



styleguide

2015/2016

contact: campaigns@ohelloapp.com

Header

FOR PRINT / WEB

For headers, Coquette Medium is used.

For the body we use Neuzeit Grotesk Light. Text tracking should be set to 50 in Adobe and to 1 in qml/css. Subheaders are also Neuzeit Grotesk Light, used in all caps.

Header

for the app

For headers, Coquette Bold is used. For buttons and sub-headers: Coquette Regular

For the body we use Apple's San Francisco Text Light. Tracking is set to 1 in qml. Incidentally, the **bold** version is used.

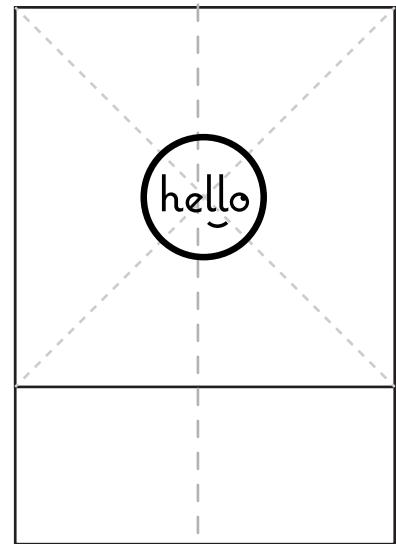
SIZING

DIGITAL USE

at least 100x100 px

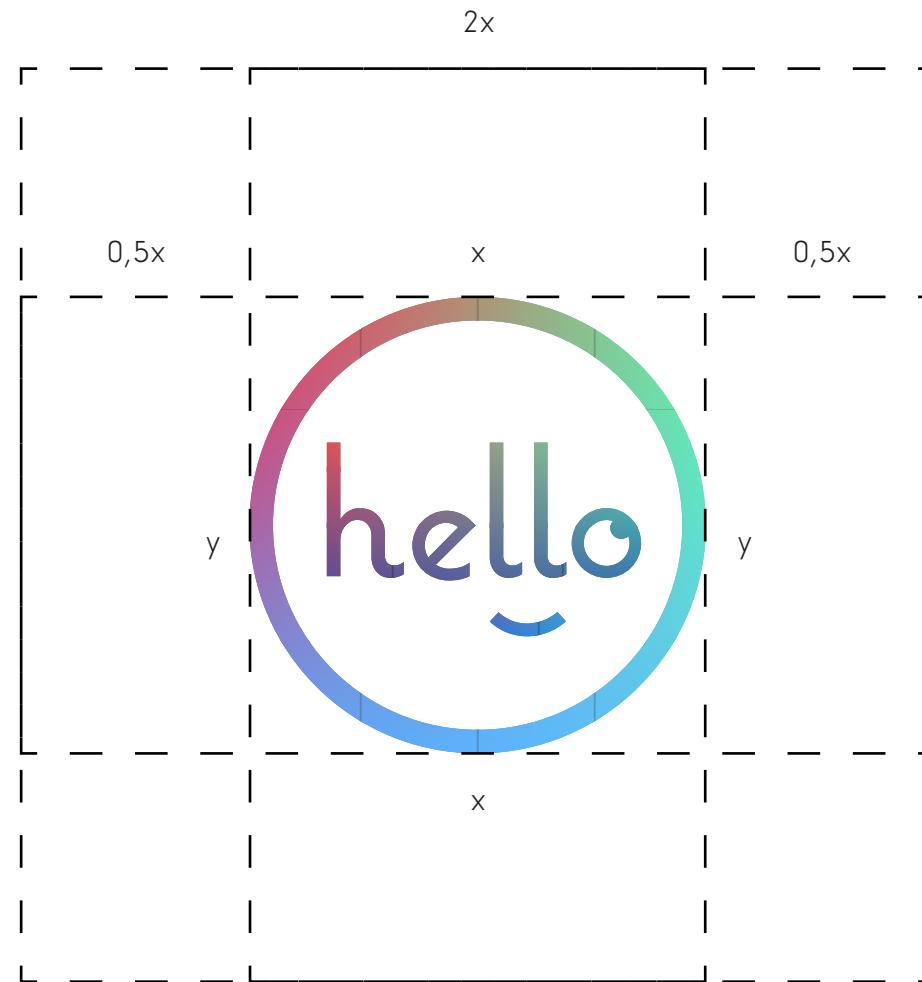
FOR PRINT

at least 18x18 mm

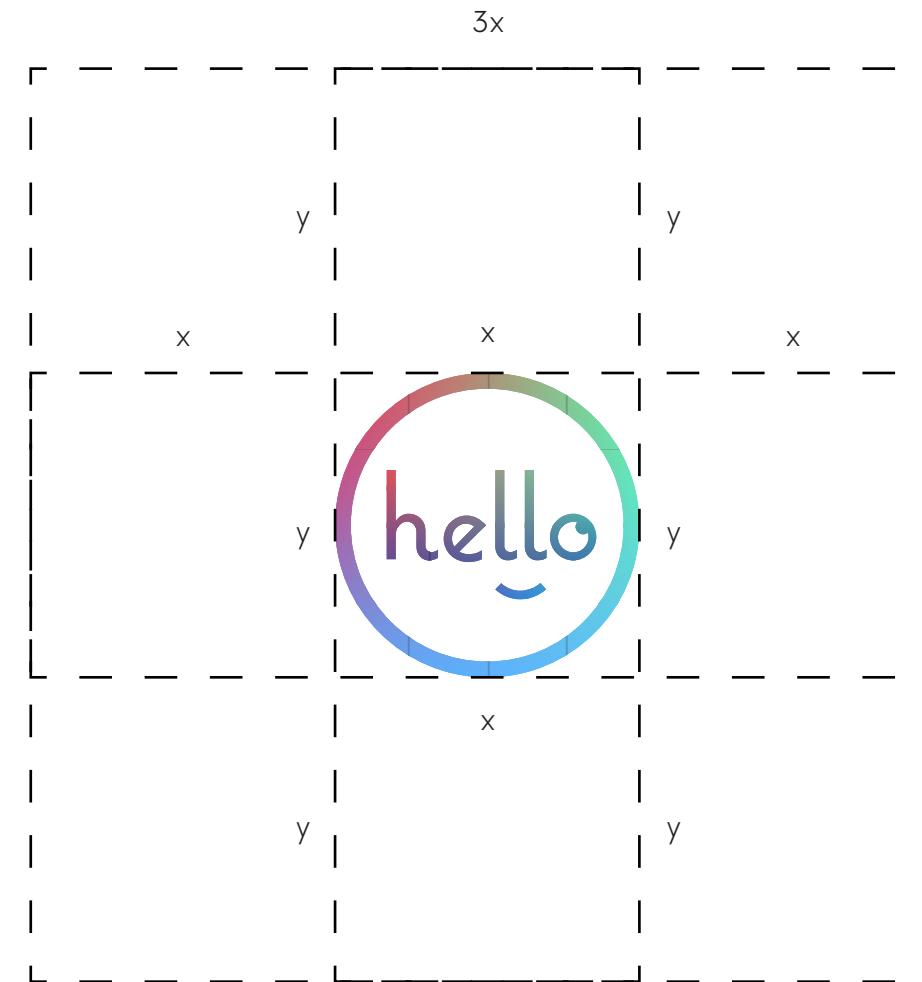


do not create fills just for the logo.

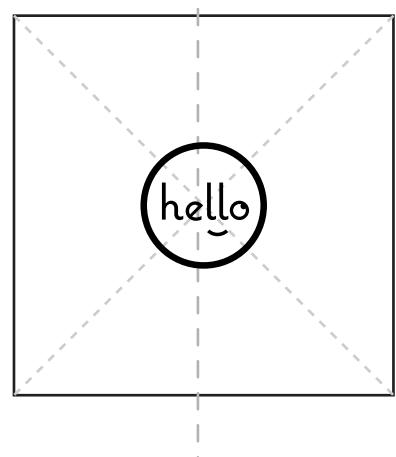
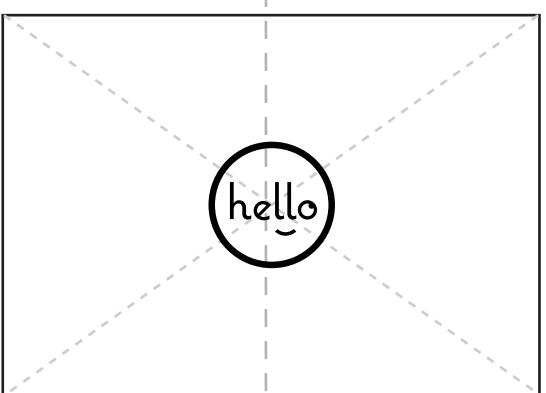
do not create borders around the logo.



$x = y$
preferred minimal margins = $0,5 * x$



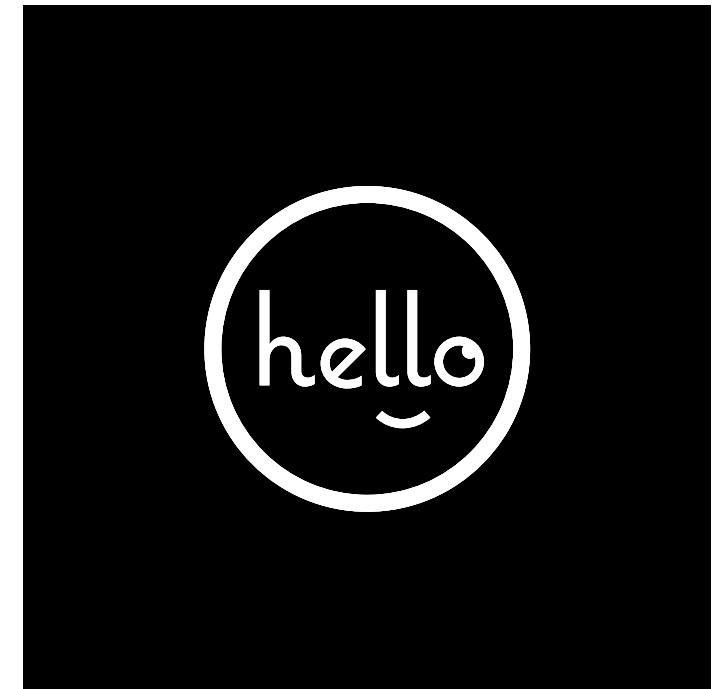
$x = y$
preferred maximum margins = x



always horizontal alignment

COLOR BACKGROUND USAGE

DO



DON'T



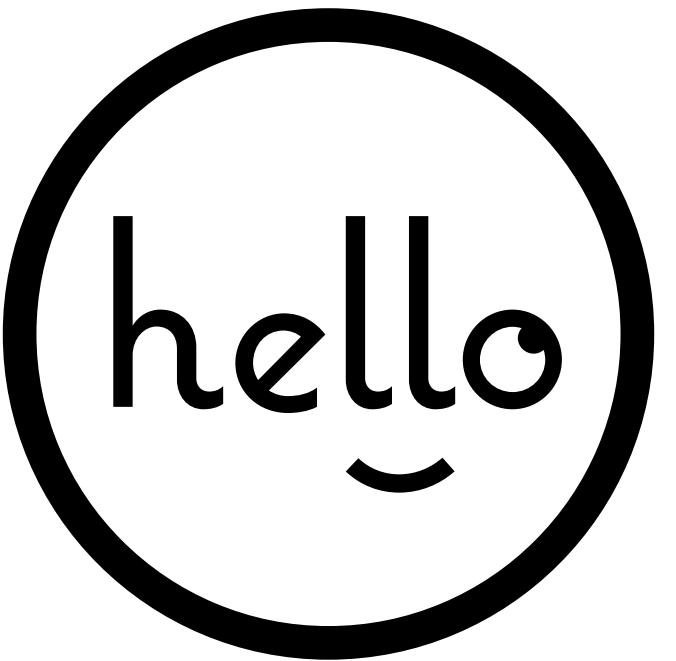
when compositing on
photography, please use

on any other background,
use the white version.

when background is
white always use the
coloured logo

Only when background is
black and typography is
white, coloured logo may
be used.

BLACK/WHITE USAGE



ohello_logo_black



ohello_logo_black

PREFERRED LOGO USAGE 1: ON WHITE



PREFERRED LOGO USAGE 2: ON PHOTOGRAPHY OR STYLE COLOUR



LOGO AND TEXT



**last minute
socialites**

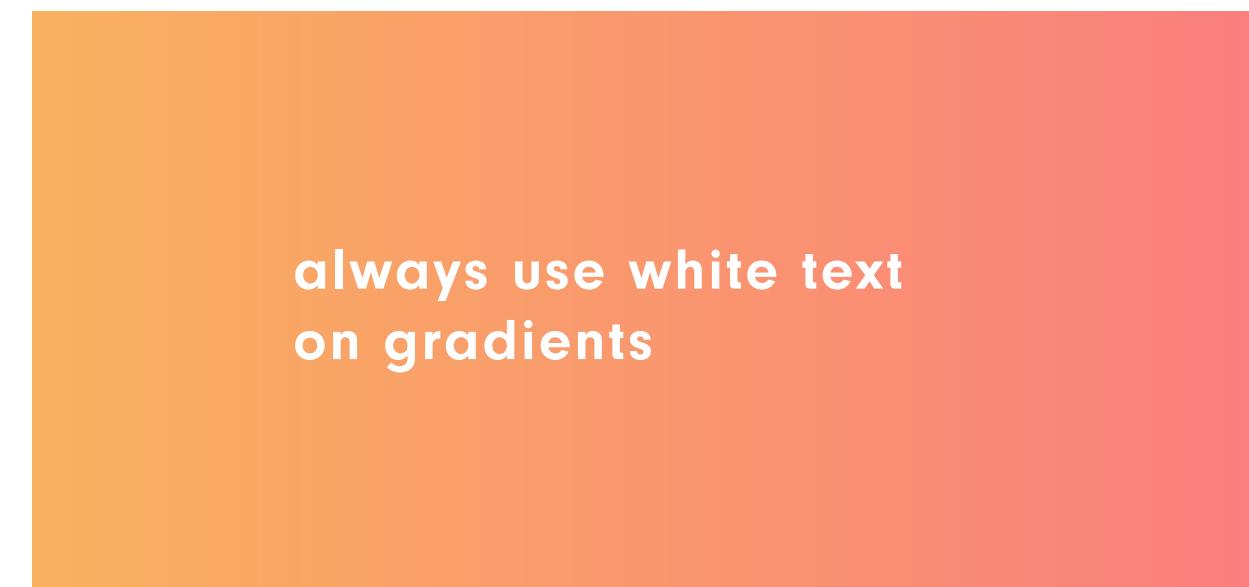
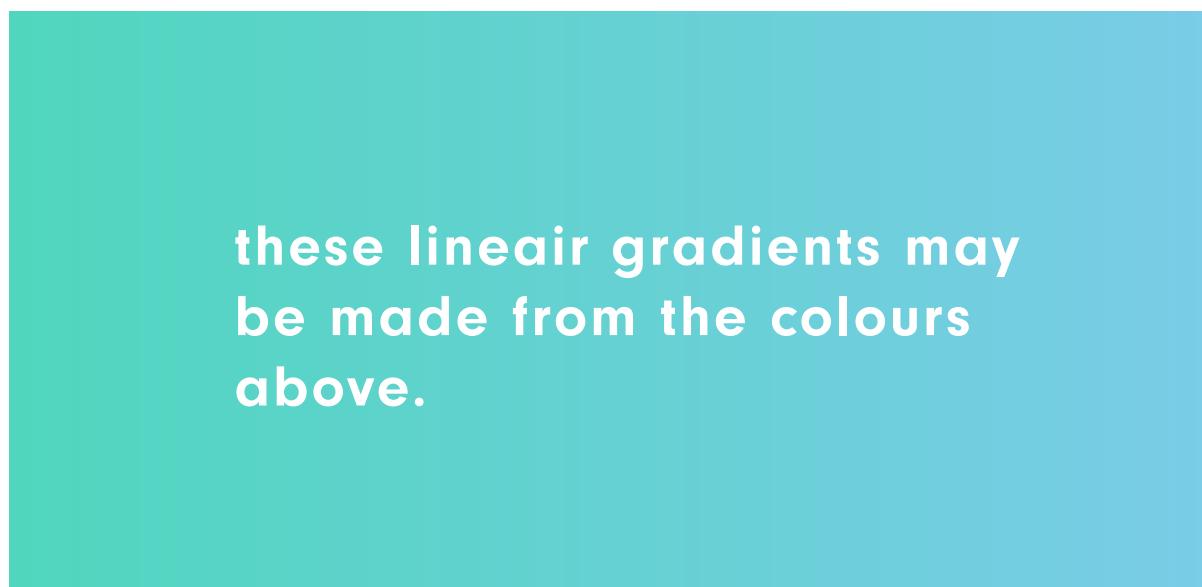
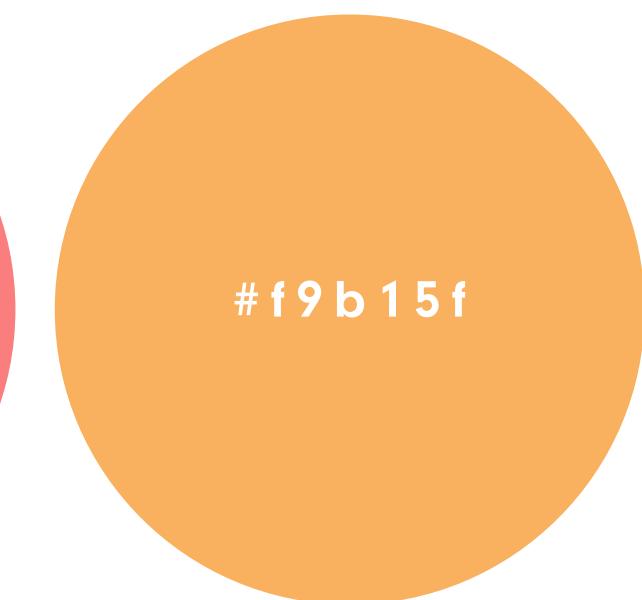
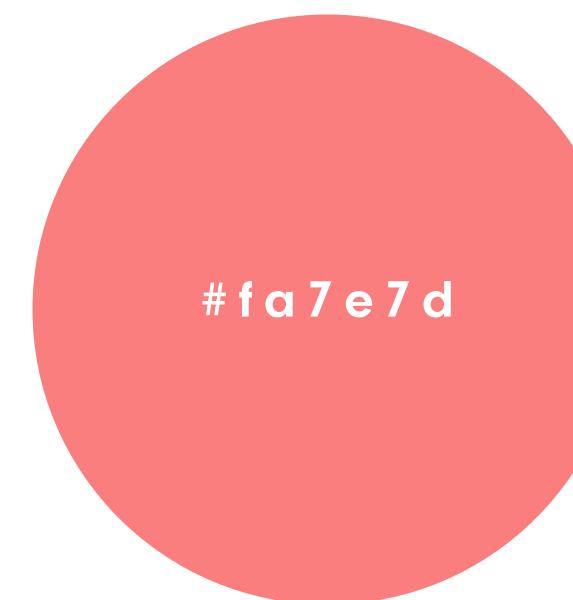


**last minute
socialites**

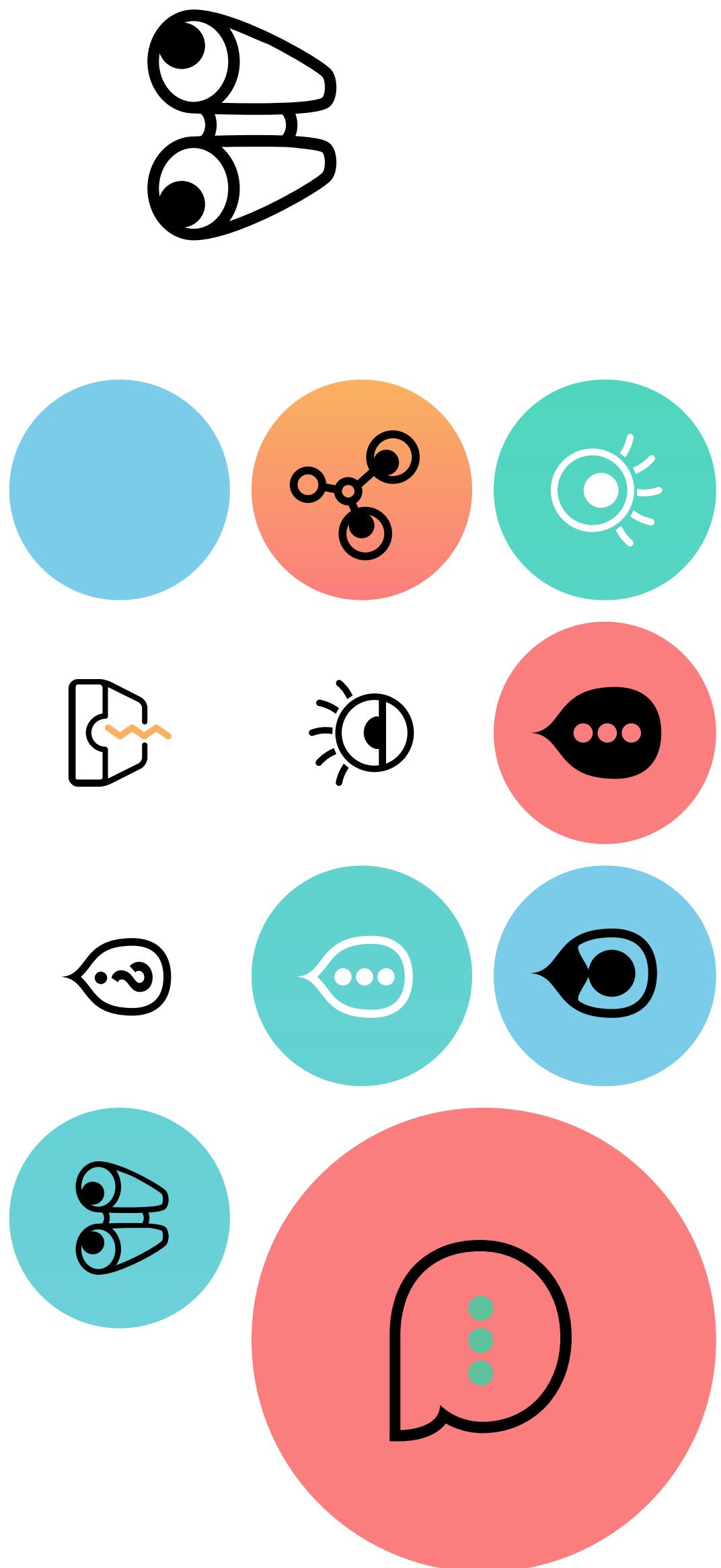
When logo height is smaller than $2 \times$ header height, align the text fields below to the left and use Coquette Medium. The width of this text field must be bigger than $3 \times$ logo width.

COLOURS

COLOURS AND GRADIENTS ARE INCLUDED IN THE SWATCHES



ICONS



CAN BE FOUND IN OHELLO.TTF