

COLOUR PALETTE

TEXT VALUE RANGE

The website makes use of the existing Kartoza colours along with white and grey.



Background Colour Button Text

The white will keep the screens looking minimal. Allows button text to be read easily.



Primary Colour

Main colour - will be used throughout elements such background illustrations, cards (selected buttons), menu's, etc.



Primary Colour

Main colour - will be used throughout elements such background illustrations, buttons, etc.



Text Colour (various shades)

To break the use of blue and yellow throughout website. Used in cards (lighter tone), text throughout website)

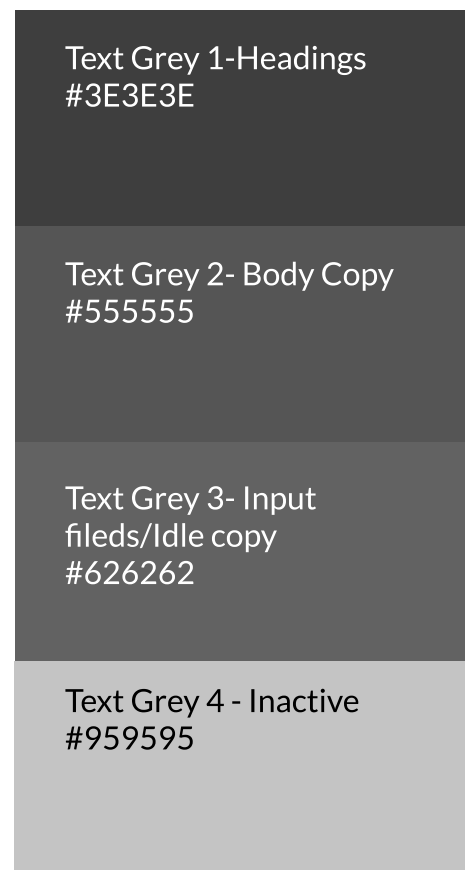


Spot Colour (Cards)

This Grey tint is only used within cards and product packages. The light tint allows information to stand out without causing eye strain.

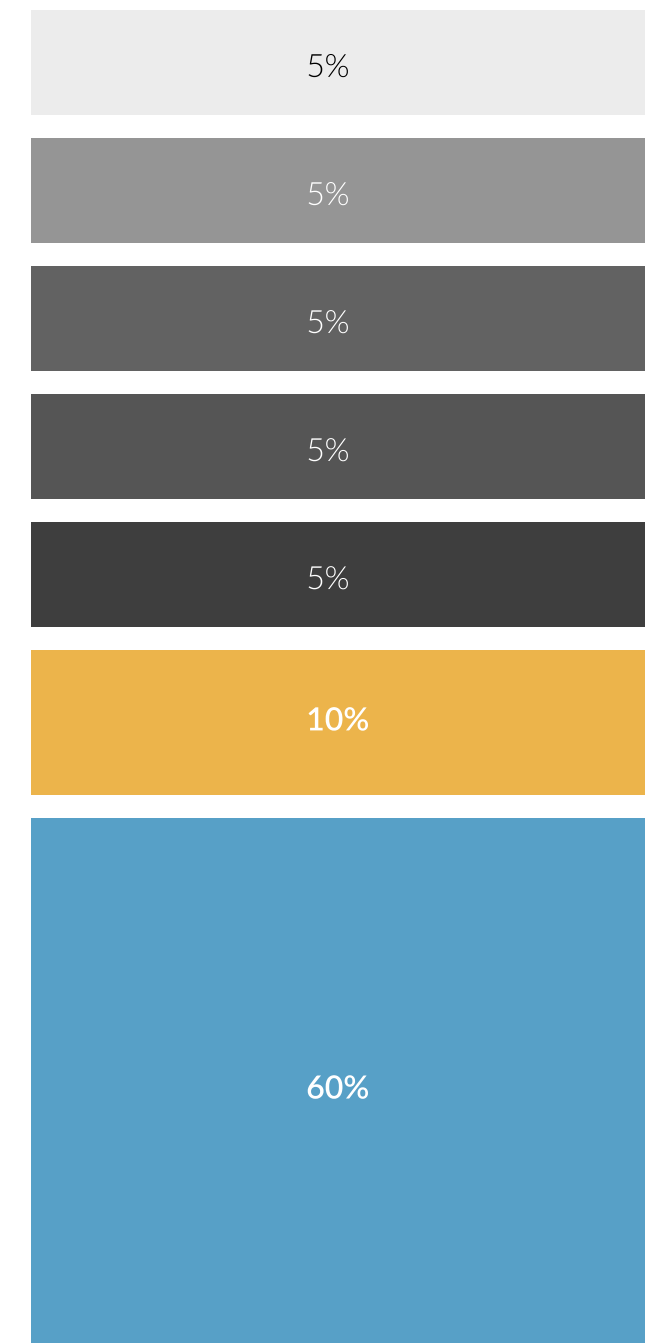
TEXT VALUE RANGE

The Geohosting website is text heavy and needs a great deal of contrast to create a hierarchy. The following depicts our range and how we can create contrast.



COLOUR USAGE

A drawn to scale depiction of how colour will be distributed throughout the Geohosting website.



Lato Sans Serif Bold 48

Heading 1

Lato Sans Serif Bold 32

Heading 2
Product Features Headings

Lato Sans Serif Bold 24

Heading 3
Product Card Headings
Product Package Headings
Product Cost (Per Month)
Product Features Headings

Lato Sans Serif Bold 20

Product Features Headings

Lato Sans Serif Bold 16

Invoice List

Lato Sans Serif Regular 24

Website text (Product Overviews)

Lato Sans Serif Regular 16

Product Features List
Cards Text
Paragraphs

Lato Sans Serif Regular 16

Cards Text
Paragraphs (website text)

Lato Sans Serif Regular 14

Error messages

Lato Sans Serif Regular 14

Inactive (toggled button)

Used in one specific location

Lato Sans Serif Bold 64

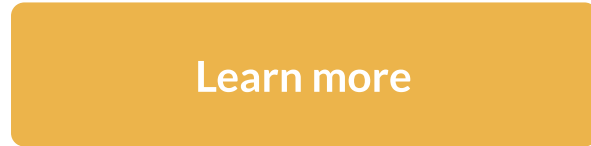
Product Cost

BUTTONS AND INPUT FIELDS

5 degree corners

PRIMARY BUTTON STYLE

UNSELECTED



Size: 220x54

SELECTED



SECONDARY BUTTON STYLE

UNSELECTED



Size: 220x54

SELECTED



TEXT MENU BUTTON STYLES

UNSELECTED



Size: Regular 16pt

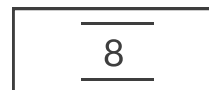
SELECTED



Size: Bold 16pt

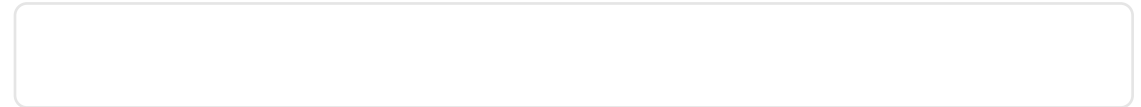
NOTE: Padding within text buttons should ideally never be less than ratio 1: 0.5 (If possible ratio of 1:1 is always better)

e.g. if horisontal padding is 16px then vertical padding should be 8px



INPUT FIELDS

Name



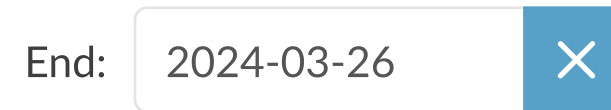
Size: 420x40

SEARCH FIELD



Size: 276x40

DATE INPUT FIELDS



Search field size: 186x40

TOGGLE



Toggle size: 90x30



Button size: 40x40