



Visual identity guide for the website jpiamr.eu

This visual identity guide showcases the identity of the JPIAMR on the website jpiamr.eu. It includes basic graphic elements such as logotype, colors and fonts.

Logotype coloring

The logotype is available in blue and green and ranges in between. The main color in the logotype is also present in different graphical elements on the website.

#00a4bf



Complementary colors that are used in the logotype are as follows

#8fc33d

#00a4bf

#66ba62

#3db187

#11a7ae



The color of the logotype is also available along with the complementary colors for use in graphical elements, such as menu navigation and widgets.

Colors

HTML colors are defined using a hexadecimal notation (HEX) for the combination of red, green and blue (RGB).

The main color of the dominant elements such as header and footer are the same blue main color found in the logo text. This color can also advantageously be used in headings.

#00a4bf



Complementary colors for main graphical elements such as widgets or links.

#19d0fd

#005164



#643000

#b15500



Fonts

Web typography needs to be readable and work in all browsers and at all resolutions. We therefore use **Arial** for body text. It is a web safe font that is used commonly on both PC and Mac. The color is dark grey #666666

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789
abcdefghijklmnopqrstuvwxyz
0123456789

To put a unique identity on the website we use a more prominent font for headlines. We use **Akzidenz-Grotesk**.

The font is a interpretation of the font style "Royal Grotesk Light", which was developed in 1898 by the German royal font style designer Ferdinand Thein Hardt.

The font is classic and widely used. It is also the basis for the more commonly known large font Helvetica.

To be sure the font keep its characteristics in all browsers and screen resolutions we use a technology called Cufon.

Akzidenz-Grotesk is used in bold for the websites main headlines, H1.

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