Brand Style Guides

Mission Statement

We are a multi-disciplinary design firm that excells in UI & Front-End. We are creative doers and strategic thinkers. We are bold, playful and dare to take place in "the country of lagom". We don't speak **to** our customers, we speak **with** them.

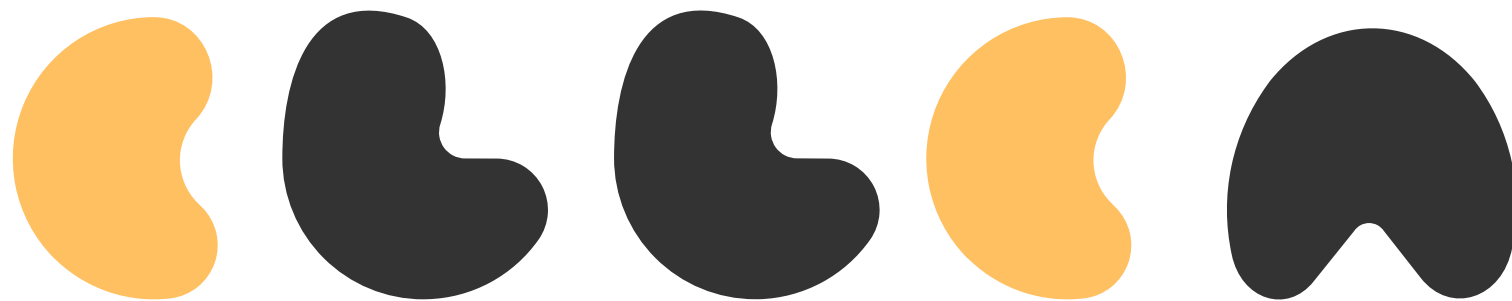We exist to paint the picture of our customer's visions.

For whom?

Small to medium sized companies that wants to take their product to the next level. We tie together their strategic goals with the visual aspects.

Logo Construction

The logo contains the logomark and the wordmark. Both elements have been exactly positioned and proportionally fine-tuned.
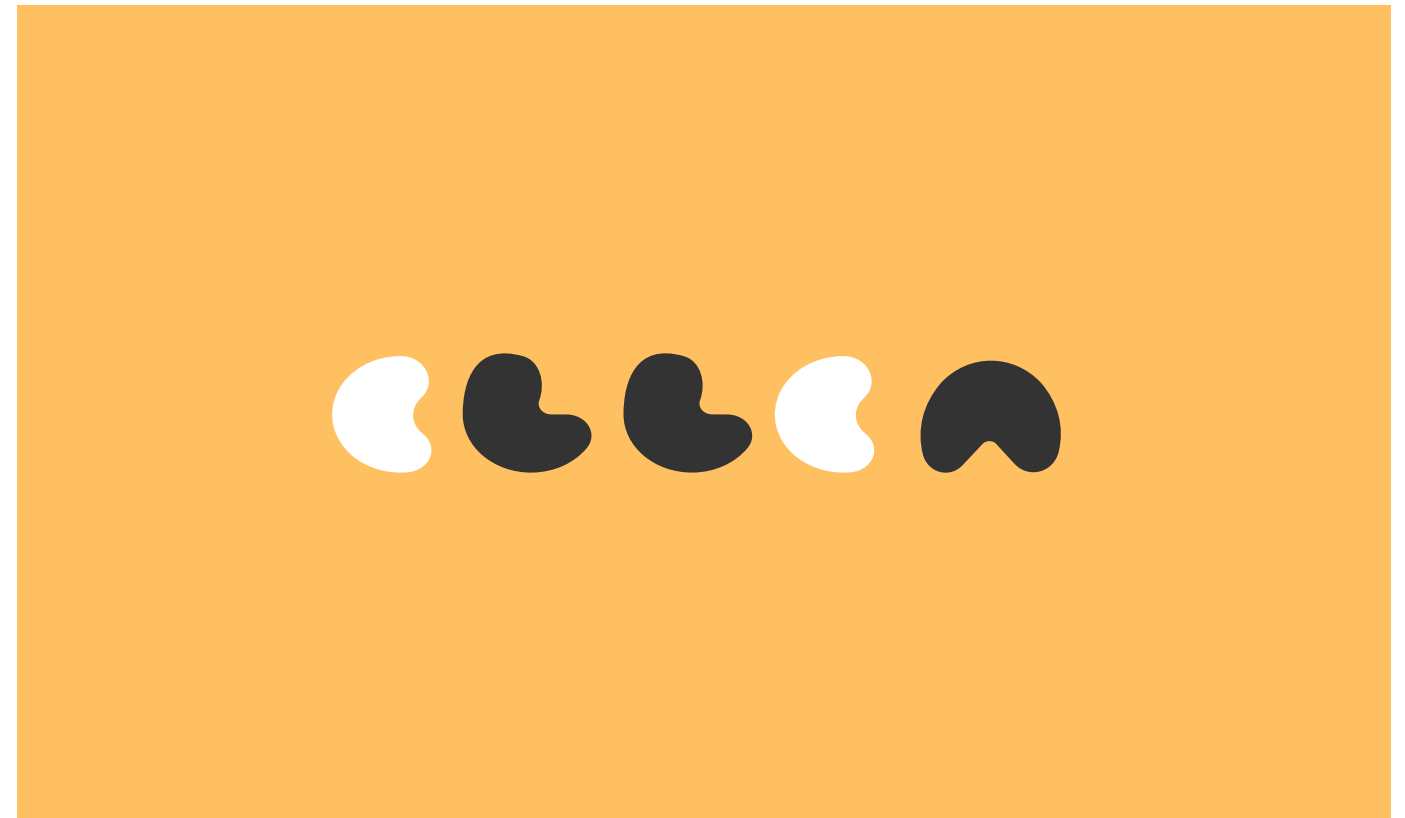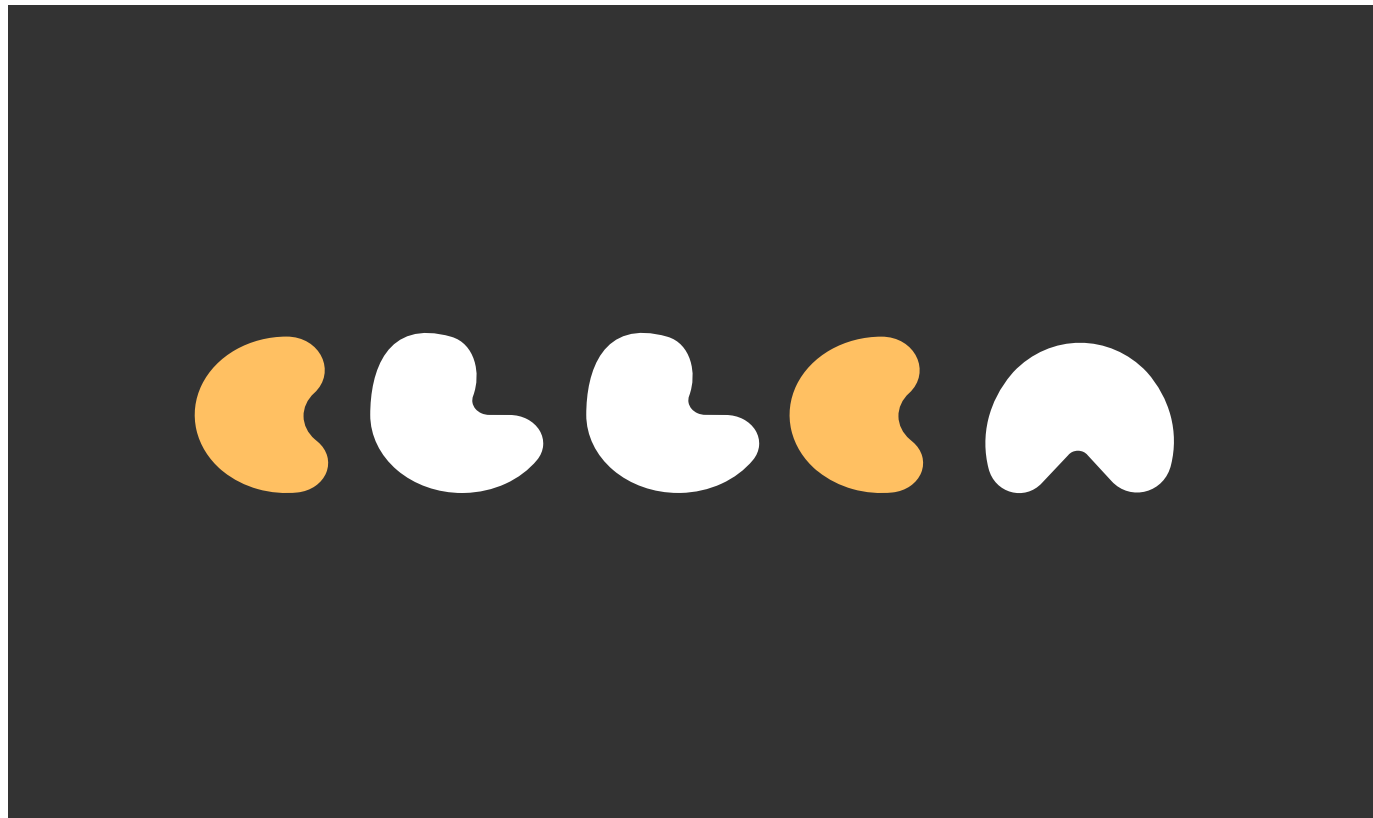
LOGOTYPE

LOGOMARK

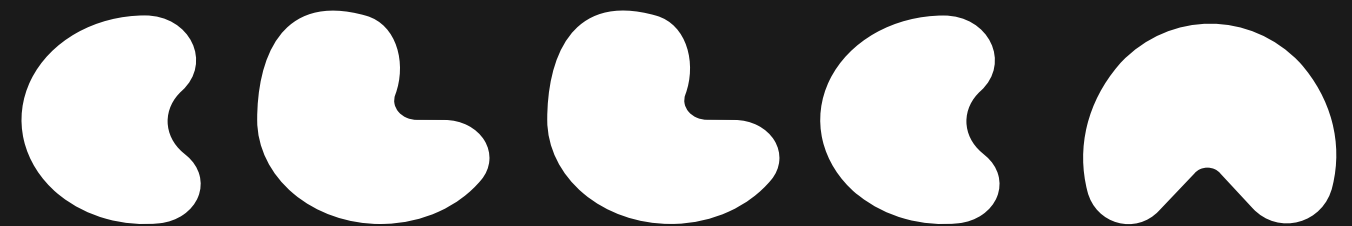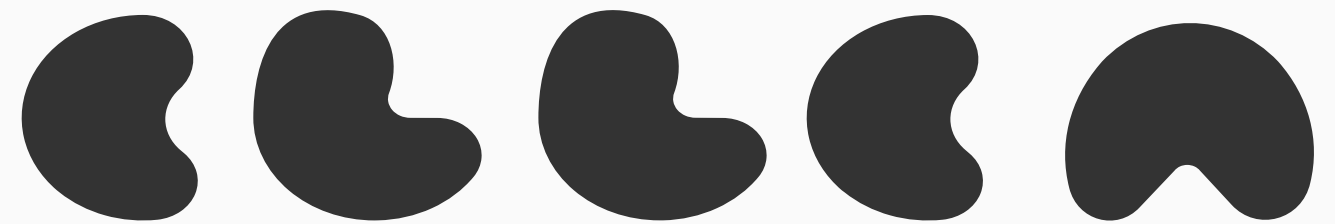# Logo on Alternative Backgrounds

Alternative color combinations

Mono Color Logo

Sometimes, often due to production costs, only one color of ink is available and so the logo must be reproduced using only one color.
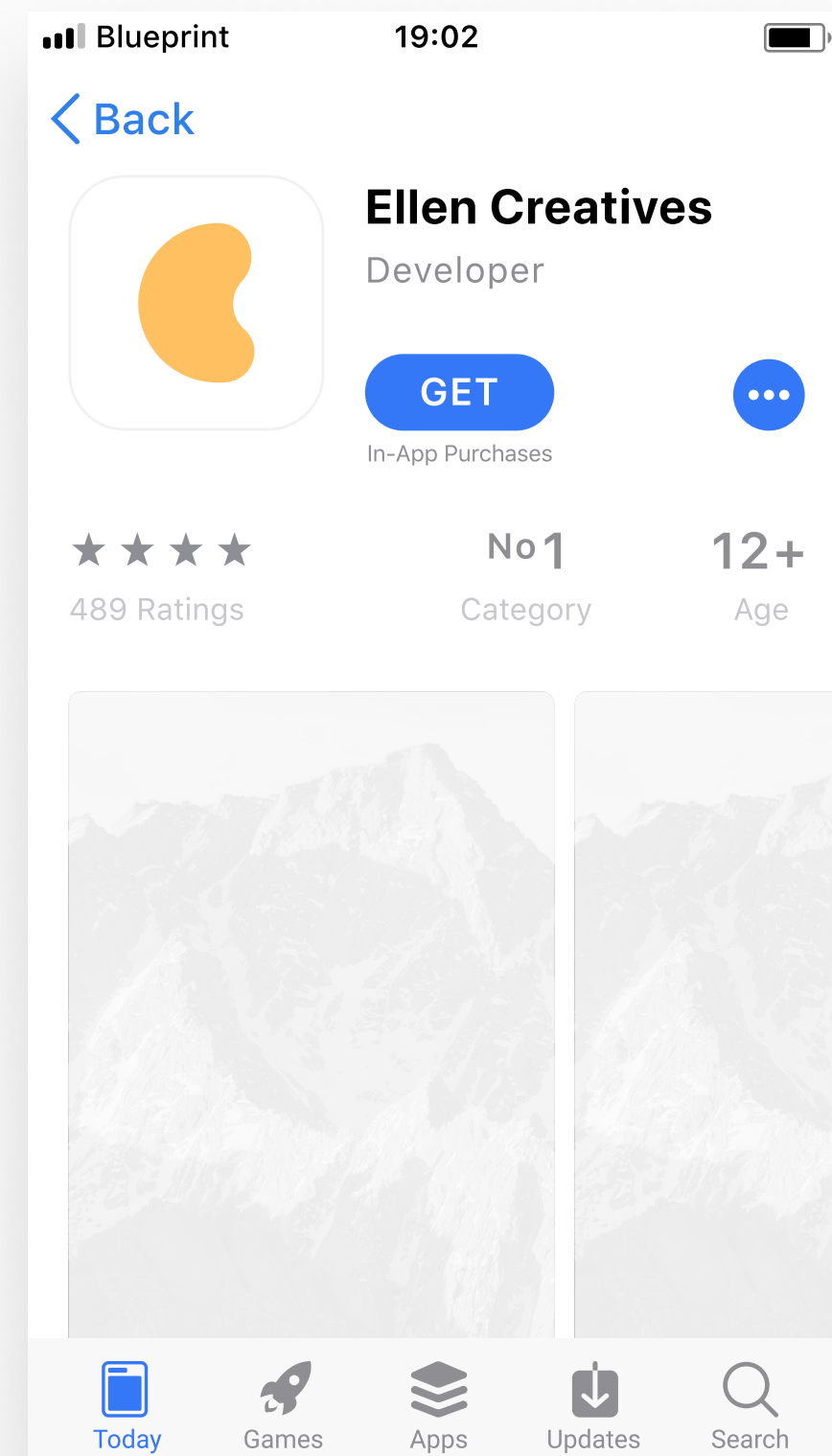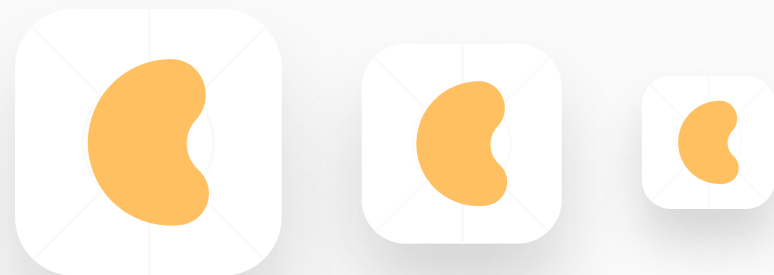
In this scenario, the logo, logomark or wordmark must be used following the convention of using a light color type on a dark background or in a dark color type on a light background.

Thumbnail Mark

Compressed mark use for small
scale and where applicable

◀ **Blueprint**　　19:02　　🔋

‹ **Back**

Ellen Creatives
Developer

GET

In-App Purchases

⋯

★ ★ ★ ★ ☆　　No **1**　　12+
489 Ratings　　Category　　Age


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Main Colors

The main color palette will cover the majority of your needs. We are playful but yet professional, creative but strategic. Hence, the intentionally small main color palette. Yellow adds personality and playfulness to the stricter white/black palette. The turquoise color adds a refreshing splash of additional color.
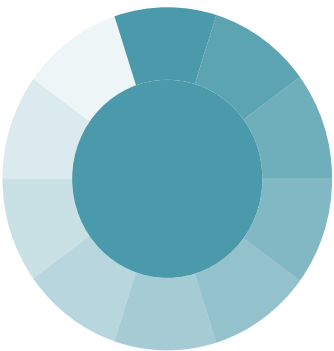
Other colors, such as colors from customer cases, can be used sparsely to promote the respective case if needed.
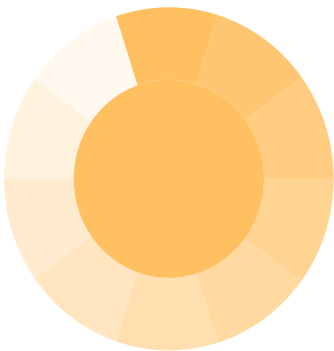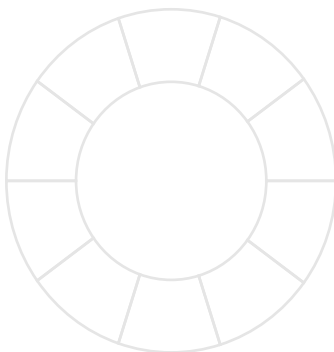
R: 255   H: 36
G: 192   S: 100
B: 98   L: 69

#FFC062
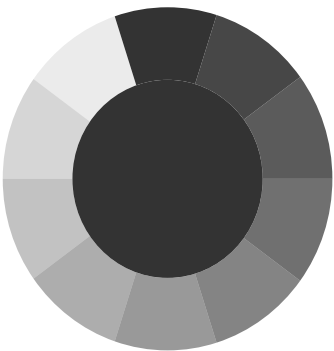
R: 51   H: 0
G: 51   S: 0
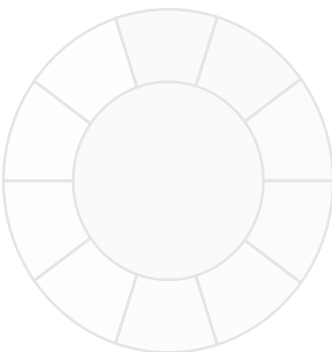B: 51   L: 20

#333333

R: 75   H: 191
G: 154   S: 39
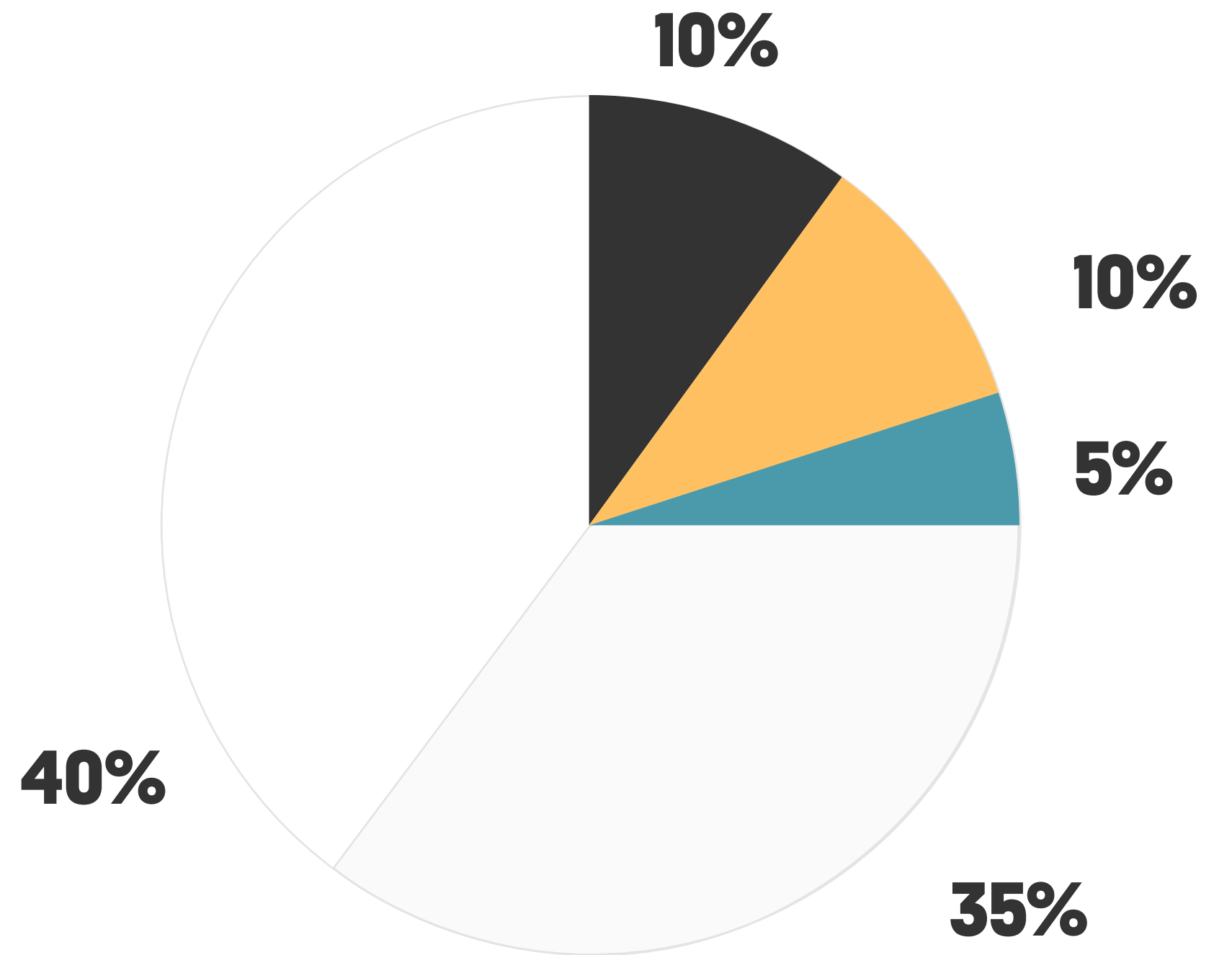B: 171   L: 48

#4B9AAB

R: 250   H: 0
G: 250   S: 0
B: 250   L: 98

#FAFAFA

R: 255   H: 0
G: 255   S: 0
B: 255   L: 100

#FFFFFF

Color Usage

Use navy blue sparingly to highlight things or in call to action buttons. Use pink in Illustrations, UI screens, callouts etc.

10%

10%

5%

40%

35%

Typography

We are bold, playful and dare to take place in "the country of Lagom". And so does our typography.
As a web font you should use Platform Bold for all headlines and Open Sans for body text.*

Headlines

https://commercialtype.com/catalog/platform

Body Text

https://fonts.google.com/specimen/Open+Sans

* As a fallback, the Google Font Poppins can be used as Headline. Alternatively a sans-serif.

Platform Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
'?'"!"(%)[#]{@}/&\<-+÷×=>®©
$€£¥¢:;,.*

Open Sans

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
'?'"!"(%)[#]{@}/&\<-+÷×=>®©$€
£¥¢:;,.*

This is header H1

Platform Bold 72

This is header H2

Platform Bold 56

This is header H3

Platform Bold 40

This is header H4

Platform Bold 32

This is big subtitle

Platform Bold 24

BUTTON TEXT

OPEN SANS BOLD 16

OVERLINE

OPEN SANS REGULAR 14

Body Big - There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour.

Regular   150%   18

Body - There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour.

Regular   150%   16

Body Bold - There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour.

Bold   **150%**   **16**

Body Small - There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour.

Regular   150%   14

Body Small Bold - There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour.

Bold   **150%**   **14**