



GRAPHIC STANDARDS MANUAL

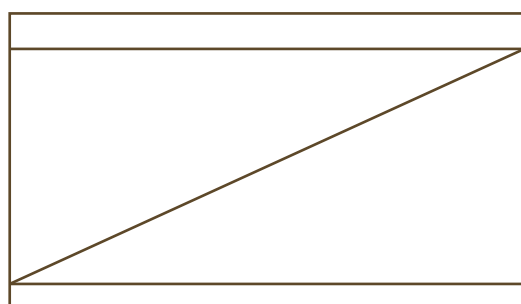
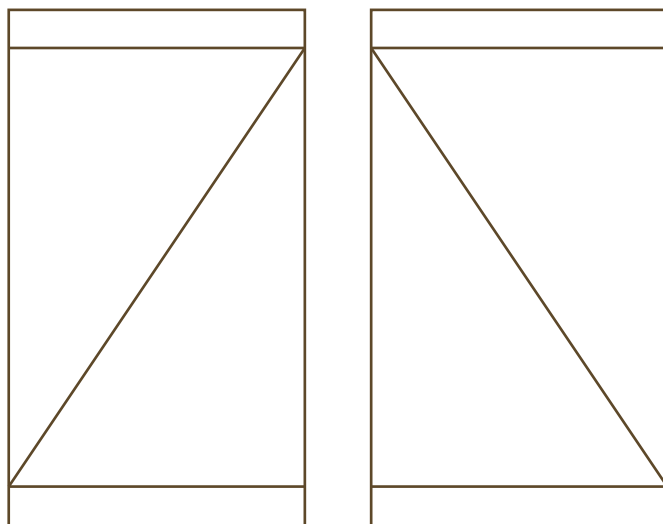
Contents

- 1) Layout Structures
- 2) Colours
- 3) Fonts
- 4) Interface Elements
- 5) Buttons

01 / Layout Structures

The flexible layout structure should always be geared towards the content of the message to be conveyed. There should always be a function for each subdivision of the page and the Z-layout is the recommended approach. This structure has proven to be the most rich in audience attraction. A space on the page can either consist of a block of brand colour in full tone or an image paired with blurred borders.

The full tone colour spaces are applied to lend emphasis to typography, buttons, and icons that will therefore be complimented. Typography is an exception and should attempt to be used only in one subdivision (apart from ticket purchasing pages).



SIMPLE YET EFFECTIVE



02 / Colours

First and foremost, wherever possible, the primary colour palette should be used.

When referring to particular images or promotional material for website advertisement, the secondary colour paletter should be used. These colours can also be used to add further interest to communications, however, they should never be used in the logo.



03 / Fonts

Our primary fonts are Marigny Bold Italic and DINosaur. DINosaur should be used for any stand-out words like key dates and times. It should also be used for all body copy and smaller text. Marigny Bold Italic should be used for all headings and sub-headings. These fonts should be used for all forms of communication, including our website, companion app, and any other designs produced.

When designing advertising using different, specific brands logos and/or their fonts, other fonts can be used to suit their specific style. Any chosen fonts, however, should be easily visible at a smaller size.



Primary Colour Palette

Primary Pale Yellow Hex Code:	Primary Pale Purple Hex Code:
Primary Orangey Brown Hex Code:	Primary Dark Brown Hex Code:

Secondary Colour Palette

Secondary Beige Hex Code:	Secondary Red Hex Code:
Secondary Brown Hex Code:	Secondary Purple Hex Code:

Marigny Bold Italic

AaBbCcDdEeFf
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

DINosaur

AaBbCcDdEeFf
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

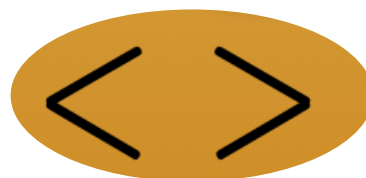


04 / Interface Elements

Consistency and predictability is key when adopting certain interface elements. Users have become familiar with elements acting in a certain way, therefore, choosing rememberable ones will ensure an efficient completion.

All of our elements shall remain consistent in properties. The navigational components should all be black so that the user can clearly see where to go.

Navigational Components



Input Controls

Contact us:

Search...

05 / Buttons

There are two different types of buttons when it comes to designing the sites. A call-to-action button should be used with the secondary red colour and large text. Any other buttons should be more discreet and use one of the calmer colours. All types of buttons should be a solid, rounded button.

All buttons should be consistent throughout the design with both the general design style and the functionality. Keep in mind the touch targets for different devices. For example, factor in that a desktop cursor is much smaller than a finger on a touchscreen.

Call To Action

BUY NOW

PURCHASE

Regular

Click Here
for more Info

Visit our
Website!

Button Positioning

Primary

Secondary

Specific sizing
for certain buttons
can be found
later in the
manual