CurvesConnect.com

Style Guide

The purpose of the style guide

The guide should be used by designers and developers to ensure consistency between all aspects of the CurvesConnect brand.

Colour Palette
PROPER USAGE

Our palette is simple, bright, friendly and inviting.

CurvesConnect is a brand dedicated to helping curvy women and men find love. They create an environment where they feel safe and comfortable to be themselves.

#50c5b9

#69efe0

#9d9b80

#e52c46

#696c6c

#000000

Text Styles
WEB USAGE

The following sizes will be used as a guide for text styling conventions.

H1 MAIN HEADING | Open Sans bold 38, Leading 43pt

The quick brown fox

H2 SECONDARY HEADING | Open Sans bold 28, Leading 33pt

The quick brown fox

H3 Subhead | Open Sans regular 18, Leading 24 or 28pt

The quick brown fox

Body text/small headings | Open Sans regular 16, Leading 22 or 24pt

The quick brown fox

Small body text/small headings | Open Sans regular 14, Leading 22 or 24pt

The quick brown fox

Text Styles
WEB USAGE

Examples of line-height
use and text styling rules.

Lato Bold,
38pt,
43pt leading

The quick brown fox jumps to a headline example

Open Sans,
14pt,
20pt leading

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla eu justo euismod, tempus mauris ut, fauc quam sed con secte tur inter dum. Turpis est, ultricies id.

Buttons
PROPER STYLING

Primary calls to action will use a flat full colour button in the brands bright red.

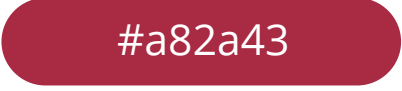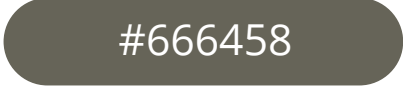Buttons will use a 10px radio rounded edge.

Primary buttons:
The main CTA on the page

Examples of secondary buttons:

Back
Pagination
Close
Cancel

H: 44px
Main CTA

H: 44px
Secondary

Normal
#e52c46

Normal
#9d9b80

Hover
#bf2b43

Hover
#7f7d6b

Pressed
#a82a43

Pressed
#666458

Disabled
#edb0ba

Disabled
#ceccba

Fields & Dropdowns
PROPER USAGE

The following are examples of what text fields, dropdown menus etc. would look like and how they would be styled.

Form field example text (14px)

Dropdown example
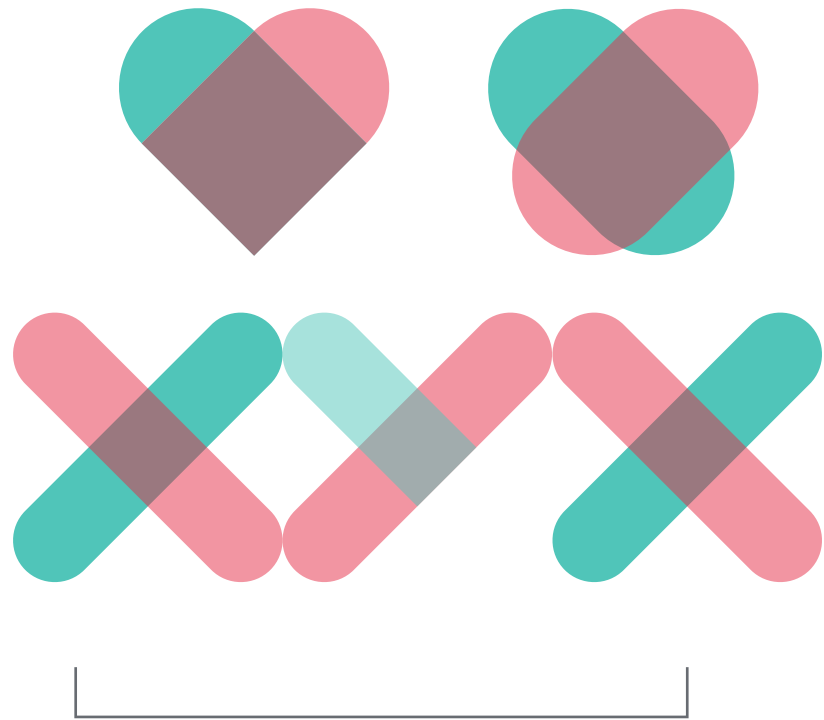
Dropdown option 1

Dropdown option 2

Dropdown option 3

Example text link within a form

Icons
PROPER STYLING

The CurvesConnect brand enjoys custom iconography when possible. By using large, rounded rectangles and intertwining them we can use them as a metaphor for connection, bonding, and love. The colour palette can be used in any varying degree of transparency.

*Note the icons should always use a mixture of mostly CurveConnects signature turquoise and aqua as well as the red.

Icons are not:
Icons use layering andvarying degrees of transparency in order to make them feel like seperate elements coming together and bonding.

Stock Images
PHOTOS TO AVOID

The CurvesConnect brand is about real people connecting. As such the photos should reflect real life people, moments and candid shots. Anything unnatural, too staged and too high in colour saturation should be avoided.

Awkward staged pose, colour too intense, unnatural

Too staged

Staged environment, awkward inter-action between people, unnatural

Stock Images
PHOTOS TO USE

The CurvesConnect brand is about real people connecting. As such the photos should reflect real life people, moments and candid shots. Anything unnatural, too staged and too high in colour saturation should be avoided.

Desaturated colours, unique camera angle, candid moment

Candid and natural moment, warm

Not staring into the camera, unique setting, candid moment