



style guide

Jura and Rubik font

Jura

used for text and captions

- + 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

Rubik

used for logo and headings

- + free font
- + round corners for good scaling
- + matches other marine electronics
- + available in Google Fonts

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, #bc94, #f5f1e3

for complex graphs and light backgrounds
use #f5f1e3 on cold night background



cold night

Hue: 237°

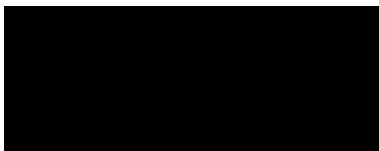
#15193b

background for inverted colors
usable as gradient to black



white

#ffffff



black

#000000

text

logo

strong **graphical**
element

message in a bottle
for **communication**

wave for **marine**

use of small letters
matches **modern font**

high recognizability
and **readability**

interesting outline
rythm



Signal K

H

"K" flag means
"I wish to commu-
nicate with you"
looking like this:



logo usabe in many
sizes with and without
tagline

logo development



What we learned:

Do not use plain K flag
Do not use capital letters



Do not split tagline



Do not use different weights



Do not use flag pole



Do not use speech bubbles



Do not use other bottles

logo variations

logo



Facebook avatar



large bottle for web app icon or decoration



monochrome logo for minor web pages



tagline



business card





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Text: #f5f1e3

Background: #15193b

Use bolder font weights for inverted colors