OBI4WAN
STYLE GUIDE

How, when and what (and not) to use?

OBI4WAN

CONTENTS

GENERAL

Typography

Montserrat Light   Body text

Montserrat Regular   Pay-offs, buttons, call-to-actions

Montserrat **Bold**   **Intro text, HEADINGS, TITLES**

Color

RGB:	CMYK:	HEX:
R 222	C 13	#dd9d35
G 157	M 40	
B 54	Y 93	
	K 0	

RGB:	CMYK:	HEX:
R 6	C 82	#0689bc
G 137	M 35	
B 188	Y 10	
	K 0	

RGB:	CMYK:	HEX:
R 48	C 87	#305671
G 87	M 32	
B 113	Y 38	
	K 18	

RGB:	CMYK:	HEX:
R 213	C 15	#d5dee2
G 222	M 7	
B 226	Y 7	
	K 0	

Logo

Main logo

Profile picture

Do...

  ...keep the logo horizontal.

  ...use the white logo on backgrounds with a lot of contrast.

Don't...

  ...change the orientation.

  ...distort proportions.

  ...place on a background with a lot of contrast.

  ...add styling like drop-shadows, embossing etc.

WHITEPAPERS / CLIENT CASES

Typography

Title: Montserrat **Bold** & Regular	Size: 30pt	Leading: 38pt	All caps
Chapter title: Montserrat **Bold**	Size: 30pt	Leading: 36pt	All caps
Body text: Montserrat Light	Size: 12pt	Leading: 14pt	
Intro: Montserrat **Bold**	Size: 15pt	Leading: 27pt	
Index: Montserrat **Bold**	Size: 35pt	Leading: 42pt	All caps

Color

Title: White

Chapter title: **C13 M40 Y93 K0**

Body text: **C87 M62 Y38 K18**

Intro: **C13 M40 Y93 K0** & **C87 M62 Y38 K18**
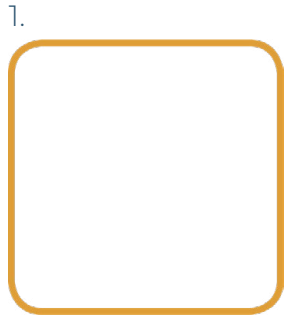
Index: **C87 M62 Y38 K18**

Layout

Columns: 2

Bleed: 3mm

Margin: 10mm all around

Gutter: 4,233 mm

Baseline grid: 12pt (starts at 12,7mm)

Style elements

1.

2.

3.

1. **Square big**
Element used randomly to fill empty spots and to stylize a page. Can be used on top of images (not text).

2. **Square small**
Element used randomly to fill empty spots and to stylize a page. Can be used on top of images (not text).

3. **Chapter end marker**
Element used as a marker at the end of a chapter.

te verhogen.

Spacing between last
word and element: **3,3mm**

te verhogen. __ Spacing between last
word and element: **4,2mm**

WEBSITE

Columns

2 or 3 columns

Image sizes

Header background: 1560x550

Header image: 600x390

Images: 1024x595

Footer images: 149x69

Succes story/whitepaper header: 352x220

Highlighted succes story/whitepaper: 470x388

Font-sizes

Header product/home/about page: 30px

Header succes story/whitepaper page: 36px

Header demo page: 40px

Body text: 16px

Button text: 12px / 14px (depends on button size)

Buttons

MAIN BUTTON

MAIN BUTTON

SECONDARY BUTTON (only the white outline with text

BANNERS

Size & sharing

Blogbanner size: 1000x400px

The featured image of a blog will be cropped when a blog article gets shared on social media.

To make sure that the main subject of the image is visible on social media you can use our **'social media template'** which you can find on the OBI4wan Google Drive.

How to use the social media template:
- Place the template in the middle of your design
- Make sure the height of the template fits in your design (but don't stretch the template)
- Fit the subject of the design inside the social media boxes

ICONOGRAPHY

Print and digital design

We use the Fontawesome icon pack for most of the icons. Other icons are custom made.

The Fontawesome icon pack can be downloaded from: https://fontawesome.com/how-to-use/on-the-desktop/setup/getting-started

The icons can be edited to match the design it'll be used for.

Website

The icons on the website are not Fontawesome icons but the default icons from the Wordpress icon library.

PHOTOGRAPHY STYLE

Our photography style is colorful, light and happy. People on photo's are around the age of 30 and they look open and professional.

The image fits the medium it's going to be used for, both visually and functionally.

EXPORT SETTINGS

Print PDF

To use the correct PDF export settings for print, download the **'DrukWerkDeal PDF presets'** from the OBI4wan Google Drive and add it to your Adobe Software.

Make sure that:

- Images are converted to CMYK and 300dpi or higher

- Text is converted to outlines

- Document bleed is set to 3mm

- Elements that will cross the edge of the page are extended into the 3mm bleed

Interactive PDF

Compression is set to:

Compression: JPEG (Lossy)

JPEG Quality: High

Resolution (ppi):   200-250

Export resolution is based on the final file size.
For example; whitepaper and client case sizes are aimed at 4MB or less.

OBI4WAN

Truly engaged customers and organisations