STYLE GUIDE FOR DEBCONF16

Definition: A style guide establishes style to improve communication, for future designs. It is a set of Logo, Colour and Font, guides that can be used to keep design consistent across all forms of design e.g. Marketing Material, Websites, Blogs, Runners, T-shirts, Swag, Name Tags, etc, etc.

LOGO DESIGN

Main Logo Options:
How the logo can be used.

Other options if the logo is on a colour background, please note:
** the different twirl colour options to help the logo stand out, but are not colours that are the main colour options.**

COLOUR SCHEMES

CMYK: 77, 70, 10, 1
RGB: 85, 93, 156
WEB: #55519C

CMYK: 33, 29, 96, 5
RGB: 192, 163, 49
WEB: #CDA331

CMYK: 35, 100, 30, 98
RGB: 158, 30, 98
WEB: #FBE662

Multicolour textured background

Icons

More to come

Fonts

ALL FONTS ARE WEB-FRIENDLY
you can download them at: googlefonts.co.za

Sub headers or Quotes:

Qobiter.1.0
Regular: a b c d e f g h i j k l m n o p q r s t u v w x y z with 25% Kerning

Sub headers or Quotes:

Josefin Sans
Thin: a b c d e f g h i j k l m n o p q r s t u v w x y z
Regular: a b c d e f g h i j k l m n o p q r s t u v w x y z
Semi-bold: a b c d e f g h i j k l m n o p q r s t u v w x y z
Bold: a b c d e f g h i j k l m n o p q r s t u v w x y z

Copy/Text:

Gafaera
Regular: a b c d e f g h i j k l m n o p q r s t u v w x y z

OPTIONAL: I find that black is very harsh on the eye rather use a rather grey I would go for 90% black

CMYK: 6, 6, 6, 39
RGB: 44, 44, 44
WEB: #2c2c2c

Picture Options

Textures and Effects

Contrasting colours
BACKGROUNDS

Used for Brochure, Website and any future Marketing: Flyer’s, Documents etc.
It has a white border around it (not used with the brown line, just an "Ember" to emphasise the border)

Cream Colour with a white border
CMYK: 9, 5, 21, 0
RGB: 231, 228, 190
WEB: #F7E4BE

WEBSITE

*** STILL TO COME ***

Please see a list of elements used for the Website
Jonathan and Raul to provide