

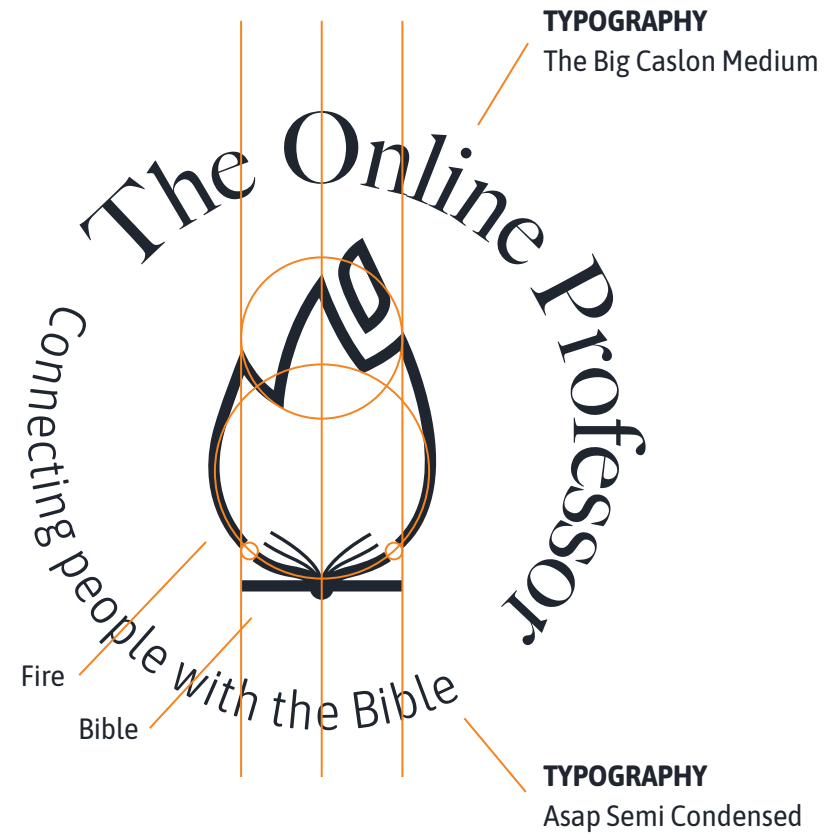


DesignGuide

2024 VERSION 01

DESIGN BY JUDITH APS

LOGO



LOGO - VARIATIONS

Primary Logo - positive



Secondary Logo - positive






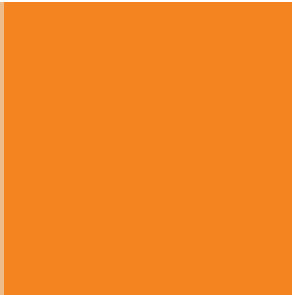





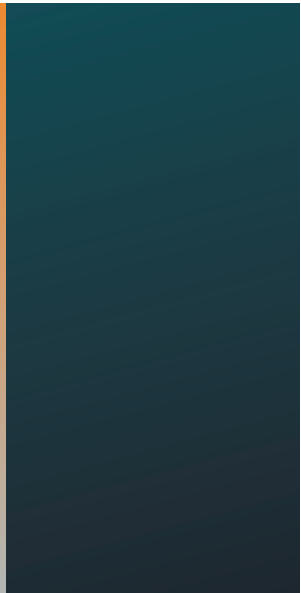
Primary Logo - negative



Secondary Logo - negative



COLORS

COAL CMYK: 79/69/57/63 RGB: 34/40/48 HEX: #222830	ASH CMYK: 32/22/25/0 RGB: 177/182/181 HEX: #B1B6B5	BRIGHT FIRE CMYK: 7/27/49/0 RGB: 235/188/138 HEX: #EBBC8A	DEEP FIRE CMYK: 0/60/100/0 RGB: 243/132/32 HEX: #F38420	EXAM GREEN CMYK: 93/56/52/34 RGB: 5/76/86 HEX: #054C56
				
				

GRADIENTS



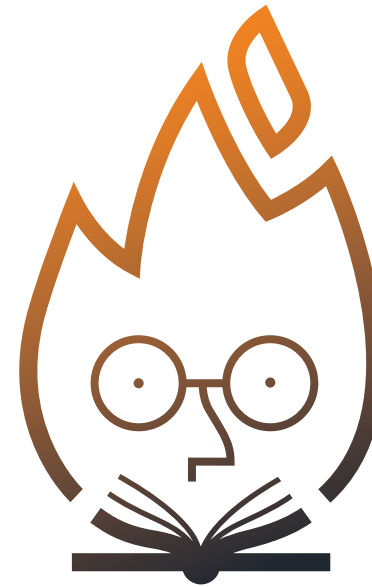
ICONS



Hebrew lessons



Bible translation



THE PROFESSOR

A more personal avatar for use in e.g. blog posts.

TYPOGRAPHY

Libre Caslon Text (Google font): The font has a classically elegant and light expression. It gives a perception of professionalism, history and depth. It's identity-bearing and is primarily used for headlines, quotes and other text that needs to stand out.

abcdefghijklmnopqrstuvwxyzæøå
ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
0123456789@?!\&

Asap Semi Condensed (Google font): Available in several variations and they all may be used. This variation of the typeface has a neutral and simple expression, which makes it possible to have more text in less space.

abcdefghijklmnopqrstuvwxyzæøå
ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
0123456789@?!\&

IMAGE & TEXT



IMAGE

Use images in the same golden and warm tones as the colors in the color palette.

SUBJECT HEADING

Asap Semi Condensed (Google font)

HEADING

Libre Caslon Text (Google font)

Here set with 40 pt. font size, 42 pt. line spacing and 258 in letter spacing.

MANCHET TEXT (& BODY TEXT)

Asap Semi Condensed (Google font)

Here set with 11 pt. font size and 16 pt. line spacing.

LOGO

Always a clear logo on all marketing materials, so there is never any doubt about who is the sender.

USING FONTS AND COLORS ON SOME

The hebrew word of the day

DAGENS ORD

שָׂא

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus pellentesque augue at lectus vehicula, non elementum augue varius. Morbi elementum velit sem, vel pretium risus interdum in. Vivamus eros lacus, vestibulum at nisi.

Kilde : Lorem ipsum



Fun Bible fact

FUN FACT

Did you know that although one of the Ten Commandments is “thou shalt not steal,” the Bible is the most stolen book in the world.

Bibles are regularly taken from hotels, hospitals, bookstores, and other locations.




Kilde : www.theonlineprofessor.org

Quote

“Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus pellentesque augue at lectus vehicula, non elementum augue varius. Morbi elementum velit sem, vel pretium risus interdum in. Vivamus eros lacus, vestibulum at nisi.”

Citat : Nicolai Winther-Nielsen



BRANDING : PRINT



Sticker for "branding take over"



Business card



BRANDING : CAP



BRANDING : COFFEE MUG

