

lingoda



# Design Style Guidelines

October 2019

# Style Guide Contents

## 1.0 Logo

New refreshed logo, usage, logo type, mono color logo usage and don'ts

## 3.0 Brand colours

primary brand colors, secondary colors, and greys,

## 2.0 Typography

Font usage and typographical scales

## 4.0 Buttons

primary and secondary buttons and their respective states

This document applies to User interface designs, and all marketing or educational material created for Lingoda's use

# Logo Design

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Light Backgrounds

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Dark Backgrounds

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# Logo Usage -Don'ts

Avoid using the old logo



Avoid stretching the logo



Avoid changing logo colors



Avoid using shadows/3D effects



Avoid rotating logos



Avoid using strokes



# Typography

# Aa

## Montserrat

Montserrat is a geometric sans-serif typeface designed by Argentinian designer Julieta Ulanovsky. The design was inspired by signage from her historical Buenos Aires neighborhood of the same name.

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz

# Aa

## Open Sans

Open Sans is a humanist sans-serif typeface designed by Steve Matteson and commissioned by Google. Featuring wide apertures on many letters and a large x-height (tall lower-case letters), the typeface is highly legible on screen and at small sizes.

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz



# Typeface - Montserrat

TEXT STYLE

FONT SIZE

FONT WEIGHT

**Heading 1**

**56px**

**Bold + Light**

**Heading 2**

**48px**

**Bold + Light**

**Heading 3**

**40px**

**Bold**

**Heading 4**

**32px**

**Bold**

**Heading 5**

**24px**

**Bold**

# Typeface - Open Sans

TEXT STYLE	FONT SIZE	FONT WEIGHT
<b>Heading 6</b>	<b>20 px</b>	<b>Bold</b>
<b>Subtitle</b>	<b>16 px</b>	<b>Bold</b>
Body 1	16 px	Regular
Body 2	14 px	Regular
Body 3	12 px	Regular
<b>Overline</b>	<b>12 px</b>	<b>Semi Bold</b>
Caption	10 px	Semi Bold

# Brand Colours

# Colours - Primary Palette

## 01. Lingonavy

**RGB** 22; 45; 116

**HEX** #162D74

**CMYK** 100; 95; 25; 12

**RGB** 27; 57; 147  
**HEX** #1b3993

**RGB** 33; 69; 178  
**HEX** #2145b2

**RGB** 67; 104; 219  
**HEX** #4368db

## 02. Lingoblue

**RGB** 3; 179; 254

**HEX** #03B3FE

**CMYK** 65; 15; 0; 0

**RGB** 28; 186; 254  
**HEX** #1cbafe

**RGB** 53; 194; 254  
**HEX** #35c2fe

**RGB** 103; 209; 254  
**HEX** #67d1fe

## 03. Lingoral

**RGB** 255; 90; 101

**HEX** #FF5A65

**CMYK** 0; 81; 50; 0

**RGB** 255; 106; 116  
**HEX** #ff6a74

**RGB** 254; 123; 131  
**HEX** #fe7b83

**RGB** 254; 139; 147  
**HEX** #fe8b93

# Colours - Secondary Palette

## 04. Gargoyle gas

**RGB** 255; 221; 0

**HEX** #FFDD00

**CMYK** 2; 10; 100; 0

**RGB** 255; 229; 63

**HEX** #FFE53F

**RGB** 255; 238; 126

**HEX** #FFEE7E

**RGB** 255; 246; 189

**HEX** #FFF6BD

## 05. Turqe blue

**RGB** 0; 222; 217

**HEX** #00DED9

**CMYK** 62; 0; 25; 0

**RGB** 66; 233; 229

**HEX** #42E9E5

**RGB** 133; 244; 241

**HEX** #85F4F1

**RGB** 199; 255; 253

**HEX** #C7FFFD

## 06. Blue

**RGB** 39; 70; 207

**HEX** #2746CF

**CMYK** 85; 76; 0; 0

**RGB** 100; 123; 221

**HEX** #647BDD

**RGB** 162; 175; 234

**HEX** #A2AFEA

**RGB** 223; 228; 248

**HEX** #DFE4F8

## 07. Violet

**RGB** 110; 49; 204

**HEX** #6E31CC

**CMYK** 46; 76; 0; 20

**RGB** 145; 98; 216

**HEX** #9162D8

**RGB** 179; 148; 229

**HEX** #B394E5

**RGB** 214; 197; 241

**HEX** #D6C5F1

# Colours - Grey Palette (Backgrounds)

## 01. Gainsboro

**RGB** 220, 225, 229

**HEX** #DCE1E5

**CMYK** 12; 7; 7; 0

**RGB** 225, 229, 232

**HEX** #e1e5e8

**RGB** 230, 234, 236

**HEX** #e6eaec

## 02. Antiflash white

**RGB** 238, 242, 243

**HEX** #EEF2F3

**CMYK** 5; 2; 3; 0

**RGB** 239, 243, 244

**HEX** #eff3f4

## 03. White

**RGB** 255; 255; 255

# Colours - Grey Palette (Typography)

## 01. Jet Black

**RGB** 45; 45; 50

**HEX** #2D2D32

**CMYK** 10; 10; 0; 80;

**RGB** 54; 54; 60

**HEX** #36363c

**RGB** 64; 64; 71

**HEX** #404047

## 01.a Jet Black

**RGB** 84; 84; 93

**HEX** #54545d

**RGB** 91; 91; 101

**HEX** #5b5b65

## 01.b Jet Black

**RGB** 123; 123; 137

**HEX** #7b7b89

**RGB** 136; 136; 148

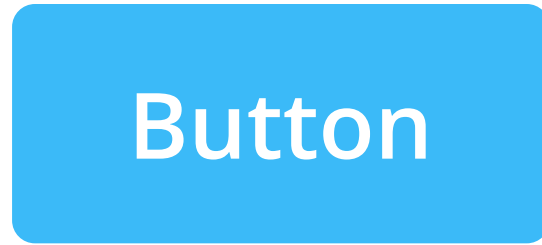
**HEX** #888894

# Buttons

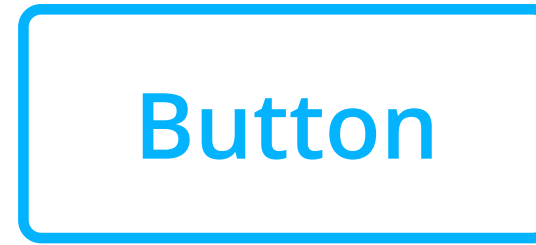


# Buttons - Usage and Design

HIGH EMPHASIS

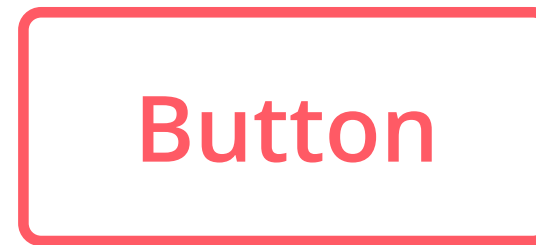
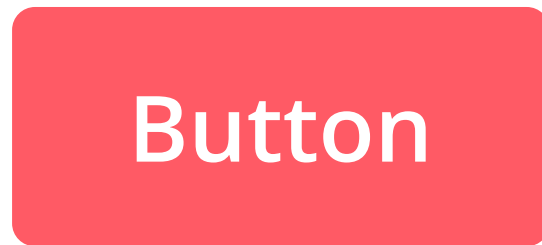


MEDIUM EMPHASIS



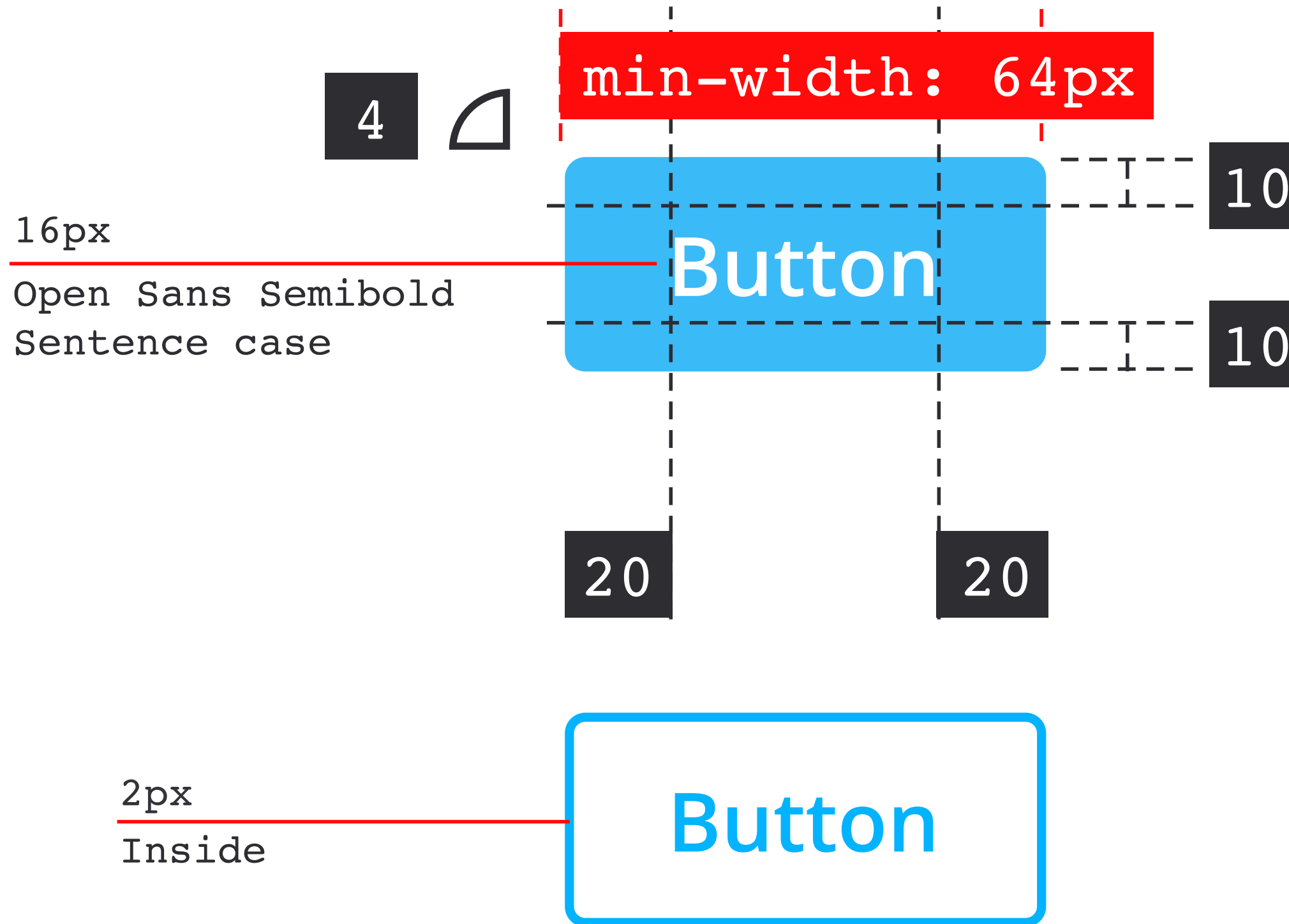
LOW EMPHASIS

Button

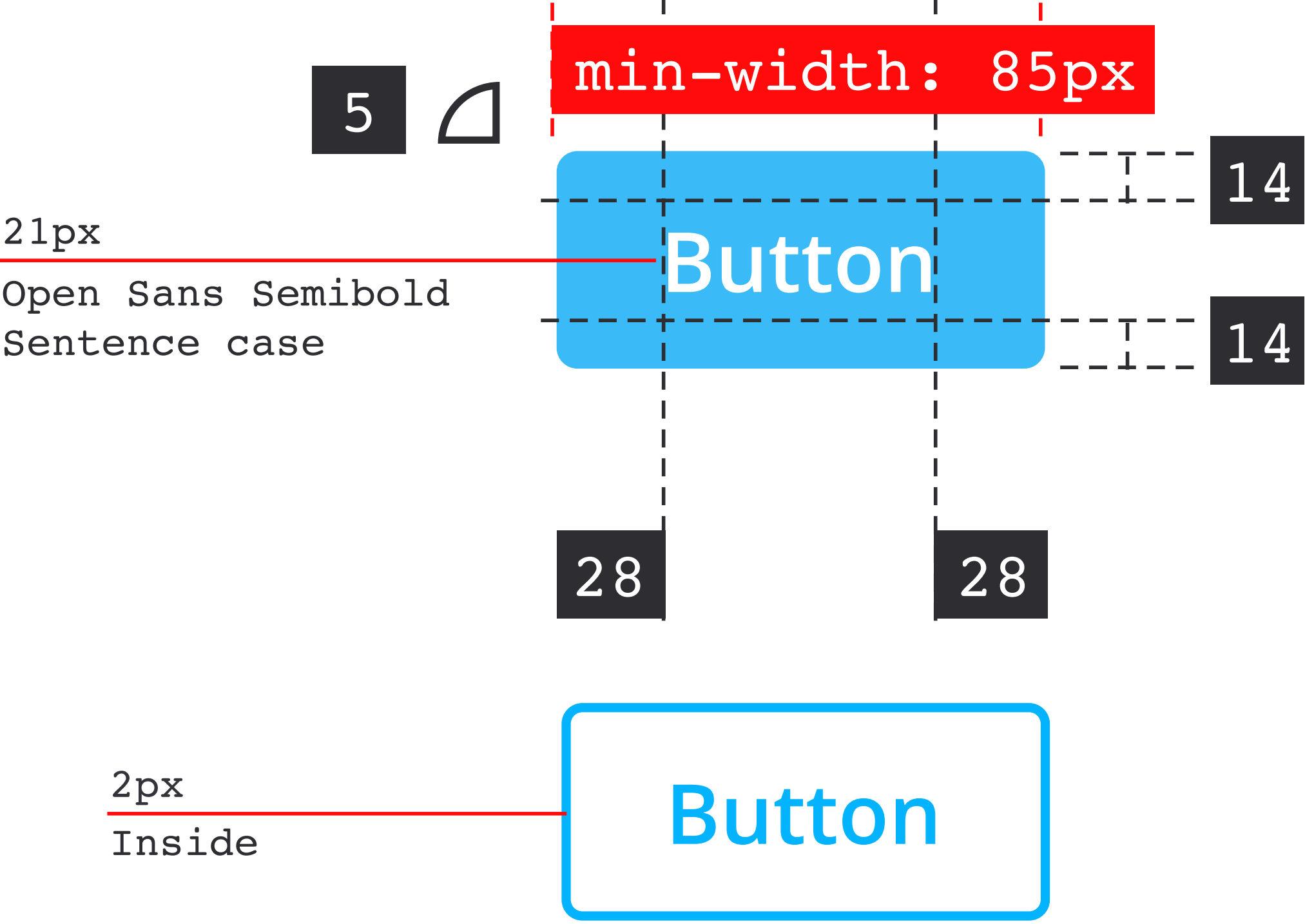


Button

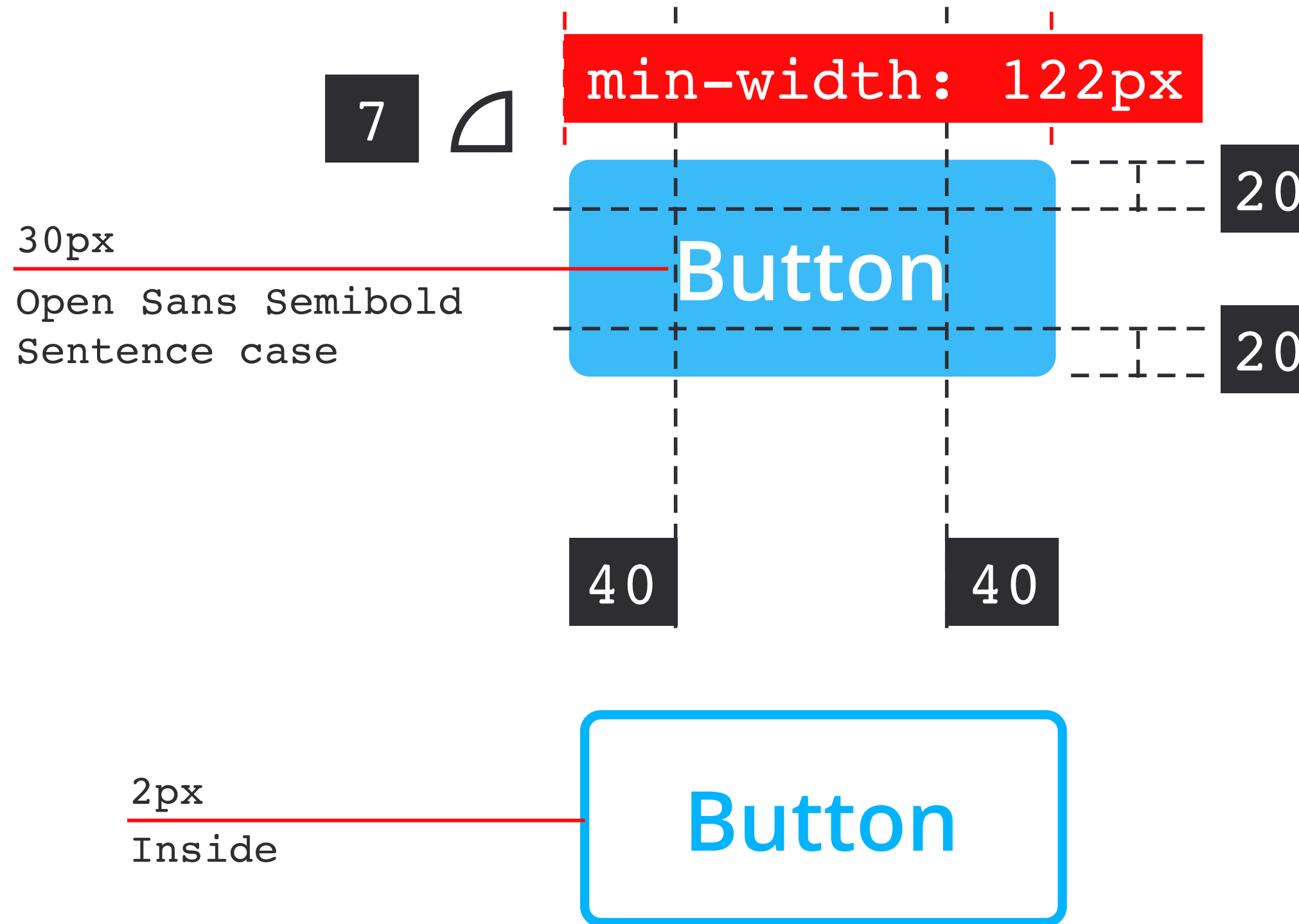
# Button Specifications - Small



# Button Specifications - Medium



# Button Specifications - Large



# Button States and Colours - Primary

DEFAULT



#FF5A65  
#FFF

HOVER



#FF3E4B  
#FFF

PRESSED



#FF3E4B  
#FF5A65  
#FFF

FOCUSED



#E13E49  
#FFF

DISABLED



#E1E5E8  
#FFF



#FF5A65



#FFEDEE  
#FF5A65



#FFEDEE  
#FF5A65



#E13E49



#E1E5E8

Button

#FF5A65

Button

#FFEDEE  
#FF5A65

Button

#FFEDEE  
#FF5A65

Button

#E13E49

Button

#E1E5E8

# Button States and Colours - Secondary

DEFAULT



#03B3FE  
#FFF

HOVER



#089DE6  
#FFF

PRESSED



#089DE6  
#03B3FE  
#FFF

FOCUSED



DISABLED



#E1E5E8  
#FFF



#03B3FE



#D4F0FE  
#03B3FE



#D4F0FE  
#03B3FE



#008ACD



#E1E5E8

Button

#03B3FE



#D4F0FE  
#03B3FE



#D4F0FE  
#03B3FE

Button

#008ACD

Button

#E1E5E8

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Prepared with  by the design team