Constello

Style Guide

Prepared by Wiebe Industrial Services, Inc.

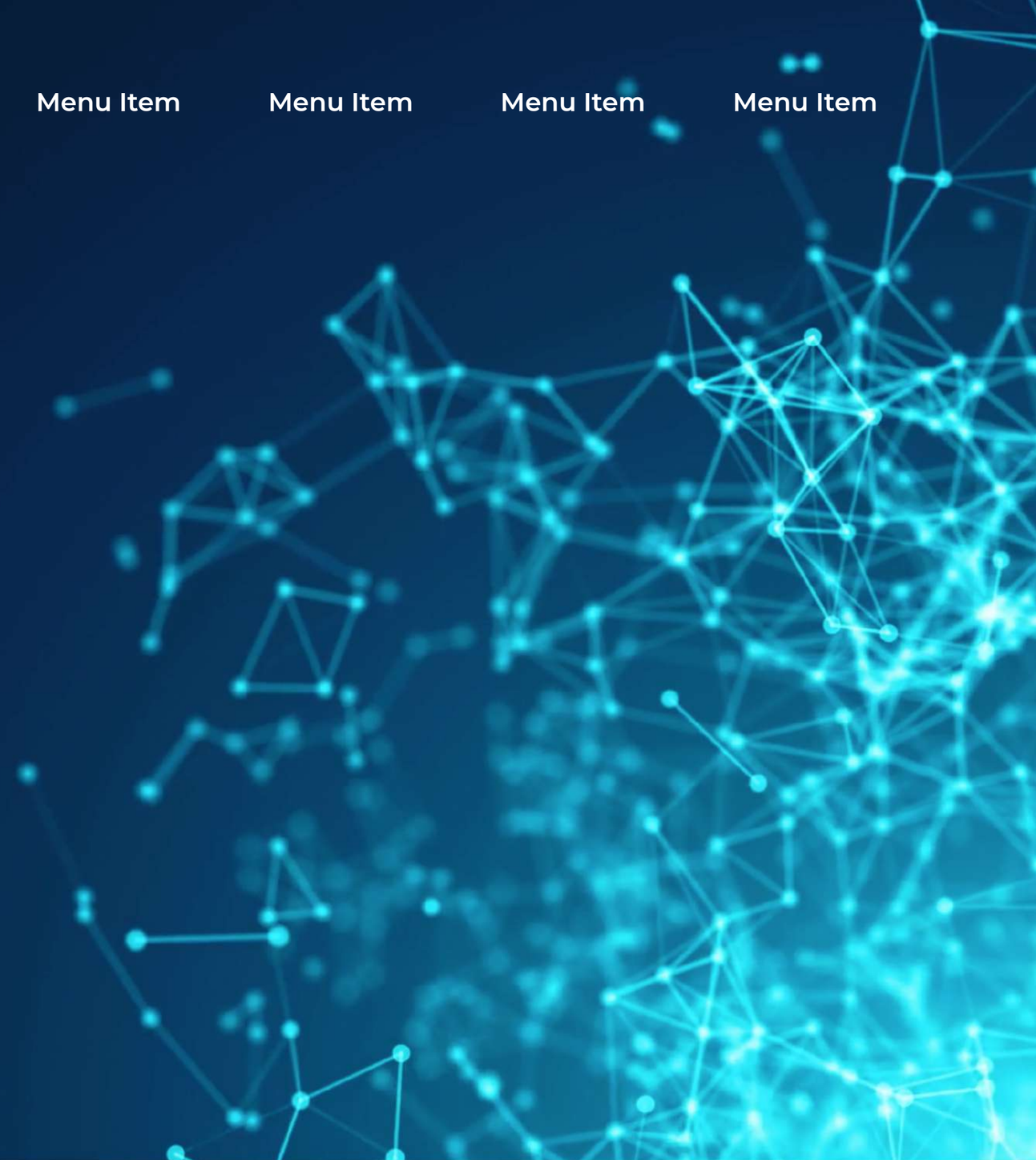


Konstello

Providing Strategic Digital Insight.

Bring laser focus to specific improvement opportunities and leverage them for competitive gain. Knowing the reality of your digital marketing efforts is good. Knowing it relative to your competition is critical.

Schedule a Call



Colour Palette

Buttons

Static Button

Maximum Blue Green
HEX: #1FB8BF
RGB: 31, 184, 191
HSB: 182, 83, 74
CMYK: 72,2,28,0

On Hover

Verdigris
HEX: #1EA5A5
RGB: 30, 165, 156
HSB: 180, 82, 65
CMYK: 82, 0, 0, 35

Text | Background | Accent

Jet
HEX: #2D2D2D
RGB: 28, 28, 28
HSB: 0, 0, 11
CMYK: 0, 0, 0, 89

Silver
HEX: #C0C0C0
RGB: 192, 192, 192
HSB: 0, 0, 75
CMYK: 0, 0, 0, 24

White
HEX: #FFFFFF
RGB: 255, 255, 255
HSB: 0, 0, 100
CMYK: 0, 0, 0, 0

Oxford Blue
HEX: #041227
RGB: 4, 18, 39
HSB: 216, 90, 15
CMYK: 90, 54, 0, 85

Maximum Blue Green
HEX: #1FB8BF
RGB: 31, 184, 191
HSB: 182, 83, 74
CMYK: 72,2,28,0

Logos

Primary Logo



Icon Only



Colour Variation



Oxford Blue

See Colour Palette page for colour details.



Oxford Blue & Maximum Blue Green

See Colour Palette page for colour details.









Logo Don’ts



Do not distort the logo’s proportions



Do not scale the logo below 1’’



Do not put a pattern or texture in the logo



Do not recolour the logo



Do not outline the logo



Do not rotate main/ primary logo elements (background logo elements may be rotated for design purposes, depending on the context)



Do not apply graphic effects to the logo



Do not add gradient to the logo



Do not add or remove elements to the logo



Do not change the font in the logo

Typography

Headings

Header (H1) | Title

Montserrat Sans Serif 60 px SemiBold

Subheader (H2)

Montserrat Sans Serif 40 px SemiBold

Subheader (H3)

Montserrat Sans Serif 28 px SemiBold

Subheader (H4) | Button

Montserrat Sans Serif 21 px Medium | SemiBold | Bold

Schedule a Call

Body Text

Source Sans Pro Sans Serif 20 px Regular

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Text Colours

Jet

HEX: #2D2D2D
RGB: 28, 28, 28
HSB: 0, 0, 11
CMYK: 0, 0, 0, 89

Silver

HEX: #C0C0C0
RGB: 192, 192, 192
HSB: 0, 0, 75
CMYK: 0, 0, 0, 24

White

HEX: #FFFFFF
RGB: 255, 255, 255
HSB: 0, 0, 100
CMYK: 0, 0, 0, 0

Imagery

General Imagery

Use realistic photos: people present, candid, no faces unless it’s an actual team member of Constello (showing tech/ data is an exception, as seen below).

Tone: colours that are compatible with the brand.





Image With Borders

Border Width: 5px (3.75pt)

Border Radius: 50% (can be flexible, depending on the content)

