Validitron style guide

Brand Colours





PMS 637 C







Additional tints

PMS 564 C



#82ccb1

C:49, M:0, Y:38, K: 0

R:130, G:204, B:177















Additional tints











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

Additional tints







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

Additional tints



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.

Partner logo lockup













Aldrich Regular

Aa Bb Cc Dd Ee Ff Gg Hh li 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



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. Visited

Disabled

Hyperlinks

<u>Default</u>

<u> Hover</u>

Focused

Layout examples

Portrait cover



Text page

Heading goes here

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

Layout examples

Landscape cover



Layout examples

Landscape cover (without image)

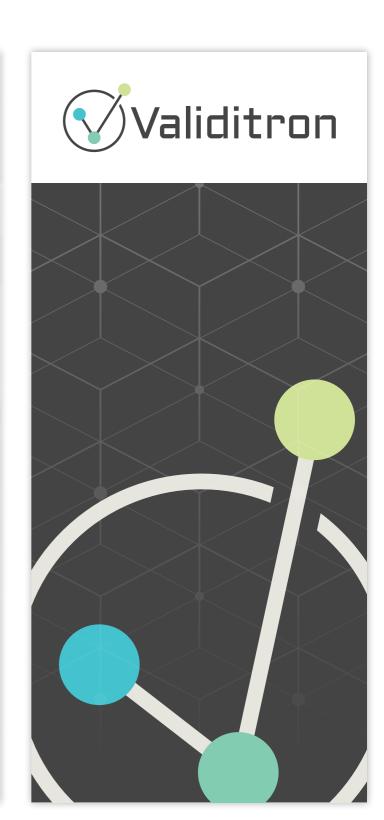
Narrow portrait cover





Me volenie nditat aut volum fuga. Buscimi liquist re corest laudiatem Main Title

Me volenie nditat aut volum fuga.



Things to not do...



Do not use the Centre banner in Validitronspecific content

Use the Centre textmark instead

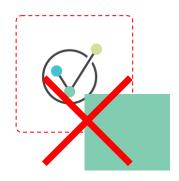
Centre for Digital Transformation of Health



Do not distort the logo



Do not use the Validitron style for general Centre content



Do not crop or overlap logo white space



Do not add colours to the palette

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



Do not modify lockups

These are university approved and

should not be changed.



Do not use any font other than Source Sans Pro

Except for pre-styled headings (Aldrich)