Massidea.org
smashing ideas

Styleguide

Main-Definitions

Standard, First
Is the main color of Massidea

RGB: 103 124 156
Web: #677c9c
CMYK: 65 45 25 0

Standard, Second
Is used for gradients

RGB: 42 51 64
Web: #2a3340
CMYK: 85 70 50 55

Standard, Third
Is used for borders

RGB: 22 26 33
Web: #161a21
CMYK: 90 75 55 75

Challenge, First
Is the main color of Massidea

RGB: 204 36 14
Web: #cc240e
CMYK: 15 95 100 5

Challenge, Second
Is used for gradients

RGB: 61 11 4
Web: #3d0b04
CMYK: 50 90 80 75

Challenge, Third
Is used for borders

RGB: 13 2 1
Web: #0d0201
CMYK: 80 75 60 95

Vision, First
Is the main color of Massidea

RGB: 0 141 0
Web: #008d00
CMYK: 85 15 100 5

Vision, Second
Is used for gradients

RGB: 0 0 0
Web: #000000
CMYK: 0 0 0 0

Vision, Third
Is used for borders

RGB: 0 0 0
Web: #000000
CMYK: 0 0 0 0

Idea, First
Is the main color of Massidea

RGB: 189 158 47
Web: #bd9e2f
CMYK: 25 30 90 10

Idea, Second
Is used for gradients

RGB: 66 56 17
Web: #423811
CMYK: 60 55 90 65

Idea, Third
Is used for borders

RGB: 26 21 6
Web: #1a1506
CMYK: 70 65 70 85

Main-Colors

Gray, First
Background-Color

RGB: 221 221 221
Web: #dddddd
CMYK: 0 0 0 50

Gray, Second
Border-Color

RGB: 153 153 153
Web: #999999
CMYK: 0 0 0 75

Gray, Third

RGB: 102 102 102
Web: #666666
CMYK: 0 0 0 75

Text, Normal
Is the main text-color of Massidea

RGB: 51 51 51
Web: #333333
CMYK: 0 0 0 100

Text, Gray
Attributes, Placeholder

RGB: 153 153 153
Web: #999999
CMYK: 0 0 0 75

Background & Text-Colors

Trebuchet MS
Is the main font for Massidea-Website

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

Example text:
Challange is personal, business or social related problem, need, situation or observation. It describes the current status of affairs and recognizes the need to resolve the matter. Challanges are important source for generating new ideas, since they are describing the current market needs.

Visions of the future or foresight, concern the long-term futures that are usually at least 10 years away. Vision can be a future scenario, trend or anti-trend, which is most likely expected to be realized in the long run.

It can also describe alternative future based on seed of change or a weak signal, which might significantly change our life to unexpected path. Visions identify opportunities and threats and help generating new ideas. Ideas founded on vision are more likely resulting radical innovations.

Fonts

Signet, CMYK

Standard, First

RGB: 103 124 156
Web: #677c9c
CMYK: 65 45 25 0

Challenge, First

RGB: 204 36 14
Web: #cc240e
CMYK: 15 95 100 5

Vision, First

RGB: 0 141 0
Web: #008d00
CMYK: 85 15 100 5

Idea, First

RGB: 189 158 47
Web: #bd9e2f
CMYK: 25 30 90 10

Signet

Logo, Black/White

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Logo, CYMK

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Logo, CYMK, Combined

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Logo

Website

Column width: 60px

Number of columns: 12

Gutter width: 20px

Content width: 940px

Full width: 960px

| 60px | 60px | 60px | 60px | 60px | 60px | 60px | 60px | 60px | 60px | 60px | 60px |
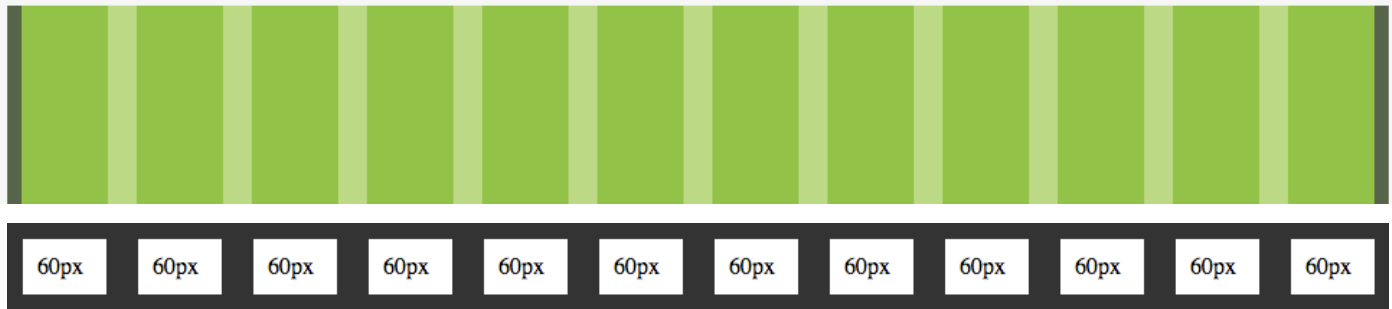
Grid-Layout

Header, Unauthorized

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E-Mail

Password

Signup & Join
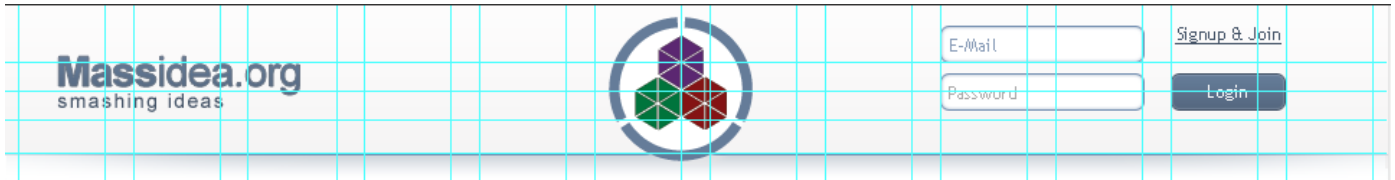
Login

The header is visible on every page. On left side is the logo, centered the massidea signet and on the right the login section.

Footer

About MassIdea

Terms

Privacy

Imprint

Join our Community

Sign-up

Create a Post!

Select your Platform Language:

English

The footer is visible on every page, too.

Main-Layout
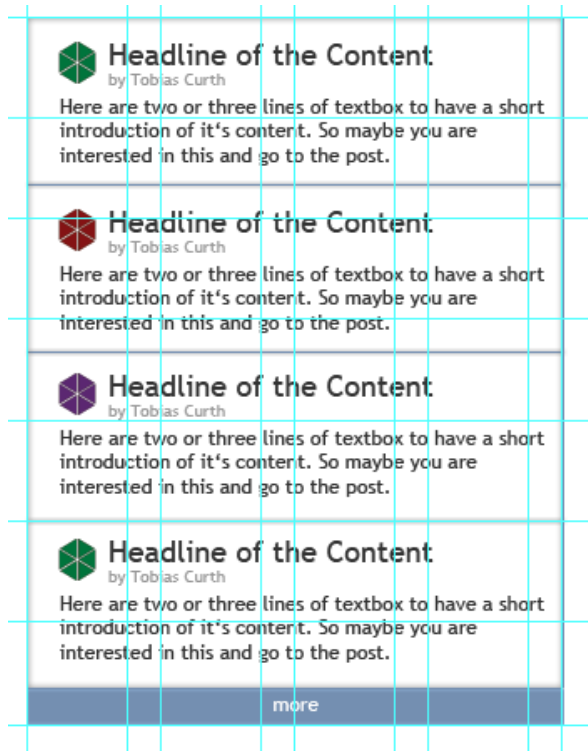
Positions and sizes are given by the grid layout.

The main color is the standard blue, defined in the color section. Section colors can be used, too.

Additional meta information have smaller, gray fonts.

Margins and paddings are basically 10px.

Component-Layout

Bootstrap *(more on bootstrap-site)*

♈ icon-glass	♪ icon-music	🔍 icon-search	✉ icon-envelope
♥ icon-heart	★ icon-star	☆ icon-star-empty	👤 icon-user
🎞 icon-film	⊞ icon-th-large	⊞ icon-th	☰ icon-th-list
✔ icon-ok	✖ icon-remove	🔍 icon-zoom-in	🔍 icon-zoom-out
⏻ icon-off	.ıl icon-signal	⚙ icon-cog	🗑 icon-trash
⌂ icon-home	🖹 icon-file	🕓 icon-time	🛣 icon-road

Standard color:

Inactive

RGB: 153 153 153
Web: #999999
CMYK: 0 0 0 75

Active (Hover)

RGB: 102 102 102
Web: #666666
CMYK: 0 0 0 75

Colored:

RGB: 103 124 156
Web: #677c9c
CMYK: 65 45 25 0

Icons
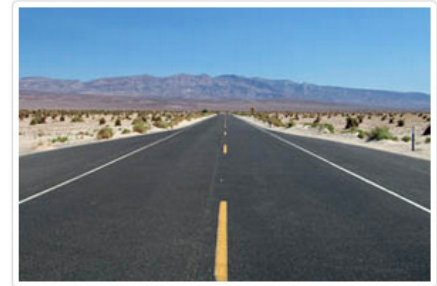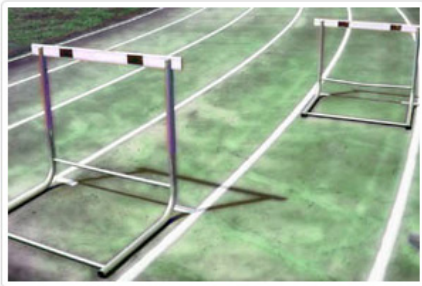
Images has a polaroid style.

User generated content needs fallback images.
Sizes are in 4x3 dimension.

Sources: istockphoto or images with a free to use license.

Images