

# THE LECTURE LIST

## DESIGN STYLE GUIDE

*04 June 2014*

**Rieko Vining**

# 1. FONT

---

Open Sans  
(Extraold)  
Tracking 25

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Open Sans  
(Bold)  
Tracking 25

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Open Sans  
(Semibold)  
Tracking 25

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Open Sans  
(Regular)  
Tracking 25

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

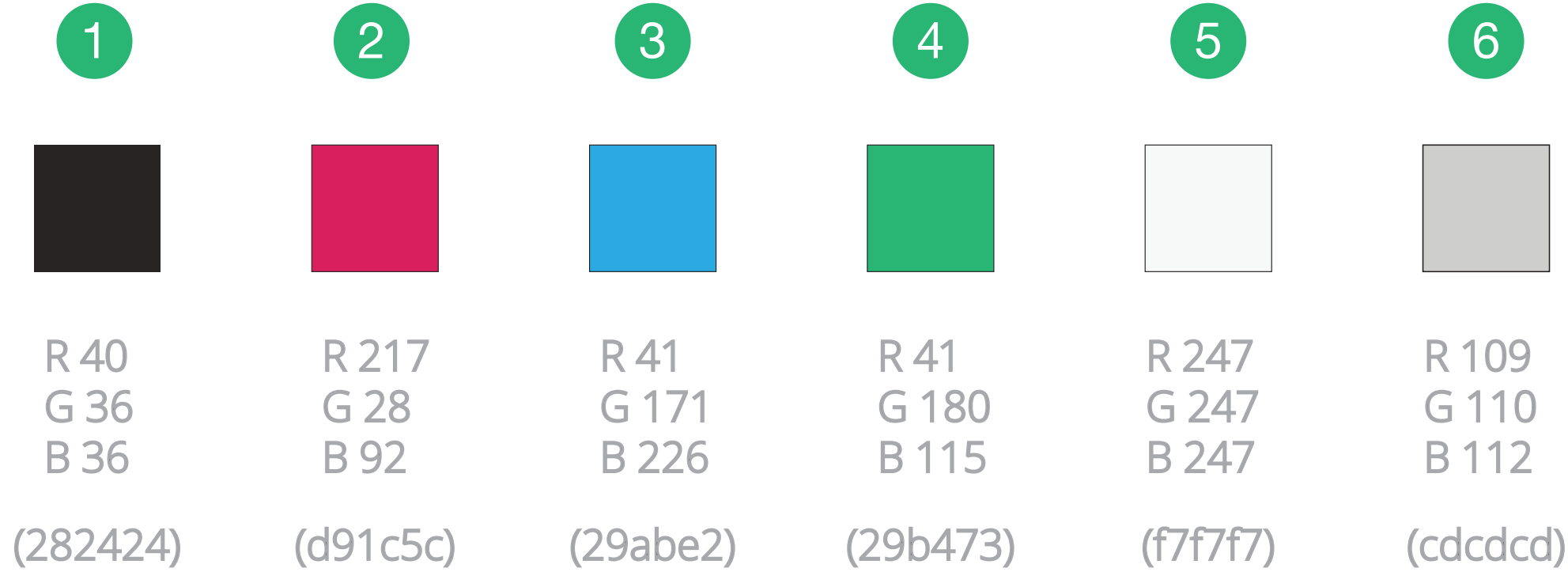
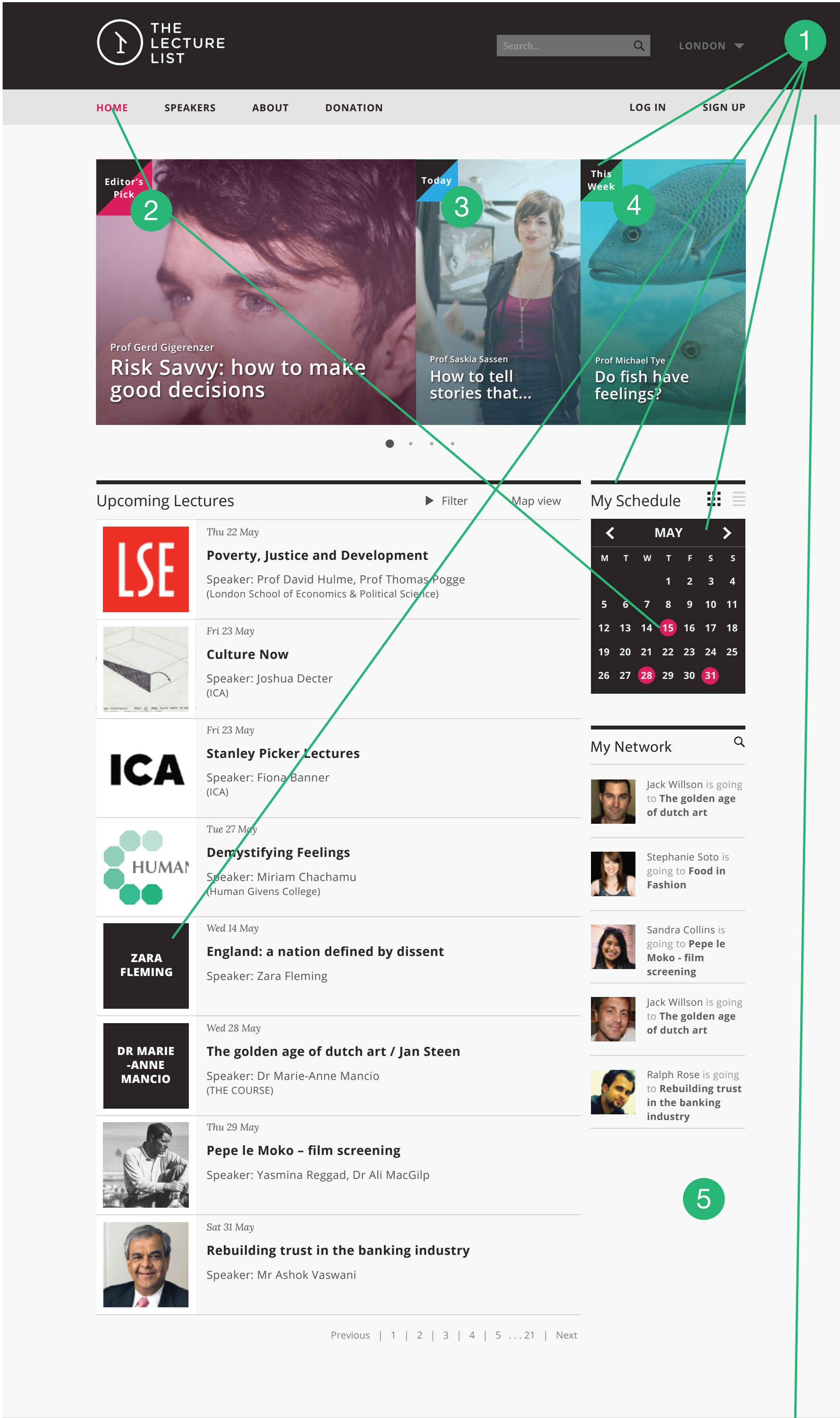
Open Sans  
(Light)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Lora  
(Italic)

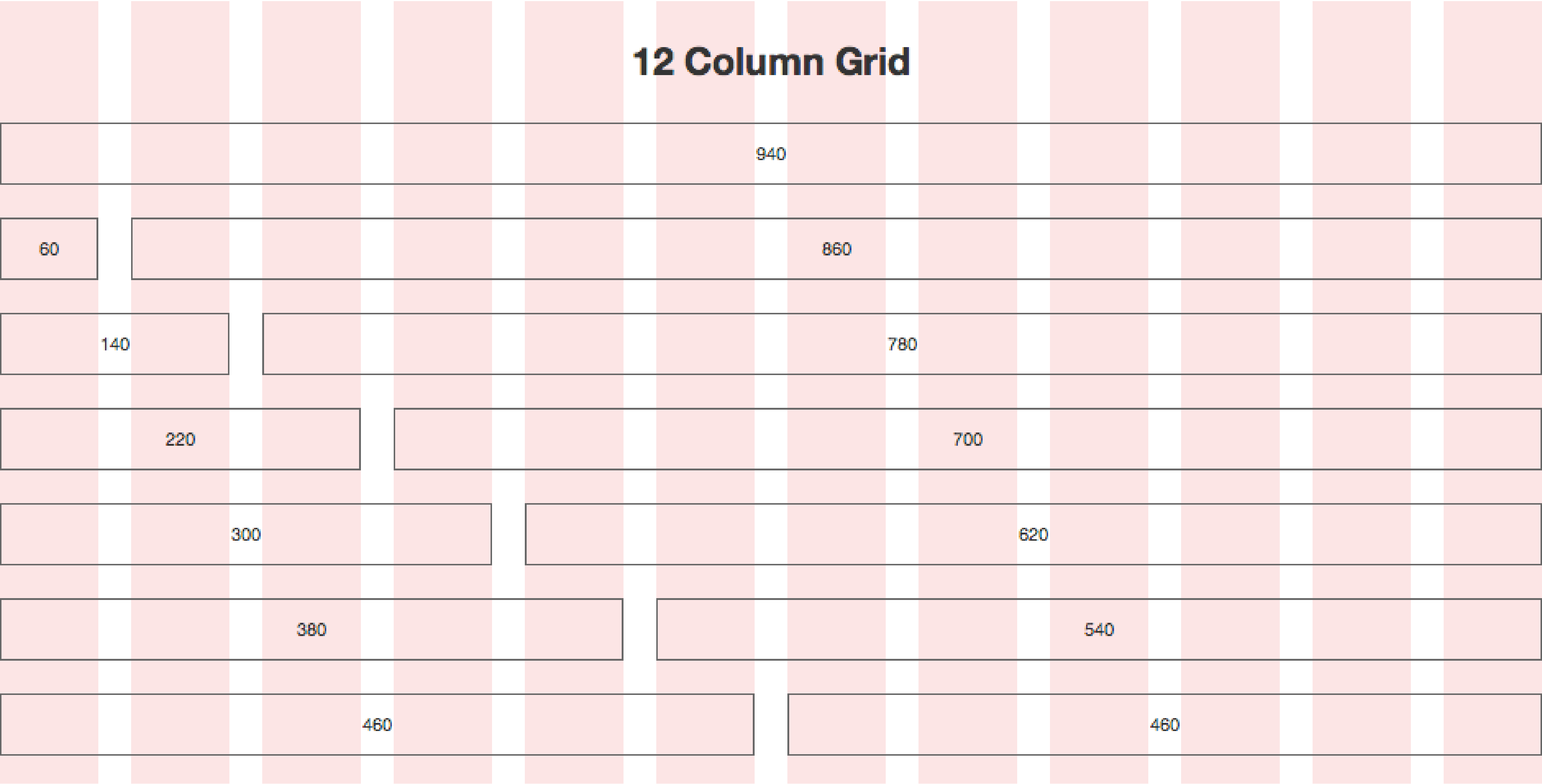
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## 2. BASIC COLOURS



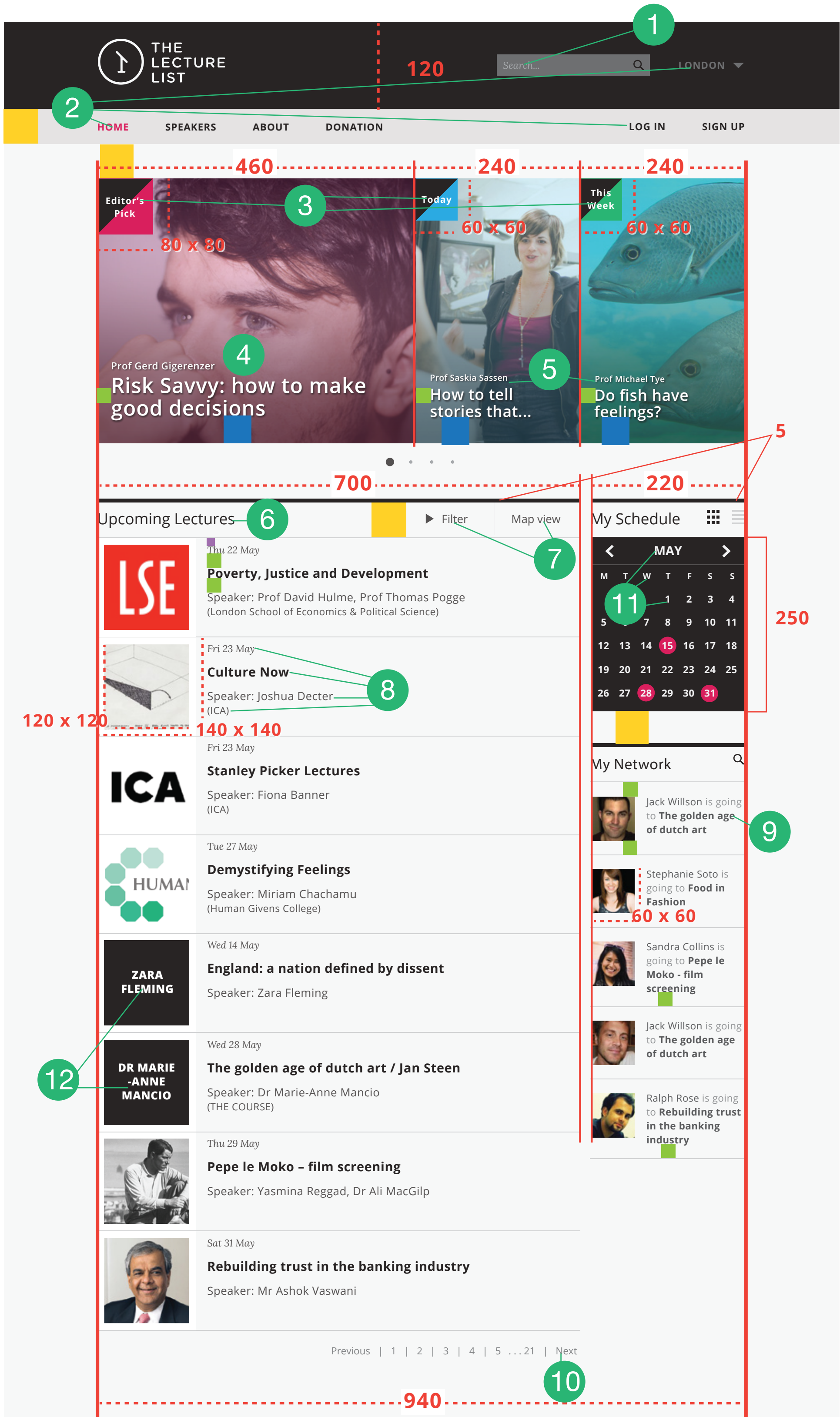
### 3. 960 GRID SYSTEM

#### 12 Column Grid





# 4. HOME



50 x 50

30 x 30

20 x 20

10 x 10

## Font

- 1 Lora / Italic / 14pt  
■ R 166 G 168 B 171 (a6a8ab)
- 2 Open Sans / Bold, Cap / 14pt  
■ R 40 G 36 B 36 (282424)  
■ R 217 G 28 B 92 (d91c5c), selected state  
■ R 109 G 110 B 112 (6d6e70)
- 3 Open Sans / Bold, Cap / 14pt  
□ R 225 G 225 B 225 (ffffff)
- 4 Open Sans / Semibold / 14pt  
□ R 225 G 225 B 225 (ffffff) / drop shadow: black, 75 %, X 1, Y 1  
Open Sans / Semibold / 30pt  
□ R 225 G 225 B 225 (ffffff) / drop shadow: black, 75 %, X 1, Y 1
- 5 Open Sans / Semibold / 12pt  
□ R 225 G 225 B 225 (ffffff) / drop shadow: black, 75 %, X 1, Y 1  
Open Sans / Semibold / 22pt  
□ R 225 G 225 B 225 (ffffff) / drop shadow: black, 75 %, X 1, Y 1
- 6 Open Sans / Regular / 22pt  
■ R 40 G 36 B 36 (282424)
- 7 Open Sans / Regular / 16pt  
■ R 83 G 80 B 80 (535050)
- 8 Lora / Italic / 14pt  
■ R 83 G 80 B 80 (535050)  
Open Sans / Bold / 18pt  
■ R 40 G 36 B 36 (282424)  
Open Sans / Regular / 16pt  
Open Sans / Regular / 14pt  
■ R 83 G 80 B 80 (535050)
- 9 Open Sans / Regular / 14pt  
Open Sans / Bold / 14pt  
■ R 83 G 80 B 80 (535050)  
■ R 146 G 148 B 151 (929497)
- 10 Open Sans / Regular / 14pt  
■ R 146 G 148 B 151 (929497)
- 11 Open Sans / Bold / 18pt  
Open Sans / Bold / 14pt  
Open Sans / Bold / 12pt (M - S)  
□ R 225 G 225 B 225 (ffffff)
- 12 Open Sans / Extrabold / 16pt  
□ R 225 G 225 B 225 (ffffff)

\*\*\* Based of the numbers of speakers, the font size will be smaller.

# 5. HOME-FUNCTIONS



50 x 50

30 x 30

20 x 20

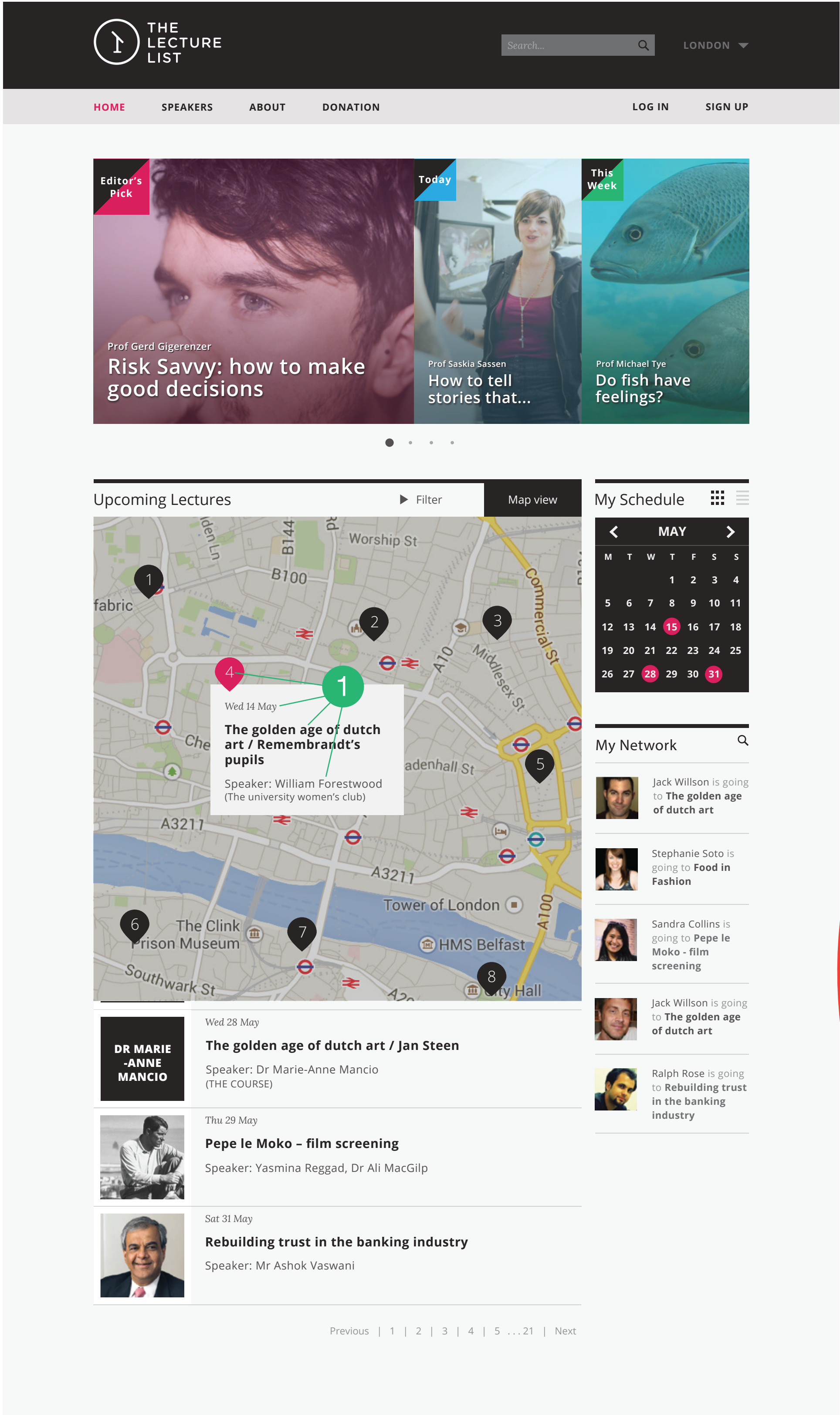
10 x 10

## Font

- 1 Open Sans / Bold / 18pt  
Open Sans / Bold / 16pt  
■ R 83 G 80 B 80 (535050)
- 2 Open Sans / Regular / 14pt  
■ R 146 G 148 B 151 (929497)  
□ R 225 G 225 B 225 (ffffff)
- 3 Open Sans / Regular / 16pt  
Open Sans / Regular / 14pt  
□ R 225 G 225 B 225 (ffffff)  
■ R 40 G 36 B 36 (282424)
- 4 Open Sans / Light / 18pt  
□ R 225 G 225 B 225 (ffffff)  
Open Sans / Light / 16pt  
■ R 40 G 36 B 36 (282424)
- 5 Open Sans / Regular / 14pt  
■ R 83 G 80 B 80 (535050)



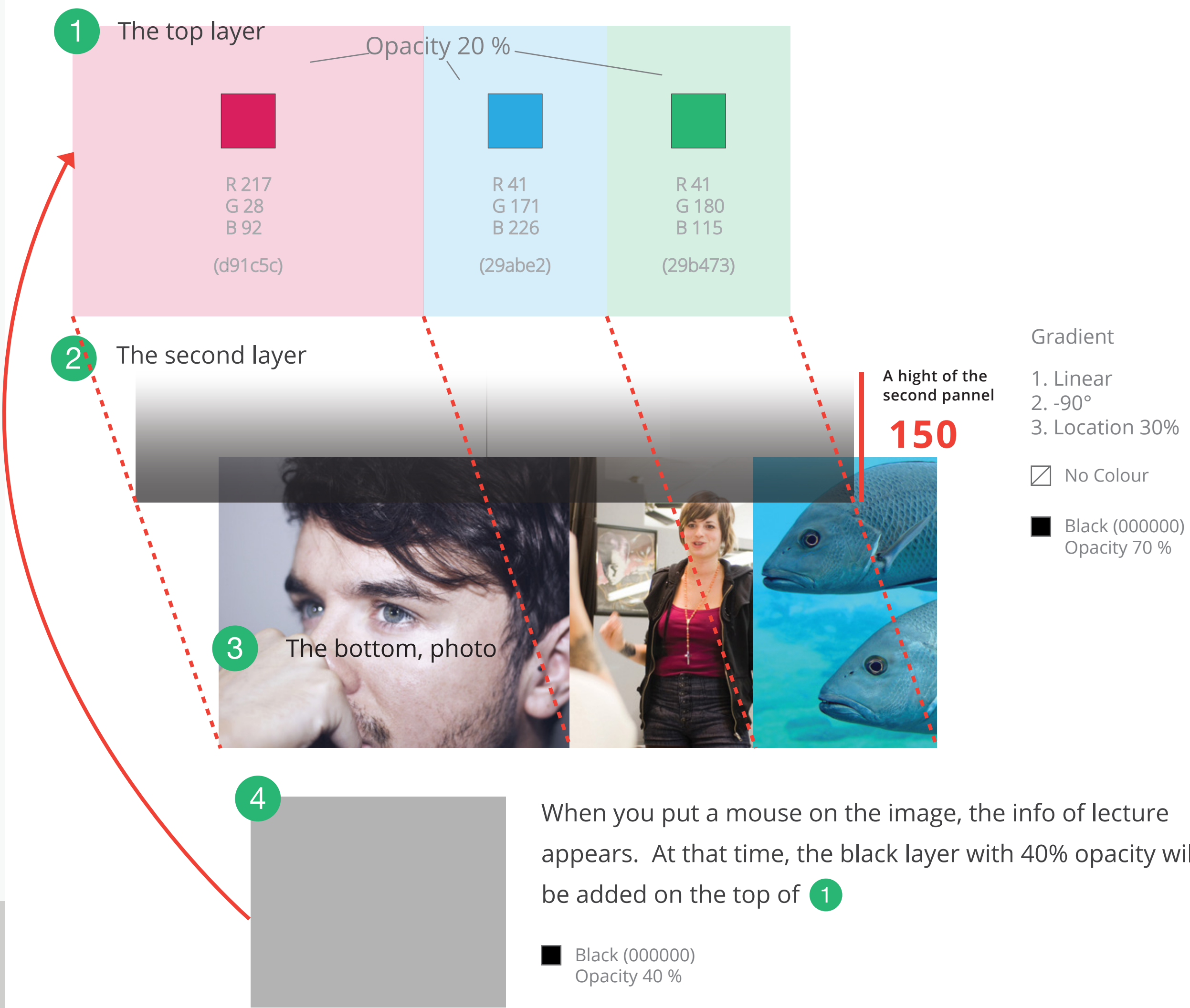
# 6. HOME-MAP VIEW, CAROUSEL COLOURS



## Font

- 1 Open Sans / Light / 22pt  
□ R 225 G 225 B 225 (ffffff)
- Lora / Italic / 14pt  
■ R 83 G 80 B 80 (535050)
- Open Sans / Bold / 18pt  
■ R 40 G 36 B 36 (282424)
- Open Sans / Regular / 16pt
- Open Sans / Regular / 14pt  
■ R 83 G 80 B 80 (535050)

## Carousel layers





# 7. LECTURE PAGE

1

HOME

SPEAKERS

ABOUT

DONATION

2

DUG.F

LONDON

60

Lecture information

70

X

The intelligent city: the new publicity and design reform

3

Speaker: Dr Paul Rennie

The historic links between London Transport and the art colleges of London helped create a unique triangulation of art, education and design reform. Dr Paul Rennie, Head of Context in Graphic Design at Central Saint Martins, examines the patronage of London Transport which has, in the graphic arts and throughout the 20th century, provided an exemplar of design reform.

Date and Time:

27 May 2014 at 6:30 pm

Duration:

1 hour

Venue:

London Transport Museum  
Covent Garden Piazza  
London  
WC2E 7EE  
020 7565 7298  
http://www.ltmuseum.co.uk

Tickets:

£8.00 adults  
£6.00 concessions  
£4.00 students

Available from:

Call:  
020 7565 7298  
Book online:  
Eventbrite

Note:

Part of London Transport Museum's exhibition 'The Art of Poster - a century of design' which runs until 31 July 2014

Organiser:

Poieuliwmn Ltd

You may like these:

Wed 25 Jun

own-it

Intellectual Property Advice for the Creative Sector

The Fashion Design – free inspiration for all or worth protecting?

Speaker: Alice Staggs, Ceci Joannou, Vin of Vin ...

Tue 30 Jun

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Tue 8 Jul

INGEGERD RAMAN, EERO KOIVISTO, CHRYSTINA SCHMIDT

Swedish Design, Craft or Philosophy?

Speaker: Ingegerd Råman, Eero Koivisto, Chry ...

I am going!

5

Meet up information

6

1 Jack Willson has organised a meet up! Check the detail.

Jack Willson

Hey guys, I will be at "Cafe Lemo" before the lecture. Feel free to me!

Anna Morris

Hey Jack, I will join you. See you on Saturday!

Write a comment

Organise your meet up

Who is going?

8

Robert Crosbie is going

Lin Wong is going

Thomas Castillo is going

Davi Morais is going

Jacob Powell is going

Back ground colour

R 225 G 225 B 225 (ffffff)

- 50 x 50
- 40 x 40
- 30 x 30
- 20 x 20

## Font

1 Open Sans / Bold, Cap / 14pt

- R 247 G 247 B 247 (f7f7f7)
- R 109 G 110 B 112 (6d6e70)

2 Open Sans / Regular / 28pt

- R 40 G 36 B 36 (282424)

3 Open Sans / Bold / 26pt

- R 40 G 36 B 36 (282424)

Open Sans / Light / 22pt

- R 83 G 80 B 80 (535050)

Open Sans / Regular / 16pt

- R 146 G 148 B 151 (929497)

4 Open Sans / Semibold / 18pt

- R 109 G 110 B 112 (6d6e70)

Open Sans / Light / 20pt

- R 83 G 80 B 80 (535050)

5 Lora / Italic / 20pt

- R 225 G 225 B 225 (ffffff)

Open Sans / Regular / 16pt

- R 146 G 148 B 151 (929497)

6 Open Sans / Regular / 22pt

- R 83 G 80 B 80 (535050)

Open Sans / Semibold / 16pt

- R 83 G 80 B 80 (535050)

Open Sans / Regular / 16pt

- R 146 G 148 B 151 (929497)

Open Sans / Bold / 14pt

Open Sans / Regular / 14pt

- R 83 G 80 B 80 (535050)

1

HOME

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ABOUT

DONATION

DUG.F

LONDON

60

Lecture information

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Write a comment

Organise your meet up

Who is going?

Robert Crosbie is going

Lin Wong is going

Thomas Castillo is going

Davi Morais is going

Jacob Powell is going

7 Open Sans / Light / 18pt

R 225 G 225 B 225 (ffffff)

8 Open Sans / Regular / 14pt

R 83 G 80 B 80 (535050)

R 146 G 148 B 151 (929497)



# 8. SEARCH RESULTS

1

60

Filter results

☒ All

☐ Free

☐ Paid

☐ One off

☐ Recurring

☐ Large

☐ Small

☐ Members only

☐ Public

225

665

Search Results : “ Food ”

2


70

MS CAROLYN STEEL, MS GEETIE SINGH, DR TOM MACMILLAN

Wed 14 May

Thought for Food

Speaker: Ms Carolyn Steel, Ms Geetie Singh, Dr Tom MacMillan



Tue 27 May

Knowledge Sharing Day


Speaker: Prof Mike Gasson, Dr Reg Wilson, Professor Ian John ...

DR CLARE MILLS

Sat 31 May

Food allergies - what is there to worry about?


Speaker: Dr Clare Mills



Tue 3 Jun

Lunch box talk: Get Your Hands Dirty! Food, Passion and Place

Speaker: Heather Hilburn, Richard Morris (Architecture Centre Network)



Sat 7 Jun

The Science of Beer Flavour and Food Matching


Speaker: Dr Debbie Parker

PROF BARRY SMITH, DR CHARLES SPENCE, PROF STEVEN SHAPIN

Tue 10 Jun

Food, the brain and us


Speaker: Prof Barry Smith, Dr Charles Spence, Prof Steven Sh ...



Fri 14 Jun

Unsustainable Fishing

Speaker: Frank Pope, Dr David Agnew, Mr Paul Rose



Sat 21 Jun

Mexican Food Evening


Speaker: Fay Maschler

INTERNAL

Fri 27 Jun

GM Food: Explore the Debate

Speaker: Internal



Sun 29 Jun

Can we trust our food?

Speaker: Prof Colin Dennis DL

LSE

Tue 8 Jul

Fashion in Food

Speaker: Claude Fischler, Matthew Fort (LSE)

BEN REYNOLDS, AZUL THOME

Fri 18 Jul

Urban food talk: food from the city & sky

Speaker: Ben Reynolds, Azul Thome (Architecture Centre Network)

Previous

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21

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Next

50 x 50

## Font

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Open Sans / Bold / 16pt

Open Sans / Regular / 14pt

Open Sans / Light / 14pt

R 109 G 110 B 112 (6d6e70)

2

Open Sans / Regular / 28pt

Open Sans / Bold / 28pt

R 40 G 36 B 36 (282424)

1

HOME

SPEAKERS

ABOUT

DONATION

LOG IN

SIGN UP

LONDON

Q

Filter results

☒ All

☐ Free

☐ Paid

☐ One off

☐ Recurring

☐ Large

☐ Small

☐ Members only

☐ Public

282

42

12

68

4

38

46

24

48


Search Results : “ Food ”

MS CAROLYN STEEL, MS GEETIE SINGH, DR TOM MACMILLAN

Wed 14 May

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Speaker: Ms Carolyn Steel, Ms Geetie Singh, Dr Tom MacMillan



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Previous

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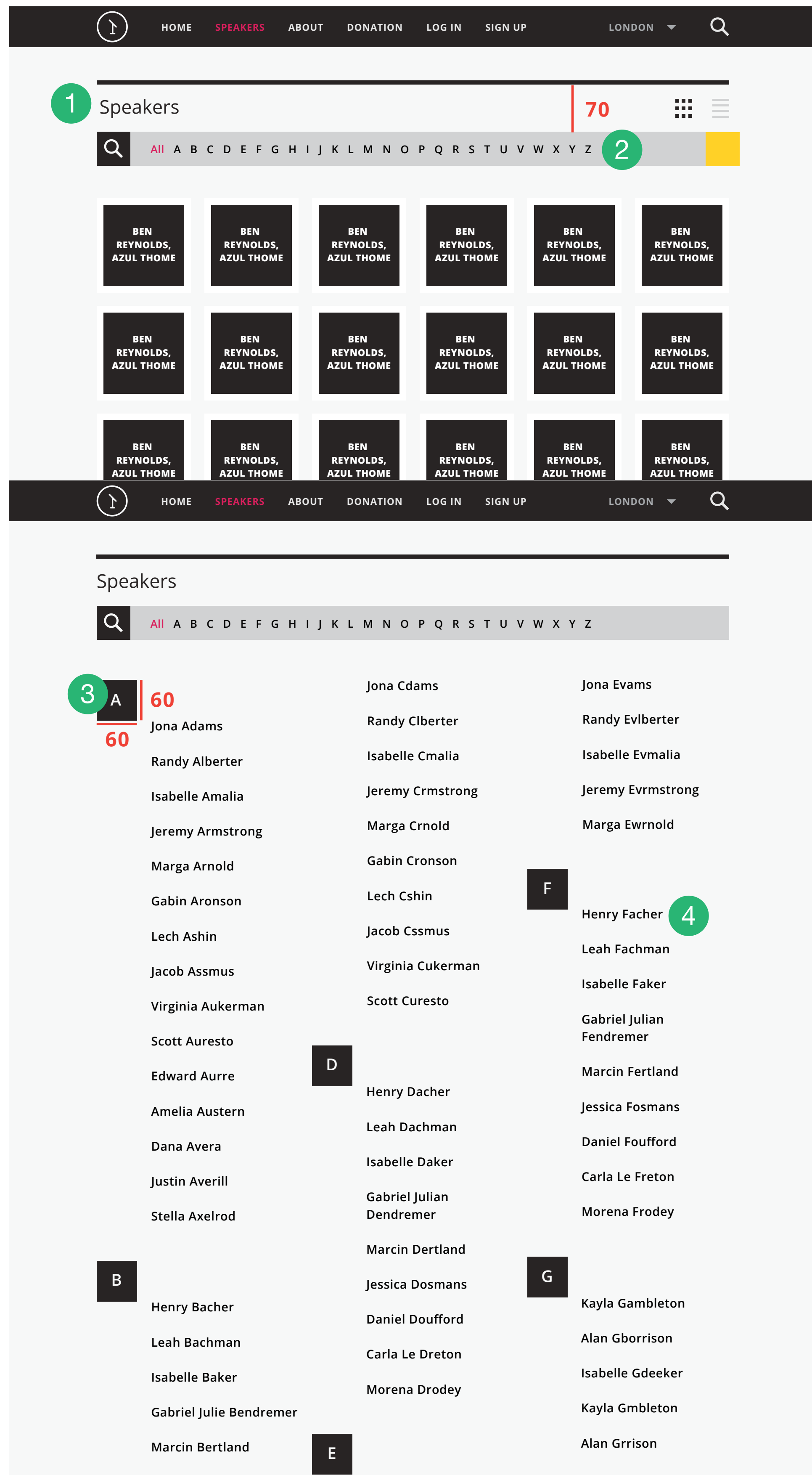
...

21

|

Next

## 9. SPEAKERS



50 x 50

Font

- 1 Open Sans / Regular / 28pt  
■ R 40 G 36 B 36 (282424)
- 2 Open Sans / Semiold / 16pt  
■ R 40 G 36 B 36 (282424)
- 3 Open Sans / Semibold / 24pt  
□ R 225 G 225 B 225 (ffffff)
- 4 Open Sans / Semiold / 18pt  
■ R 40 G 36 B 36 (282424)





# 10. A SPEAKER PAGE

1

HOME

SPEAKERS

ABOUT

DONATION

LOG IN

SIGN UP

LONDON

Q

Dr Paul Addison

Information

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi.

You may like these:

own-it

Intellectual Property Advice for the Creative Sector

Wed 25 Jun

The Fashion Design – free inspiration for all or worth protecting?

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INGEGERD RAMAN, EERO KOIVISTO, CHRYSTINA SCHMIDT

Tue 8 Jul

Swedish Design, Craft or Philosophy?

Speaker: Ingegerd Råman, Eero Koivisto, Chry ...

Add to my list

Comments

Jack Willson

I really enjoyed Dr Addison's lecture! Looking forward to his next one.

Would you like to leave a comment about this speaker?

Yes, I do.

1 Open Sans / Semibold / 16pt  
■ R 83 G 80 B 80 (535050)

Back ground colour  
□ R 225 G 225 B 225 (ffffff)

Same as a lectures page.

1

HOME

SPEAKERS

ABOUT

DONATION

LOG IN

SIGN UP

LONDON

Q

Dr Paul Addison

Information

Information

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia dolores et quas molestias animi.

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Comments

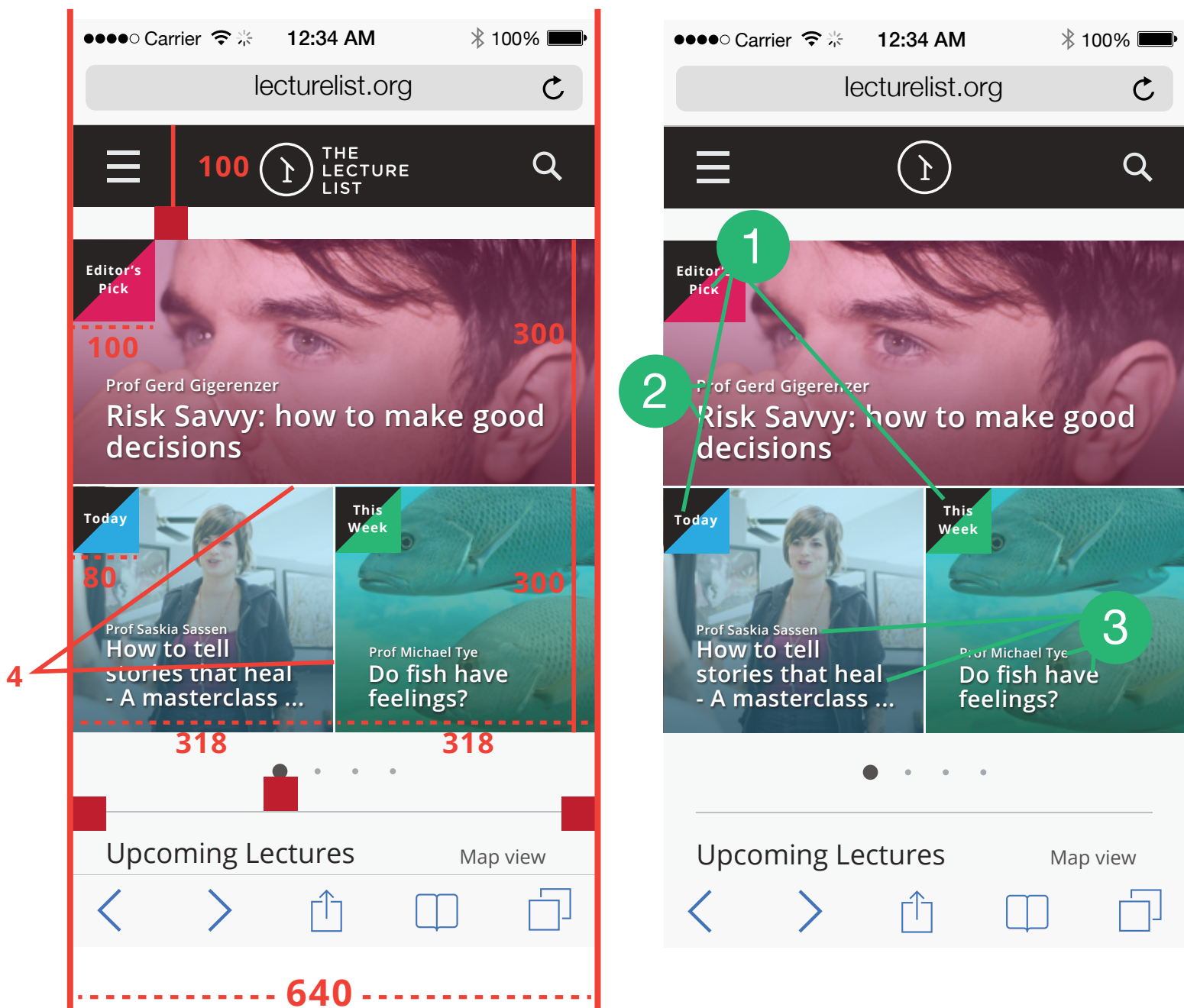
Jack Willson

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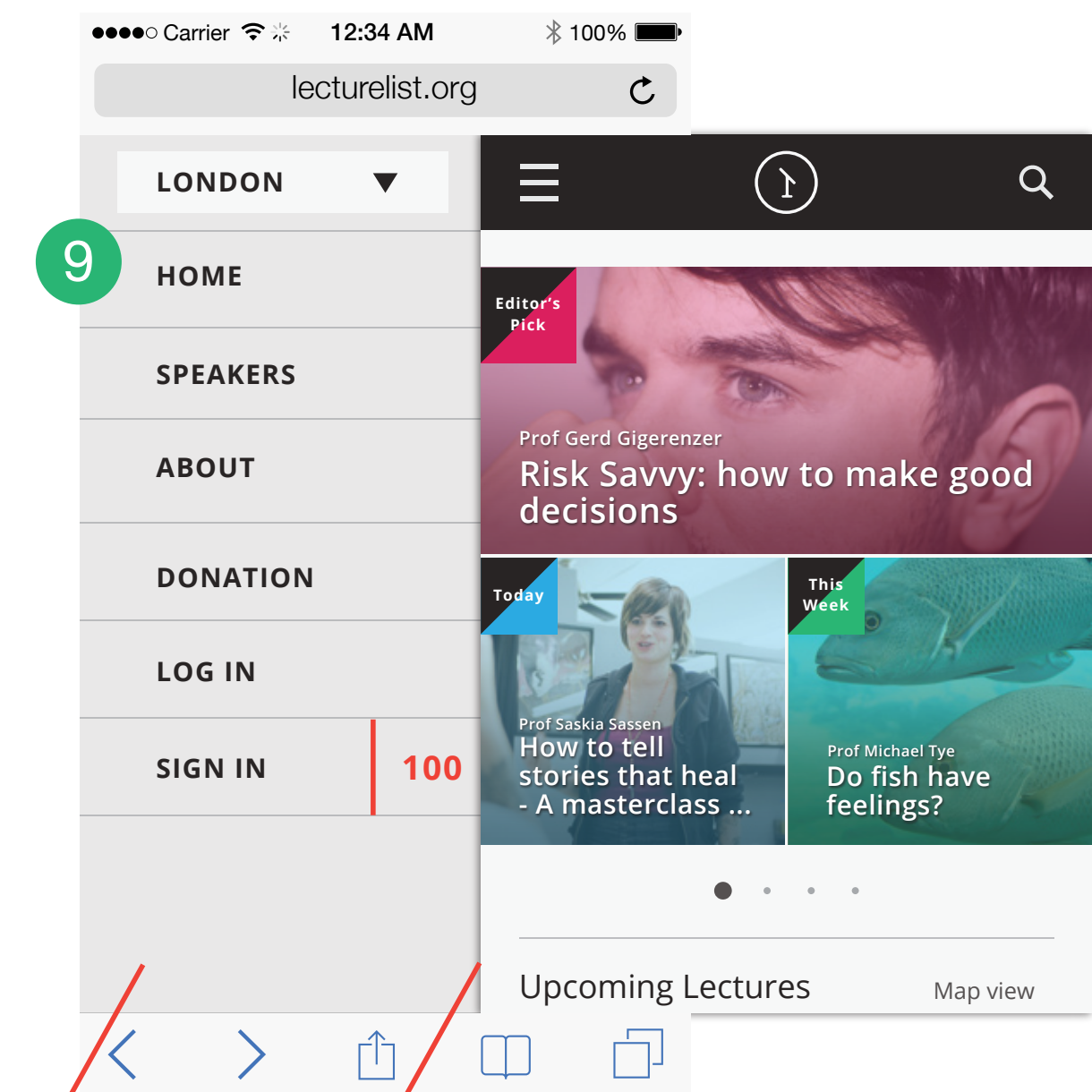
Yes, I do.

# 11. MOBILE HOME (RETINA)



## Memo

When you land on homepage, the whole logo is on the header but “THE LECTURE LIST” will be disappeared a moment later.



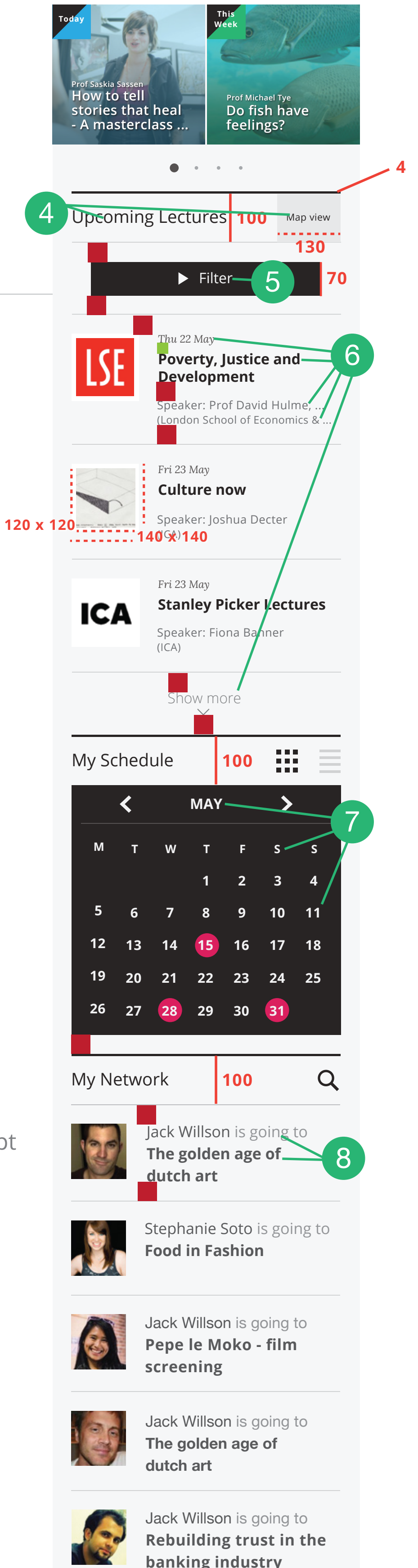
Background colour    Dropshadow: Normal 55%, X -2, Y 0, Blur 4  
□ R 232 G 232 B 231 (e8e8e7)

40 x 40

20 x 20

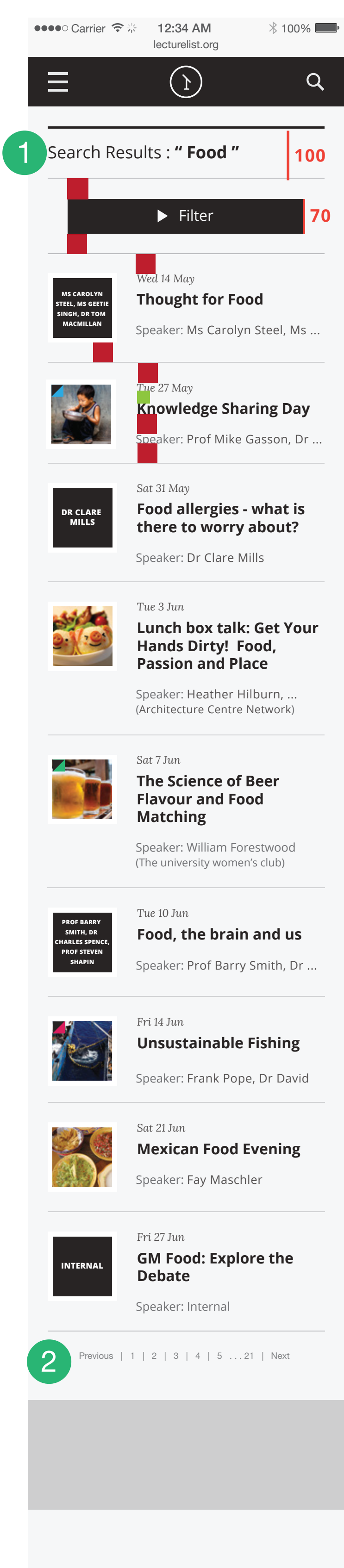
## Font

- 1 Open Sans / Bold / 16pt  
□ R 225 G 225 B 225 (ffffff)
- 2 Open Sans / Semibold / 20pt  
Open Sans / Semibold / 36pt  
□ R 225 G 225 B 225 (ffffff) / drop shadow: black, 75 %, X 1, Y 1
- 3 Open Sans / Semibold / 16pt  
Open Sans / Semibold / 28pt  
□ R 225 G 225 B 225 (ffffff) / drop shadow: black, 75 %, X 1, Y 1
- 4 Open Sans / Regular / 36pt  
■ R 40 G 36 B 36 (282424)  
Open Sans / Regular / 20pt  
■ R 83 G 80 B 80 (535050)
- 5 Open Sans / Regular / 30pt  
□ R 225 G 225 B 225 (ffffff)
- 6 Lora / Italic / 22pt  
■ R 83 G 80 B 80 (535050)  
Open Sans / Bold / 30pt  
■ R 40 G 36 B 36 (282424)  
Open Sans / Regular / 24pt  
Open Sans / Regular / 22pt  
■ R 83 G 80 B 80 (535050)
- 7 Open Sans / Bold / 30pt  
Open Sans / Bold / 28pt  
Open Sans / Bold / 24pt (M - S)  
□ R 225 G 225 B 225 (ffffff)
- 8 Open Sans / Regular / 32pt  
Open Sans / Bold / 32pt  
■ R 83 G 80 B 80 (535050)  
■ R 146 G 148 B 151 (929497)
- 9 Open Sans / Bold / 28pt  
■ R 40 G 36 B 36 (282424)





# 11. MOBILE SEARCH RESULTS



40 x 40

20 x 20

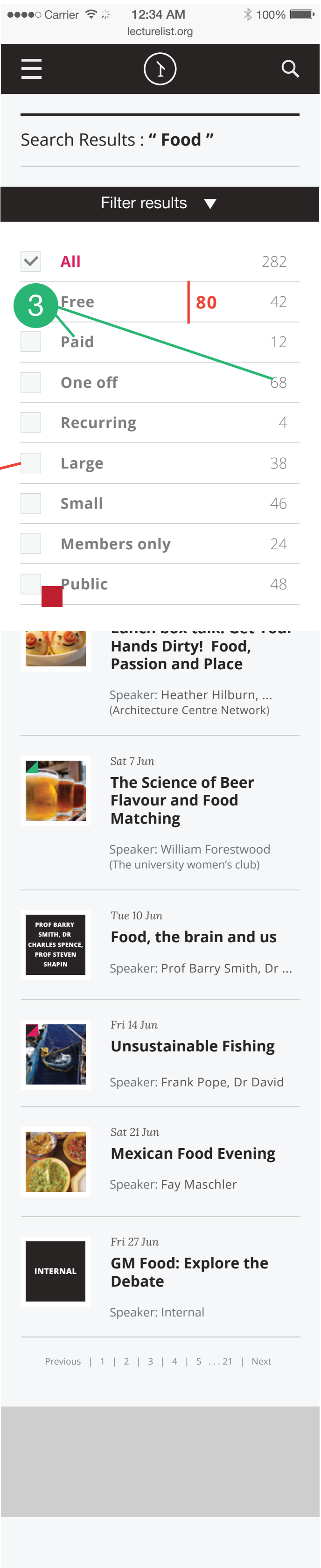
Font

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Open Sans / Bold / 34pt  
■ R 40 G 36 B 36 (282424)

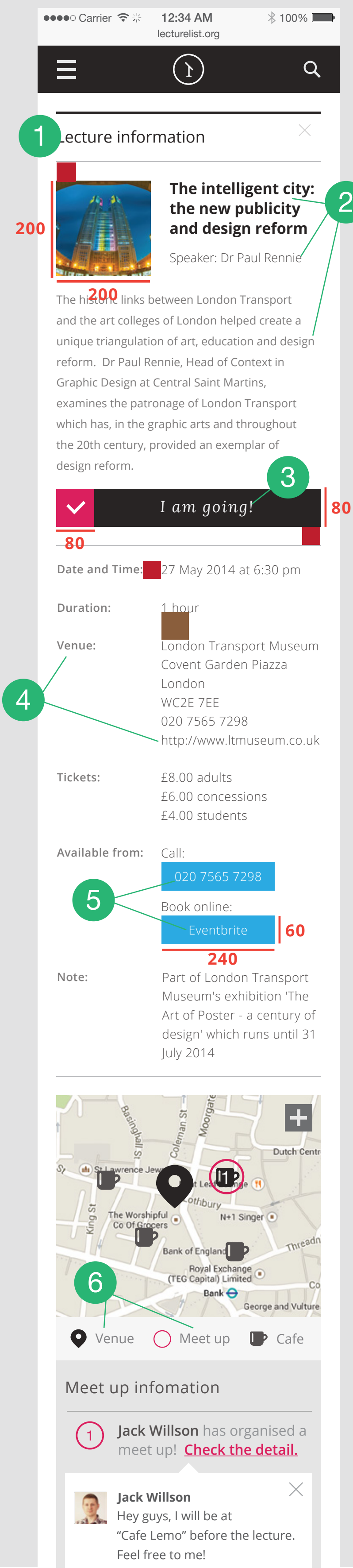
2 Open Sans / Regular / 18pt  
■ R 146 G 148 B 151 (929497)

3 Open Sans / Bold / 30pt  
Open Sans / Light / 30pt  
■ R 109 G 110 B 112 (6d6e70)

80  
R 245 G 247 B 248 (F5F7F8)  
Line, R 208 G 210 B 211 (D0D2D3)



# 11. MOBILE SEARCH RESULTS



60 x 60

40 x 40

## Font

1 Open Sans / Regular / 34pt  
■ R 40 G 36 B 36 (282424)

2 Open Sans / Bold / 32pt  
■ R 40 G 36 B 36 (282424)

Open Sans / Light / 26pt  
■ R 83 G 80 B 80 (535050)

Open Sans / Regular / 24pt  
■ R 146 G 148 B 151 (929497)

3 Lora / Italic / 20pt  
□ R 225 G 225 B 225 (ffffff)

4 Open Sans / Semibold / 24pt  
■ R 109 G 110 B 112 (6d6e70)

Open Sans / Light / 26pt  
■ R 83 G 80 B 80 (535050)

5 Open Sans / Light / 32pt  
□ R 225 G 225 B 225 (ffffff)

6 Open Sans / Regular / 16pt  
■ R 146 G 148 B 151 (929497)

7 Open Sans / Regular / 34pt  
■ R 83 G 80 B 80 (535050)

Open Sans / Semibold / 30pt  
■ R 83 G 80 B 80 (535050)

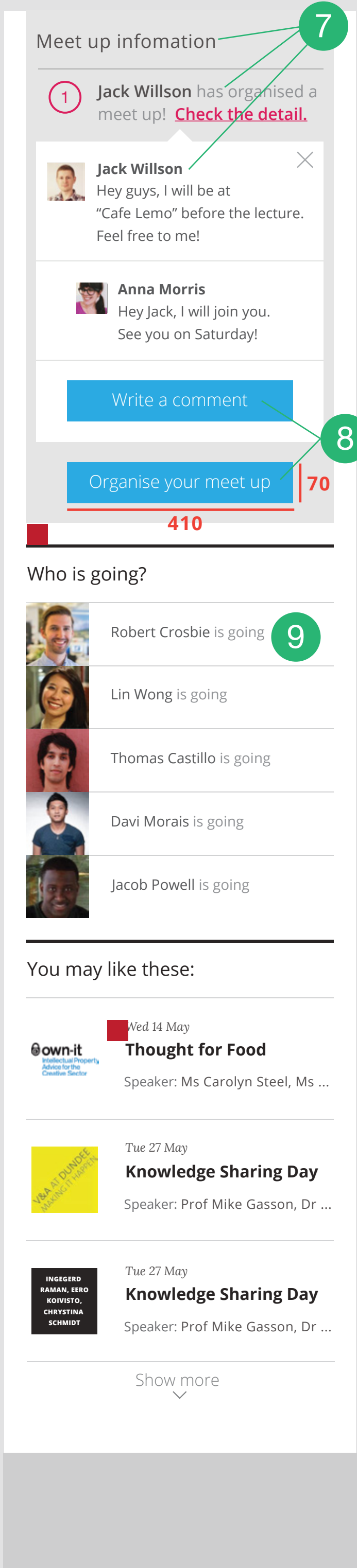
Open Sans / Regular / 30pt  
■ R 146 G 148 B 151 (929497)

Open Sans / Bold / 26pt  
Open Sans / Regular / 26pt  
■ R 83 G 80 B 80 (535050)

8 Open Sans / Light / 32pt  
□ R 225 G 225 B 225 (ffffff)

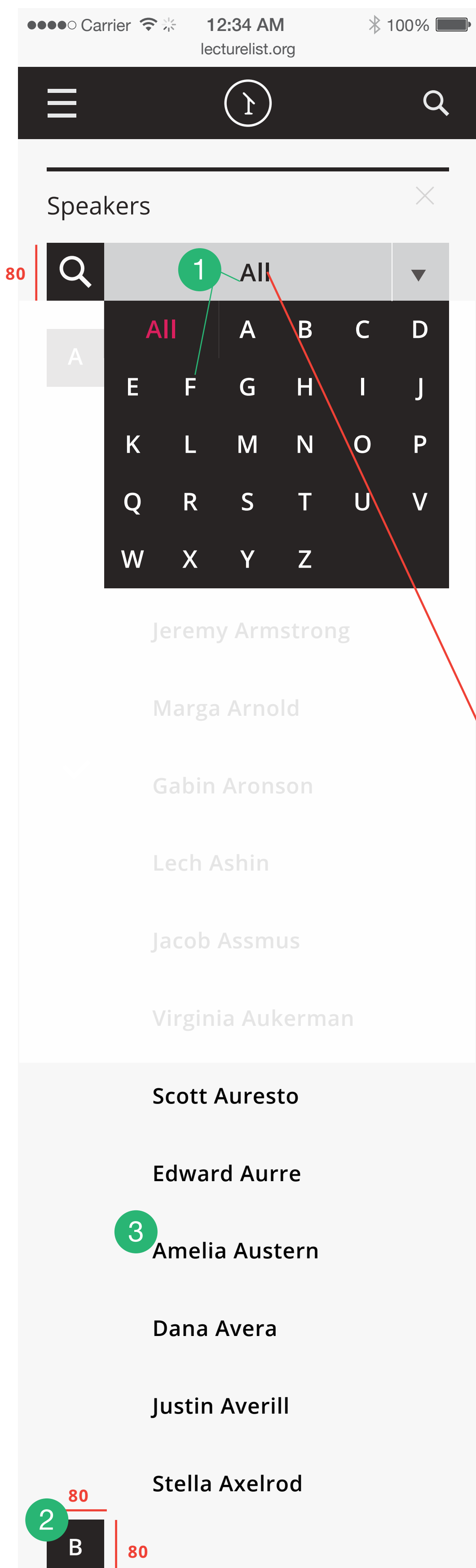
9 Open Sans / Regular / 26pt  
■ R 83 G 80 B 80 (535050)

■ R 146 G 148 B 151 (929497)





# 12. MOBILE SPEAKERS



40 x 40

20 x 20

## Font

- 1 Open Sans / Semiold / 34pt  
■ R 40 G 36 B 36 (282424)  
□ R 225 G 225 B 225 (ffffff)
- 2 Open Sans / Semibold / 32pt  
□ R 225 G 225 B 225 (ffffff)
- 3 Open Sans / Semiold / 30pt  
■ R 40 G 36 B 36 (282424)
- 4 Open Sans / Semibold / 30pt  
■ R 83 G 80 B 80 (535050)

## Memo

When you tap all, the selection of alphabet appears.

