

Styleguide - examples:

Typography

- for titles: Helvetica Bold Oblique
- for information: Helvetica Regular

Max examples

- always think in a flat and light design
- for lines use something between 0,3 - 0,5pt
- always check where information is placed, it's good to have everything aligned at the edges of the object next to it.
- use our mark-up colors content-wise

Graphics

- use a flat and light design.
- you can mix all of our mark-up colors, they will fit together in most cases
- a good rule is: don't use more than 3 colors in one example, sometimes 4 are okay
- for lines use something between 0,3 - 0,5pt
- always check where information is placed, it's good to have everything aligned at the edges of the object next to it.
- use our markup-colors content-wise
- if a graphic needs transparency don't go under 70%

Color scheme



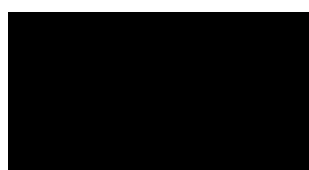
Cyan #00ffff

(mark-up color/graphics)



Magenta #ff00ff

(mark-up color/graphics)



Black #000000

(graphics/background/
typography)



Darkgrey #333333

(graphics/background)



Green #00ff00

(mark-up color/graphics)



Yellow #ffff00

(mark-up color/graphics)



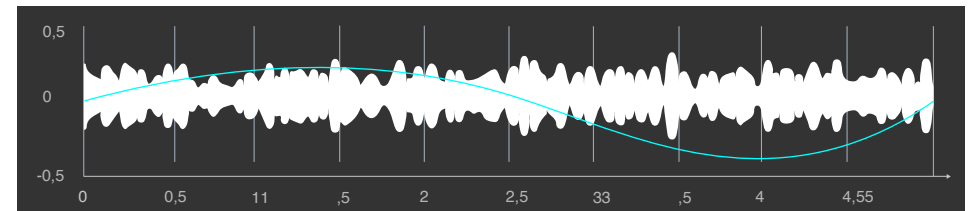
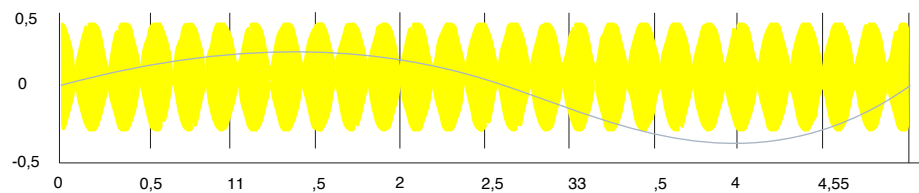
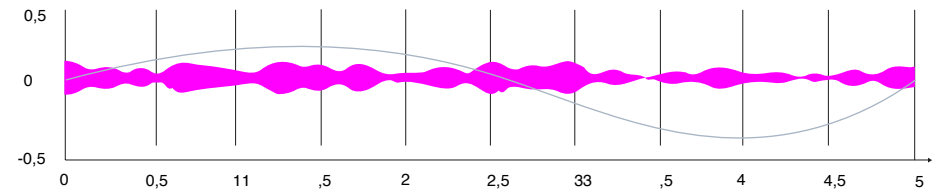
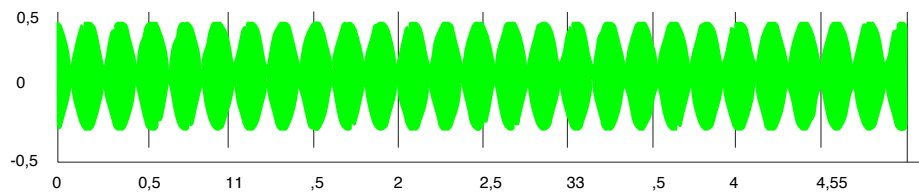
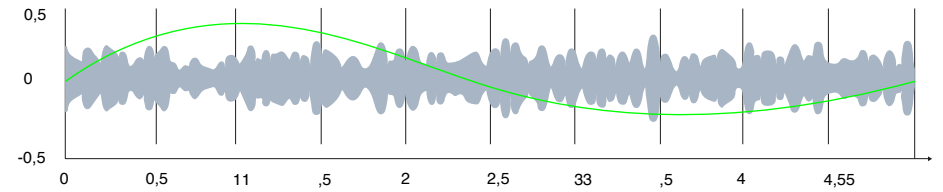
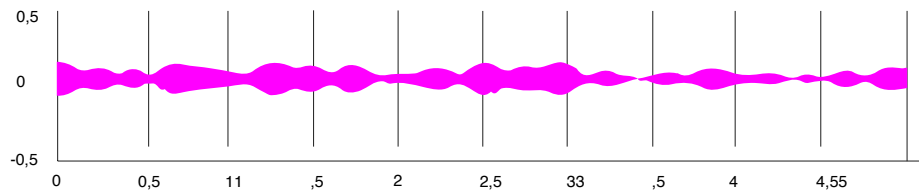
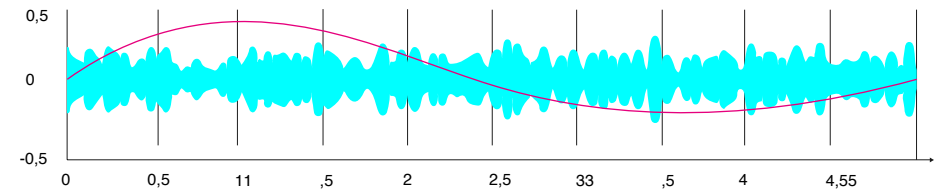
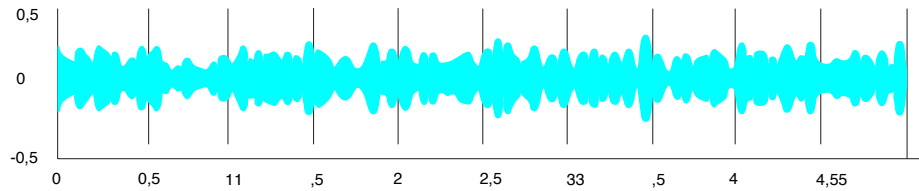
Grey #a8b6c5

(graphics/background)

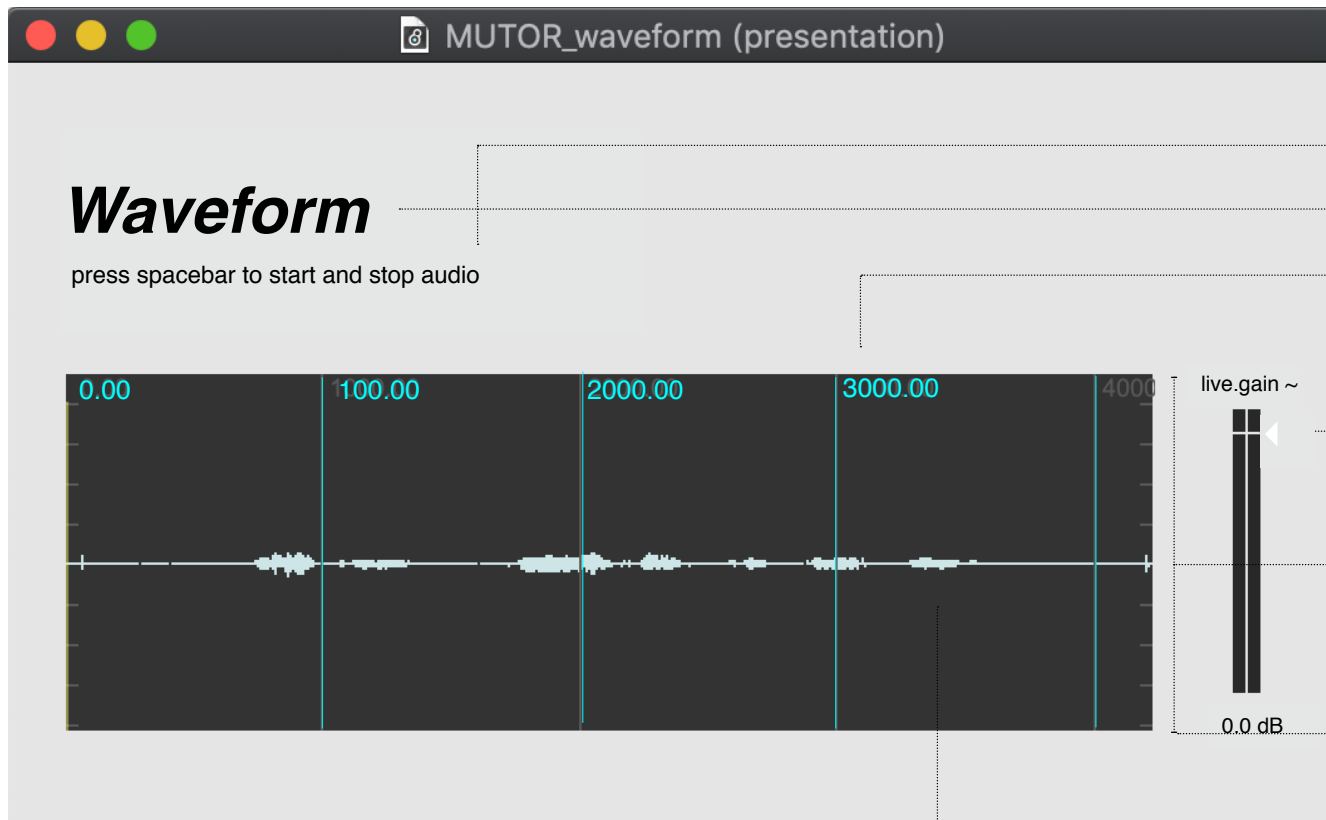


White #ffffff

(graphics/background)



Some examples. As you can see all mark-up colors fit together.
(I added the curve just to see if a third color works.)



► Helvetica Regular

► for titles use Helvetica Bold Oblique

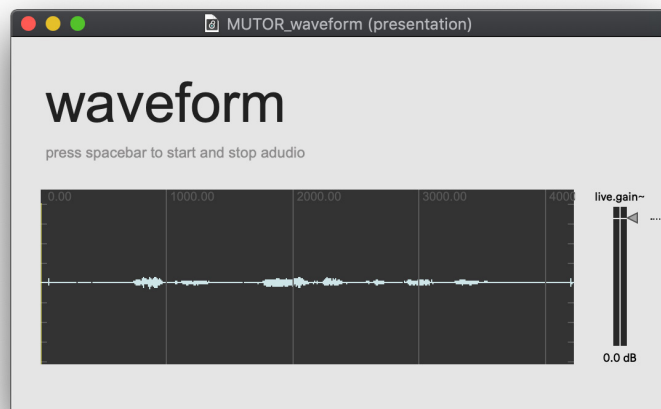
► you can also play with all of the mark-up colors we have

► new arrow

► always check where information is placed, it's good to have everything aligned at the edges of the object next to it. Use our markup-colors content-wise.

after

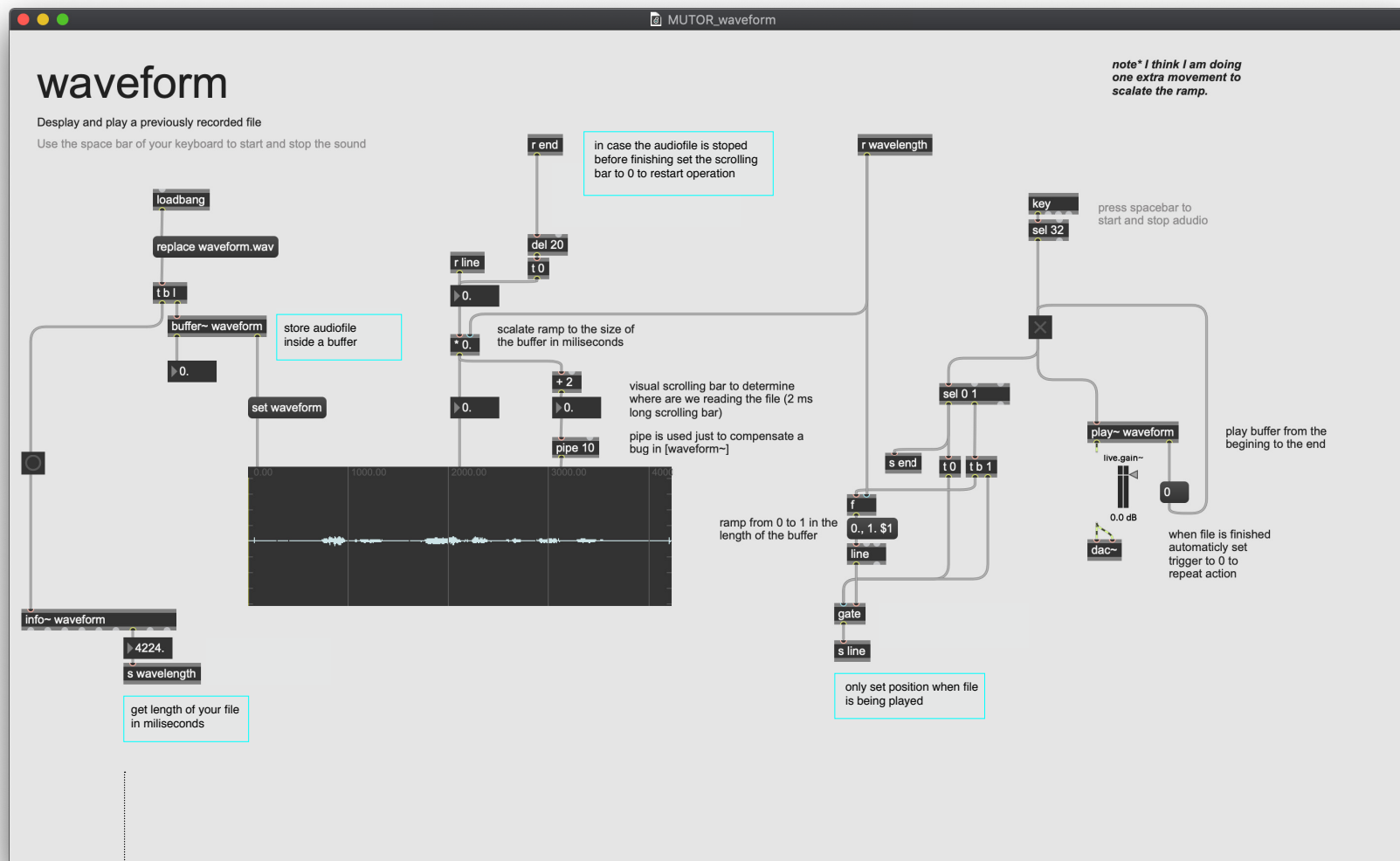
► Cyan works fine (also magenta) on a dark background. Don't use the green on examples like this, this does not look good (I tried it).



► no outlines for arrows

before

In general think minimalist, as you already did. Also use our markup-colors. Try not to use all of them in one example. Our mark up-colors are our branding. So if we have them in our (MAX) examples it is easier for the viewer to see where the examples are from.



if it's possible make a square around the informations. If not always check where information is placed, it's good to have everything aligned at the edges of the object next to it. Use our markup-colors content-wise.