Style Guide

Brand & Logo

Brand

The brand personality is safe and signals a relaxing and cosy mood for traveling and discovering new things. The brand achieves this through conveying information clearly and consistency in the brand colors and different elements on different platforms. The users can relate to the brand personality and this gives the brand reliablility that benefits the company.

Target Audience

The target audience is young, middle-aged and old, both female and male, that are traveling to Bergen and needs a place to stay. The brand targets users who are interested in exploring what Bergen has to offer them and provides accommodation for all tastes any time of the year.

Logo

Spacing

5 px

5 px   5 px

HOLIDAZE

5 px

Colors

The logo can be used in the brand colors or in a mix of black, white and greys on darker backgrounds.

HOLIDAZE   HOLIDAZE

HOLIDAZE

Sizes & Variations

The logo can be used without the holidaze text and on smaller sizes the line under the logo is removed. The text can be removed or moved in front of the logo. In the smallest size the window divider on the H is removed. On both smaller icons the sun rays are made thicker for better readability.

HOLIDAZE

HOLIDAZE

HOLIDAZE

Color

Brand Colors

Primary Color

RGB: R=91 G=123 B=145
HEX: #5B7B91

Secondary Colors

RGB: R=42 G=54 B=82
HEX: #2A3652

RGB: R=251 G=228 B=183
HEX: #FBE4B7

RGB: R=239 G=192 B=123
HEX: #EFC07B

RGB: R=150 G=182 B=198
HEX: #96B6C6

RGB: R=239 G=65 B=54
HEX: #EF4136
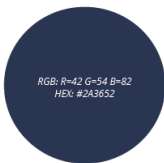
Color Usage

The primary color is used in the logo, buttons, links, navigation, icons and main headings.

The dark blue secondary color is used as button shadows and hover state in the navigation.

The light yellow color is used in secondary buttons and in the logo. It can also be used as a background color or heading for darker background.

The light blue secondary color is used as links, icons and in the logo. Can be used as background color.

The orange secondary color is used for active links, headings and in buttons and the logo.

The red secondary color is used for error messages in forms or error icons.

The black, white and grey colors are used across the website as text, labels, headings, navigation header, backgrounds and icons.

Typography

Typography

Heading 1 Heading 1 **Heading 1**		34px Garamond Bold
Heading 2 Heading 2 Heading 2 **Heading 2**		32px/28px Garamond Bold
Heading 3 Heading 3 **Heading 3**		24px Garamond Bold
Form Divider Heading		18px Open Sans Regular
CARD HEADING		16px Open Sans Bold
Body Text, Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy.		16px Open Sans Regular
Inline Link		16px Open Sans Bold
Nav Link Nav Link Nav Link Nav Link		22px Open Sans Bold
Button Text Button Text		22px Open Sans Bold
Form Text*		18px Open Sans Regular

Use all text elements with enough contrast to maintain good readability (light colors on dark background/dark colors on light background).

❌ Heading 1 Heading 1 Inline Link BUTTON TEXT

Nav Link Nav Link

Forms

Forms

Text Fields

General Information

| Name* | Email* |

Select

Name* ▼

Date

Name*

Buttons & Checks

○ ⊙
☑

Submit Form

Name* ⬤

Textarea

Type Information*

✕ Type Information*   Type Information*   Submit Form

Layout & Images

Brand & Logo

Color

Typography & Icons

Forms

Layout & Images

Interactive Features & Icons

Content Areas

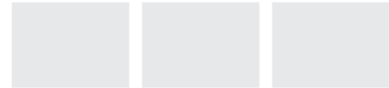## Layout

Screen Sizes

Large: Desktop
Medium: Laptop/Tablet
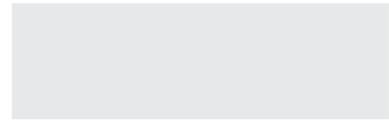**Small:** Mobile

Large - 4 column layout

Large - 3 column layout
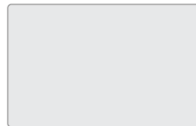
Medium - 2 column layout
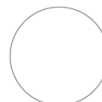
Small - 1 column layout

Images

Border: 1px solid grey

All images should be rectangular and straight with a small border radius and no border unless image is mainly white.

Interactive Features & Icons

Interactive Features

Navigation

Main Navigation

Link   **Hoover**   Active
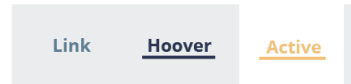
Vertical Navigation

Link

Active

Horizontal Navigation

Link   Active

Buttons

Button Text   Hoover   Pressed
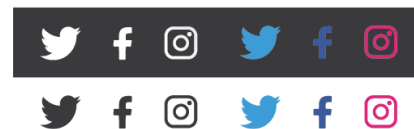
Button Text   Hoover   Pressed

Button Text   Hoover   Pressed

Icons

Social media Icons are white on dark background and dark grey on light background and always has hoover effects in their respective color.

Hoover

Button Text

Link   Hoover   Active

Content Areas

Brand & Logo

Color

Typography

Forms

Layout & Images

Interactive Features & Icons

Content Areas

Content Areas

Cards

HOTEL NAME

Price: **105 kr**

Location: **street 5**

Book Hotel

HOTEL NAME

Price: **105 kr**

Location: **street 5**

Book Hotel

Footer & Navigation

Copyright © Holidaze

LOGO   Links   Links   Links   Links

Link 1

Link 2

Link 3

Link 3

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad

Map

HOTEL NAME

Price: **105 kr**

Location: **street 5**

Book Hotel

Copyright © Holidaze

Copyright © Holidaze

LOGO   Links   Links   Links   Links

Link 1

Link 2

Link 3

Link 3

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