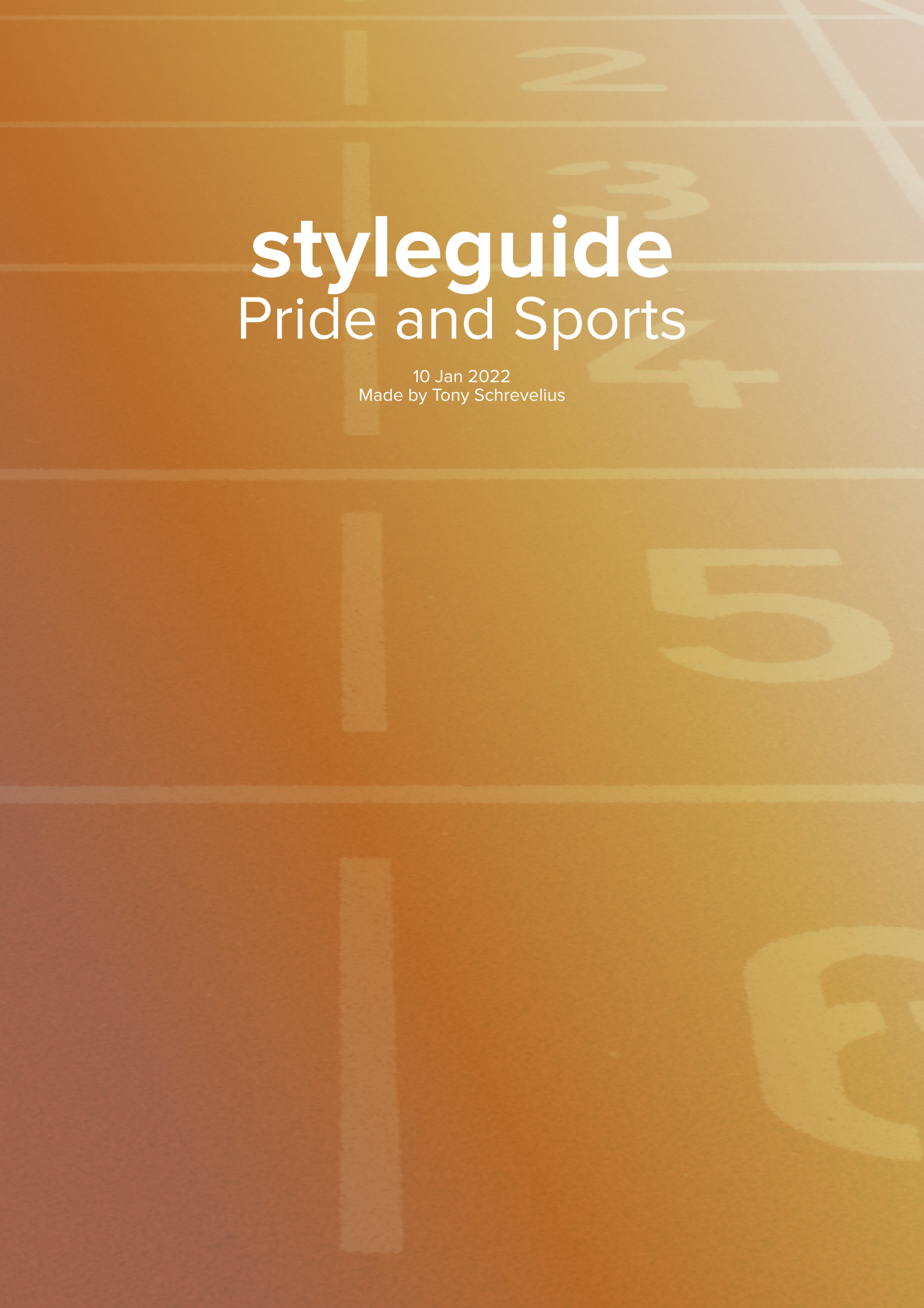




styleguide

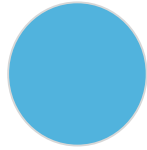
Pride and Sports

10 Jan 2022
Made by Tony Schrevelius

colors



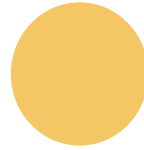
blue whale
#052E56



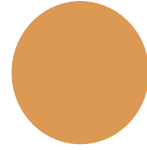
shakespeare
#51B3DD



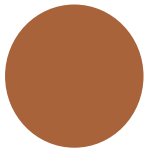
silver tree
#61B57E



cream can
#F5C764



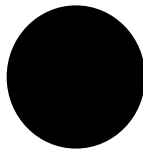
di serria
#DC9954



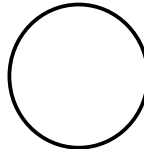
brown rust
#A9633B



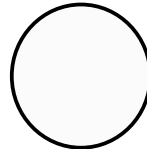
pearl bush
#E3DCD3



black
#000000



white
#FFFFFF



alabaster
#FBFBFB

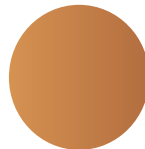
gradients



gradient 1
#9F684E 80%
#BA702A 80%
#CCA850 80%
#DDD2B5 80%
#E3DCD3 80%



gradient 2
#51B3DD 80%
#020202 80%



gradient 3
#DC9954
#A9633B



gradient 4
#F5C764 70%
#A95298 70%



Burnt Sienna
#61B57E 80%
#000000 66%

logo



typography

titel - proxima nova bold

font-family: Proxima Nova Alt;
font-size: 80px;
font-style: normal;
font-weight: 700;
line-height: 86px;
letter-spacing: 0px;
text-align: left;
color: #FFFFFF;

header 1 - proxima nova bold

font-family: Proxima Nova;
font-size: 40px;
font-style: normal;
font-weight: 700;
line-height: 49px;
letter-spacing: 0px;
text-align: center;
color: background: #61B57E;

header 2 - proxima nova

font-family: Proxima Nova;
font-size: 25px;
font-style: normal;
font-weight: 700;
line-height: 28px;
letter-spacing: 0px;
text-align: left;
color: #616161; (or any other color within this styleguide)

header 3 - proxima nova

font-family: Proxima Nova;
font-size: 19px;
font-style: normal;
font-weight: 700;
line-height: 28px;
letter-spacing: 0px;
text-align: left;
color: #5CBCE5; (or any other color within this styleguide)

corps - proxima nova regular

font-family: Proxima Nova;
font-size: 19px;
font-style: normal;
font-weight: 400;
line-height: 24px;
letter-spacing: 0px;
text-align: left;
color: #545454;

distances



dolor sit amet.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc ut mauris ac turpis efficitur venenatis quis at felis. Donec [ullamcorper](#) pretium fringilla. Sed et dui vel orci pretium auctor a non purus. Nulla facilisi. Sed vitae quam vel mi sagittis dapibus vel vitae tortor. In ullamcorper facilisis augue, vel varius tortor ullamcorper a. Nulla et odio sem. Cras tincidunt sapien quam. Donec at pulvinar est. Praesent metus ex, luctus at massa sit amet, [vulputate congue lorem](#).

Fusce nec justo diam

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc ut mauris ac turpis efficitur venenatis quis at felis. Donec [ullamcorper](#) pretium fringilla. Sed et dui vel orci pretium auctor a non purus. Nulla facilisi. Sed vitae quam vel mi sagittis dapibus vel vitae tortor. Retium fringilla.

Sed et dui vel orci pretium auctor a non purus. Nulla facilisi. Sed vitae quam vel mi sagittis dapibus vel vitae tortor. Nunc ut mauris ac turpis efficitur venenatis quis at felis. Donec [ullamcorper](#) pretium fringilla. Sed et dui vel orci pretium auctor a non purus. Nulla facilisi. Sed vitae quam vel mi sagittis dapibus vel vitae tortor. Retium fringilla.

buttons

inactive



Typography

font-family: Proxima Nova;
font-size: 34px;
font-style: normal;
font-weight: 700;
line-height: 41px;
letter-spacing: 0px;
text-align: center;
color: #FFFFFFF;

Properties

height: 53.5203857421875px;
width: 202px;
left: 156px;
top: 704.683837890625px;
border-radius: 25.4px;

color: #052E56;

hover



Typography

font-family: Proxima Nova;
font-size: 34px;
font-style: normal;
font-weight: 700;
line-height: 41px;
letter-spacing: 0px;
text-align: center;
color: #FFFFFFF;

Properties

height: 54px;
width: 202px;
left: 25px;
top: 35px;
border-radius: 25.4px;

color: linear-gradient(89.19deg, #51B3DD 8.62%, #F5C764 101.63%);



Design note

More color variations are possible, as long as the used colors are compliant with this styleguide. Examples are listed below.

inactive



color: #5CBCE5;

hover



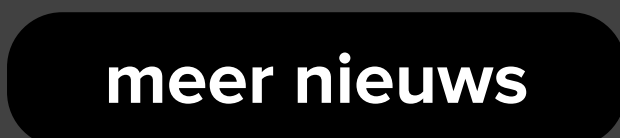
color: linear-gradient(258.06deg, #61B57E 27.26%, #51B3DD 90.81%);



color: #61B57E;



color: linear-gradient(258.06deg, #61B57E 27.26%, #F5C764 90.81%);



color: #000000;



color: linear-gradient(258.06deg, #F5C764 27.26%, #DC9954 90.81%);

box rules

border-radius

The border-radius of each box is 20 pixels. Examples are listed below. It's okay to occasionally derive from this rule and use a border-radius between 18 and 25 pixels, depending on what the situation calls for.

Properties

height: 760px;
width: 530px;
left: 6px;
top: 8px;
border-radius: 20px;

Color

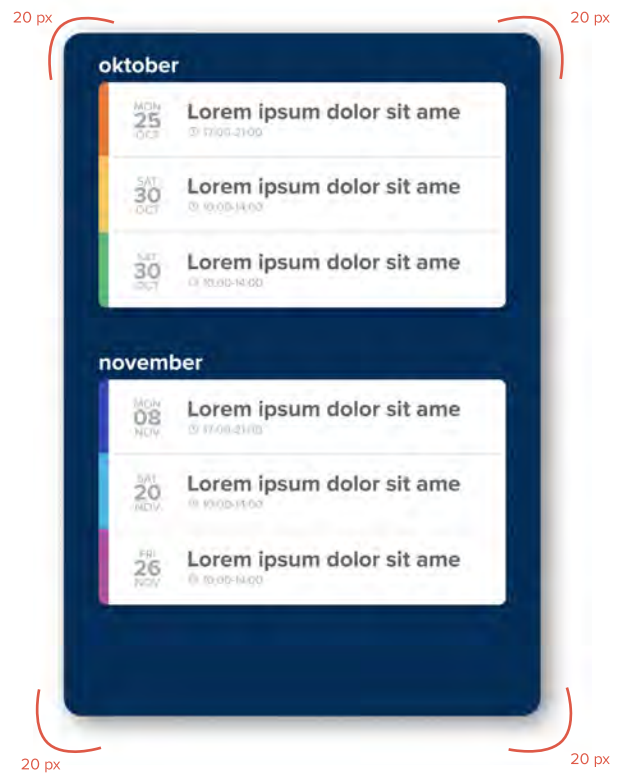
background: #052E56;

Shadows

box-shadow: 9px 7px 28px -4px #00000080;

shadows

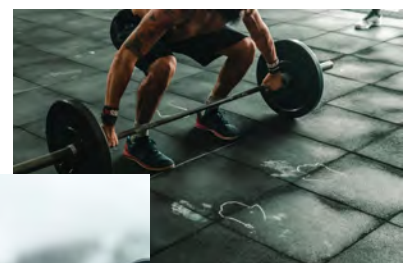
All boxes have shadows underneath them. The properties for the box-shadow are listed under the previous paragraph. These shadow properties can be used for any box. Use sparingly.



pictures

source

Realistic pictures have been downloaded from a site called Unsplash.com. This site is a source of freely-usable images, both for personal and commercial use. Attribution for the images isn't required. If you need a picture for the website or social media; either shoot the picture yourself, buy one, or get a free picture from Unsplash.



illustrations

style

This style consists of flat figures that are based on simple shapes and geometric patterns. It has a flattened perspective, and minimal line work.

colors

The colors of the illustrations are the colors used in this styleguide, and thus the colors on the website. It's important not to stray too far from these colors to help create a brand identity, and to help users recognize Pride and Sports.

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