# MindShore – Brand Elements for Web Design & CSS Implementation

## Typography

Primary Font: Berthold Akzidenz Grotesk Extended  
• Usage: Logotype and taglines  
• Weights: Medium Extended, Extended, Light Extended  
• Color: Corporate Blue (#232856)  
  
Secondary Font: Barlow  
• Usage: Titles, subtitles, body text, and all general content  
• Titles: Barlow Light or Bold in Orange (#F0811C)  
• Subtitles: Barlow Bold in Blue (#232856)  
• Body Text: Barlow Regular in Blue (#232856)  
• Notes: Maintain consistent line spacing above body size, never below;   
 organize typography hierarchically for clarity.

## Color Palette

Primary Colors:  
1. Orange – HEX #F0811C | RGB (255,130,8) | CMYK (0,58,93,0) | Pantone C151  
 • Use for backgrounds, headlines, and highlights.  
  
2. Magenta – HEX #E55197 | RGB (255,70,172) | CMYK (3,80,0,0) | Pantone C232  
 • Use sparingly for emphasis or key visual accents.  
  
3. Blue – HEX #232856 | RGB (0,0,102) | CMYK (100,94,32,30) | Pantone C281  
 • Use for body text, subtitles, and supporting typography.  
  
Secondary Colors:  
1. Yellow – HEX #FDC30D | RGB (255,197,5) | Pantone C116  
2. Dark Gray – HEX #485257 | RGB (72,81,86) | Pantone C532  
3. Cyan – HEX #55BDBF | RGB (0,223,208) | Pantone C3255  
4. Light Gray – HEX #AFBCC4 | RGB (176,189,197) | Pantone C536  
  
Guidelines:  
• White provides balance with strong primary colors.  
• Gradients may be used to create depth or highlight data visualization.  
• Avoid using primary logo colors on dark or highly saturated backgrounds.

## Logo Usage

• Maintain white or light backgrounds for the full-color logo.  
• Use monocolor or white logo on dark or photographic backgrounds.  
• Minimum Sizes:  
 – With Slogan: 50mm / 280px  
 – Recommended: 40mm / 220px  
 – Minimum: 25mm / 140px  
 – App Icon: 6mm / 35px  
• Respect minimum white space and scaling proportions.

## Photography Style

• Main imagery: Aspirational, human, warm, and authentic.  
• Color tones: Incorporate corporate orange and magenta hues, balanced with blue.  
• Secondary images: Use gradient overlays with the corporate color palette.

## Iconography & Graphic Elements

Icons:  
• Minimalistic, clear, and concept-driven.  
• Use corporate colors only (no additional shades).  
  
Keyline:  
• Derived from the logo, used as a graphic separator or highlight.  
• Always use in corporate colors.

## CSS Implementation Summary

:root {  
 --color-orange: #F0811C;  
 --color-magenta: #E55197;  
 --color-blue: #232856;  
 --color-yellow: #FDC30D;  
 --color-gray-dark: #485257;  
 --color-cyan: #55BDBF;  
 --color-gray-light: #AFBCC4;  
 --font-primary: 'Berthold Akzidenz Grotesk Extended', sans-serif;  
 --font-secondary: 'Barlow', sans-serif;  
}  
  
h1, h2, h3 {  
 font-family: var(--font-secondary);  
 color: var(--color-orange);  
}  
  
p, li, span {  
 font-family: var(--font-secondary);  
 color: var(--color-blue);  
}  
  
a {  
 color: var(--color-magenta);  
 text-decoration: none;  
}  
  
a:hover {  
 color: var(--color-orange);  
}