

memorise styleguide

fluxguide

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Introduction

Styleguide

This styleguide was developed by fluxguide and serves as a **friendly reference** for all teams developing tools within the MEMORISE-ecosystem. Its main goal is to **promote visual harmony and design consistency across different platforms**, helping products feel like part of a family—**without enforcing strict rules**.

- Use it as a **toolbox**—take what serves your product.
- Consistency where it makes sense: branding, interaction patterns, and UI elements.
- Flexibility where needed: tailor visual identity and UX to your tool's audience.

Principles:

- **Coherence over conformity:** Tools should feel connected, not identical.
- **Usability first:** Prioritise user needs over stylistic alignment.
- **Modular adoption:** Adopt styles partially or fully—every bit helps.
- **Clarity and accessibility:** Ensure all tools are intuitive and usable by everyone.

Contact fluxguide:

For particular assets (Buttons, Background etc.) please contact fluxguide: [**cathrin@fluxguide.com**](mailto:cathrin@fluxguide.com).

styles

Fonts and Usages

Font-Family **DM Sans**

<https://fonts.google.com/specimen/DM+Sans/license>

Usage:

- headlines
- body text

Font-Family **DM Mono**

<https://fonts.google.com/specimen/DM+Mono/license>

Usage:

- descriptions
- intro-texts
- sidebar texts

Font-Family **Jacques Francois**

[https://fonts.google.com/specimen/Jacques+Francois/
license](https://fonts.google.com/specimen/Jacques+Francois/license)

Usage:

- thought provoker statements

Font Stylings

H1

DM Sans **Bold**
font size: 92px
line height: 120px

bodytext

DM Sans Regular
font size: 24px
line height: 36px

H2

DM Sans **Bold**
font size: 48px
line height: 64px

big-introtext

DM Mono Regular
font size: 28px
line height: 42px

H3

DM Sans **Bold**
font size: 36px
line height: 54px

sidebar-text-small

DM Mono Regular
font size: 18px
line height: 30px

big-bodytext

DM Sans **Medium**
font size: 36px
line height: 54px

thought provoker

Jacques Francois Regular
font size: 56px
line height: 84px

ALL-CAPS-LABEL

DM Sans **Bold**
font size: 24px & letter-spacing: 20%
line height: 36px

Colors



memorise-dark
#0B0B0B



memorise-gold-100
#DDD1A0



memorise-gold-50
#EDE8D4



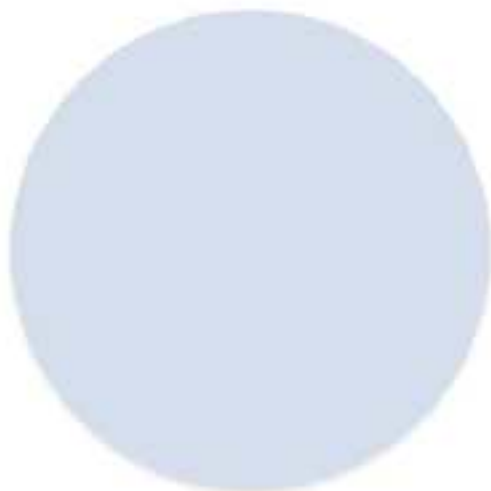
memorise-pink-100
#DDA0AF



memorise-pink-50
#EDD4DA



memorise-blue-100
#A0B8DD



memorise-blue-50
#D4DEED

Simplified Brandmark

Memorise

To be used on dark background.

examples

Select a Story

You see the authors of diaries describing the camp life in the Holocaust. Each write about a particular topic you can dive into.

Philip Mechanicus
writes about ...



Westerbork

**Deportation
from the Camp** →

Pavel Anvenica
and others write about ...



coming soon

Westerbork

**Spare Time
in the Camp**

Hanna Lévy-Hass
and others write about ...



coming soon

Bergen-Belsen

**Children in
the Camp**

Deportation from the Camp

More than 100 trains left Camp Westerbork for the concentration camps in Central and Eastern Europe. The first transport left Westerbork on 15 July 1942; the last almost a two and a half years later, in January 1945. Of the more than 107,000 deported men, women and children, only 5,000 managed to survive the Second World War.



Part I: Before deportations

- 1** DIARY ENTRY
The train selection
- 2** DIARY ENTRY
Fear of transport in the camp
- 3** THOUGHT PROVOKER
The role of the Jewish Police (OD)

Part II: The process

- 4** DIARY ENTRY
Types of transport
- 5** MULTIMODAL NARRATIVE
The Westerborkfilm
- 6** THOUGHT PROVOKER
Knowledge of "the East"
- 7** DIARY ENTRY
The illusive system of Westerbork

Part III: The train is leaving

- 8** THOUGHT PROVOKER
Guarding the train
- 9** DIARY ENTRY
Deportation day
- 10** MULTIMODAL NARRATIVE
Inside the train wagon
- 11** MULTIMODAL NARRATIVE
Arrival



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The train selection

DIARY ENTRY

The train selection

Almost every week and sometimes even more a deportation train left Camp Westerbork. Lists were used to determine who could stay behind in Westerbork and who would be deported. Your status was determined by who you were, where you came from, but especially by who you knew. Or in Westerbork language: your amount of 'vitamin-R' (Relationships).

The train selection

6 July 1943



“The r-vitamin that I could get my hands on worked this time. Sunday afternoon the station doctor spoke to me. ‘I need to talk to you from man to man. You are on the list for Tuesday.’ ‘Can’t you do anything?’ ‘I can’t do anything for you. The Registrar has put you on the list.’ (That means that the station doctor has registered me as transportable.) ‘But I’ll tell you in good time so that you can take your measures.’ I go to the office of Dr. Spanier, the Almighty on the hospital grounds. The porter lies like a Cerberus in front of the door: ‘no admission without a note.’ To Markus, the head porter: ‘Dr. Spanier will not receive transport matters until Wednesday.’ ‘But the train leaves on Tuesday.’ ‘I can’t do anything about it. He won’t receive.’ Understandable: he would go crazy if he had to speak to everyone who wanted to get off the list.

Almost every week and sometimes even more a deportation train left Camp Westerbork. Lists were used to determine who could stay behind in Westerbork and who would be deported. Your status was determined by who you were, where you came from, but especially by who you knew. Or in Westerbork language: your amount of ‘vitamin-R’ (Relationships).


[Read entire diary entry](#)[Next Chapter](#) 

Guarding the train

I too could have been a guard during the transports in Camp Westerbork if I had grown up in certain circumstances and had experienced certain things in my life.

How much do you agree with this statement?

A horizontal slider bar with a light blue fill. On the left end is a dark circle containing a white minus sign. On the right end is a dark circle containing a white plus sign.

Confirm 

[To Chapter Selection](#)

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Arrival

Men, women and children who for example were considered valuable because of an possible exchange with German soldiers who had been taken prisoner, or Jews who had been given special status because of their background, were taken away in a dozen transports to Bergen-Belsen Theresienstadt.

A small number of transports eventually ended up in the Buchenwald and Ravensbrück camps.

[Finish Story and Go Back to Start](#)