

BIGLAND
TECH

Style Guide

Last Revised: Jan 2021

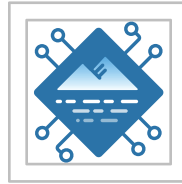
Logo

Usage

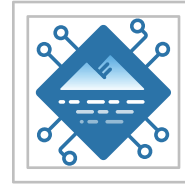
Logo should be duplicated in exact copies and should remain unaltered. Logo should be surrounded by minimum area of whitespace and should appear larger or the same size as similar elements on the page.

A simplified version is available for digital/web interface use.

Minimum Size



0.75 in. US
0.1 in. border



20mm Metric
2mm border

Full Alternative Versions



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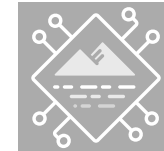


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Full Logo Versions



Squared Versions



32px Versions



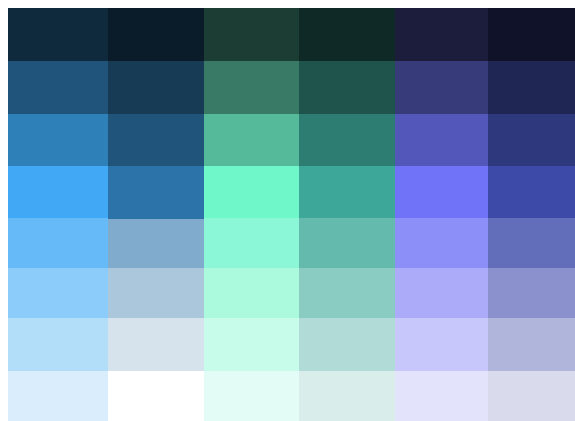
Color

Usage

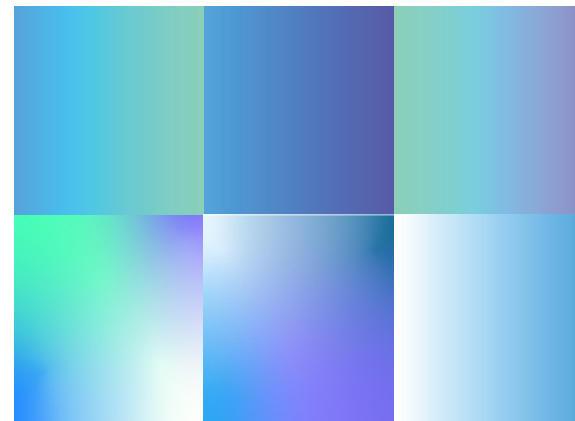
Brand colors follow analogous color rules, mainly shades of blue, green, and purple mixed with monochrome. They can be combined to create colorful gradients and add depth in web/print pieces.

Interface colors are reserved for user action utilities.

Shades + Tints



Gradients



Primary

3FA9F5

2B74A8

8D8FF8

71F7CA

3CA899

Secondary

D9EEFD

E3E3fD

E3FDF4

21547A

55569

Neutral

FFFFFF

D5D5D5

AAAAAA

555555

151515

Interface

8F805E

Info

6B9CBF

Warning

FFC235

Success

8ABF28

Danger

F85333

Text

Typography

Text follows hierarchy with different font size and leading for web vs print. Important web text color contrast ratio must meet WCAG 2.0 level AA.

Web Sizes

Heading 1

Public Sans Bold
46/48 Web

Heading 2

Public Sans SemiBold
30/33 Web

Section Heading

Public Sans Regular
20/22 Web

Subheading

Public Sans ExtraLight
16/18 Web

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Roboto Light
12/16 Web

Captions/Notations
Public Sans Light
9/12 Web

Print Sizes

Heading 1

Public Sans Bold
38/40 Print

Heading 2

Public Sans SemiBold
24/26 Print

Section Heading

Public Sans Regular
16/18 Print

Subheading

Public Sans ExtraLight
14/16 Print

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Roboto Regular
9/11 Print

Captions/Notations
Public Sans Light
8/11 Print

Graphic Elements

Imagery should follow clean, modern aesthetic with white space and gradients for depth. Section delineations can be creative with diagonal plans and organic curves.

Space can be organized with flush-edge designs and margins in a grid-based structure.

Elements should convey an approachable and dependable brand with a personal touch of creative problem-solving.



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A person is sitting on a large, flat rock outdoors, using a laptop. The person is wearing a dark blue and white long-sleeved shirt and blue jeans. The background shows a blurred landscape with trees and a blue sky. The overall scene is calm and suggests a focus on technology in nature.

**Apps for the People
by the People**