

Logo



Logo must be placed at the top left of a website as its full version and can be placed anywhere in the two smallest condensed versions. The logo needs at least 5px of margins and it should always



Typography

Heading 1 / **H1** / **H1** / **H1** *Rockwell 24px*

Heading 2 / **H2** / **H2** / **H2** *Rockwell 22px*

Heading 3 *Rockwell 20px*

Heading 4 *Rockwell 18px bold*

Body text *Arial 16px*

Block Quotes are italic with a lighter color than the body text with custom made quotation icon *Arial 16px italic*

NAV ELEMENT **NE** **NE** **NE** **NE** *Arial 16px bold*

Nav Element **Ne** **Ne** **Ne** **Ne** *Arial 16px bold*

All headings are allowed in black and white and h1 and h2 is allowed in the different colors of the brand. Use colors consistently on pages. Use light headings on darker backgrounds and dark headings on lighter backgrounds. Allow for enough contrast to have strong readability.



Colors

Primary

Light Blue



RGB: R=0 G=174 B=239
HEX: #00AEEF

The main color is used in the logo, on main buttons, as background color, icon color, main headings and navigation.

Secondary

Brown



RGB: R=117 G=70 B=41
HEX: #754C29

The brown color is used for buttons and headings.

Pink/Red



RGB: R=210 G=30 B=00
HEX: #D81E3C

The pink/red color is used for buttons, backgrounds, error messages, icons, navigation and headings.

Grey



RGB: R=88 G=89 B=91
HEX: #58505B

The grey color is used for icons, less important buttons, text elements, navigation and in headings.

Brand

Brand Personality

The brand personality is tough and strong and signals an athletic vibe with outdoor activities and excitement. The brand achieves this through its way of conveying information and design. Having a consistent brand personality that consumers can relate to gives your brand a sense of reliability and will benefit the company.

Target Audience

The target audience is both young and middle-aged users that are active or just want to experience something new. The brand targets users who are interested in doing winter sports and offers them this in the summer and winter.

Forms

Forms

Text field placeholder
Text field input

Search

Where is this



Sort

Sort by this



Name

First Name

Last Name

Email

Example@gmail.com

Error message

Choose one

This label

☐

This label

☒

Sign up

This

☐

Info about this option. Info about this option.

This

☒

Info about this option. Info about this option.

This

☐

Info about this option. Info about this option.

Or this

☒

Info about this option. Info about this option.

All input fields and text areas for forms needs to have rounded edges and 1px border where necessary.
On smaller screen sizes all form layouts are 1 column for each form item.

Secondary

Primary

Sign Up

Submit



First Name

Submit Form



First Name

Submit Form

First Name

Layout

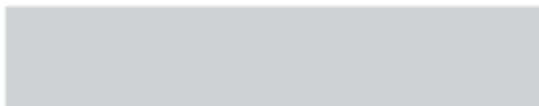
3 column layout - large



2 column layout - medium



1 column layout - small



Images



Video, images and illustrations all are to be displayed only in the main content section and cannot be smaller than mobile size full width.

1px border, grey, black or white



| Number | Name | Age | Price | Score |
|--------|-------|------|-------|-------|
| 1 | Rossi | Anna | 14 | 88 |
| 2 | Rossi | Anna | 2 | 55 |
| 3 | Rossi | Anna | 1 | 90 |
| 4 | Rossi | Anna | 5 | 90 |
| 5 | Rossi | Anna | 12 | 70 |
| 6 | Rossi | Anna | 9 | 90 |



Icons



All grey icons can be used in black, white or grey and also in the colors of the brand. The colored icons can only be black, white, grey or the color they are displayed above.



Content Areas



About Amanda

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut



Interactive Features



NAV ELEMENT NE NE NE NE ✓
NAV ELEMENT NE NE NE NE ^



Menu Item

Menu Item

Submit

Submit



Sign Up

Sign Up

Download

Download