

# 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 ie: Marketing Material, Websites, Blogs, Banners, T-shirts, Swag, Name Tags, etc, etc.

## LOGO DESIGN

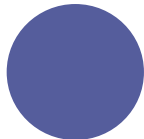
Main Logo Options:

How the logo can be used



Other options if the logo is on a colour background, please note:  
\*\* the different swirl 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: #555D9C



CMYK: 23, 29, 96, 5  
RGB: 192, 163, 49  
WEB: #COA331



CMYK: 35, 100, 35, 10  
RGB: 158, 30, 98  
WEB: #9E1E62



Multicolour  
textured background

## Icons



More to come

## Fonts

ALL FONTS ARE WEB-FRIENDLY  
you can download them at: [googlefonts.co.za](http://googlefonts.co.za)

Sub headers or Quotes:

**lobster 1.0**

**Regular: abcdefghijklmnopqrstuvwxyz**  
**with 25% Kerning**

Sub headers or Quotes:

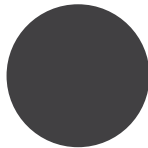
**Joesefin Sans**

Thin: abcdefghijklmnopqrstuvwxyz

Regular: abcdefghijklmnopqrstuvwxyz

Semi-bold: abcdefghijklmnopqrstuvwxyz

Bold: abcdefghijklmnopqrstuvwxyz



CMYK: 0, 0, 0 90  
RGB: 64, 64, 65  
WEB: #404041

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

Copy/Text:

**Gafata**

Regular: abcdefghijklmnopqrstuvwxyz

## Picture Options



Contrasting colours

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## BACKGROUNDS

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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 as a"filler" to emphasis the border)



Cream Colour with  
a white border

CMYK: 9, 5 , 21, 0  
RGB: 231, 228, 190  
WEB: #E7E4BE



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## WEBSITE

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\*\*\* STILL TO COME \*\*\*  
Please see a list of elements used for the Website  
Jonathan and Raoul to provide