2019

Brains and Beards

STYLE GUIDE

1. Colours

Black Basic	Yellow Accent	Light Yellow	Pale Yellow	Light grey
#2D2D2D	#FFDE1A	#F3F1DD	#F5F4EB	#FAFAFA
Text / boxes	Action / accent	Backdrop 1	Backdrop 2	Background Fill

2. Typography

TYPEFACES

Recoleta Medium

Neutrif Pro Medium

Neutrif Pro Regular

TYPE STYLE

H1	Recoleta Medium 56 pt / 64 line	We deliver great mobile applications
H2	Recoleta Medium 40 pt / 56 line	Build your product with Brains and Beards
H3	Recoleta Medium 32 pt / 40 line	Wed be happy to help and steer you towards the best solution
Subtitle 1	Neutrif Pro Medium 24 pt / 32 line	Tell us a bit about the project
Quote	Recoleta Medium 24 pt / 32 line	“Ive approached Brains and Beards, because we needed a new mobile application for the Spanish market.”
Subtitle 2	Neutrif Pro Regular 18 pt / 24 line	Technology alone is not enough to succeed, every product needs a team of passionate people who will give it their best.
Body text	Neutrif Pro Regular 16 pt / 24 line	We are an unpretentious mobile studio based in sunny Barcelona and hipster Berlin. Our passion is to solve problems through design and technology. We are a team of experienced developers who know how to get a great product shipped.
Button 1	Neutrif Pro Medium 18 pt / 24 line	Estimate project
Button 2	Neutrif Pro Medium All Caps 12 pt / 24 line	READ FULL STORY
Caption	Neutrif Pro Regular 14 pt / 24 line	Amount of documentation written when it’s not a number one priority.
Micro Copy	Neutrif Pro Regular 12 pt / 24 line	That’s the end of the page, but if you’re a bit of a technical nerd (like us!) keep on reading. This site has been written in Reason and React, using GatsbyJS and the data layer is served through GraphQL. The whole thing is hosted on Netlify. All of those products are great and we’re so happy to be able to use them. Much love!