

PLANNAR

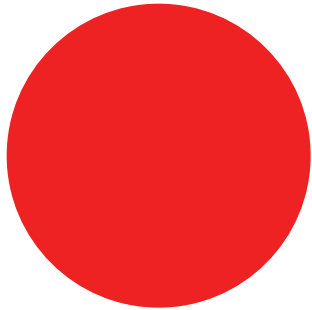
for the HoloLens

STYLE GUIDE

LOGOS

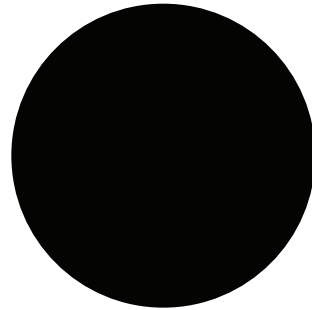


COLORS



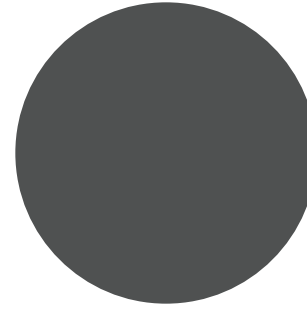
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Y 100 B 36
K 0



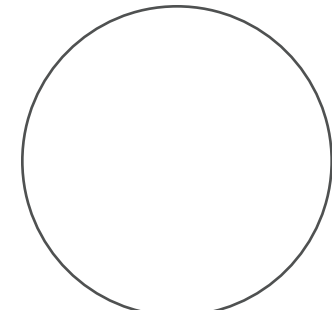
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Y 100 B 0
K 100



HEX #515151

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M 57 G 81
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K 34



HEX #ffffff

C 0 R 255
M 0 G 255
Y 0 B 255
K 0

— FONTS

LOGO



BEBAS REGULAR

LOREM IPSUM DOLOR SIT AMET, TE MUTAT
DICTA MUNERE SEA, UT MEIS CONVENIRE
REFERRENTUR VIM, VIS AT
INDOCTUM ADVERSARIUM.



Quantify Bold

Lorem ipsum dolor sit amet, te mutat
dicta munere sea, ut meis convenire
referrentur vim, vis at indoctum
adversarium.

OTHER



BEBAS REGULAR

LOREM IPSUM DOLOR SIT AMET, TE MUTAT
DICTA MUNERE SEA, UT MEIS CONVENIRE
REFERRENTUR VIM, VIS AT
INDOCTUM ADVERSARIUM.



Arial Narrow Regular

Lorem ipsum dolor sit amet, te mutat dicta
munere sea, ut meis convenire referrentur
vim, vis at indoctum adversarium.



Junge Regular

Lorem ipsum dolor sit amet, te
mutat dicta munere sea, ut meis
convenire referrentur vim, vis at
indoctum adversarium.

HEADINGS

MAIN HEADING	30PT	REGULAR
SUBPAGE TITLE	23PT	REGULAR
SECTION HEADER	20PT	NARROW REGULAR
Body content/copy	18PT	Regular

BUTTONS



BUTTON

BUTTON

REGULAR

ROLL-OVER

PATTERNS



RATIONALE

This document functions as our visual style guide.

We chose a color scheme of red, black and grey to provide a cohesive design with both the University of Georgia and New Media Institutes aesthetic. Our style is very simple, clean, and geometrical which we have continued to display through our choice of logo and button design. To keep a stream-lined appearance, we chose Bebas as our primary font, which ultimately defines our brand. The san-serif Arial Narrow was chosen to keep a cohesive design with bebas, while providing a lighter appearance. The font Junge was chosen to keep with the simple, sleek design, but also to provide an easy-to-read serif font for body copy.