



## MORAVIAN JEWISH MUSEUM MEHRIN BRAND GUIDELINES

These guidelines contain rules and recommendations for various ways how to style the content for the Mehrin museum presentation

# COLOURS

The primary colour palette serves as a primary brand image. They shall be used in every presentation of the brand and can be complemented by the secondary colour palette when necessary. These primary colours are to be used in main backgrounds, text elements, separators, dividers, hovers, and miscellaneous page elements.

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## Primary colours

### PRIMARY BLUE

RGB : 30 115 190

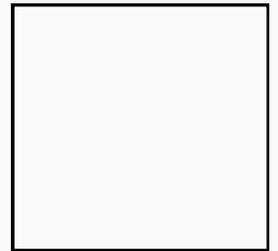
HEX: #006BAE



### PRIMARY WHITE

RGB : 250 250 250

HEX: #FAFAFA



### TEXT

RGB : 49 49 49

HEX: #313131



### DISABLED

RGB : 154 154 154

HEX: #9A9A9A



# SECONDARY COLOURS

The secondary colours serve as an expansion to the primary palette. They can be used to complement the primary colours, but shall never replace them as main colours. The secondary colours are to be used in accents, shades, separators and borders.

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## Secondary colours

### SECONDARY BLUE

RGB : 21 81 133

HEX: #155185



### WHITE-LOW

RGB : 245 245 245

HEX: #F5F5F5



### BENEFACTOR GOLD

RGB : 212 175 55

HEX: #D4AF37



Shall be used only for the Mehrin Patronage club content

# COLOR DO'S AND DONT'S

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Correct usage



Use the correct transition regarding contrast

Ensure to follow the WCAG2.1 AA standard

Use #313131 instead of pure black (#000000)

Use #FAFAFA instead of pure white (#FFFFFF)

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Incorrect usage



Do not create low-contrast transitions

Do not use any colour modifications

# TYPOGRAPHY

Font and typography are vital elements for the brand communication. Open Sans is the only typeface to be used. Under no circumstances the typeface shall change.

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## Font weights

H1 - 800W - 35px

**ABCDEFGHIJKLMN  
QRSTUVWXYZ**

H2 - 500W - 25px

**ABCDEFGHIJKLMN  
QRSTUVWXYZ  
0123456789**

Regular - 400W - 16px

ABCDEFGHIJKLMN  
QRSTUVWXYZ  
0123456789

Light - 200W - 16px

ABCDEFGHIJKLMN  
QRSTUVWXYZ  
0123456789

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## Primary typeface

**Open Sans**  
ABCDEFGHIJKLMN  
QRSTUVWXYZ  
0123456789

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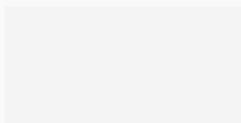
## Typeface colours



RGB : 30 115 190  
HEX: #006BAE  
Use in: headings, quotes



RGB : 30 115 190  
HEX: #313131  
Use in: paragraphs, body



RGB : 30 115 190  
HEX: #F5F5F5  
Use in: paragraphs, buttons



RGB : 30 115 190  
HEX: #D4AF37  
Use in: headings, buttons  
**Shall be used only for the  
Mehrin Patronage club  
content**

# LOGO & VARIATIONS

Correct usage



150px

Always use the logo in contrast with the background

Keep the minimal size of the logo at least 150x48 for the two line variant and 150x33 for the single line variant

Space the logo at least 25 px away from any other elements

Incorrect usage



Do not use the logo with low-contrast background



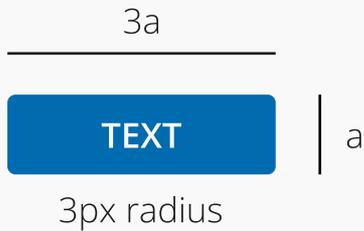
Do not use any unofficial variants of the logo. Do not modify the colours of the logo.

# CALL TO ACTION

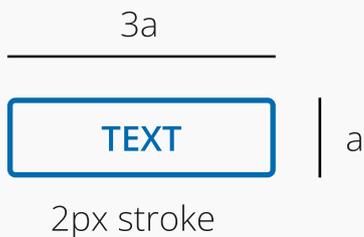
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## Buttons

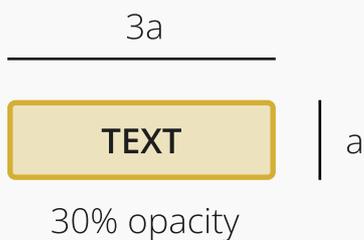
### Regular



### Hover



### Benefactor



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## Icons



Do not use light icons, use heavy icons with the primary colours only.

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## Links

### Text

This is an example text and this is how a [link](#) should appear

### Benefactor

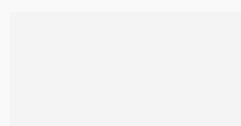
This is an example text and this is how a [link](#) should appear when hovered or clicked on the patronage club page

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## Icons colours



RGB : 30 115 190  
HEX: #006BAE  
Use in: headings, quotes



RGB : 30 115 190  
HEX: #F5F5F5  
Use in: paragraphs, buttons

# DOWNLOADS



DOWNLOAD THE LOGOS FOR MALÝ MEHRIN [HERE](#)



DOWNLOAD THE LOGOS FOR MEHRIN [HERE](#)