Ollie

Website Design Style Guide

Brand personality

Ollie is an inspirational brand that inspires its audience to go outside, be active and be curious.

Ollie is energy! It is exclusivel it is positive and youthful

Ollie members spread veg away from ample agency. They want to be inspired by the outdoors, be active, be curious and be adventurous and they're looking the next adventure ought.

Ollie's brand values are engaging, encouraging, adventurous and curious. Ollie is a part of the Ollie club, and facilitate by finding unique places.

Target audience

Ollie's target audience is 14-25 years old. 75% male and 25% female. Ollie's audience are active, they like to be outdoors, they are curious, they are adventurous. They are curious they want to be inspired and be adventurous.

They have to discover new travel destinations perfect for winter sports and they want to be inspired. Information and Beauty of ideas provided on the Ollie website.

They are striving to discover the most unique winter sports destinations.

They are adapted of information sources that are specified on soft, that don't seem like they free like vastly overmile the themselves.

They are curious consumers, they are adventurous, they are curious, they are inspired by the outdoors, they are active, they are engaged, and they regularly wear sports inspiration online.

Logo

Clear space

Correct spacing

When using the Ollie logo, make sure you maintain the correct spacing around the logo.

The logo should have 20% of the logo height as a margin on top, bottom, left and right.

Minimum size

To ensure good readability, The Ollie logo should never have a smaller width than 150px.

Logo colors

On white background

The logo consists of two colours, the brand colour and black. The brand colour never changes the logo's colors.

This logo can be used on a white background. See this.

Placement

When used in the header section, the Ollie logo should always be centered.

This is how it should be used on desktop and mobile:

On dark background

The logo consists of two colours, the brand colour and white. The brand colour never changes the logo's colors.

This logo can be used on a brand blue RGB(0,0,0) background. See this.

Typography

H1 MAIN HEADLINES

Raphaine Regular, 56px, uppercase, character spacing 0, line height 1.2

H2 Sub Headlines

Raphaine Regular, 40px, character spacing 0, line height 1.2

H3 Content Headlines

Raphaine Regular, 28px, character spacing 0, line height 1.2

H4 Sub Headlines

Roboto Medium, 20px, character spacing 0, line height 1.2

H5 Text

Raphaine Regular, 18px, uppercase, character spacing 0, line height 1.2

Image caption text

Roboto Regular, 16px, character spacing 0%, line height 1.2

Paragraph text is Roboto 18px regular with character spacing 0% and a line height of 1.6. All paragraphs on the home page are centered, while paragraphs in articles are left aligned for better readability.

Regular text is Roboto 18px Bold Italic Bold Italic and Bold Italic is underlined and has the orange brand color. All hyper hrefs are bold. Bold Italic hrefs are underlined.

This is a UK spelling document so the paragraph text is called articles.

Articles are short and are consecutive paragraphs. Frequently articles contain lists and tables. Lists are bulleted. Bullets are orange and the text is Roboto 18px regular with character spacing 0% and line height 1.6. Bullets. Bullets are square. Numbers are used for ordered lists. Ordered lists are uncommon. Numbers are uncommon. Numbers are uncommon.

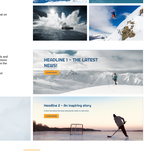
Colors

Ollie has three brand colors that should be used in a way specific to the brand identity. Black is the dominant color.

Icons

Ollie has a set of icons that can be used instead of text in suitable places.

The icon colours is dark blue. On dark background, icons are white. When icons are hovered, they turn orange.

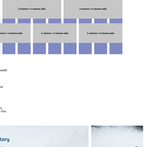


Menu icon

The menu icon is present in the header section and is always white. On hover, it turns orange.

When the menu is open, the hamburger icon turns into a closing icon. On hover, it turns orange.

The menu icon has a 20px padding around it on all four sides:



Imagery

Correct imagery for the Ollie website

Ollie's target audience is active, curious and adventurous. They often engage outdoors and like the sun. Ollie's brand is inspirational and striving should you.

Ollie's target audience is looking the most impressive and outstanding winter sports locations, using engine and spectacular views, equipment, ski lifts, sparing, relaxing, mind-bending. The goal of the website is to inspire people to go to these locations and to discover the richness of the unique winter sports.

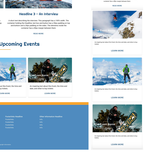
Ollie's brand values are active and bold in a darker colour.

To the right are some examples of images that would look great on the Ollie website.

The image sections with text overlay

Ollie's brand values are active and bold in a darker image backgrounds and text overlay. It is important that the images should be inspirational and show the richness of the unique winter sports. The goal of the website is to inspire people to go to places, allowing good hospitality for the rest.

Here are three examples of images that works well with the text overlay.



Layout and grid system

The grid system

The Ollie website layout uses a 12 column grid system with 30px margins on the left and right. The gap between the columns is 15px, and on pages wider than 1350px, the grid should be centered.

The content is placed in 1, 2, 3, or 4 columns, as illustrated in the column figure.

Full width banners

The Ollie website uses full width banners. These banners cover 100% of the screen width. The content inside the banners, e.g. text and buttons, should be in the grid layout width of 1350px, and is centered inside the banner.

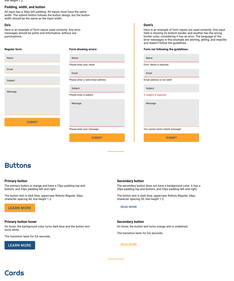
Responsive design

The website should be responsive on 768px width. On a max 768px width these changes are made to the layout:

the five distraction images change to two images.
the text and buttons sizing in the banners goes underneath the banner image.

Layout example

Here is an example of content rolled in a full width banner, two columns, three columns, four columns, two full width sections, and final five column changes on a 768px width screen.


Headline 2 - An inspiring story
A short text about the story entering the visitors to read more.
Learn more
Headline 2 - An inspiring story
A short text about the story entering the visitors to read more.
Learn more
Headline 2 - An interview
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.
Learn more
Headline 2 - An interview
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.
Learn more
Headline 2 - Upcoming Events
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.
Learn more