

# THE STYLE GUIDE

The style guide communicates Ani-Nanny's vision with the designers to share their intended design goals. This guide contains the rules and guidelines for the composition, design, and general thematic look-and-feel of all of Ani-Nanny's collateral.

We expect that through this style guide the business owner's vision, mission and values will be translated into viable design solutions that will be later implemented by the assigned designers.

## Mission, Vision & Values

MISSION - Share-a-pet ensures the bridge between people with pets who temporarily cannot take care of them with those who are willing to have a furry friend for the agreed amount of time.

VISION - Every pet is well taken care of in absence of their owner by someone who wants a fluffy friend to keep him company.

VALUES - Safety for every pet and person taking care of it. Treating the pets with respect and dignity.

## Colors

Ani-nanny's corporate identity is fun and friendly, but it also portrays trust, thus the blue color is dominant in the company's color scheme. From the psychological point

of view, the blue color generates confidence (the dominant color of the banks is blue.) We have been influenced in choosing the **Lightning Yellow** color by the competition on the market that offers services similar to ours, and they used yellow for details. We have decided to use **Tarawera** and **Blumine** to bring attention to the important details and information on the website and app and **Lightning Yellow** for the contrast.



**Tarawera**

#0B3B51

11,59,81



**Blumine**

#135776

19,87,118



**Lightning Yellow**

#FCBD17

252,189,23

## Typeface

We have chosen **Open Sans** for our body typeface, since, according to Google, it was developed with an "upright stress, open forms and a neutral, yet friendly appearance" and is "optimized for legibility across print, web, and mobile interfaces."

As for the headings, we went with **Josefin Slab**. The low x-height doesn't make it the best font for body copy, however it makes an excellent display and headline font for Ani-Nanny because of its Scandinavian style which is great for our starting market in Copenhagen.

## Open Sans WEB

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(,.;?!\$&\*)

Open Sans  
Weight: 300  
Style: normal

### Usage

#### HTML

```
1 <link href='http://fonts.googleapis.com/css?family=Open+Sans' rel='stylesheet' type='text/css'>
```

#### CSS

```
1 font-family: 'Open Sans', sans-serif;
```

## Josefin Slab WEB

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(,.;?!\$&\*)

Josefin Slab  
Weight: 600  
Style: normal

### Usage

#### HTML

```
1 <link href='http://fonts.googleapis.com/css?family=Josefin+Slab' rel='stylesheet' type='text/css'>
```

#### CSS

```
1 font-family: 'Josefin Slab', sans-serif;
```

## Logo breakdown



From Mollerup's taxonomy our Ani-nanny has a picture mark logo, that further breaks down into descriptive mark logo type. Ani-Nanny's corporate identity is fun and friendly, thus the logo portrays a human extending his hand to a dog's paw. Since our business also wants to portray trust, the blue color is dominant in logo's color scheme.

## Logo Variations



ani-nanny



ani-nanny

# Website and App CSS specifications

Button text size: 1 rem

Button Width: 120 px

Button height: 36 px

Button color: #fcbd17

Button text color: #0b3b51

Border radius: 15 px

Menu bar color: #0b3b51

Menu color - selected or active: #135776

Menu icon and/or text color: #fcbd17

Shadow: x=0 y=3 b=10

Profile images round: 65 px

Header typeface: Josefin Slab Bold 1.5 vw

Paragraph typeface: Open Sans 1 vw