Signal K

style guide

Jura font

+ free font
+ got professional redesign in 2016
+ details for high resolution
+ simple for low resolution
+ greek and other glyphs
+ more than five weights
+ available in Google Fonts
+ no random system font
+ characteristical with flattened circles
– Unicode covering limited

Signal K

A Free and Open Source universal marine data exchange format

Signal K is a modern and open data format for marine use. Built on standard web technologies including JSON, WebSockets and HTTP, Signal K provides a method for sharing information independent of the underlying communications protocol (e.g. NMEA0183, NMEA2000, SeaTalk, I2C, 1-Wire, ZigBee, etc) in a way that is friendly to WiFi, cellphones, tablets, and the Internet. A format available to everyone, where anyone can contribute, Signal K is the first truly open data format for the marine industry and is set to revolutionize how we consume and interact with data on boats.

Colors

Signal K documents have black content on white background. The logo contains the primary color blue and the secondary color yellow. These colors are used for links and emphasis like buttons. Complex graphs are built using warm colors. For inverted colors, the cold night background is used.

primary blue
Hue: 220°
#003399
web links, buttons

secondary yellow
Hue: 48°
#ffcc00
strong emphasis

warm
Hue: 41°
#272113, #bcaf94, #f5f1e3
complex graphs, light backgrounds
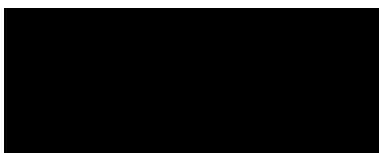
cold night
Hue: 237°
#15193b
inverted background
usable as gradient to black

white
#ffffff

black
#000000
text

logo

strong **graphical** element

flag stick gives **flag appeal**

flag usable as **stand alone emblem**

use of small letters matches **modern font**

high recognizability and **readability**

interesting outline **rythm**

opposition to flag closes logo to a **compact unit**

Signal K

line as **contrast** to yellow

association to `I ♥´ sentences

logo usabe in many sizes without claim

wording of claim is unsure

simple with no claim

Signal K

icon

monochrome

Signal K

simplified

icon

Signal K

logo development

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claim

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