

# Style Guide

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juxtapose

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## Our brand

In recent years, the way we consume media has drastically changed. Now, we get information about current events, sports and weather all from behind our phone screens or our laptops. How does this impact local newspapers? How do they adapt?

This is where Juxtapose comes in. We exist at the intersection of old and new. Print and digital. We believe that creating and maintaining a web presence should be easy for local newspapers. Although website design and maintenance may require new skills for small-town newspapers, we strive to help them develop these skills. Just because it's different, doesn't mean it can't be done. Digital and print can be done side-by-side, and we help newspapers facilitate this juxtaposition.

At the heart of Juxtapose is UX—User Experience. At the end of the day, our goal is to facilitate an excellent user experience for both journalists and readers of local newspapers.

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## Logo usage

We wanted a mature logo to appeal to professionals. To do this, we used neutral colors and a serif font. Our logos utilize our main font, Ambroise, as well as two of our three main colors. To avoid looking too serious, we left the first initial lowercase.

To draw attention to the UX aspect of our brand, we chose to make those letters bold and in an alternate color. The alternate colors are similar to our main colors, to keep the effect subtle.

Our standard logos have three variations: horizontal, vertical, and square. The horizontal logo should be used whenever possible. The vertical logo is the next alternative, and the square logo should be used only for icons.

In addition to the standard variations, there are also variations for dark-backgrounds.

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## Typography

By mixing serif with sans-serif fonts, our typography reflects our brand's goal to place digital-media and print-media side-by-side.

For our UX Guide and hosting site, our main font is Ambroise Std, and should be used for titles and headlines. We chose this font because it is serif, and vaguely reminiscent of the typewritten page, while still being modern and whimsical, fitting with our brand. Our body font is Helvetica, which we chose for its widespread use and ease-of-reading on webpages.

For our WordPress theme, our main font is Sabon LT Pro, which is a more professional serif font. This should be used for titles and headlines. We kept Helvetica as the body font. This should be used for large areas of text, but can also be used for quizzes or polls.

Ambroise Std.

Helvetica

Sabon LT Pro

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## Colors

Our colors are neutral and clean to appeal to professional journalists from a variety of backgrounds.

The main colors are Dark Indigo and Heliotrope. These should be used for titles and headlines.

Mustard should be used sparingly, as a spot color.

For our neutrals, we chose to use a slightly-off black and white, easing eye strain for our readers.

Black should be used for body text, with white as an alternative if using a dark background.

Dark Indigo #333399

Heliotrope #c8d6ee

Mustard #CF9000

White #FDFDFD

Black #2f2f2f