



**IT KLUB**

**Mainz & Rheinhessen**

**Style Guide**

**Color Styles**

# Colors



Hex: #8E1723  
R:142 G:32 B:131  
C:0 M:77 Y:8 K:44



Hex: #AD1C2A  
R:173 G:28 B:42  
C:0 M:84 Y:76 K:32



**Primary Red**  
Hex: #C12030  
R:193 G:32 B:48  
C:0 M:90 Y:75 K:24



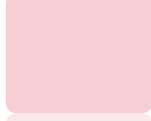
Hex: #CD4E5B  
R:205 G:78 B:91  
CMYK: 80%



Hex: #DB7983  
R:219 G:121 B:131  
CMYK: 60%



Hex: #E7A4AA  
R:231 G:164 B:170  
CMYK: 40%



Hex: #F5D0D4  
R:245 G:208 B:212  
CMYK: 20%



Hex: #FAE9EA  
R:250 G:233 B:234  
CMYK: 10%



Hex: #165583  
R:22 G:85 B:131  
C:85 M:35 Y:0 K:49



Hex: #176CAA  
R:23 G:108 B:170  
C:86 M:36 Y:0 K:33



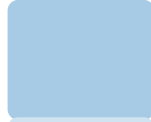
**Highlight Blue**  
Hex: #207DC1  
R:32 G:125 B:193  
C:83 M:35 Y:0 K:24



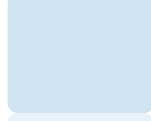
Hex: #4C96CC  
R:76 G:150 B:204  
CMYK: 80%



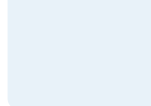
Hex: #6CABD8  
R:108 G:171 B:216  
CMYK: 60%



Hex: #A7CBE5  
R:167 G:203 B:229  
CMYK: 40%



Hex: #D1E4F1  
R:209 G:228 B:241  
CMYK: 20%



Hex: #E8F2FA  
R:232 G:242 B:250  
CMYK: 10%



Hex: #000000  
R:0 G:0 B:0  
C:0 M:0 Y:0 K:100



**Primary Grey**  
Hex: #333333  
R:51 G:51 B:51  
C:0 M:0 Y:0 K=80



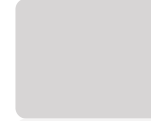
Hex: #5C5B5B  
R:92 G:92 B:91  
CMYK: 80%



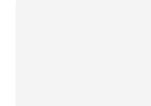
Hex: #858585  
R:133 G:133 B:133  
CMYK: 60%



Hex: #BBBBBB  
R:187 G:187 B:187  
CMYK: 40%



Hex: #D8D6D6  
R:115 G:115 B:115  
CMYK: 20%



Hex: #F5F5F5  
R:245 G:245 B:245  
CMYK: 5%

# Typography Styles

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## Typography - Desktop and Print

Use the font “Source Sans Pro, Bold” for headlines to convey a bold and impactful message and “Open Sans, Regular” for texts and captions to keep a simple design and ensure readability and consistency throughout the content.

Utilize four distinct font sizes for the headlines to achieve visual hierarchy and reader engagement: implement 30pt and 24pt fonts for prominence. Incorporate 19pt and 15pt fonts to enhance design interest while adhering to web design standards. Opt for 17pt for main text, 14pt for subtext, and 11pt for captions to improve readability, create visual diversity, and align with user experience principles for a structured design flow on the website.

### Headline 1

Montserrat, Bold; 23pt, 30px, 1.875rem

### Headline 2

Montserrat, Bold; 18pt, 24px, 1.5rem

### Headline 3

Montserrat, Bold; 14pt, 19px, 1.2rem

### Headline 4

Montserrat, Bold; 12pt, 16px, 1rem

### Paragraph 1

Open Sans, Regular: 13pt, 17px, 1.06rem

### Paragraph 2

Open Sans, Regular: 11pt, 14px, 0.875rem

### Caption

Open Sans, Regular; 8pt, 11px, 0.7rem

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## Typography - Mobile

Please adhere to the same typography guidelines as indicated on the previous page. Note that these guidelines have been tailored specifically for mobile views. Consistency in font sizes, styles, and spacing is key to maintaining a cohesive and user-friendly design across different devices.

### Headline 1

Montserrat, Bold; 18pt, 24px, 1,5 REM

### Headline 2

Montserrat, Bold; 16pt, 21px, 1,31 REM

### Headline 3

Montserrat, Bold; 14pt, 18px, 1,12 REM

### Headline 4

Montserrat, Bold; 11pt, 15px, 0,93 REM

### Paragraph 1

Open Sans, Regular; 12pt, 16px, 1 REM

### Paragraph 2

Open Sans, Regular; 10pt, 13px, 0,83 REM

### Caption

Open Sans, Regular; 8pt, 10px, 0,66 REM

## Guidelines for textspacings and fontpairings on the website

### Example headline - h1, font size: 30px (23 pt)

spacing between headline and paragraph

30px

Lorem ipsum odor amet, consectetur adipiscing elit.

spacing between lines

11px

Lacus ultricies in lacus porta scelerisque odio convallis.

Ad sollicitudin egestas purus quis sapien diam dis.

Accumsan integer facilisi convallis erat tristique nullam

at porta class. Nulla interdum auctor lacus sociosqu

tincidunt inceptos. Inceptos cursus massa congue

tincidunt. - p1, font size: 17px (13pt)

spacing between paragraph and caption

10px

Caption text - c1, font size: 14px (11pt)

spacing between paragraphs

30px

### Example headline - h3, font size: 19px (14pt)

spacing between headline and paragraph

20px

Lorem ipsum odor amet, consectetur adipiscing elit.

Scelerisque lectus efficitur venenatis nam semper. Senectus  
quam turpis ex sit adipiscing condimentum. Sociosqu rhoncus

dolor inceptos at maximus justo blandit habitasse dui. Etiam

neque iaculis platea rutrum non fringilla cursus. Placerat dui

quis luctus semper facilisis sed nisl nam ac.

spacing between paragraph and caption

10px

Caption text - c1, font size: 11px (8pt)

Utilize Headline 1 (30px/23pt) or Headline 2 (24px/18pt) in conjunction with the Paragraph 1 font (17px/13pt) for primary articles or textual content on the website.

Employ Headline 3 (19px/14pt) or Headline 4 (16px/12pt) along with the Paragraph 2 font (14px/11pt) for text contained within text boxes.

# Logo Guidelines

# Logo



## 1. Colors



Primary Red  
#C12030



Black  
#000000

## 2. Font

**Open Sans, Bold**

Open Sans, Semi Bold

## 3. Logo spacings



minimum border: space between logo icon and logo text

# Logo Guidelines

## Standard Logo

Preferred logo



lightest to darkest background shades where the colorful logo is used



## Other Logo Versions

Logo version for different background colors



lightest to darkest background shades where the white logo is used



## Black on White Logo

Preferred logo for media where color is irrelevant.



## White on Black Logo

Logo for media where color is irrelevant.



# Logo Guidelines



## Standard Logo Icon

Preferred logo



lightest to darkest background shades where the colorful logo is used



## Other Logo Icon Versions

Logo version for different background colors

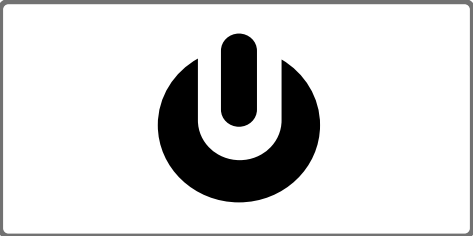


lightest to darkest background shades where the white logo is used



## Black On White Logo Icon

Preferred logo for media where color is irrelevant.



## White On Black Logo

Logo for media where color is irrelevant.



Logo Guidelines **X**



**Icons**

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## Icons

### Simple Design System

Use outline icons from the “Simple Design System” library for a consistent visual style across all designs. Icons should maintain a uniform appearance and adhere to the outlined design language specified on this slide. The icons should only be placed on a white background.



Standard Icon  
#333333: 100%



Hovered Icon  
#6CABD8: 100%

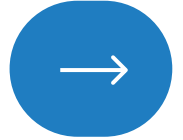


Clicked Icon  
#207DC1: 100%

# Primary Buttons

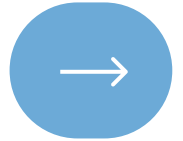
## Default Button

#207DC1: 100%  
Source Sans 3, Bold



## Hovered Button

#6CABD8: 100%  
Source Sans 3, Bold



## Disabled Button

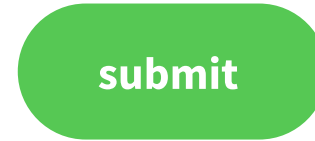
#BBBBBB: 100%  
Source Sans 3, Bold



## Default Event Button



#FF4444: 100%  
Source Sans 3, Bold

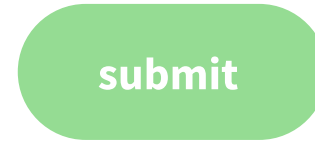


#61E45E: 100%  
Source Sans 3, Bold

## Hovered Event Button



#EE5B5B: 100%  
Source Sans 3, Bold



#95DC94: 100%  
Source Sans 3, Bold

## Disabled Event Button



#BBBBBB: 100%  
Source Sans 3, Bold



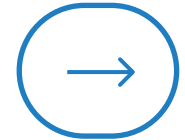
#BBBBBB: 100%  
Source Sans 3, Bold

## Secondary Buttons

### Default Button

#207DC1: 100%

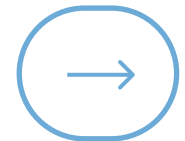
Source Sans 3, Bold



### Hovered Button

#6CABD8: 100%

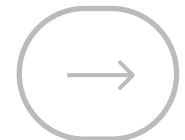
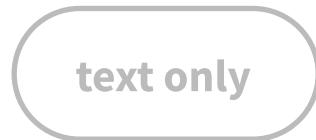
Source Sans 3, Bold



### Disabled Button

#BBBBBB: 100%

Source Sans 3, Bold



### Default Event Button



#FF4444: 100%  
Source Sans 3, Bold

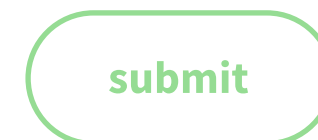


#61E45E: 100%  
Source Sans 3, Bold

### Hovered Event Button



#EE5B5B: 100%  
Source Sans 3, Bold



#95DC94: 100%  
Source Sans 3, Bold

### Disabled Event Button



#BBBBBB: 100%  
Source Sans 3, Bold



#BBBBBB: 100%  
Source Sans 3, Bold

# Links

Neutral Link:

Open Sans, Bold

**Link**

Neutral Navigation-Link:

Open Sans, Bold

→ **Link**

Hovered Link:

Open Sans, Bold, Underlined

**Link**

Hovered Navigation-Link:

Open Sans, Bold, Underlined

→ **Link**

Link on light background

#207DC1: 100%  
Open Sans, Bold



Link on dark background

#FFFFFF: 100%  
Open Sans, Bold



## Textarea

Torem ipsum dolor sit amet, consectetur adipiscing elit. Etiam eu turpis molestie, dictum est a, mattis tellus. Sed dignissim, metus nec fringilla accumsan, risus sem sollicitudin lacus, ut interdum tellus elit sed risus. Maecenas eget **condimentumvelitsit** amet feugiat lectus. Torem ipsum dolor sit amet, consectetur adipiscing elit. Etiam eu turpis molestie, dictum est a, mattis tellus.

→ **Link**

→ **Link**

example for use

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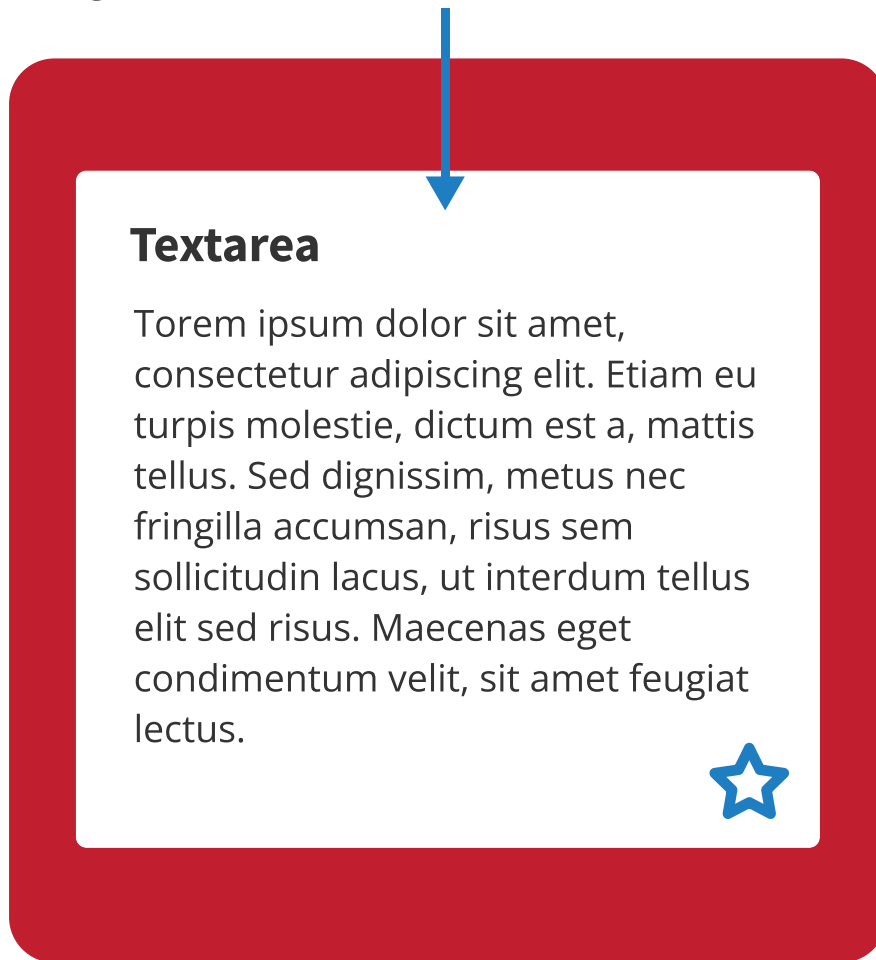
## Logo dimensions

This information is intended for the use of the logos in the various sliders on the website and serves as a format template. All logos should have the same sizing throughout the whole site to keep a uniform and consistent design. To allow this the Logo has to be in the area of the max. width and max. height.



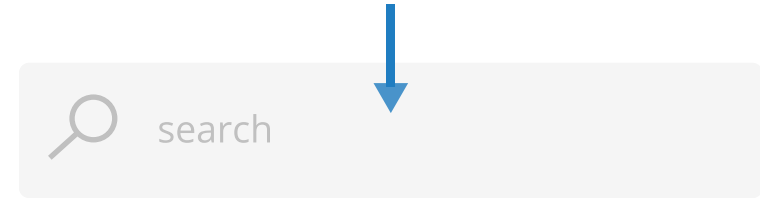
## Additional design elements

Utilize white text boxes with the primary grey font for textual content and contributions when the background color differs from white.



example for use

Utilize a subtle grey (#333333, 5%) text box for the search bar and position the search icon on the left-hand side.



The blue buttons can only be used on the primary grey or on a white background.

