Validitron style guide

Brand Colours

#44c2cf

C:64, M:0, Y:20, K: 0
R:68, G:194, B:207
PMS 637 C

Additional tints

75% 50% 25%

#82ccb1

C:49, M:0, Y:38, K: 0
R:130, G:204, B:177
PMS 564 C

Additional tints

75% 50% 25%

#cfe297

C:21, M:0, Y:52, K: 0
R:207, G:226, B:151
PMS 372 C

Additional tints

75% 50% 25%

#444444

C:67, M:60, Y:59, K: 44
R:68, G:68, B:68
PMS 447 C

Additional tints

75% 50% 25%

#e6e5de

C:9, M:6, Y:11, K: 0
R:230, G:229, B:222
PMS 7527 C

Additional tints

75% 50% 25%

Logo clear space

Clear space is based around the uppercase letter ‘V’ from the Validitron logotype.

Brand Typography

There are two typefaces available for use within the Validitron branding. Aldrich is to be used for all heading, titles and large text. Source Sans Pro is to be used for body copy text smaller titles and additional text details.

Aldrich is available in a single weight (Regular) and Source Sans Pro is available in multiple weights and matching italics. Both are available through Google Fonts and licensed under their Open Font License.

Aldrich Regular

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

0123456789

Source Sans Pro

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

0123456789

Partner logo lockup

PRODUCT TITLE

Typography Styles

Title

Main title

28pt Aldrich, R:68, G:68, B:68, #444444

Headings

Heading 2

16pt Aldrich, R:68, G:68, B:68, #444444

Heading 3

14pt Aldrich, R:68, G:194, B:207, #44c2cf

Heading 4

13pt Source Sans Pro, R:68, G:194, B:207, #44c2cf

TABLE HEADING

10.5pt Aldrich All Caps, R:68, G:68, B:68, #444444

Paragraph 10.5pt Aldrich, R:68, G:68, B:68, #444444

Normal text. Nem qui omnis nam ne eiciistem fugit voluptumet eostrum ercient iusaeruptas qui ute non porerro tem fugit rem aliquam nes.

Dialog/card text. Nem qui omnis nam ne eiciistem fugit voluptumet eostrum ercient iusaeruptas qui ute non porerro tem fugit rem aliquam nes.

Emphasis text. Nem qui omnis nam ne eiciistem fugit voluptumet eostrum ercient iusaeruptas qui ute non porerro tem fugit rem aliquam nes.

Muted text. Nem qui omnis nam ne eiciistem fugit voluptumet eostrum ercient iusaeruptas qui ute non porerro tem fugit rem aliquam nes.

Caption text. Nem qui omnis nam ne eiciistem fugit voluptumet eostrum ercient iusaeruptas qui ute non porerro tem fugit rem aliquam nes.

Hyperlinks

Default

Hover

Focused

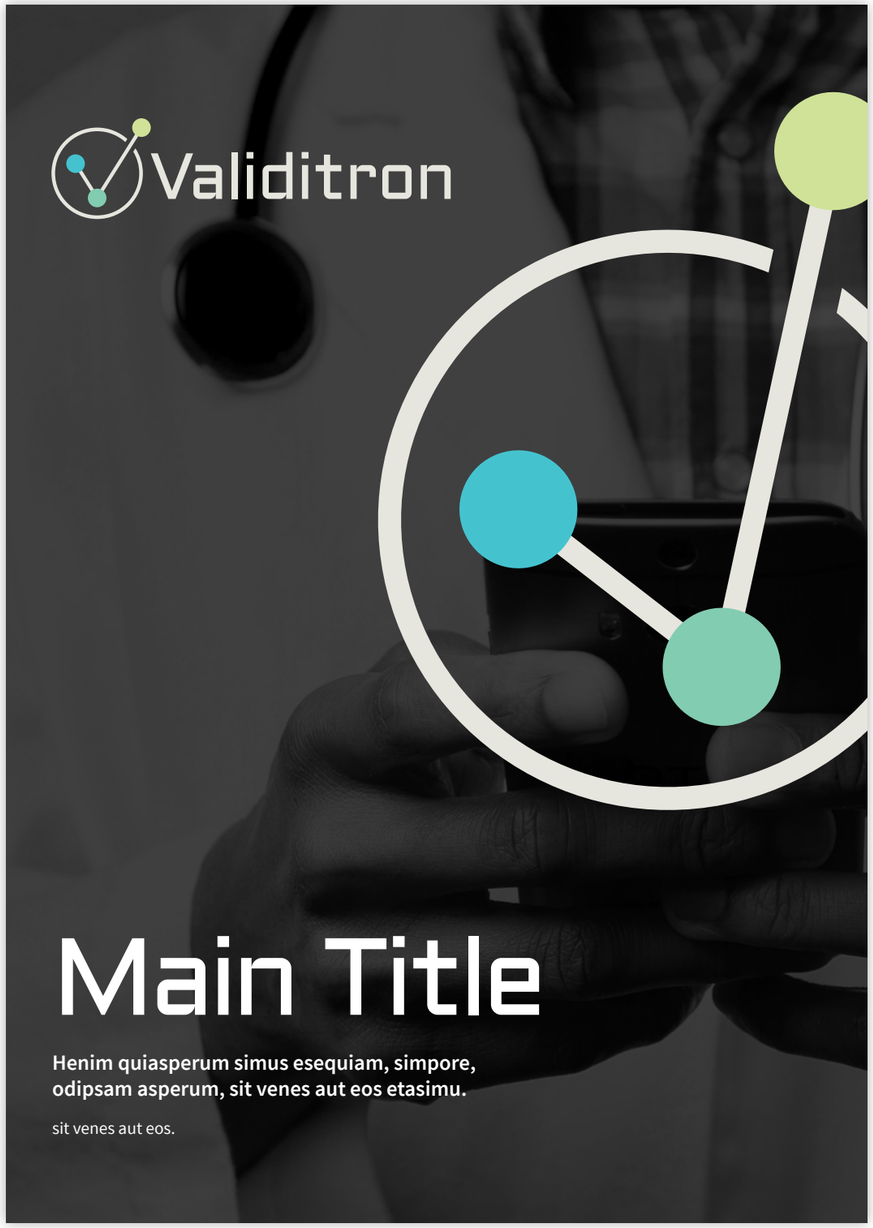
Selected/mousedown

Visited

Disabled

Layout examples

Portrait cover



Text page

- 4 column grid
- 8mm gutter
- 16mm page margins

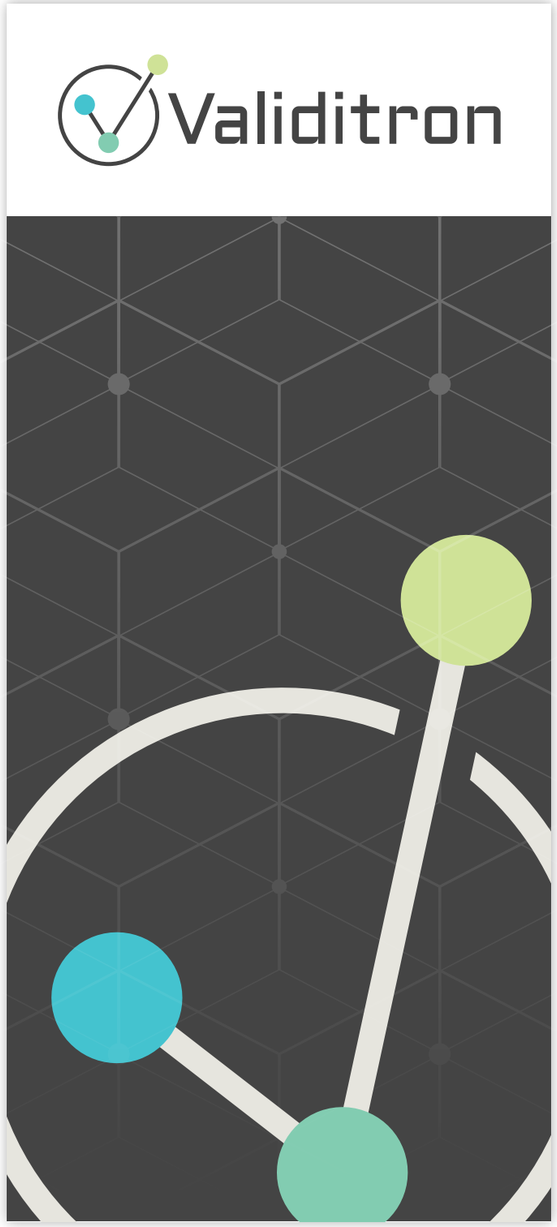
Layout examples

Landscape cover

Layout examples

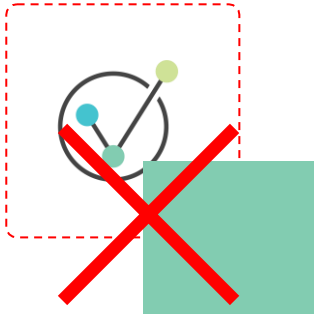
Landscape cover (without image)

Narrow portrait cover



Things to not do...

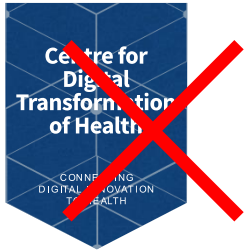
Do not distort the logo



Do not crop or overlap logo white space

Do not modify lockups

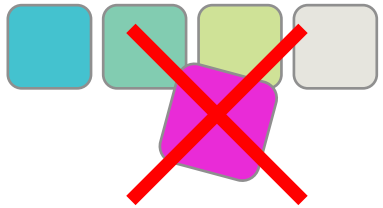
These are university approved and should not be changed.



Do not use the Centre banner in Validitron-specific content

Use the Centre textmark instead

Do not use the Validitron style for general Centre content



Do not add colours to the palette

Text should be grey, not black (RGB 68, 68, 68, HEX #444444)

Do not use any font other than Source Sans Pro

Except for pre-styled headings (Aldrich)

Centre for Digital Transformation of Health