igrac

visual language

Visual Language Guide

This style guide provides the most recent direction for our most important visual elements. Effective 10 May 2020, all new digital, print and other communications should reflect these guidelines.

These guidelines contain the basic building blocks to create communications in the **IGRAC** "style".

Fonts

Use on web

Nimbus Sans Bold
- this corporate font is mainly used for headlines, titles and subtitles

```
font-family: nimbus-sans, sans-serif;
font-weight: 700;
font-style: normal;
```

Nimbus Sans Medium
- this corporate font is mainly used for the resources links

```
font-family: nimbus-sans, sans-serif;
font-weight: 500;
font-style: normal;
```

Nimbus Sans Light
- this corporate font is mainly used for the main content

```
font-family: nimbus-sans, sans-serif;
font-weight: 300;
font-style: normal;
```

These fonts are not common Windows fonts and must be loaded on your machine. They are available to download here:

https://fonts.google.com

The Adobe font URL generated for IGRAC website:

https://use.typekit.net/rwq0hzs.css

Color palette

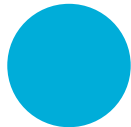## Primary colors
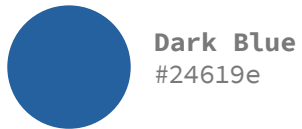
Dark Blue
#24619e

Orange
#ff6b0d

Dark Gray
#424242

Secondary colors

Sky Blue
#00add9

Gray
#797979

Text color and size

Header h1

```
color: #24619e;
font-size: 48px;
font-weight: 700;
```

Header h2

```
color: #24619e;
font-size: 36px;
font-weight: 700;
```

Body text

```
color: #797979;
font-size: 18px;
font-weight: 300;
```
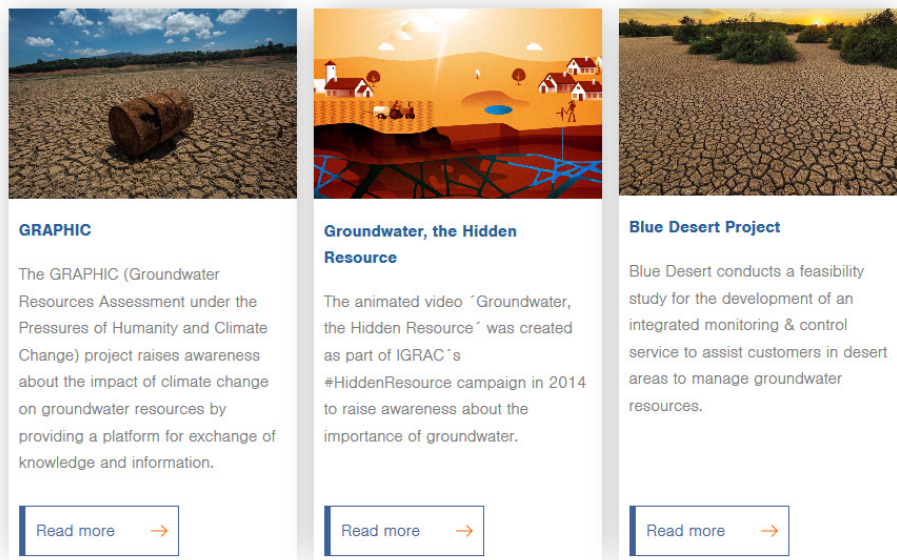
Hyperlink

```
color: #24619e;
font-weight: 700;
```

Hyperlink:hover

```
color: #24619e;
font-weight: 700;
text-decoration:
underline;
```

Interface elements

Floating element

GRAPHIC

The GRAPHIC (Groundwater Resources Assessment under the Pressures of Humanity and Climate Change) project raises awareness about the impact of climate change on groundwater resources by providing a platform for exchange of knowledge and information.

Read more →

Groundwater, the Hidden Resource

The animated video ´Groundwater, the Hidden Resource´ was created as part of IGRAC´s #HiddenResource campaign in 2014 to raise awareness about the importance of groundwater.

Read more →

Blue Desert Project

Blue Desert conducts a feasibility study for the development of an integrated monitoring & control service to assist customers in desert areas to manage groundwater resources.
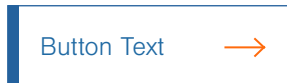
Read more →

```
.floating {
    background: #fff;
    box-shadow: 0 0 33px -10px rgba(0, 0, 0, 0.42);
    padding: 10px 10px 50px 10px;
    margin-bottom: 20px;
    position: relative;
}
```
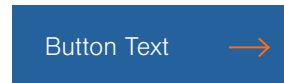
Used to hightlight a block of content

Buttons

Normal state

Hover and focus state

| Button Text → |

| Button Text |

| Button Text |

| Button Text |

| Button Text |

| Button Text → |

| Button Text |

| Button Text |

| Button Text |

| Button Text |

```
.btn {
        font-weight: 300 !important;
        padding: 10px;
        color: #3f619a;
        border: 1px solid #3f619a;
        border-left: 6px solid #3f619a;
}

.btn:hover {
        color: #fff;
        background: #3f619a;
}

.btn.solid {
        color: #fff;
        background: #3f619a;
}

.btn.orange {
        color: #ff6b0d;
        border: 1px solid #ff6b0d;
        border-left: 6px solid #ff6b0d;
}

.btn.solid.orange {
        color: #fff;
        background: #3f619a;
}

.btn.blue.arrow {
        background: url(orange-arrows.svg) right 10px center
no-repeat #fff;
        padding: 10px 60px 10px 10px;
}
```