BIGLAND TECH
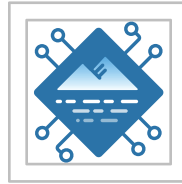
Style Guide

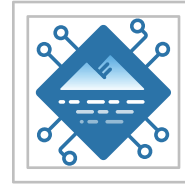Last Revised: Nov 2020

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 similiar 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

BIGLAND   BIGLAND   BIGLAND

Full Logo Versions

BIGLAND
TECH

BIGLAND
TECH

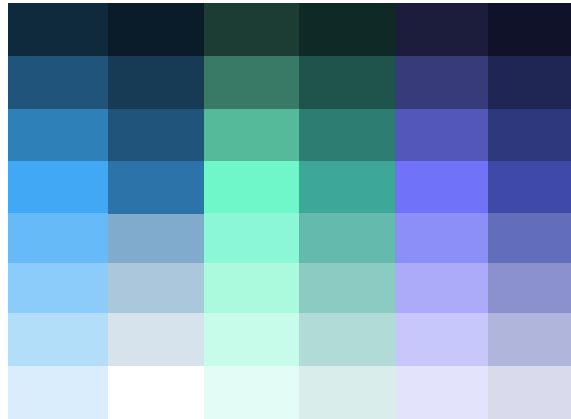**BIGLAND**
TECH

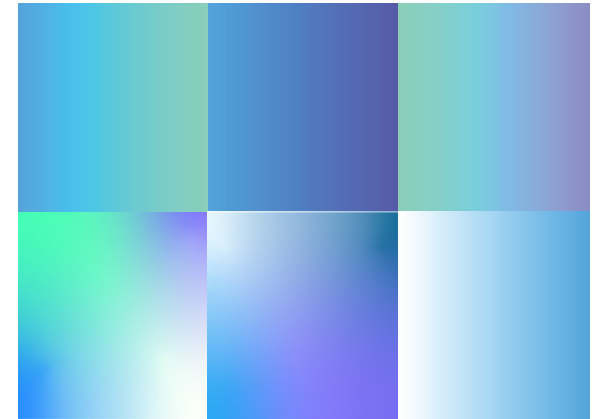## Square Versions

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				
40a8f5	2b73a8	8c8ff7	70f7c9	3da899

Secondary				
d9eefd	e3e3fd	e3fdf4	2b74a8	5556b9

Neutral				
ffffff	d5d5d5	aaaaaa	555555	151515

Interface	Info	Warning	Success	Danger
8f805e	6b9cbf	ffc235	8abf28	f85333

Text

Typography

Text follows hierarchy with different font size and leading for web vs print. 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

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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, consectetuer 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.

BIGLAND
TECH

App for the people by the people

We Deliver

bold ideas & solutions to your fingertips