



Brand Guidelines

The complete branding of the DeX platform

Version 1.0

Version History

Version	Date	Author	Changes
V0.1	02.06.2020	Rebecca Zwijnenburg	Initial document setup, Brand Story, Typography, Colors
V0.2	07.06.2020	Elaine Heijboer	Added Version history, paragraph styles, added the Logo chapter, added page numbers to table of contents
V0.3	08.06.2020	Elaine Heijboer	Added form components
V0.4	08.06.2020	Elaine Heijboer	Added brand elements modal and searchbar components.
V1.0	09.06.2020	Rens Nooren	Added brand elements: Buttons, Iconography, Error messages, and tooltip. Finalized the document.

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Brand Story

About DeX

Tone of Voice

Brand Story About DeX

In February 2020, the Delta excellence team of the Fontys University of Applied Science (FHICT) in Eindhoven received a new assignment from Wilrik de Loose. Fontys wants to make it easier for students and employees to find and contribute to projects.

At that moment, students and teachers of Fontys FHICT had no way of finding existing projects across different sources. There are multiple products in use to distribute sources like code, research, thesis and code snippets. Some of these sources include *GitHub*, *GitLab FHICT*, *HBO Kennisbank*, and *Canvas*.

The Delta's need to create a **Digital Excellence platform (short: DeX)** that allows students and teachers to find existing projects, contribute and add new projects.

This platform will combine the different sources into one simple website where users can search on criteria, where students can upload their own projects and where projects can get highlighted on the front page to get more attention. The platform should be built in a way that other institutions can also make use of it.

Brand Story Tone of Voice

To create a **lightweight** and **accessible** platform, DeX focuses on an **friendly** and **informal** feeling. By creating an environment that is **straight- forward** and **likable**, DeX motivates the largest group of users, the students.

Brand values of DeX

- Friendly
- Informal
- Accessible
- Joyful

Logo

Logo variations

Logo usage

Logo Variations

There are four logo variants that can be used for DeX. The most used and preferred version is version 1 for light backgrounds and version 2 for dark backgrounds. The black and white variants are used on colored background where orange wouldn't match.

Version 1



Black version



Version 2



White version



Logo Usage

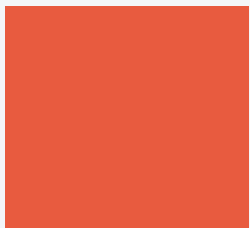
The font used in the logo is Montserrat Extra bold, with a custom made X. For the Favicon the X from the logo is used as icon.

Font

Aa

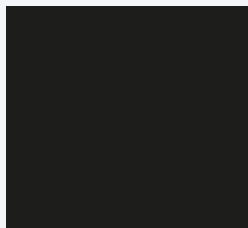
Montserrat - Extra bold

Colors



Orange

RGB 232 91 63
CMYK 2 76 75 0
HEX E85B3F



Black

RGB 29 29 27
CMYK 0 0 1 89
HEX 1D1D1B



White

RGB 255 255 255
CMYK 0 0 0 0
HEX FFFFFFFF

Spacing



Favicon



Logo Usage

It's important that the logo is used correctly, don't distort the logo in anyway or use the wrong color combinations.

Do's



Use the dark version on a solid white background



Use the light version on a solid dark background



Use the solid white or completely dark version on a colored background

Don'ts



Don't distort the letter ration



Don't change the color combinations.



Don't use the orange variant on a mismatching background

Typography

Fonts

Styles

Usage

Typography Fonts

The branding consists of two sans-serif fonts. The fonts were chosen because they are easy to read and have a modern look.

Montserrat is only used for headings, subheadings, buttons and text in the menu. **Lato** is used for all other text, like body text.

Aa

Montserrat - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Aa

Lato - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Typography Styles

The fonts are used in different styles for headlines and body text

h1 headline

Montserrat Bold | #323232 | line-height: 1.2 | 55px

h2 headline

Montserrat Bold | #323232 | line-height: 1.2 | 30px

h3 headline

Montserrat Bold | #323232 | line-height: 1.2 | 18px

h4 headline

Montserrat Bold | #323232 | line-height: 1.2 | 14px

p bodytext large

Lato Regular | #707175 | line-height: 1.5 | 18px

p bodytext normal

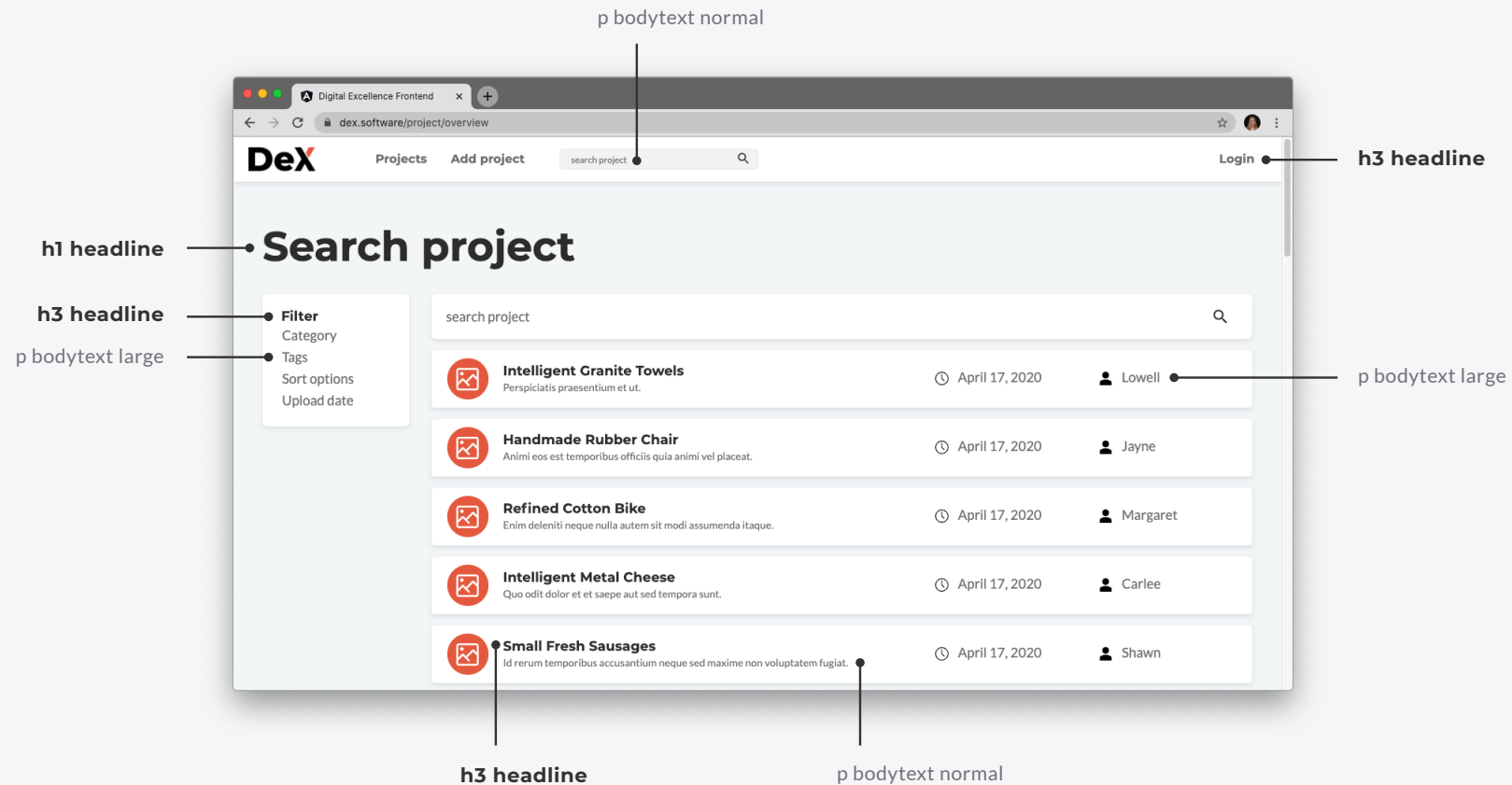
Lato Regular | #707175 | line-height: 1.5 | 14px

p bodytext small

Lato Regular | #707175 | line-height: 1.5 | 12px

Typography Usage

The different styles of the fonts on a web page. The text should always be **left-aligned**. Sometimes there are exceptions to this (like the home page).



Colors

Overview

Background

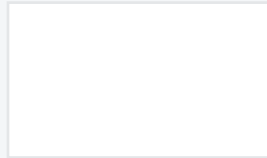
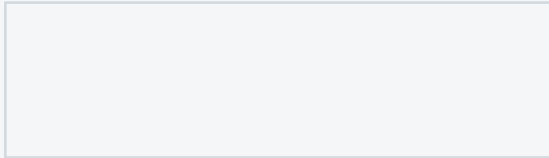
Accent

Text

Colors Overview

The colors provide an informal, friendly and fresh look. The orange accent color makes the branding striking and provides a warm feeling. The light blue-gray background and blue color are opposite and give enough contrast.

Background



Accent

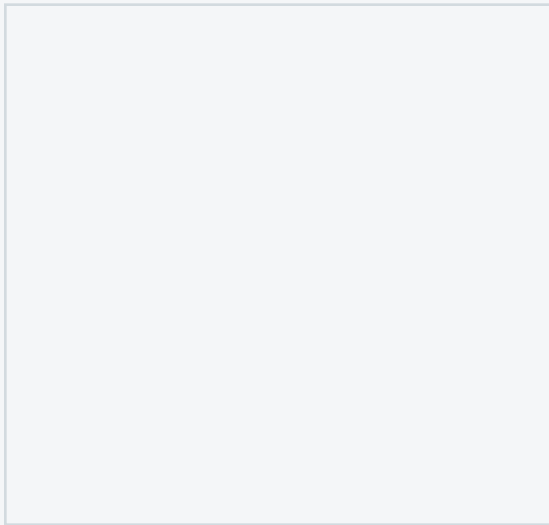


Text



Colors Background

The **light blue-gray** color is used for the entire background of the web page. Elements such as the menu, the footer and cards have a **white** background.

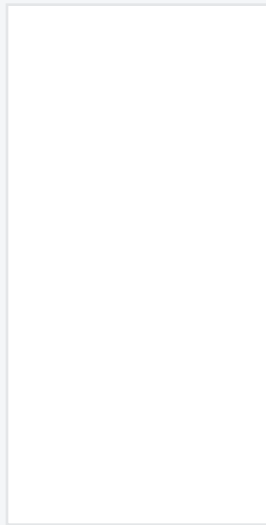


Light blue-gray

RGB 244 246 248

CMYK 5 3 3 0

HEX F4F6F8



White

RGB 255 255 255

CMYK 0 0 0 0

HEX FFFFFFFF

Example



Handmade Rubber Chair

Ducimus laboriosam eos aperiam id rerum maxime asperiores. Sed suscipit exercitationem. Velit nihil ea commodi id incidunt cupiditate in. Possimus vitae quis

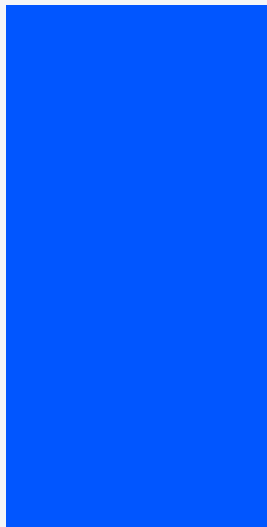
Colors Accent

The accent colors make the branding stand out more and are intended to highlight certain elements. **Orange** is the primary accent color. This is used in icons, buttons and links. **Blue** is used only in the illustrations.



Orange

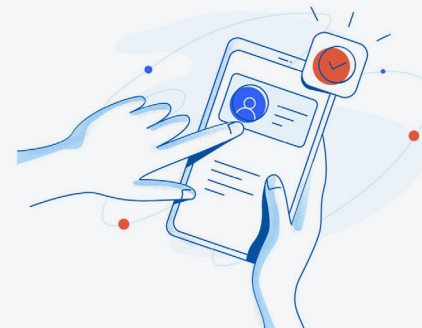
RGB 232 91 63
CMYK 2 76 75 0
HEX E85B3F



Blue

RGB 1 86 255
CMYK 87 65 0 0
HEX 0156FF

Example



Add project

Don't have a DeX account yet? [Register now](#)

Colors Text

The branding consists of two sans-serif fonts. The fonts were chosen because they are easy to read and have a modern look.

Montserrat is only used for headings, subheadings, buttons and text in the menu. **Lato** is used for all other text, like body text.



Dark gray

RGB 50 50 50
CMYK 69 60 56 66
HEX 323232



Gray

RGB 112 113 117
CMYK 55 44 40 25
HEX 707175

Example

Headline.

Lorem ipsum dolor sit amet, consectetur
elit. Aene commodo ligula eget dolor.
Aenean massa. Cam sociis natoque.

Forms

Form layout & styling

Form error styling

Forms layout & styling

If the main component of the page consist of a form than the form will be in the center of the page 6 columns wide.

Buttons in the form are the main orange color with white text.

The screenshot shows a web browser with the Dex logo in the top left. The navigation bar includes 'Projects', 'Add Project', and 'My projects', along with a search bar and a user profile 'Janette Doe'. The breadcrumb trail is 'Home > projects > add manual'. The main heading is 'Add New Project'. The form fields are: 'Project Name *' (text input), 'Project Link' (text input), 'Short Description *' (text input with a placeholder 'This is a short description for this project' and a note 'Describe your project in one sentence or 170 characters.'), and 'Description' (a large text area). Below these is the 'Add Project Members' section with 'Contributor Full Name' and 'Contributor Function' inputs, a red '+' button, and an 'Add project' button. The footer contains the Dex logo, a navigation menu with 'Projects', 'Profile', and 'More info', and a link to 'Find the entire DeX project on GitHub'.

The form is centered on the page

Add New Project

Project Name *

Project Link

Short Description *

Describe your project in one sentence or 170 characters.

Description

Add Project Members

Contributor Full Name

Contributor Function

ex: developer, designer ect...

Add project

Forms layout & styling

A basic text field consist of 4 elements: a label, the input field, placeholder and sometimes a subtitle for extra information.

Short Description * 1.

This is a short description for this project 3.

Describe your project in one sentence or 170 characters. 4.

1. Label

Montserrat 18px bold #323232

2. Input field

#FFFFFF
box-shadow: 0 3px 6px #0000001a;

3. Placeholder

Lato 18px regular #AEAEEA

4. Subtitle

Lato 14px regular #707175

Add New Project

Project Name *

Project name

Project Link

Add link to project

Short Description *

This is a short description for this project

Describe your project in one sentence or 170 characters.

Description

Add Project Members

Contributor Full Name

contributor name

Contributor Function

contributor function

ex: developer, designer ect...



Add project

Forms error styling

There are small styling changes depending on the state of the form. Here you'll see the changes based on the normal field styling.

Normal field

Short Description *

This is a short description for this project

Describe your project in one sentence or 170 characters.

Error

Short Description *

This field is required!

Describe your project in one sentence or 170 characters.

Fill out all required field!

Error border color

border : 1px solid #E85B3F

Error message styling (always align bottom right)

Lato 14px regular #E85B3F

Disabled field

Short Description *

This is field is disabled

Describe your project in one sentence or 170 characters.

Disabled field color

#EBECEE

Active field

Short Description *

This is an active field

Describe your project in one sentence or 170 characters.

Active field border

border: 1px solid #707070

Brand Elements

Modal

Searchbar

Buttons

Tooltip

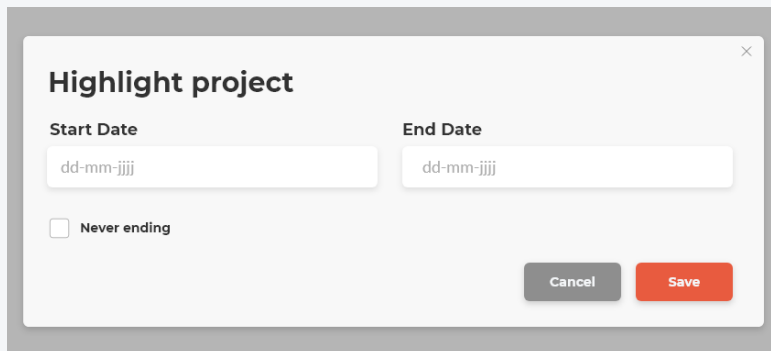
iconography

Error messages

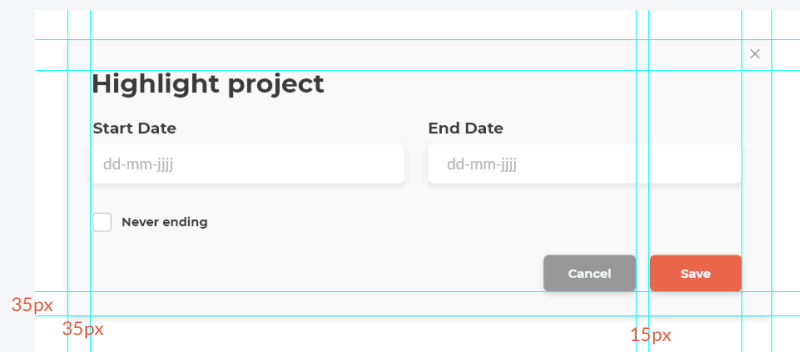
Brand Elements Modals

the content of a modal depends on the usage but there are some basic styling rules for the most used elements. Form errors and states are the same as in a normal form.

Basic styling



Basic margins



Colors



Save Button

RGB 232 91 63
CMYK 2 76 75 0
HEX E85B3F

Cancel button

RGB 142 142 142
CMYK 0 0 0 44
HEX 8E8E8E

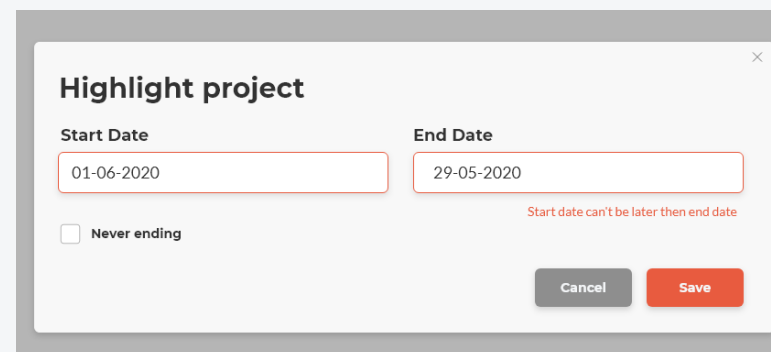
Modal color

RGB 244 246 248
CMYK 5 3 3 0
HEX F4F6F8

Background

RGB 70 70 70
CMYK 0 0 0 73
HEX #464646
OPACITY 40%

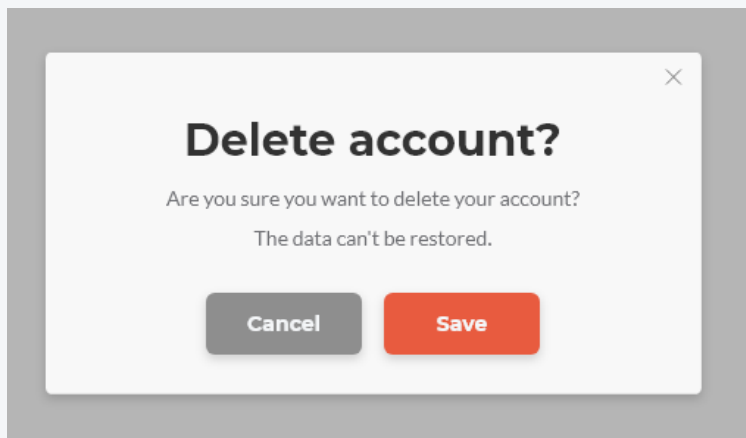
Form errors in a modal



Brand Elements Modals

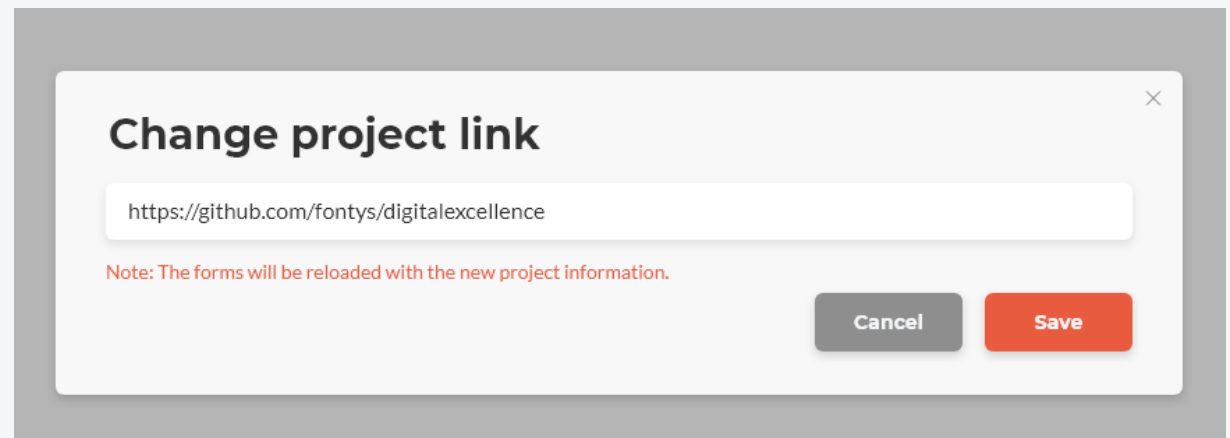
If the modal is a text modal or confirmation modal everything will be centered including the buttons. The buttons keep their 15px margin. Here are the form modal and text modal together.

Text modal



A text modal with a white background and a gray border. It features a close button (X) in the top right corner. The title "Delete account?" is centered in bold black text. Below the title, the text "Are you sure you want to delete your account?" is centered in a smaller font. Underneath, the text "The data can't be restored." is centered. At the bottom, there are two buttons: a gray "Cancel" button and a red "Save" button, both centered.

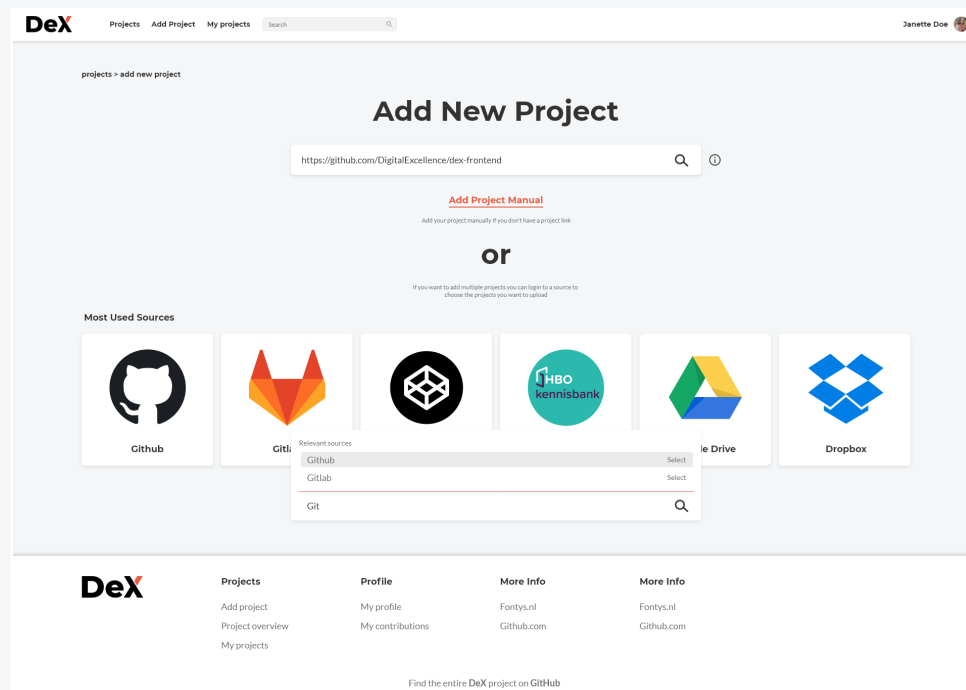
Form modal




A form modal with a white background and a gray border. It features a close button (X) in the top right corner. The title "Change project link" is centered in bold black text. Below the title, there is a text input field containing the URL "https://github.com/fontys/digitalexcellence". Underneath the input field, a note in red text reads "Note: The forms will be reloaded with the new project information." At the bottom right, there are two buttons: a gray "Cancel" button and a red "Save" button.

Brand Elements Search Bar

The search bar has a live search function used to help users find their search term faster. The searchbar has the same styling as a normal text field only with a search icon.



Search Bar

Search Bar with live search

Relevant sources


Github

Gitlab

Git

Select

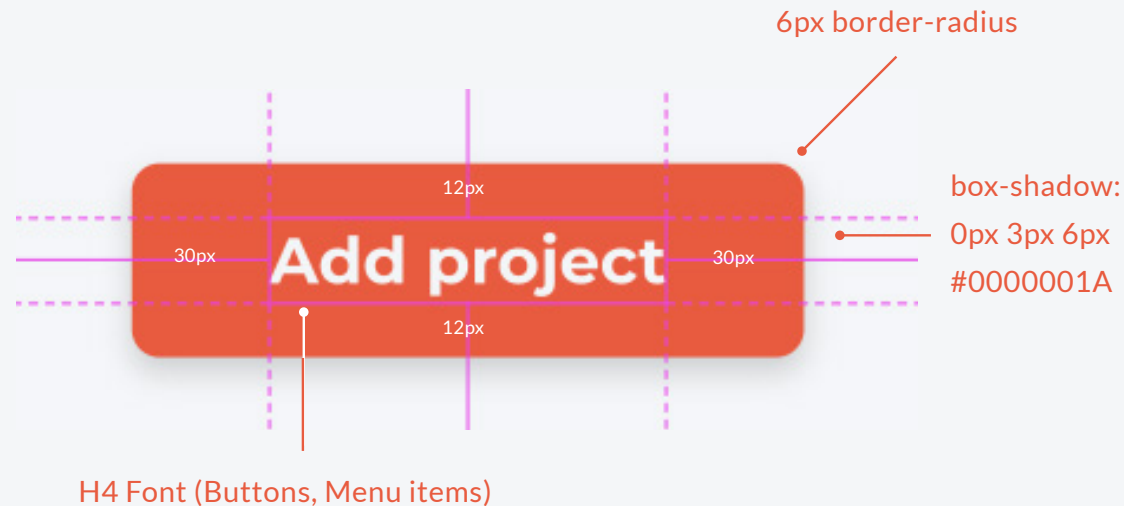
Select



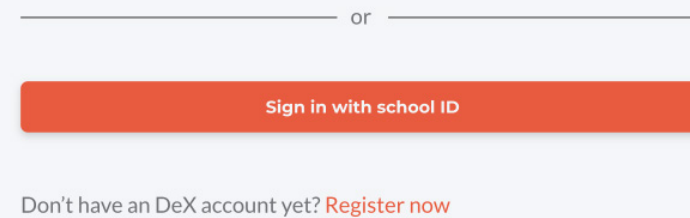
The live search options can be shown above or below the search field depending on the placement of the search field on the page.

Brand Elements Buttons

On the following pages we will explain everything you need to know about the buttons used in DeX.



When creating buttons, try to keep the paddings within the buttons the same as the design above. However, in unique cases the designers / developers could make the decision to increase the total width of the button to fill a certain column. In this case the 30px padding on the left and right side may be ignored. As shown in the image on the right



Brand Elements Buttons

On this page we will explain how to use the button element and which factors need to be taken into account to create a button for the right purpose.

Regular / priority buttons



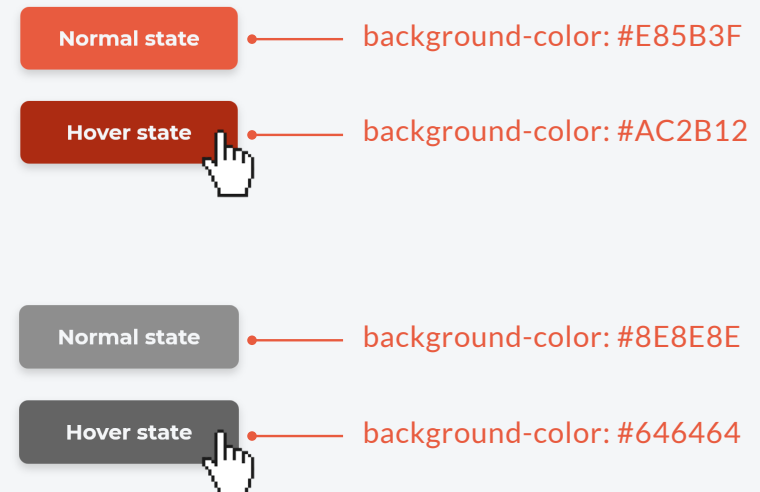
This button is used the most, it is a regular button which can be used without conflicts.

Cancel / low-priority buttons



This button has a lower priority than a regular button. It should be used for secondary / least used options, such as cancel, exit, delete, etc. Only use this button when low priority options are in order. Else always use a regular button.

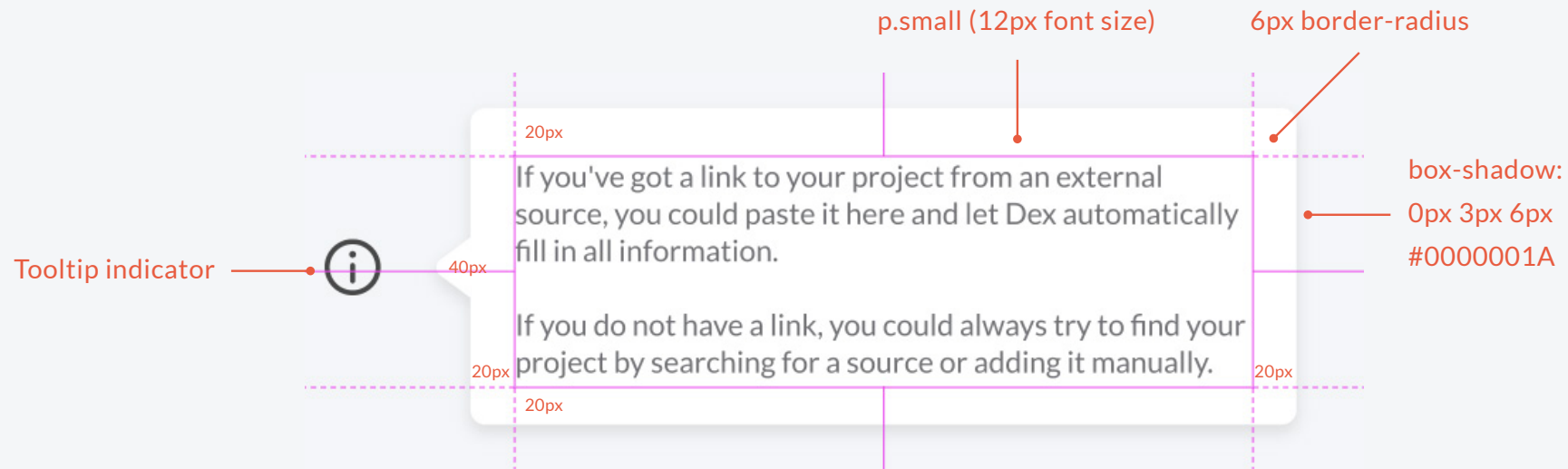
Buttons states



While hovering over a button, users should get an indication that the button is clickable. In this case buttons get slightly darker to indicate a change is happening.

Brand Elements Tooltip

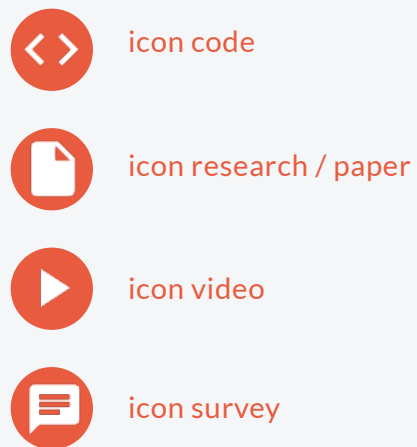
Tooltips can be used throughout the website to clarify certain elements on the page. Tooltips can be accessed by hovering over the “information icon” such as shown below.



For the best results try to keep the tooltip, including the indicator, 3 columns in width. Increase the height rather than width to add more information to maintain readability.

Brand Elements Iconography

Icons are great visuals to give users directions or information without using words. On this page we will give examples of iconography used throughout the DeX platform.



The icons above are the first icons used to implicate what kind of project is shown to the user. For future applications developers and designers might be required to add more icons

When adding new icons try to create icons that have a solid body without too many details. To give an impression on what the symbols should look like we are showing a few do's and don'ts

Don't



Too detailed



Don't use colors



Avoid lineart

Do



Solid shapes



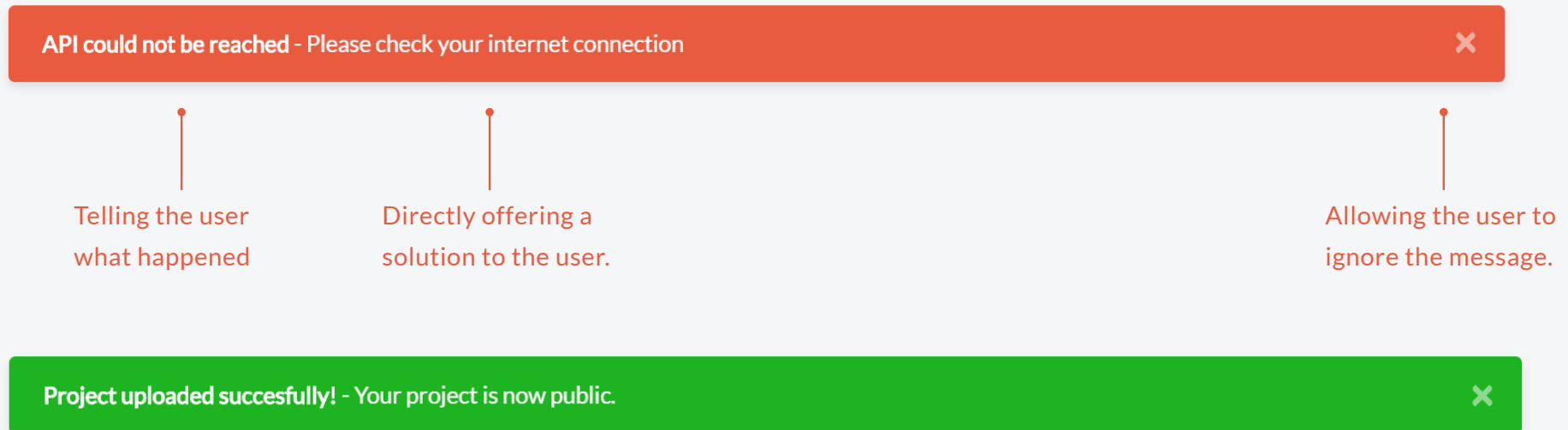
Mostly connected



Not complicated

Brand Elements Error messages

Sometimes things go wrong, we want the user to know something is not going according to plan. To do so we created an error message which displays what went wrong, with a certain feel of urgency without creating a fearsome message.



These messages could also implicate succesfully executed tasks, to give the user a confirmation on what they just did.