



**STYLE GUIDE**

## 01 BRAND PERSONALITY AND TARGET AUDIENCE

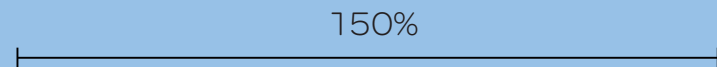
The Beaumonts primary target audience are teenagers and young adults, from the age 15 to 25. The website should be welcoming for people who already are members of the club, and people that are interested in joining the club.

The Beaumonts brand personality is sporty and adventurous. The club's focus is to inspire teenagers and young adults to be social, active and a little bit crazy. It is the perfect club for people who are outdoorsy and want to challenge themselves in the snow. The Beaumonts website should inspire people to go out in the nature and have fun.

## 02 LOGO

It is important that the logo always has good visibility, and has a margin of clear space on all sides. The space around the logo should at least be 150% of the width of the logo. The logo should always be in proportion and not be too small, it should never have a smaller dimension than 132 x 145. It should be placed in the center or on the left side of the page. The logo can also work as a sticker on merchandise.

You can use the logo in different color variations. The blue logo is the main logo that should be used whenever possible. The black logo and the white logo is to be used on top of colorful backgrounds, i.e. photos where you need more contrast.



## 03 COLORS



R: 110  
G: 149  
B: 205  
#6E95CD



R: 45  
G: 89  
B: 165  
#2D59A5



R: 49  
G: 78  
B: 128  
#314E80



R: 33  
G: 59  
B: 118  
#213B76



R: 250  
G: 179  
B: 31  
#FAB31F



R: 0  
G: 0  
B: 0  
#000000



R: 255  
G: 255  
B: 255  
#FFFFFF

The color scheme consists of different shades of blue, and the complementary yellow to create contrast. The two lightest shades of blue are to be used on text and calls to action, and the two darkest are to be used as backgrounds. The yellow color should be used on buttons etc. so they stand out. If **yellow text** is used on white backgrounds the text should be bold for better visibility. If you need better contrast it is allowed to use a darker or lighter shade of the colors as long as they still are recognizable.

On dark blue backgrounds one should use light blue and/or white text and yellow buttons:

**BUTTON**

# 04 TYPOGRAPHY

#213B76

## H1 HEADINGS

Bebas Neue | 32px

## H2 HEADINGS

Bebas Neue | 24px

#2D59A5

## H3 Headings

Como Bold | 20.8px

## H4 Headings

Como Bold | 16px

## H5 Headings

Como Bold | 12.8px

## H6 Headings

Como Bold | 11.2px

Different color combinations for headings based on background colors:

### H3 HEADINGS

H4 Headings

### H3 HEADINGS

H4 Headings

### H3 HEADINGS

H4 Headings

Paragraph text, Como Regular, size: 16px. **Regular text link.** Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Hover link text ( underlined, #FAB31F).

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- List
- List
- List

Paragraphs should be around 80 characters wide.

## 05 NAVIGATION

THE BEAUMONTS

Home About Contact



Hover/Active:

THE BEAUMONTS

Home About Contact



Navbar font size: 14px.

On small screens the navigation bar will have a dropdown hamburger menu.

The home page may have a more eye catching navigation as shown on the second last page (promo).

## 06 BUTTONS

BUTTON

BUTTON

Hover:

BUTTON

BUTTON

## 07 ICONS



Icons should not be too small, it should always be easy to see what is on the icon.


# 08 FORM ELEMENTS

## FORM HEADING

Placeholder text Active input field

*error message here*

Message

Select option Search 

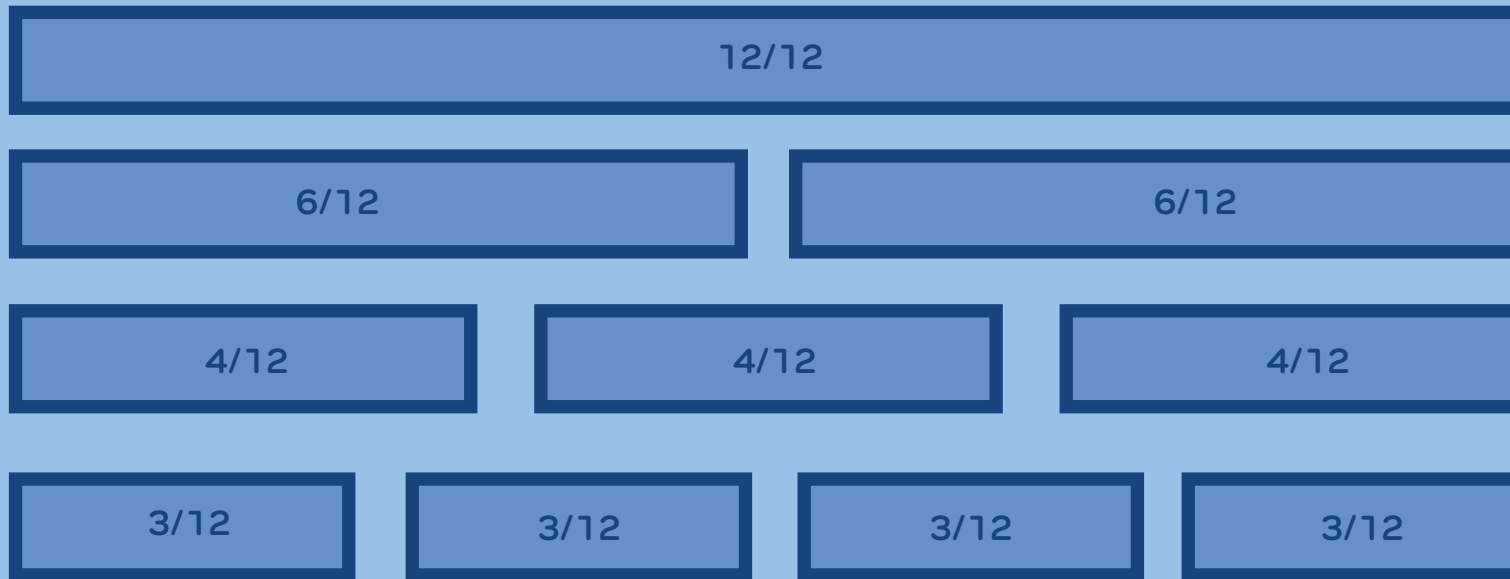
Select option Option 1 Option 2 Option 3 Option 4

**SUBSCRIBE**

**SUBMIT**

Forms should not be wider than 6/12 columns.

## 09 COLUMNS AND GRIDS (12 COLUMN GRID)



Example:



On small screens there should only be one full width column.



# 10 IMAGES

## Image rules:

Images should always be square/rectangle, and have good proportions and quality. You can add images both to the left and right side of the webpage or have a full width image. If an image is used as a background it should be black and white or have opacity for better contrast. You can also use opacity on hover to show interactivity on images.

The website may also have image sliders, with max. 5 images, and the user should be able to see the whole image without scrolling.

File size and quality is important! Images should load quickly, but still have good quality. Try to use sizes around 1500px, depending on the image.

## Full width, 12/12 column:



## Left + Opacity, 6/12 columns:

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## Left and Right, 4/12 columns:



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# 11 OTHER CONTENT AREAS

Profile card:



Profile cards with profile picture and information about people who are a part of the winter sports club.

Videos:



Videos should use minimum 6/12 columns and you should be able to use full screen.

# 11.1 OTHER CONTENT AREAS

## Maps:



Maps should be full width, 12/12 column.

## Footer:



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Social media icons should change color or opacity on hover and open in a new tab.  
Social media icons may be used in the footer or under paragraphs/articles.

# 12 BIG NO NO

## Donts:

- Do not stretch images/logo/icons
- Do not use borders on images
- Do not use images that does not fit the brand personality
- Do not use overly large file sizes
- Do not use too small file sizes/bad quality images
- Do not have too wide text paragraphs
- Do not use too small icons (below 32px)
- Do not use textures and patterns
- Do not use background and foreground colors with bad contrast





# H1 HEADING

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BUTTON

## H2 HEADING

### h3 Heading

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### h3 Heading

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## JOIN THE CLUB



## H2 HEADING

### h3 Heading

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## H2 HEADING

