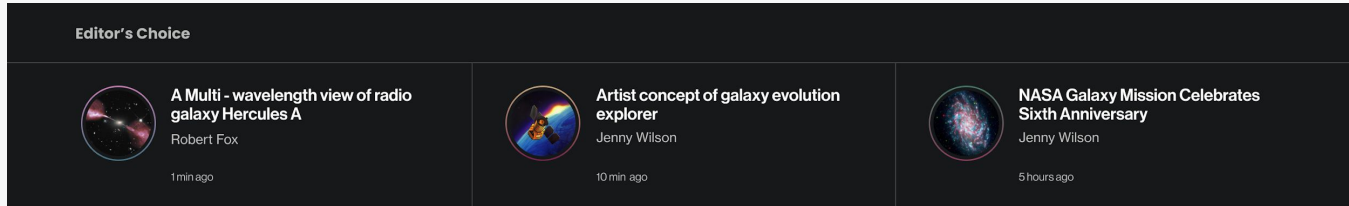
Topic image



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

**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.

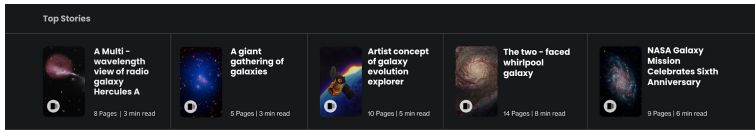


If you have fewer than 3 Web Stories, consider using a singleton. If you have more than 5, try a carousel.

**Best practices.**

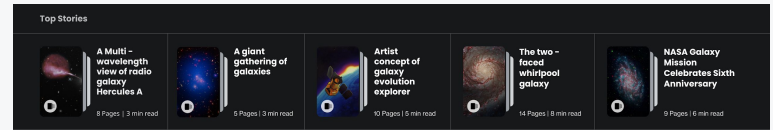
— Best practices

## Design elements



### DO

Make the poster image and editorial description size XS.



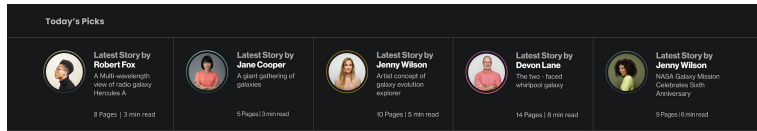
### DON'T

Use page stacks.



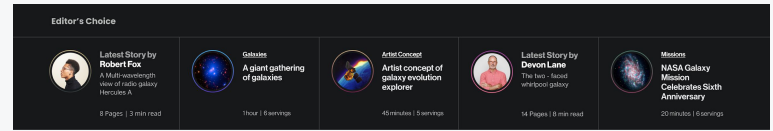
Best practices

# Grouping



## DO

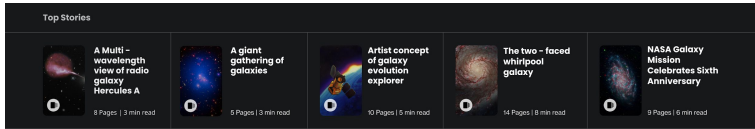
Make sure Web Stories are grouped by a topics or author.



## DON'T

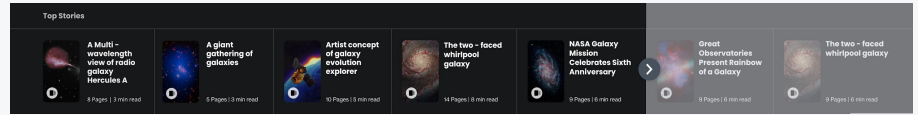
Group Web Stories together in a compact display without a theme.

## Number of Web Stories



### DO

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



### DON'T

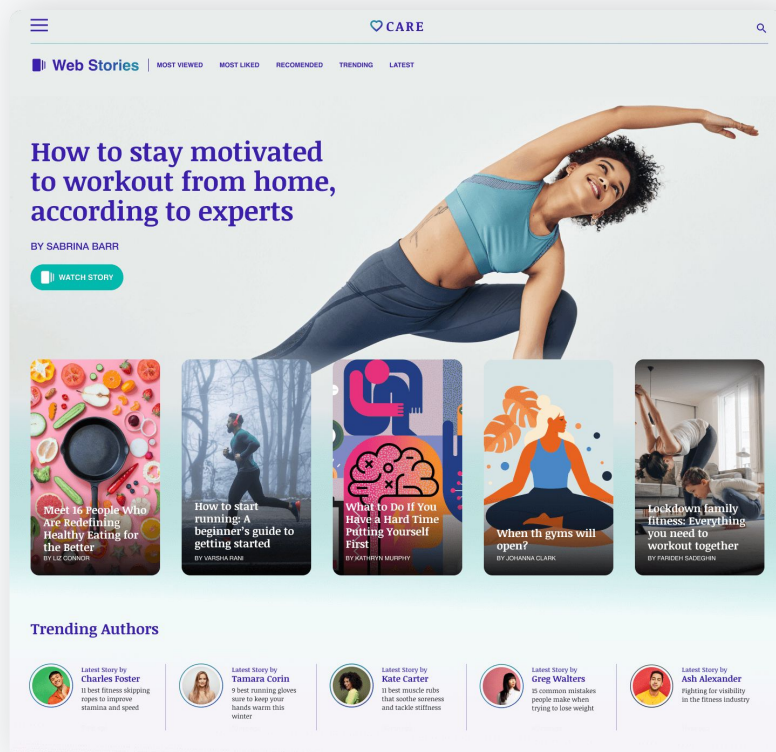
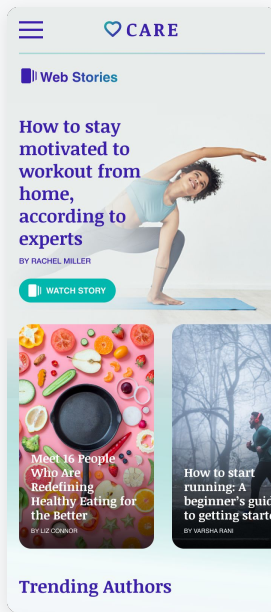
Include more than 5 Web Stories. Consider a carousel instead.

# Dedicated page.

# 2.4

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

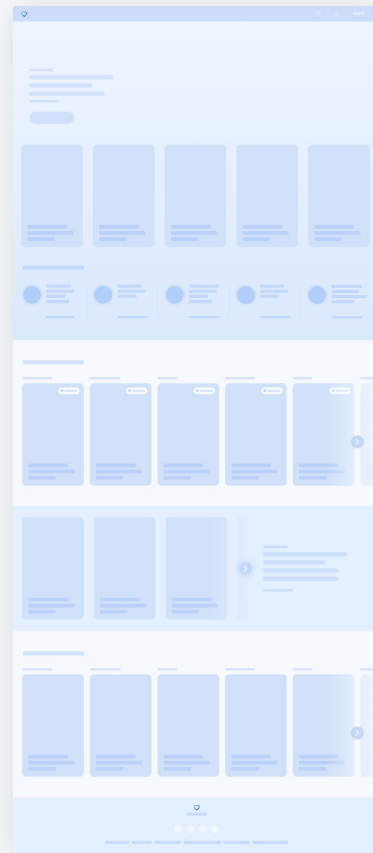
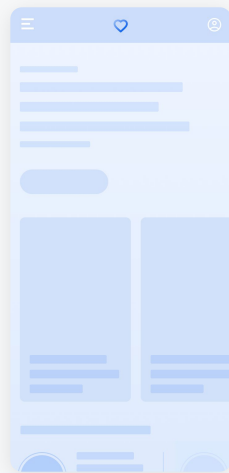
A dedicated page lets you showcase singletons, carousels, and compact displays all on one page.



— 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

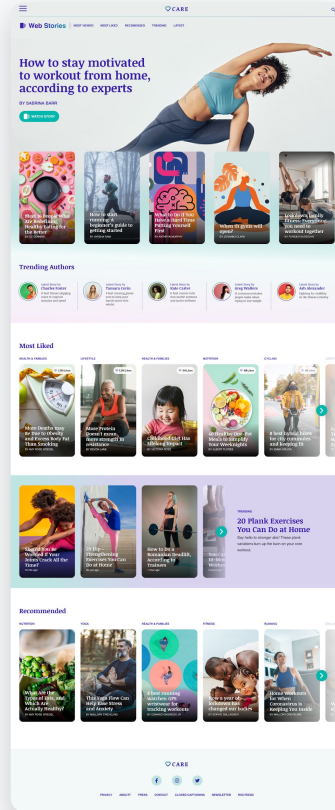
Compact by author

Carousel by author

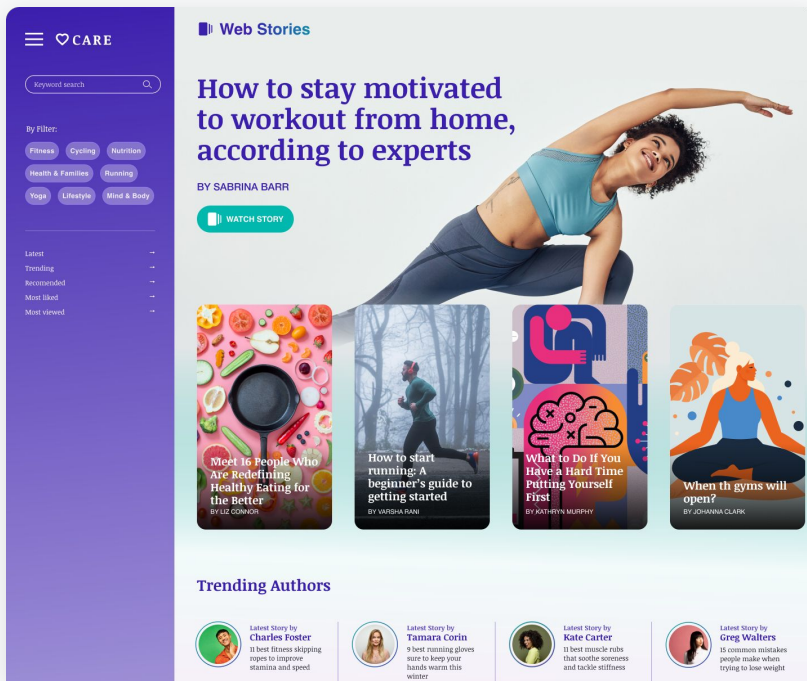
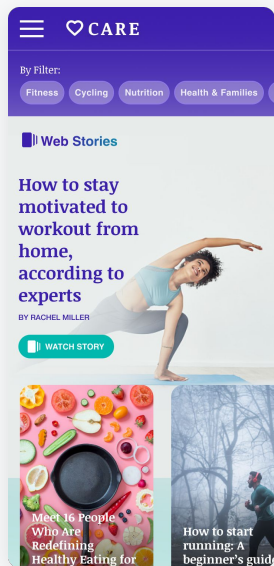
Carousel by theme

Carousel by recommendation

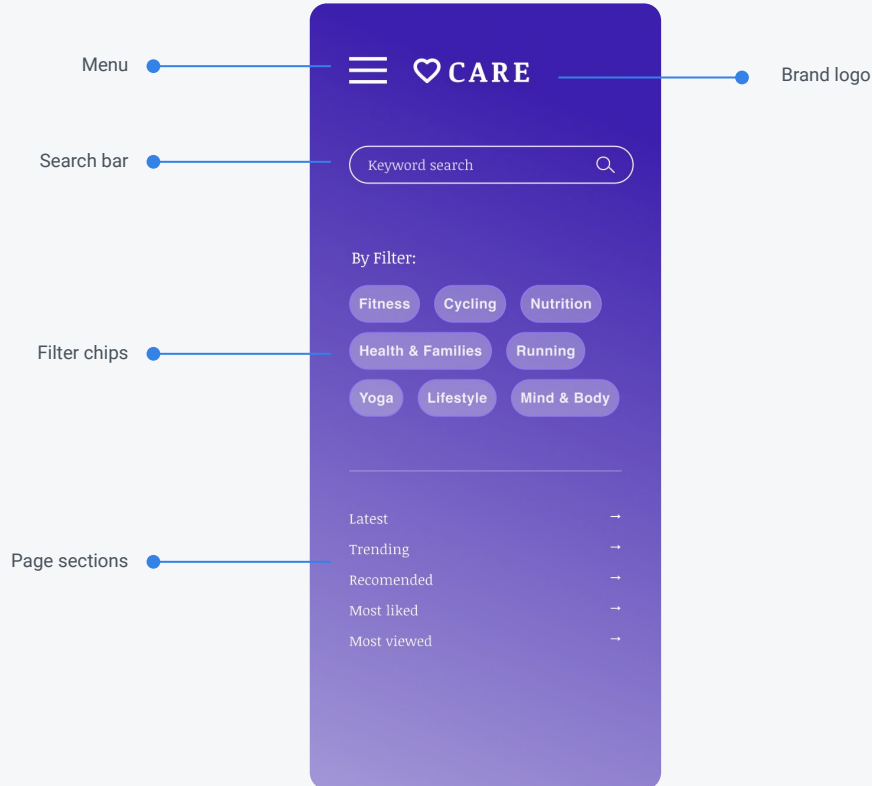
Footer



## Add filters to help readers find what they want.



## A dedicated page filter is made of these design elements.

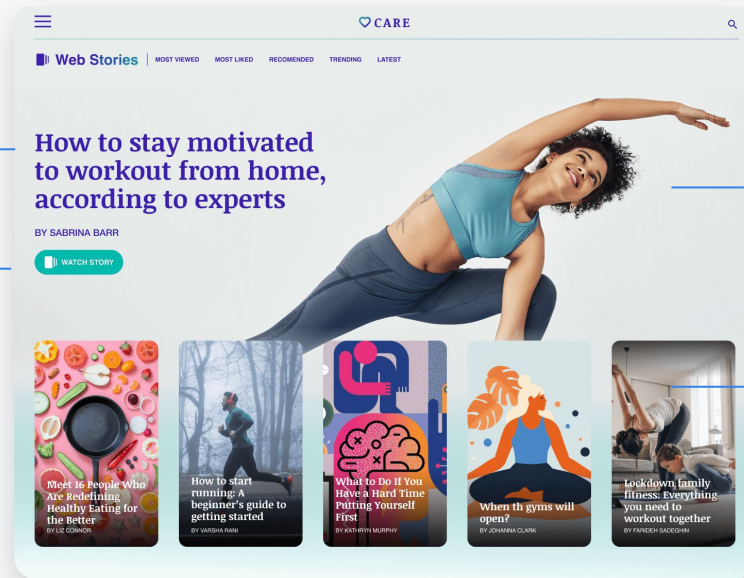




## Dedicated page heroes have a special design.

Singleton with headline and byline

CTA



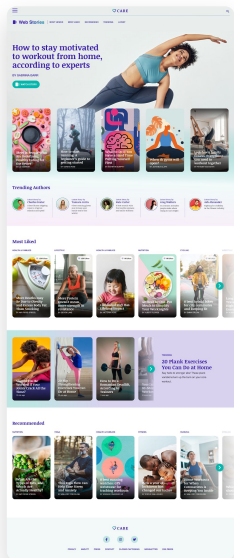
Hero image

Carousel

**Best practices.**

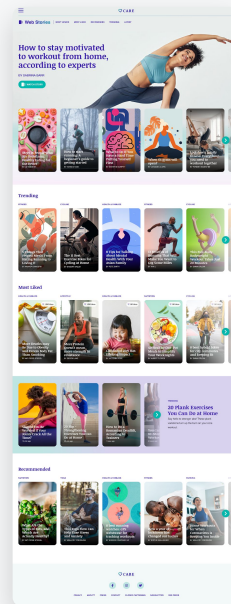
— Best practices

## Content



---

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

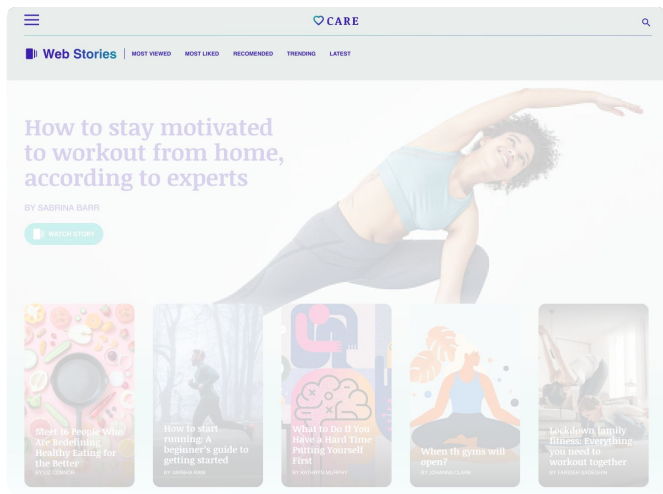


---

**DON'T**  
Use only one type of entry point.

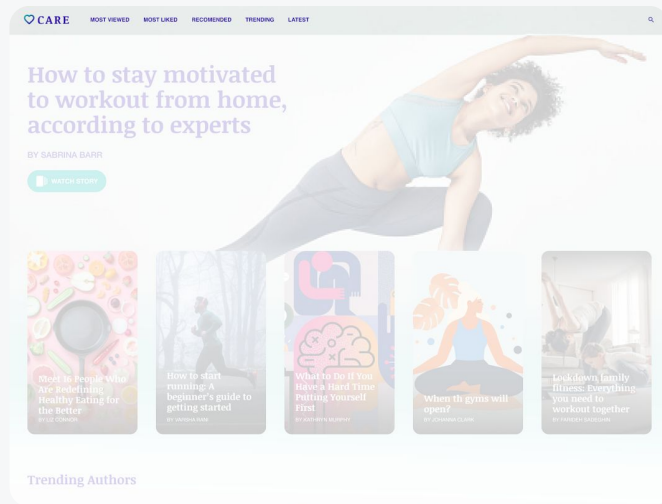
## Best practices

# Page layout



## DO

Make it clear the dedicated page contains only Web Stories.

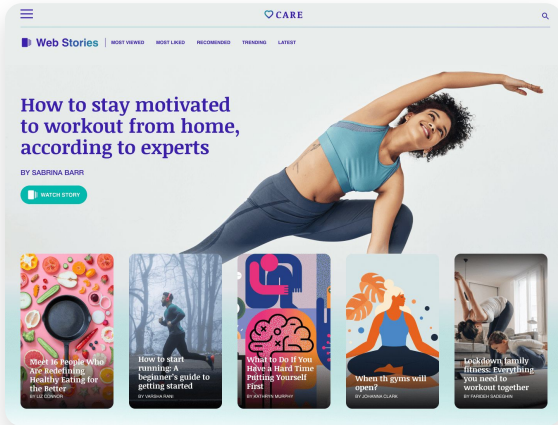


## DON'T

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

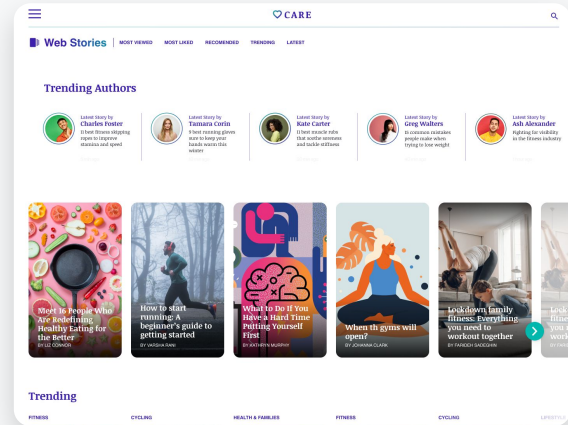
## Best practices

### 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.**

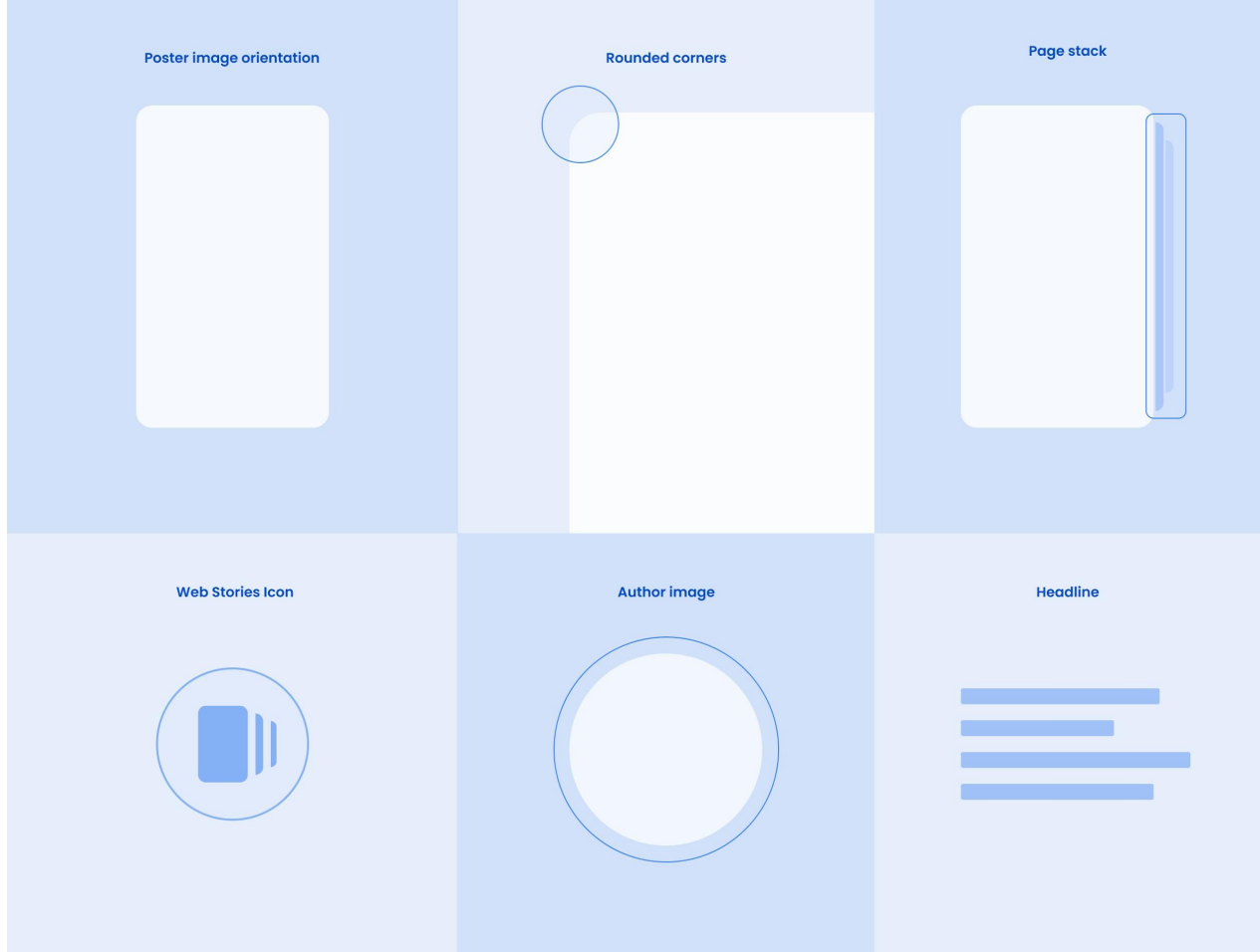
# Fundamentals.

**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.





**Poster image  
orientation.**

— Orientation.

## Use portrait orientation for poster images.

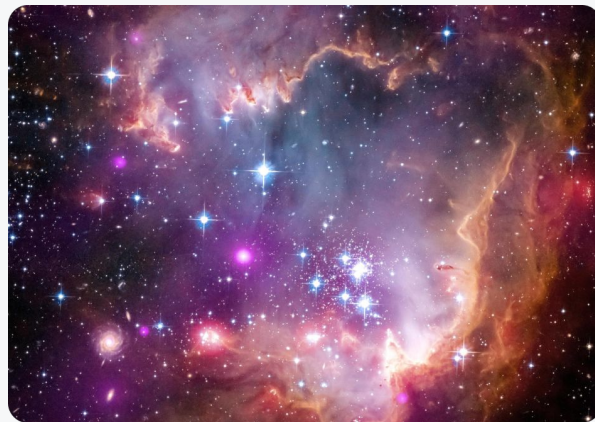
Use portrait orientation for all poster images. This will help readers identify Web Stories quickly. Plus, other design elements, like page stacks, are designed to work best with portrait orientation.



— Orientation.

## Landscape orientation.

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

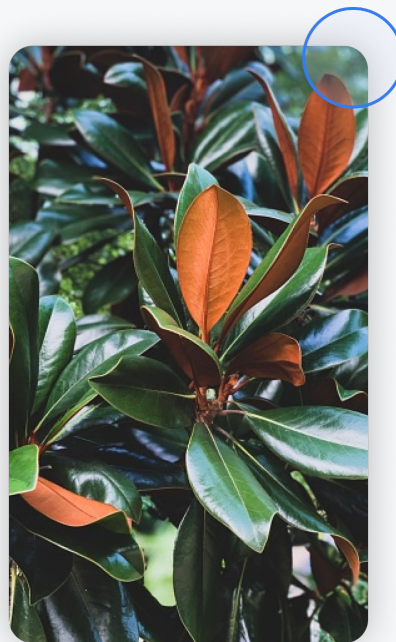


**Rounded  
corners.**

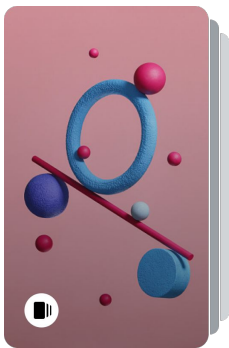
## Give poster images rounded corners.

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



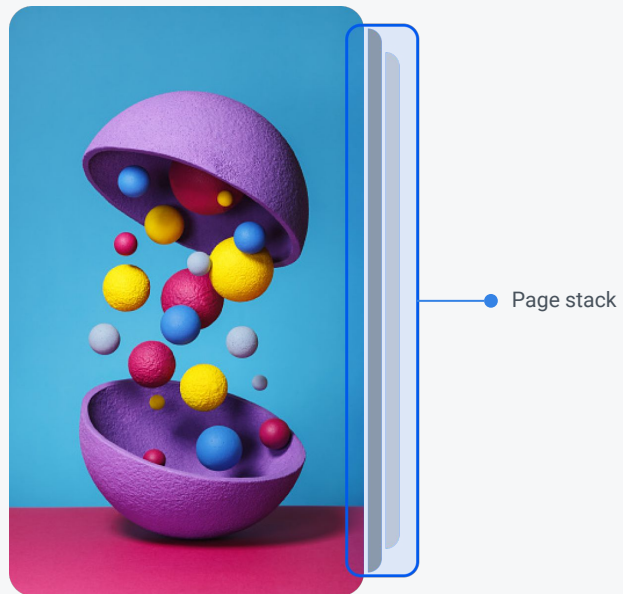
### DON'T:

- 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



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**DO**

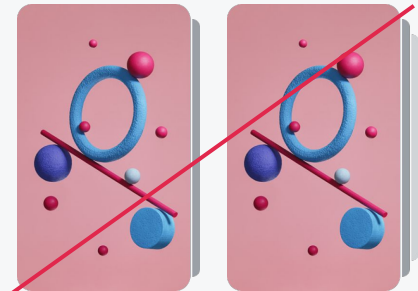
- Use two right-aligned vertical lines



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**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.



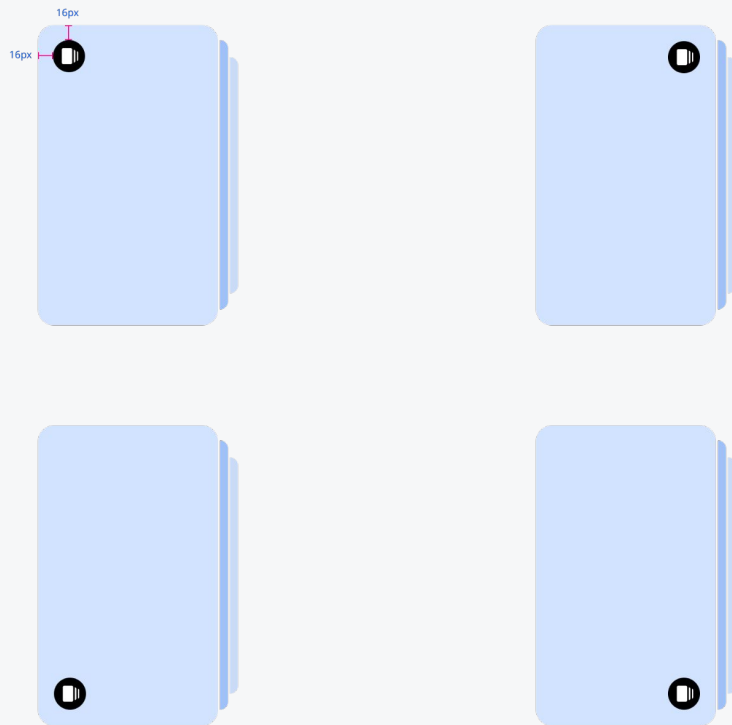
*Minimum icon size for screen applications is 24px*



*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.



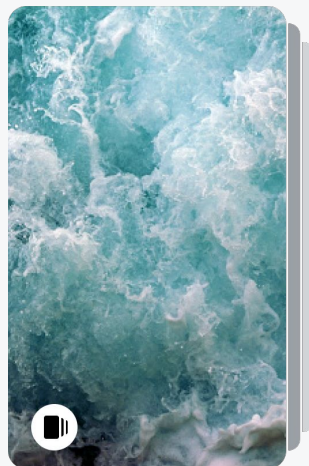
## **A Web Story icon can be any two colors.**

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

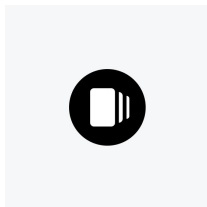
Brand color example



Neutral color palette example



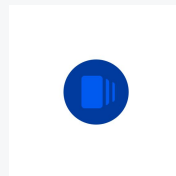
## Best practices



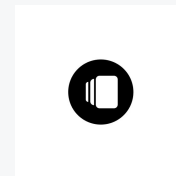
---

### DO

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



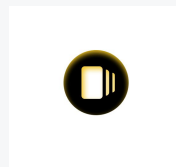
Use two similar colors



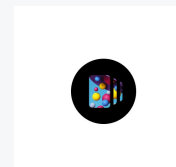
Flip the icon



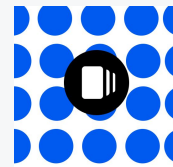
Distort or stretch the icon



Use glow effects



Include images

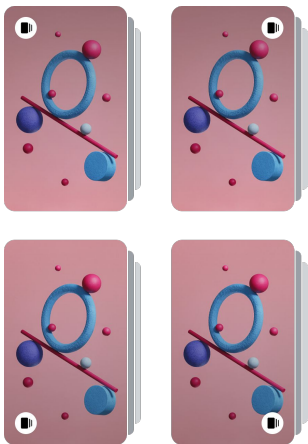


Place icon on a background image with a busy pattern

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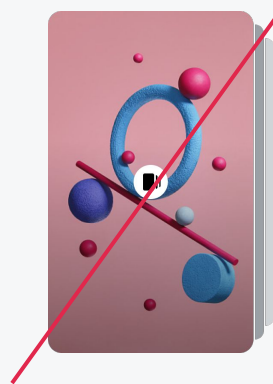
### DON'T

## — 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



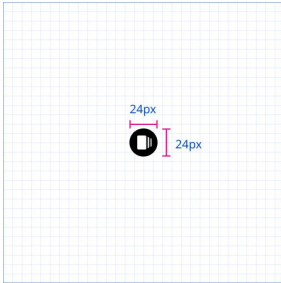
# Icon + text badge.

## 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.

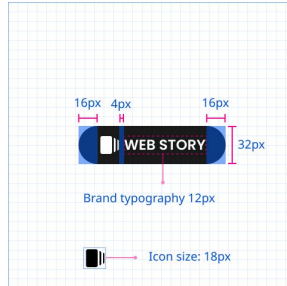


## Sizing



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.

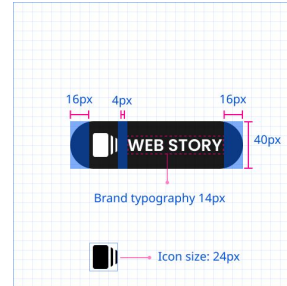


Badge size: 32px height  
Use on card S >100px width

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

Icon size: 18px.

Corner radius: 100%.

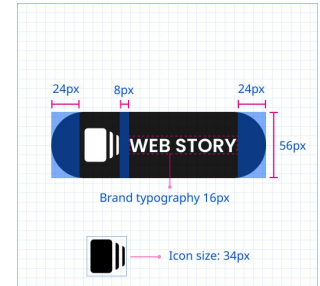


Badge size: 40px  
Use on card M >200px width

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.

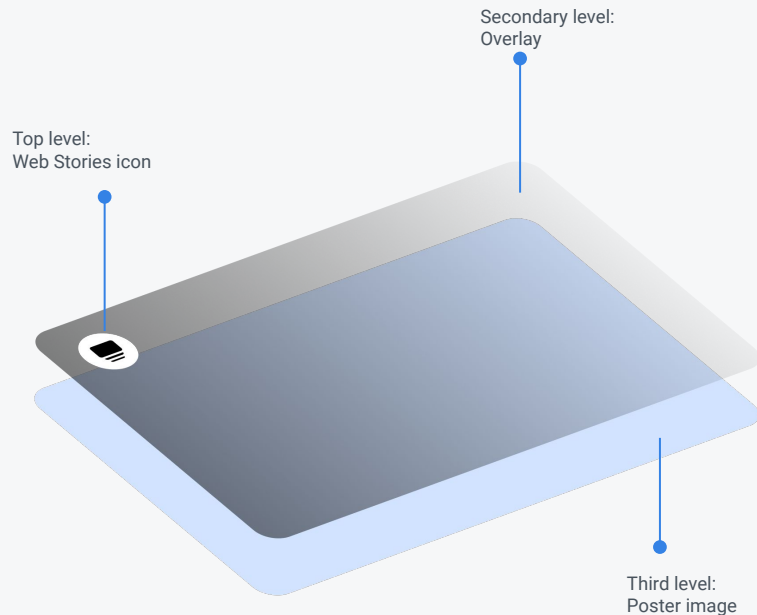
Icon size: 34px.

Corner radius: 100%

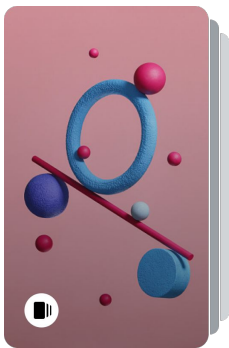
# Overlays.

## **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.

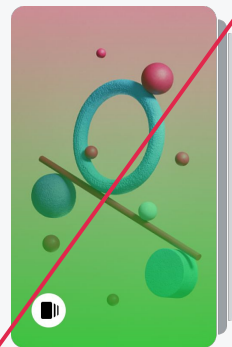


— Best practices



**DO:**

- Use a black gradient



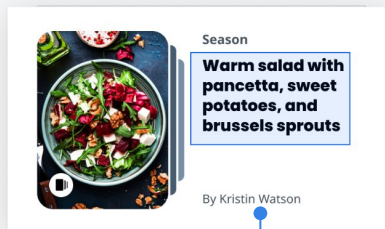
**DON'T:**

- Use a colored gradient

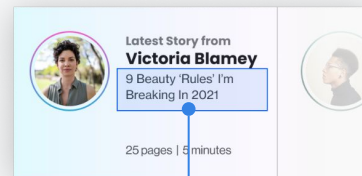
# Headlines.

## 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.



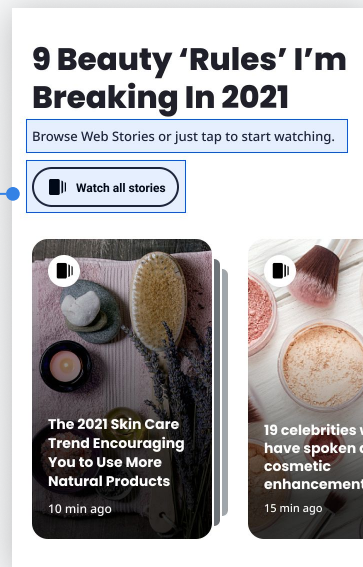
**Keep it short.** Depending on the entry point you are using, keep the headlines direct and short. Keep titles shorter than 70 characters.



## 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.

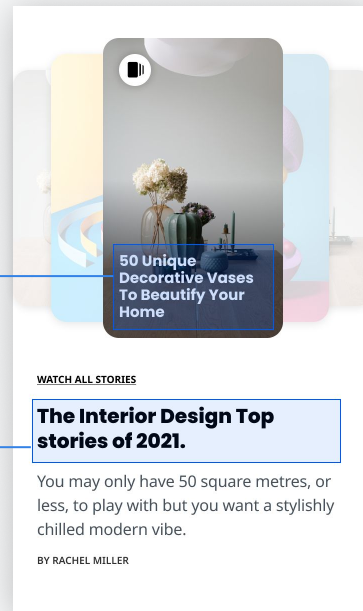


— Content.

## 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

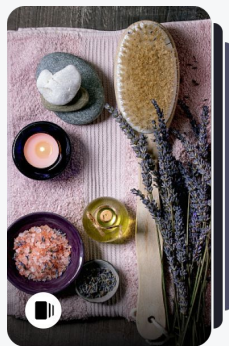
By Kristin Watson

— 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<sup>st</sup> line: brand color: #000  
2<sup>nd</sup> line brand color: #000 +  
20% tint.



### Example #2

**Icon element:**  
#EF4FA6 background  
→ #FFFFFF icon color

**Line colors:**  
1<sup>st</sup> line: brand color: #FC5C71  
2<sup>nd</sup> line brand color: #FC5C71 +  
20% tint.

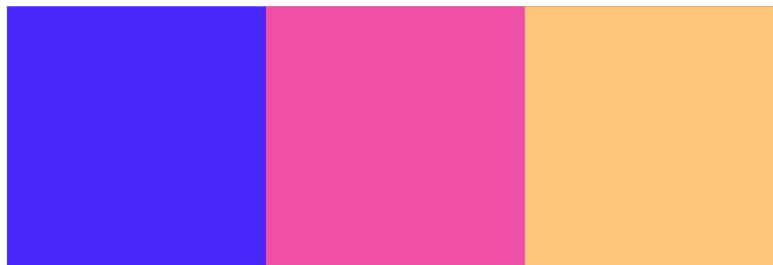
— Color.

## 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. 😊**