

visuals for main menu buttons

2015

TYPEFACES

Oxygen Mono

used only for logo

Oxygen

use for all copy

Oxygen Light

Oxygen Regular

Oxygen Bold

license

SIL Open Font License (OFL)

available for download & embed:

google.com/fonts/specimen/Oxygen

COLOURS

#517877

MUTED TEAL
accent colour

use for borders, hover /
rollover colour,
backgrounds, highlights

#8485A2

FADED PURPLE
reference colour

user for meta data such as
date, name, quoted sources

#C66630

RUST RED
action colour

use for links and all calls
to action

#CBCDB7

NATURAL
subtle border colour

use at different opacities
for border colour

#666661

SLATE
content colour

use for main copy

#F9F9F9

STONE
window colour

use for page background



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COLOURS

#CBCDB7

#A7789A

#809062

#B8B99A

#507776

#6A82A4

#736198

#656560

2016

A planned total of 8 menu links to be presented in pairs, continuing the current menu theme, each pair to repeat the graphic elements, reflecting new colours as shown.

Colour pairing to remain consistent with current menu:

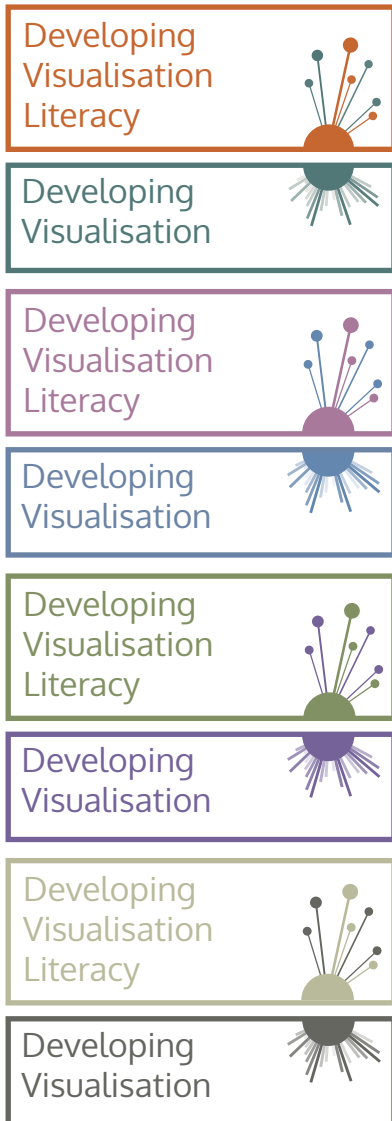
top colour: orange // warm tone

bottom colour: teal // cold tone

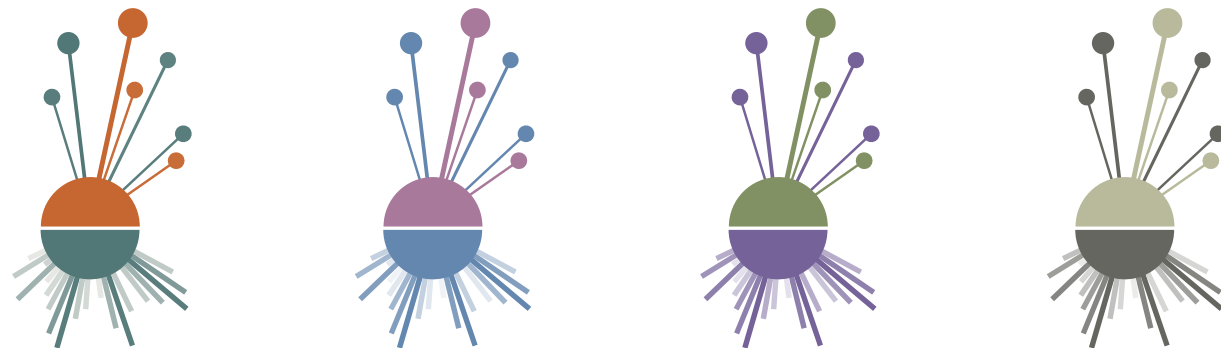


as originally proposed: mixed muted palette, expanding on already used colours

2016-VI.0

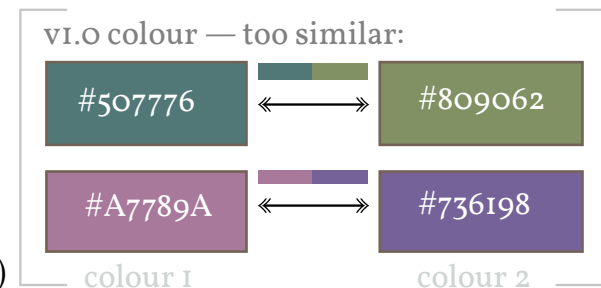


COLOURS



Helen:
 "When viewed as a horizontal row of buttons, all the colours in V1 look distinct from each other, but when implemented in the side menu, I think #A7789A & #736198 look similar to each other, and the same applies to #507776 & #809062."

Agree! :)





mixed muted palette -
edited colours from v1.0

2016-VI.I

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VI.0 colour — too similar:

#507776	↔	#809062
#A7789A	↔	#736198

colour 1 colour 2

colour 2: edited for clearer distinction.

#9AA871	↔	top colour: lighter shade
#5C4A7F	↔	bottom colour: darker shade



COLOURS

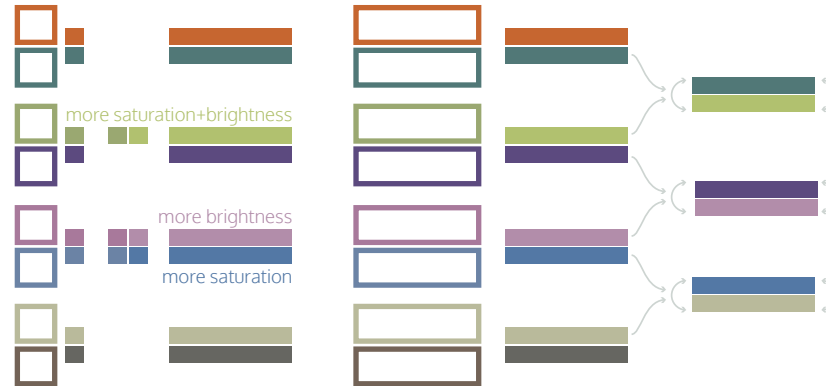
#CBCDB7	#A7789A	#9AA871	#B8B99A
#507776	#6A82A4	#5C4A7F	#656560





mixed muted palette -
edited colours from v1.1
tweaked brightness/saturation

2016-VI.2



notes:

- tweaked brightness to ensure all top colours are brighter than bottom colours
- edited saturation values for consistency
- changed order/flow of colour pairs for more harmonious combinations

COLOURS

