

15.12.21

Brand Style Guidelines

atcampus

“As your audience discovers new elements, they should instantly know that they are still using your product.”

— Figma

Consistence is key

The intend behind this *Brand Style Guidelines* is to provide clear guidelines into the design of our online persona, our communication and the design of elements.

Whenever we design - whether it's SoMe, web-design, media production or whatever - we should utilize the guidelines defined and elaborated in this guide. In doing so, we ensure a clear, concise style with everything that is atcampus, and provide a recognizable brand in our online presence.

Disclaimer

Any and all guidelines are subject to change pending new information, testing, review or reevaluation. If you are unsure about current guidelines, check the date of this brochure or reach out in Slack. Have fun!

Writing style

Keywords describing our writing style are: Personal, inspiring, engaging, rewarding, easy, helpful and smart.

Inspirations

Some of our inspiration is taken from DNB UNG and the instagram-profile “studentogsant” where both of these have a playful and appealing tone of voice.

Emojis

We also want to include emojis when we communicate with students to make what we write more catching.

Concise and consistent

We want to communicate clear, concise and consistent. The language shall not be too complicated or contain too many details.

Although, if some content is long; instead of excluding the content, keep them. Its more important that alle the content is included instead of shortening the text.

Technicality/ formality

What is our technical level when we communicate with our audience?

We want to be professional and therefore we will limit “random” and laid-back content. However, the content should not be too technical and detailed. Our content should be understandable thus appealing to everyone in our target group (students).

Instagram

We use social media to connect with student all over Norway. By getting to know norwegian students we gain valuable knowledge and get an insight into what their needs are, what they think and why. It gives us a look into what their everyday studentlife looks like. This helps us in atcampus to create a platform even better adjusted to the students needs and wants. If the students in Norway gets to know us their awareness of us will increase which will again increase their use of and visitits to atcampus.no.

Increased awareness of us will also create future possibilities to get more students who will use atcampus. Nevertheless, a direct conversion of atcampus' instagramfollowers to our webpage is not our main goal. Today our two platforms are quite seperated where our instagram primarily promotes general studytips and tricks that appeal to many different students regardless of field of study, interests, age or geographical position.

In the future our instagram-account will be functioning as a profile which weekly posts indirect marketing for atcampus.

Who's our audience and how does this affect tone of voice?

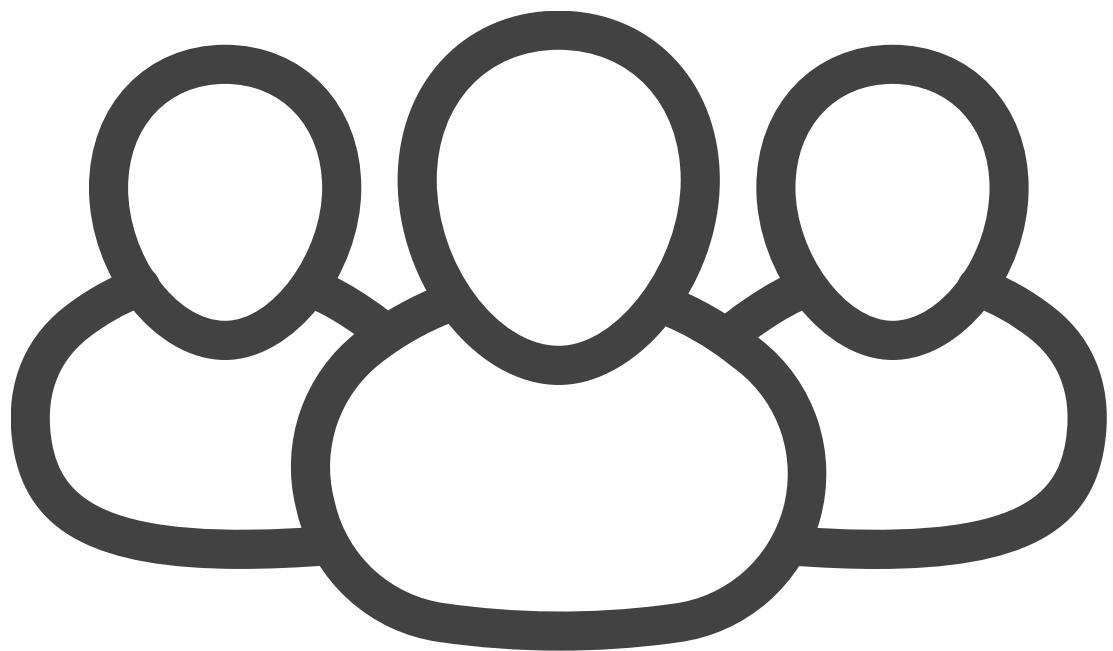
We have a young audience. A young audience = “No time and no patience”.

atcampus.no: Students from OsloMET and HK ranging from 18–25 years of age.

atcampus (Instagram): Students from all of Norway aged 18–30.

- They want things to move fast and content to be *simple* and *appealing*.
- Information needs to be *available* and *easy to find*.

When communicating, don't take too long getting to the point.



How polite are we when talking to our audience?

It's important that we position ourselves one level above our audience.

We have to be considered professional and not too chill and leaned-back.

We are students, not professors.

It is, however, important to remember that we have a younger audience. They may not desire the same amount of politeness and professionalism as an older generation.



Font family

When writing content for whatever type of production and purpose, other than the logo, we use the neo-grotesque font **Be Vietnam**. This is a modern semi-monolinear structured font which fits our visual profile.

The design of the font is universal and has seven different font-weights and seven unique italics which makes it easy to distinguish between different levels of text. We, however, only use the three weights, **Light**, **Regular** and **Bold**, and their corresponding italic version.

FONT

Be Vietnam

Aa	Bb	Cc	Dd	Ee	Ff
Gg	Hh	Ii	Jj	Kk	Ll
Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx
Yy	Zz	00	01	02	03
04	05	06	07	08	09

FONT WEIGHT

Light

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890

Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890

Bold

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890

Alignment

Our text will mostly be **left-aligned** since this increases the readability. Some places we will on the other hand use centered text as seen in the example to the right.

Examples

Ta smarte notater

Vårt notatverktøy gjør det enkelt for deg å ta gode notater. Ett enklere studieliv.

Still spørsmål

Vær anonym, og få raske og gode svar fra andre som kan faget ditt.

Ferdiglagde puggekort

Lag dine egne puggekort eller spar tid med de mest populære og ferdiglagde kortene i faget ditt.

On shorter texts such, as the ones showed above, we center the text since this fits the composition of the website better.

Puggekort og en delingskultur

Det kan ta lang tid å lage gode puggekort – hos oss kan du få tilgang på gode og ferdiglagde puggekort i ditt fag som andre har laget og delt. Du kan selvfølgelig lage dine egne om du ønsker det.

Mainly we will use left-aligned text since this is more reader-friendly.

Font-sizing

Include tracking and kerning ratios to maintain a consistent style when font size changes.

Line height: 2.5pt larger than font-size

Sizing Guide

Type	Web	Mobile
H1	36	24
H2	24	18
H3	18	16
P	16	14
P2	14	12
Button 1 (hyperlink)	18	16
Button 2 (Normal)	16	14

Specifications

Since we wanted the logo to be dynamic and have a structural contrast we chose to use two different fonts from two different fontfamilies. We chose to use the antiqua-font Modern MT Pro and the grotesque font Franklin Gothic Demi.

The logo and its' specification should be produced following the same instructional guidelines illustrated and elaborated in the right section of this page.

Any and all logo usage are to follow these guidelines as to achieve proper consistency within all atcampus production.

Font family: Modern MT Pro (customized)
Font style: Display
Font type: Serif font

Font family: Franklin Gothic Demi
Font style: Regular
Font type: Sans serif font



a → a

White space

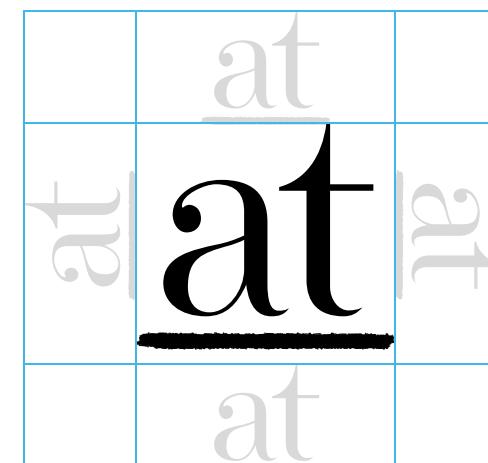
White space around the logo helps in preventing imagery or other graphic elements from interfering with the readability of the logo.

As such, no other elements should encroach on the outer borders of the logo.

FULL LOGO



SMALL LOGO



Dimensions

The dimensions of the logo will vary.

As long as it's **vector-based**, it can be stretched by the developer.

Full Logo:

The space is determined by the measuring a white space around the logo equal to the height and width of the "at"-part of the logo.

Abbreviated Logo:

On the abbreviated logo, the white space is determined by having space equal to 50% the size of the abbreviated logo on each side.

Color variation

The choice of the color of the logo will depend on the background on which it is used.

As such, random application of logo will use colors as per the regulations showcased to the right in this section.

LOGO COLORS



atcampus

White background:

Black on white background (E.g. Website)



atcampus

Black Background:

White on color-blocked black background (E.g. hero-section, books, paper, imagery)



atcampus

Colored logo:

Logo has atcampus signature gradient.

No letter should have the entire gradient to itself.



atcampus

Colored Background - Reversed:

White logo on atcampus-gradient background. (E.g. SoMe)

DO



DO: The whole logo has one single gradient



DO: The whole logo has one single gradient



DO: The whole logo has one single gradient

DON'TS



DON'T: Singular letter have gradient



DON'T: Colored logo on black background



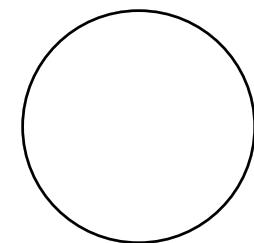
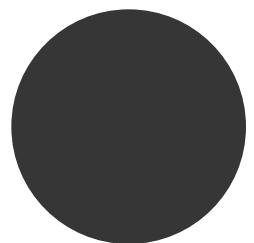
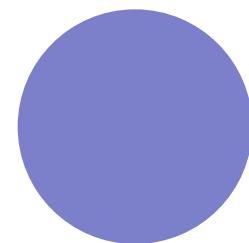
DON'T: Black logo on colored blackground

Color Palette

The color palette of atcampus will mainly consist of a primary color for elements (#7C7FCA) and tints of this color.

The font-color is, however, #363636 (or variations of tints hereof) for light backgrounds, and #FFFFFF (white) for dark backgrounds.

Primary Colors



HEX#: 7C7FCA

CMYK: 39/37/0/21

RGB#: 124/127/202

HEX#: 363636

CMYK: 0/0/0/79

RGB#: 54/54/54

HEX#: FFFFFF

CMYK: 0/0/0/0

RGB#: 255/255/255

#7C7FCA

#9699D5

#B0B2DF

#D8D9EF

#F2F2FA

#FFFFFF

#363636

#545454

#7A7A7A

#AOAOAO

#C6C6C6

#E8E8E8

The #363636(black-ish) color and its different variations will be the main color for text on a light background.

If the background, however, is a dark color, use #FFFFFF (white) for readability.

Examples

#7C7FCA

atcampus' main color and is also the right side of the atcampus-gradient.

- This will be used on main elements such as buttons and “active” menus.

#9699D5

Can be used however you see fit.

#9F83F1

Used as the left side of the atcampus-gradient

#D8D9EF

Can be used however you see fit.

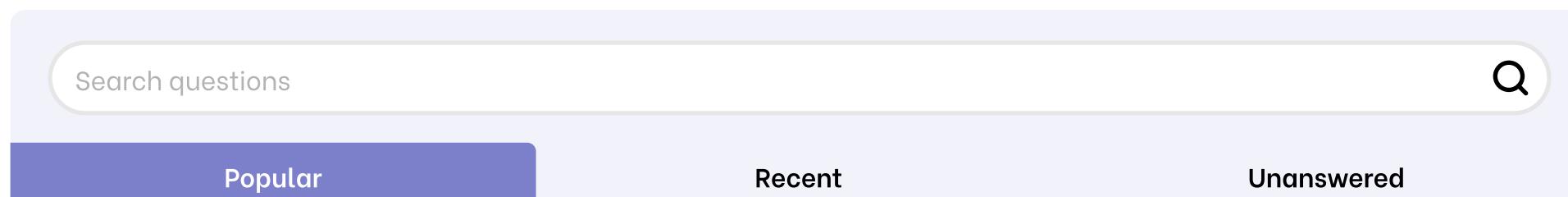
#F2F2FA

This color will be used as a background-color on bars and on some active and “inactive” menus

#B0B2DF

Can be used however you see fit.

Example:



↑
#7C7FCA

↑
#F2F2FA

↑
#F2F2FA

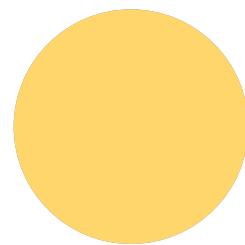
Icon Palette

For icons we utilize the primary colors. If, however, we wish to add another color to the icon, we have two main colors of choice.

#FFD66B for the star-icon

#FFA1A1 for the heart-icon (likes)

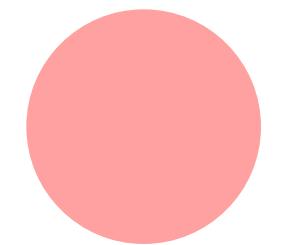
Icon Colors



HEX#: FFD66B

CMYK: 0/16/58/0

RGB#: 255/214/107



HEX#: FFA1A1

CMYK: 0/37/37/0

RGB#: 100/63/63

This color will mainly be used on icons such as the star-icons under used on the top-lists.



This color will mainly be used on icons such as the heart/likes in the feed, flashcard sets etc.

Buttons

Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.

Corner Radius: 7px

Button States

Button Gradient - Normal

 Button

Button Gradient - Hover

 Button

Button Gradient - Clicked

 Button

Button One Color - Normal

 Button

Button One Color - Hover

 Button

Button One Color - Clicked

 Button

Input Field - Normal

 Ja, takk!

Input Field - Clicked

 Ja, takk!

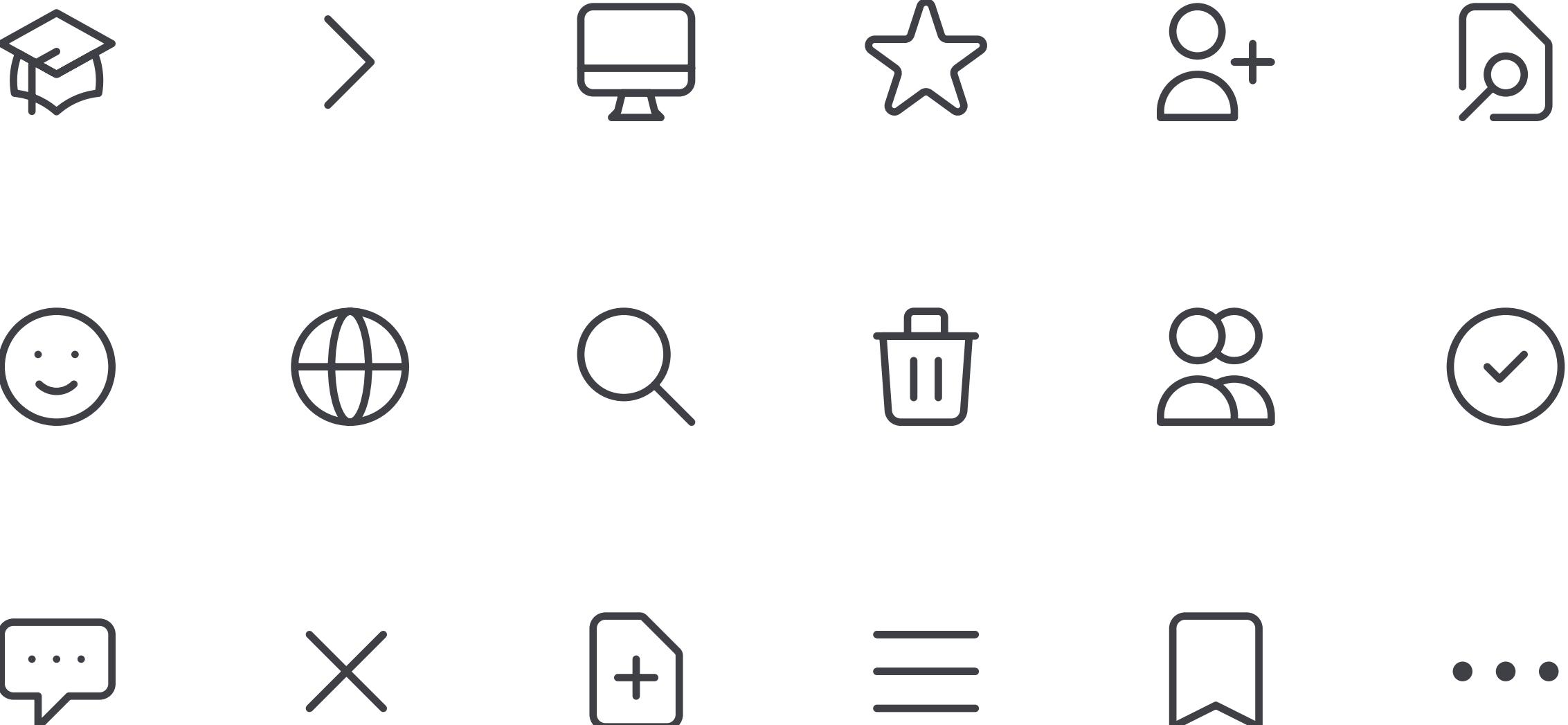
Icons

Examples

We use outlined icons with few details to create a modern and clean look.

On the right we have placed some of the icons we use.

The icons are also found in Tailwinds icon-pack to speed up development.



Imagery

Examples

On atcampus we use realistic imagery with a purple and/or violet hue.

Corner radius should be avoided when using images as singular, stand-alone, elements.

