

ignore gravity identity

This document, with the attached files, is defining the ignore gravity brand corporate design. It's aim is to guide a graphic designer and content producers to build consistent look for ignore gravity.

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Colours

ignore gravity has a simple palette, only three colors: Black, white and a light blue. Colors shades are allowed (light grey, dark grey, blue variations).

Light blue is key

The light blue is the accent colour. Use it for anything that is interactive. Use shades for interaction states (hover, click ...).

Inverted

Black and white can be interchanged, so you can either have white text on black (night mode), or black text on white (day mode). In inverted mode, the blue stays the same. Shades get inverted.

Dos

- Use the correct light blue shade
- Use light blue for links and call to actions

Dont's

- Don't fill backgrounds with light blue
- Don't use print colors on screen - color shifting will appear

Colour definitions for screen usage

```
1 HSL
2 white: hsl( 0, 0%, 100%)
3 black: hsl( 0, 0%, 0%)
4 blue: hsl(209, 100%, 70%)
5
6 HEX
7 white: #FFFFFF
8 black: #000000
9 blue: #66B5FF
10
```

```
11 | RGB
12 | white: R255 G255 B255
13 | black: R0    G0    B0
14 | blue:  R102 G181 B255
```

Colour definitions for print usage

```
1 | CMYK
2 | white: c0    m0    y0    k0
3 | black: c0    m0    y0    k100
4 | blue:  c75   m17   y0    k0
5 |
6 | Spot colors
7 | pantone 298 C
```

Logo

The ignore gravity logo exists in different formats to achieve best visibility and use for any media. In each variation, the logo always consists of an inverting box and the lowercase letters. The lettering is vertically centered and set in the typeface Montserrat (regular) with some manual kerning applied. In coloured versions the box is light blue and the letters are white. In a monochrome version (print only), the box is black (or white).

Stacked logo

The words "ignore" and "gravity" are spread across two rows. The box around it has an approximate aspect ratio of 4:1. The x-height of the letters is approximately a third of the total height.

Square logo

Again, the words "ignore" and "gravity" are spread across two rows. The box around it has an exact aspect ratio of 1:1. The square version has an outer spacing that allows the logo to be cropped by a circle. This is the default logo for social media presences.

One line logo

The two words "ignore gravity" are kept together in one line, side by side. The box around it has an approximate aspect ratio of 15:1.

IG logo

The IG logo is a supplemental variation. Best used for tiny applications like a favicon or for internal applications, like the Slack channel logo. Mind that the IG logo is not a speaking logo.

Shapes

There are no shapes or patterns you need to take care of.

Dos

- Use shapes

Dont's

- Don't put outlines on things

Typography

ignore gravity typography is easy to understand and to adapt. Usually text is aligned left.

Headings

Headlines and UI text is set in the Montserrat typeface, a free and open source font. The font files can be used and downloaded by anyone without licence restrictions.

- <https://github.com/JulietaUla/Montserrat>

Use Montserrat for user interface text such as navigation elements or use it to display informational kind of text data, like in tables.

Body text

Paragraph text is usually set in the Bitter typeface, a free and open source font. The font files can be used and downloaded by anyone without licence restrictions.

- <https://github.com/solmatas/Bitter>

Body text should always be readable, therefore it should not be too small and that there should be around 90 characters per line for most use cases.

Have spacing between block elements such as list items and paragraphs. For lists, prefer hanging punctuations. Try to avoid nested lists.

Writing guidelines

Please make sure to follow the [ignore gravity writing style guide](#).

Applied usage examples

Best visit the website www.ignore-gravity.com to see the design in action.

Attached files

Find with this readme logo files and the source files for the fonts.

Logo file formats

- PDF files are editable in Adobe Illustrator and fully vector based
- SVG files are not optimised for small file size
- PNG files are NOT scalable, for convenience only

Contact

For questions about these instructions or files, please contact Frank Lämmer:

frank@franklaemmer.de