Take Style Guide

Overview

The 'Take' website is a community for creative fan content. It shows fan artwork, writing and cosplay for different comic books, tv shows and movies.

The aim is to give users a platform to express and share their 'takes' on their favorite media.

Logo

The Take logo utilizes the Roboto font and has an overlay of the italicized text outline in a gradient that gives it a sketched feel. It highlights the process of user creation and is meant to encourage users to share their work regardless of the state it's in as long as it's their take.

Logo in grayscale

Logo in solid black

The app icon incorporates the 'T' from the Take logo.
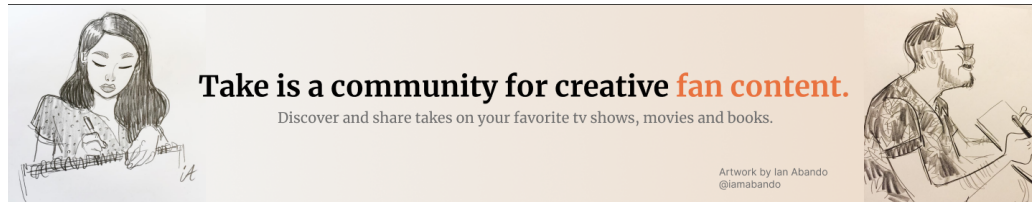The favicon follows with a simpler image of a clapperboard.

App Icon (120×120px):

Favicon (32×32px):

Visual assets

Images

The banner that will be on the top of the website utilizes artist artwork. The artist is attributed in the text at the bottom right.

Search bar

Search 'Star Wars'

Buttons

Account button

Homepage Sign in button

Sign in

Upload button

Default

Upload

Hover

Upload
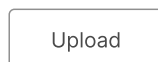
Homepage Sign up button

Sign up

Filter button

Default

Filter

Activated

Filter

Homepage Sign up button

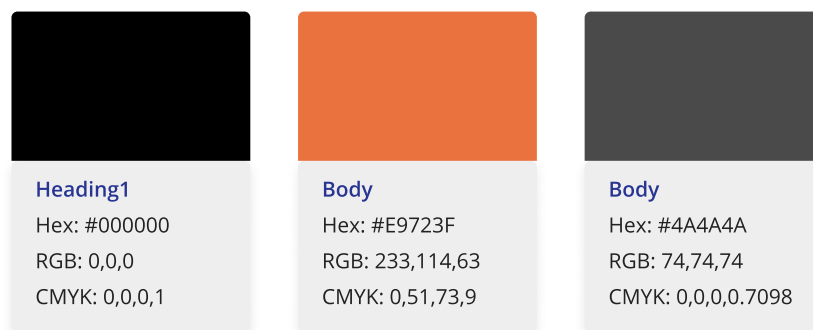SIGN IN WITH GOOGLE

Join button

Join

Color

Color palette

Take limits its use of colors to give the user posts room to stand out. Normally fan content, whether it be artwork or cosplay, is colorful and lively so the website gives it a clean white background to let it stand out. There are accents of an orange color in different buttons and texts as well.

Brand

Logo
Hex: #000000
RGB: 0,0,0
CMYK: 0,0,0,1

Logo
Hex: #6D6D6D
RGB: 109,109,109
CMYK: 0,0,0,0.5725

Text

Heading1
Hex: #000000
RGB: 0,0,0
CMYK: 0,0,0,1

Body
Hex: #E9723F
RGB: 233,114,63
CMYK: 0,51,73,9

Body
Hex: #4A4A4A
RGB: 74,74,74
CMYK: 0,0,0,0.7098

Background Colors

Heading1
Hex: #000000
RGB: 255,255,255
CMYK: 0,0,0,0

Heading1
Hex: #6F6F6F
RGB: 111,111,111
CMYK: 0,0,0,56

Typography

Font family

The Take website uses two typefaces, Merriweather and Inter.

Merriweather is a serif font that's used in the website banner and for branding. It's complemented by *Inter*, a sans-serif font that's used in the menu options and the body. Both fonts feel open and less condensed. Inter is especially readable for longer lines of text.

Heading 1

'Merriweather', normal, 40px, #000000

Merriweather features a very large x height, slightly condensed letterforms, a mild diagonal stress, sturdy serifs and open forms.

Heading 2

'Merriweather', bold, 16px, #6D6D6D

Open Sans was designed with an upright stress, open forms and a neutral, yet friendly appearance. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

Body 1

'Inter', normal
14px, #4A4A4A

Inter is a typeface specially designed for user interfaces with focus on high legibility of small-to-medium sized text on computer screens.