

Icons

Go to > *element package Icons Gillz*

Size

The default size of icons should be 16 x 16px. Icons on 20px, 24px, and 32px artboards can also be used, based on the fontsize you are using.

Color

When used next to text, icons should have the same color as the font color

Aligment

Icons should be center-aligned with the text

Fields

Inputs

Empty

Email address

example@gillz.nl

example@gillz.nl

Filled error


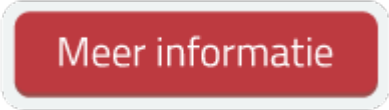

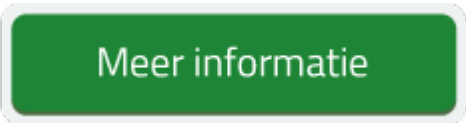






Filled

Filled focus

example@gillz.nl

Buttons

- Padding: 3px x 13px
- Font 16 px, 1 rem
- Skew 7.5 degrees
- Always left align buttons
- Buttons should have a maximum amount of 3 words, with the exception of text buttons
- No use of punctuation in a button
- Use of icons in buttons should be white, dark blue or red
- Position of the icon should be right of the text when the button navigates the user away from the page

	Default	Hover	Application
Primary			Always use solid color for the primary buttons, red or blue.
Call to action			The green color should only be used for the CTA button, to draw attention and prompt users to click. Also, the padding should be wider in a CTA button.
Secondary	  		<p>Both buttons with round corners and buttons with a skew can be used. When used next to another button, both buttons should have round corners or a skew. Don't combine those two.</p> <p>The line color of the secondary buttons can be changed into red or white, depending on the background color.</p>
Tertiary	 Text button <u>Text button</u>		Floating action buttons should be 60px x 60px
Icon buttons			When needed an icon can be used in the buttons. The icon should have the same color as the text.

Font color

Used on white

All text should be darkblue when used on white backgrounds



#323b49
rgb (50, 59, 73)
cmyk: 72%, 51%, 40%, 33%

Used on colored surfaces

Text should be white (#ffffff) when used on dark colored backgrounds with enough contrast.



Sizes

We use one font family: **Cairo** (download link [hier?](#)).

Headers

	Family	Size	Line height
H1 Headlines (used in header)	Cairo Bold	50px 3.125rem	3.5 rem
H2 Titles	Cairo Bold	32px 2rem	2.5rem
H3 Subtitles	Cairo Bold	24px 1.6875rem	2rem
H4	Cairo Bold	20 1.25rem	1.75rem

Body

The default font size is 16px. This will be the most common font size of the page. It should be used for body text and most elements such as buttons, menus, dropdowns and textboxes.

	Family	Size	Line height
Body 1	Cairo regular	16px 1rem	1.5rem
Body 2	Cairo regular	14px 0.875rem	1.25rem

Buttons, menus, dropdowns, textboxes

	Family	Size	Line height
Buttons	Cairo regular	16px 1rem	1.5

Captions

The secondary font size is 14px. This should be used for elements such as captions and labels.

	Family	Size	Line height
Captions/labels/ secondary elements	Cairo regular	14px 0.875rem	1.25rem

Color usage

Primary colors	Usage guidelines
Red	Use to draw the attention on the primary actions or goals on a page
Dark blue/black	General typography color and background of components to differentiate content
White	Background color or text on dark backgrounds

Awareness color	Usage guidelines
Green	Used to draw the attention to certain components, for example a download button.

Secondary colors	Usage guidelines
Light grey	Illustrations and background of components to differentiate content
Light blue	Illustrations and background of components to differentiate content

Colors

Primary colors

#f9484c
rgb (249, 72, 76)
cmyk: 2%, 72%, 53%, 0%
RAL: 3028 (Reinrot)

#fb6e6d #fd948f #feb9b0

#323b49
rgb (50, 59, 73)
cmyk: 72%, 51%, 40%, 33%

#59626d
#949da4
#cfd8e8

db

#ffffff
rgb (255, 255, 255)
cmky: 0%, 0%, 0%, 0%

Awareness color

In addition to the primary colors, a striking color will be used to draw the attention to certain components, for example a download button.

#0cce6b
rgb (12, 206, 107)
cmyk: 70% 0% 74% 0%

#46e790

Secondary colors

#ebebeb
rgb (235, 235, 235)
cmky: 9%, 7%, 7%, 0%

#b0d1e8
rgb (176, 209, 232)
cmyk: 35%, 9%, 5%, 0%

Usage

Different variants

Depending on the application area and the background, the logo has several manifestations. Preferably the positive colored logo will be used and placed on a light background or image.

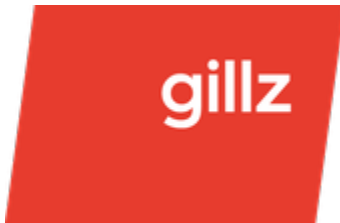
Logo positive



Logo diapositive



Logo without payoff



When the logo is used in combination with other logo's, sometimes it's better to use a square version of the logo:



Clear Space



Appropriate clear space is equal to the height of the 'gillz' letters. This is the minimum clear space the logo should have. The top of the logo should always be placed against the top.