

ak

Website Guides

6th March 2017

Logos

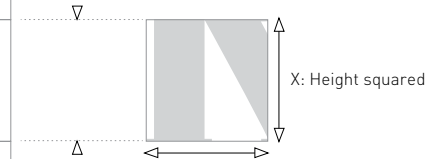
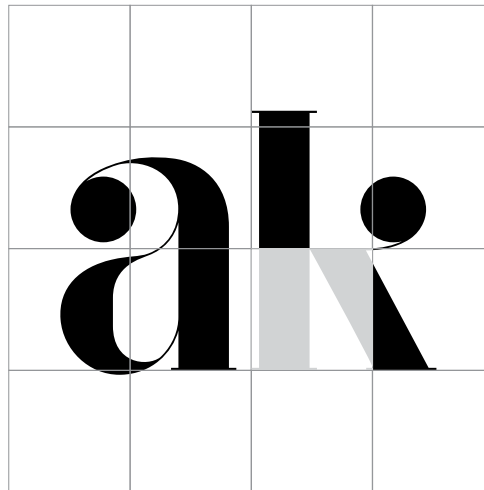
.....

The Andy Knell logo and visual identity are based on simplicity and sophistication so please use the supplied files and follow any rules on clearance, sizes etc.

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Minimum size:
20mm / 57pixels



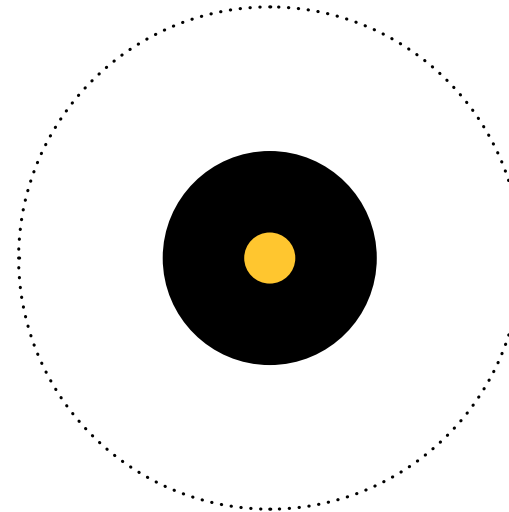
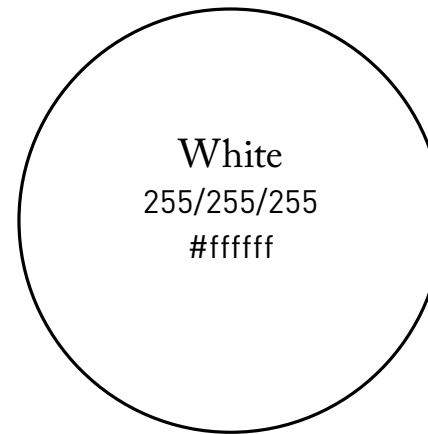
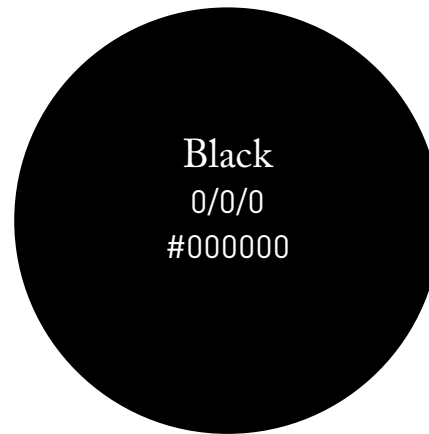
→ All relevant files:

ak_logo_clearance.eps | ak_bracket_hero.ai | ak_bracket_relationship.eps | ak_bracket_stages.eps
ak_logo_aklettering.ai | ak_logo_landscape.eps | ak_logo_usage.eps

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Colours

The Andy Knell brand colours have always been monochromatic; suggesting confidence and sophistication. This colourway is maintained but with the inclusion of an accent colour to help with navigation, add interest and aid wayfinding.



Colour Balance

This illustrates how to use each colour/tone relative to each other to maintain a consistent look and feel.

Typefaces

Print

Website

The Andy Knell brand typefaces are **Adobe Caslon Pro** & **DIN** and are ideal for all print based media, but for online use a variation of each font has been selected which is visually similar but specifically designed for this channel. They both have a modest font family and are free to use from Google Fonts.

Any designs featured in this document use the print fonts Adobe Caslon Pro and DIN so some minor changes will occur.

Adobe Caslon Pro

DIN

Crimson Text

PT Sans

Glyph

Cc

Characters

ABCDEFGHIJKLMNOPQRSTUVWXYZabcd
efghijklmnopqrstuvwxyz1234567890?'!("%
)[*]{@}/&<-÷÷×=>©\$€¥¢:;,.*

Styles

Type here to preview text

44px

Regular
Regular Italic
Semi-Bold
Semi-Bold Italic
Bold
Bold Italic

Glyph

Pp

Characters

ABCČČDDEFGHIJKLMNOPQRSŠTUVWXYZŽ
abcččddefghijklmnopqrsštuvwxyzžАБВГГ
ДЂЕЕЕЖЗСИІЙЈКЛЉМНЊОПРСТЋУЎФХЦ
ЧЏШЩЪЫЬЭЮЯабвггдђеёежзсииійјклљмн
њопрстћуўфхцчџшщъыьэюя1234567890'
?'!"(%)[#]{}@]/&<-÷÷×=>©\$€£¥¢:;,.*

Styles

Type here to preview text

40px

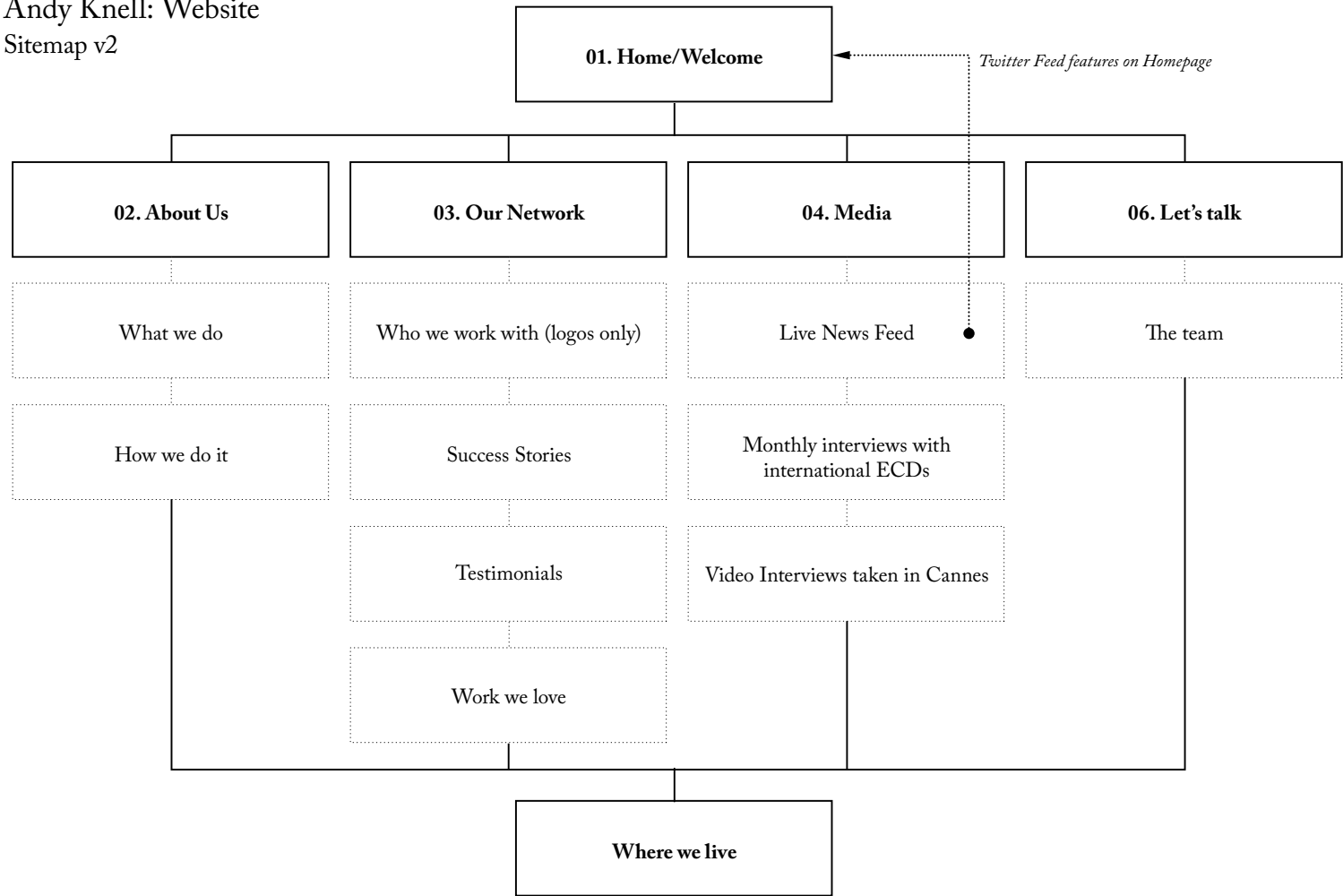
Regular
Regular Italic
Bold
Bold Italic

Sitemap

The website has a very simple structure based on (X) pages with scrollable sections – these can be scrolled to by hand or ‘smooth scrolled’ by scroll buttons (this will take the user to the beginning of the next section).

NOTE:
Please discuss the amended sitemap with Andy Knell Ltd.

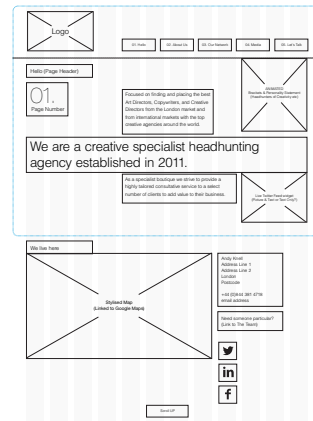
Andy Knell: Website
Sitemap v2



Wireframes

The site has been designed to be responsive and the supplied wireframes are created for 3 different screen sizes, 978px, 768px and 320px wide.

The Illustrator and PDF files details any margin, column and gutter information and are loosely based on the Bootstrap front-end framework



Desktop: 960px Wireframe

Grid Details:
960 total width with 10 px margins
940 wide, 12 columns @ 60 px, 20 px gutters

Notes:
Navigation Strip always stays in view, with content scrolling up underneath

The left 2/3 of the page feature the introduction, explanation, body information etc - the right 1/3 features Twitter Feeds, rolling graphics and accompanying info



Tablet: 768px Wireframe

Grid Details:
768 total width with 10 px margins
748 wide, 12 columns @ 44 px, 20 px gutters

Notes:
Navigation Strip always stays in view, with content scrolling up underneath

Expandable menu comes into use, rather than the layout style as featured on the Desktop format

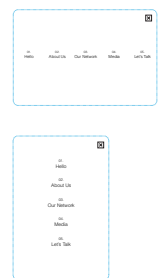


Mobile: 320px Wireframe

Grid Details:
320 total width with 10 px margins
300 wide, 4 columns @ 60 px, 20 px gutters

Notes:
Navigation Strip always stays in view, with content scrolling up underneath

Expandable menu comes into use, rather than the layout style as featured on the Desktop format



- AK_Wireframes_Homepage.ai
- AK_Wireframes_Homepage.pdf

Lines

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Dotted lines are used to help enclose areas of information and are split into two elements: Header and Footer lines – they must both appear as the same weight with the same before and after spacing.

They have been supplied as graphics to illustrate the required look and feel, but please feel free to create them using CSS if at all possible.



Header Line → Line_Header.ai
Always set in Black, this line signals the start of whatever section of information it is enclosing.



Footer Line → Line_Footer.ai
As mentioned it will always be in the same weight but set using the colour: **#e2e4e5 – 226/228/229 – Websafe #CCC**



Gradient → Gradient.ai
This graphic is used to section off the bottom section of each page (Contact details) and also uses the tone: **#e2e4e5 – 226/228/229 – Websafe #CCC**

Graphics

Most graphics would be static and are to help carry the visual language across all elements of the site and are available in their native Illustrator format.

However, some graphics are animated and the Photoshop document will also be included.



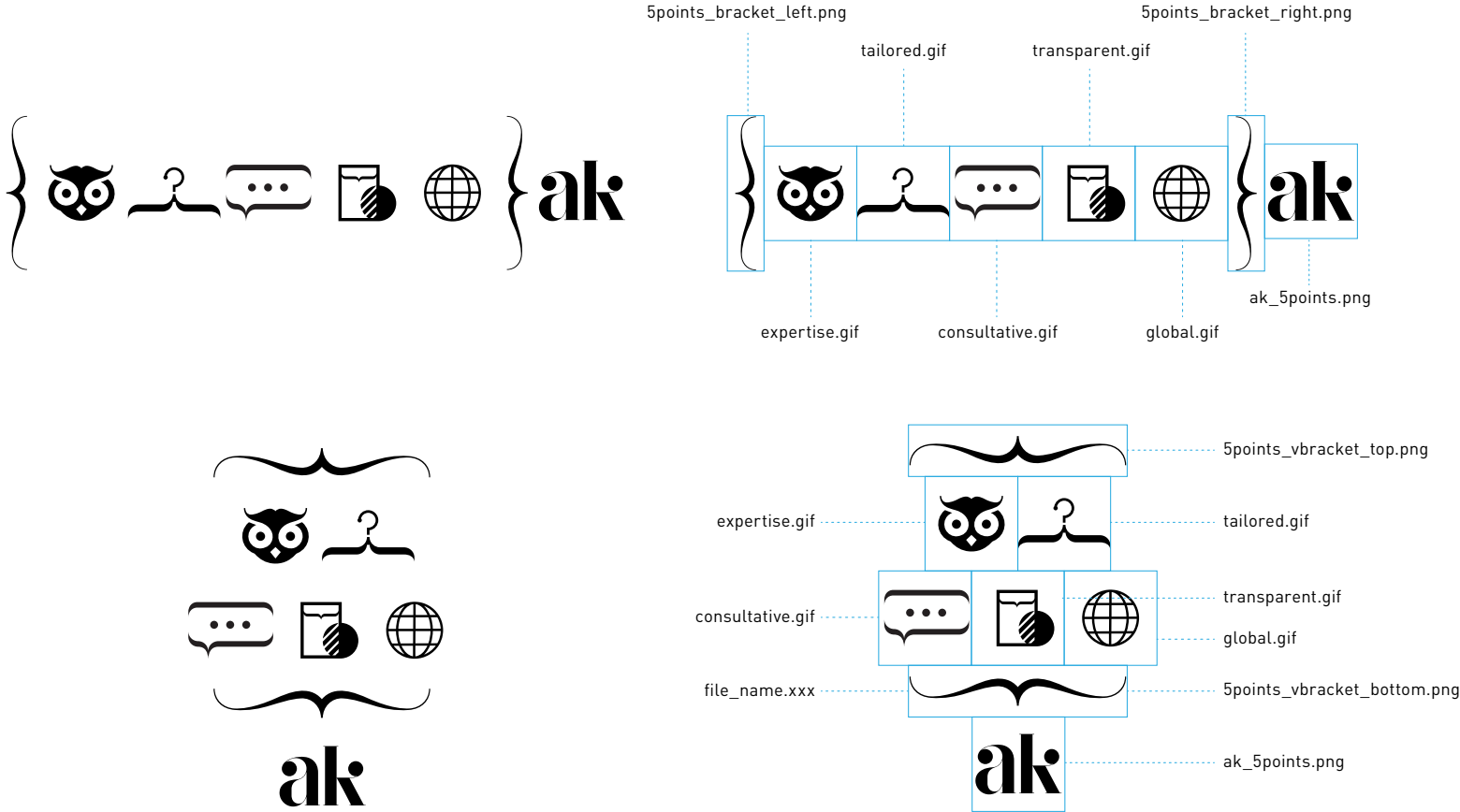
→ ak_lcons.eps

5 Points

This section is a very important piece of communication so has been designed to work in whatever device and format ('Divs' realigning through Media Queries etc) by using separate elements.

The illustration shown here details how the elements fit together and how they should appear:

- Landscape – Desktop, Tablet and Mobile
- Portrait – Mobile



→ 5Points_Diagrams_v2.ai

Animated Gifs

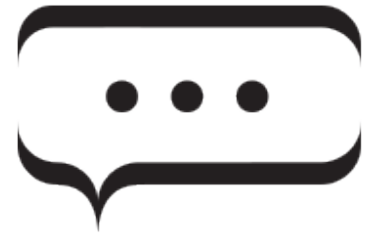
These graphics are supplied as both their native Photoshop documents and finished animated gifs.



→ expertise.psd
→ expertise.gif



→ tailored.psd
→ tailored.gif



→ consultative.psd
→ consultative.gif



→ transparent.psd
→ transparent.gif



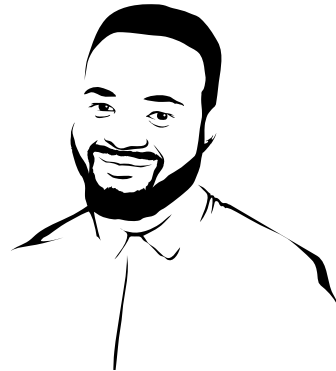
→ global.psd
→ global.gif

Illustrations

Every person who works at Andy Knell has their own illustration.



→ aAndy_v2.eps



→ Farai.eps



→ fiona.eps



→ Mark_Hamill.eps



→ Nats.eps



→ ruth.eps



→ shanice.eps

Map

The native Illustrator map graphic is supplied, but please see the Photoshop pages for location additions.



→ world.ai