5th April 2017

HERMANN'S
WEBSITE STYLE GUIDE

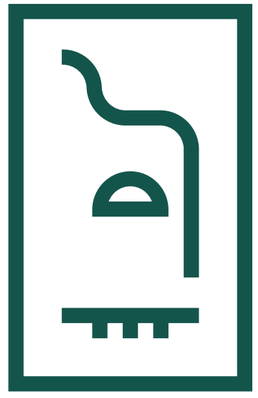
1

GRAPHICAL ELEMENTS

LOGO

We have three seperate logo elements throughout the website:

Full HERMANN'S logo for use above the fold.



The isolated HERMANN'S icon for use on the sticky navigation.

The isolated HERMANN'S word logo for use in the footer.

Full logo in the navigation above the fold.

Isolated logo icon in the sticky navigation.

Isolated word logo in the footer.

LOREM

Ipsum dolor

Sit amet

Lorem ipsum

LOREM

Ipsum dolor

Sit amet

Lorem ipsum

LOREM

Ipsum dolor

Sit amet

Lorem ipsum

LOREM

Ipsum dolor

Sit amet

Lorem ipsum

COLOUR PALETTE

HERMANN'S has a vivid colour palette for digital, focusing mostly on the green and white, with shades of beige.

Primary Palette:

Green

#14554B

White

#FFFFFF

Beige

#CFC7BF

#D9D2CC

#E2DDD9

#ECE9E5

#F5F4F2

#343434

Secondary Palette:

#9183A1

#E5683F

#C2B58E

#5C5C5C

TEXT STYLES

Pier Sans and Univers are the typefaces used across the HERMANN'S website.

See below for the **Pier Sans** stylings.

HEADER 1

PIER SANS BOLD, SIZE 72, 72PX LINE, 1PX CHARACTER

HEADER 2

PIER SANS BOLD, SIZE 52, 52PX LINE, 1PX CHARACTER

HEADER 3

PIER SANS BOLD, SIZE 46, 46PX LINE, 1 CHARACTER

SEARCH BAR TEXT

Pier Sans Bold, size 28, 1px character
Pier Sans Regular, size 28, 1px character, 32px line

HEADER 4

PIER SANS BOLD, SIZE 26, 30PX LINE, 0.4PX CHARACTER

BUTTON TEXT

PIER SANS BOLD, SIZE 16, 1PX CHARACTER, 20PX LINE

SUB HEADER

PIER SANS BOLD, SIZE 14, 14PX LINE, 2PX CHARACTER

NAVIGATION / TAGS

PIER SANS REGULAR, SIZE 12, 1PX CHARACTER

See below for the **Univers** stylings.

ARTICLE QUOTE

Univers 65 Bold, size 32, 0.4px character, 38px line

ARTICLE BODY INTRO

Univers 65 Bold, size 18, 0.4px character, 26px line

SEARCH BAR TAGS

Univers 55 Roman, size 18, 0.4px character, 26px line

THUMBNAIL DESCRIPTIONS

Univers 65 Bold, Size 16, 0.2px character, 20px line

ARTICLE BODY MAIN

Univers 55 Roman, size 16, 0.4px character, 26px line

SMALL TILE TITLE / FOOTER

Univers 55 Roman, size 14, 0.4 character, 18px line

POSTED INFO AND SUB COPY

Univers 55 Roman, size 12, 0.4 character, 16px line

BUTTONS AND ROLLOVERS

There are three main button styles across the HERMANN'S website; arrow, underlined and block buttons.

NORMAL	ROLLOVER	DESCRIPTION
WATCH VIDEO >>	WATCH VIDEO >>	Arrows animate to the left and right, on rollover.
WATCH VIDEO >>	WATCH VIDEO >>	Arrows animate to the left and right, on rollover.
WATCH VIDEO >>	WATCH VIDEO >>	Arrows animate to the left and right, on rollover.
WATCH VIDEO >>	WATCH VIDEO >>	Arrows animate to the left and right, on rollover.
WATCH VIDEO	WATCH VIDEO	https://tympanus.net/Development/CreativeLinkEffects/#cl-effect-6
GET IN TOUCH	GET IN TOUCH	**Would be great to recreate this with the HERMANN'S shapes inside:** https://tympanus.net/Tutorials/SVGRipples/index3.html

See the other buttons below.

NORMAL	ROLLOVER	DESCRIPTION
FOOD SCIENTIST	FOOD SCIENTIST	**Would be great to recreate this with the HERMANN'S shapes inside:** https://tympanus.net/Tutorials/SVGRipples/index3.html
COMING SOON	COMING SOON	**Zahi:** https://tympanus.net/Development/NavigationIndicators/
LIKE	15 UNLIKE	The heart fills, maybe enlarging momentarily, before displaying the like count (or the word **UNLIKE?!**)
14	15	Heart fills, maybe enlarges momentarily. Like count goes up.
		https://tympanus.net/Development/CreativeLinkEffects/#cl-effect-6
GET IN TOUCH	GET IN TOUCH	**Would be great to recreate this with the HERMANN'S shapes inside:** https://tympanus.net/Tutorials/SVGRipples/index3.html

ICONOGRAPHY

Below are the basic icons in
both grey and white.

Calendar

Email

Close

Search

Like

Play

Calendar

Email

Close

Search

Like

Play

Twitter

Instagram

Volume

Mute

Play (scrubber)

Pause (scrubber)

Twitter

Instagram

Volume

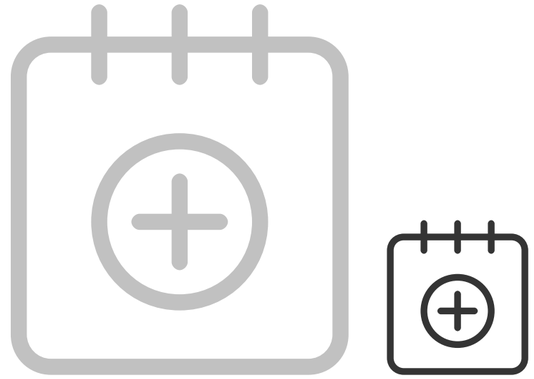
Mute

Play (scrubber)

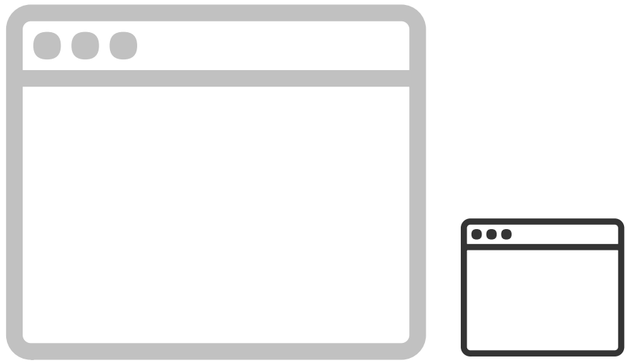
Pause (scrubber)

The following icons are temporary. We intend to redesign these so treat them as placeholder only.

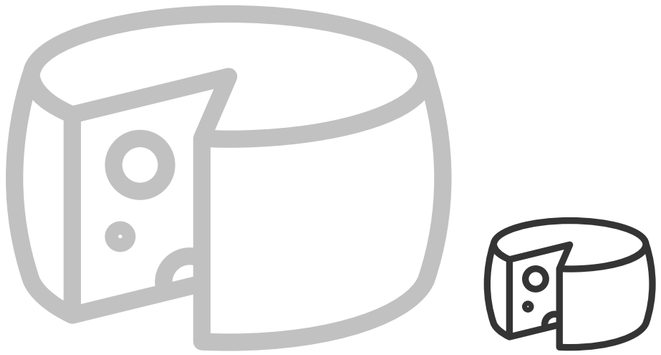
Collaboration



Events



Platforms



Products

Icons from the About page

GRAPHICAL ELEMENTS

Includes HERMANN'S background elements(for use behind copy, and overlaying images) and other static graphics.

Icon element

Snake element

Bread element

Table element

Featured ribbon

Down

Left

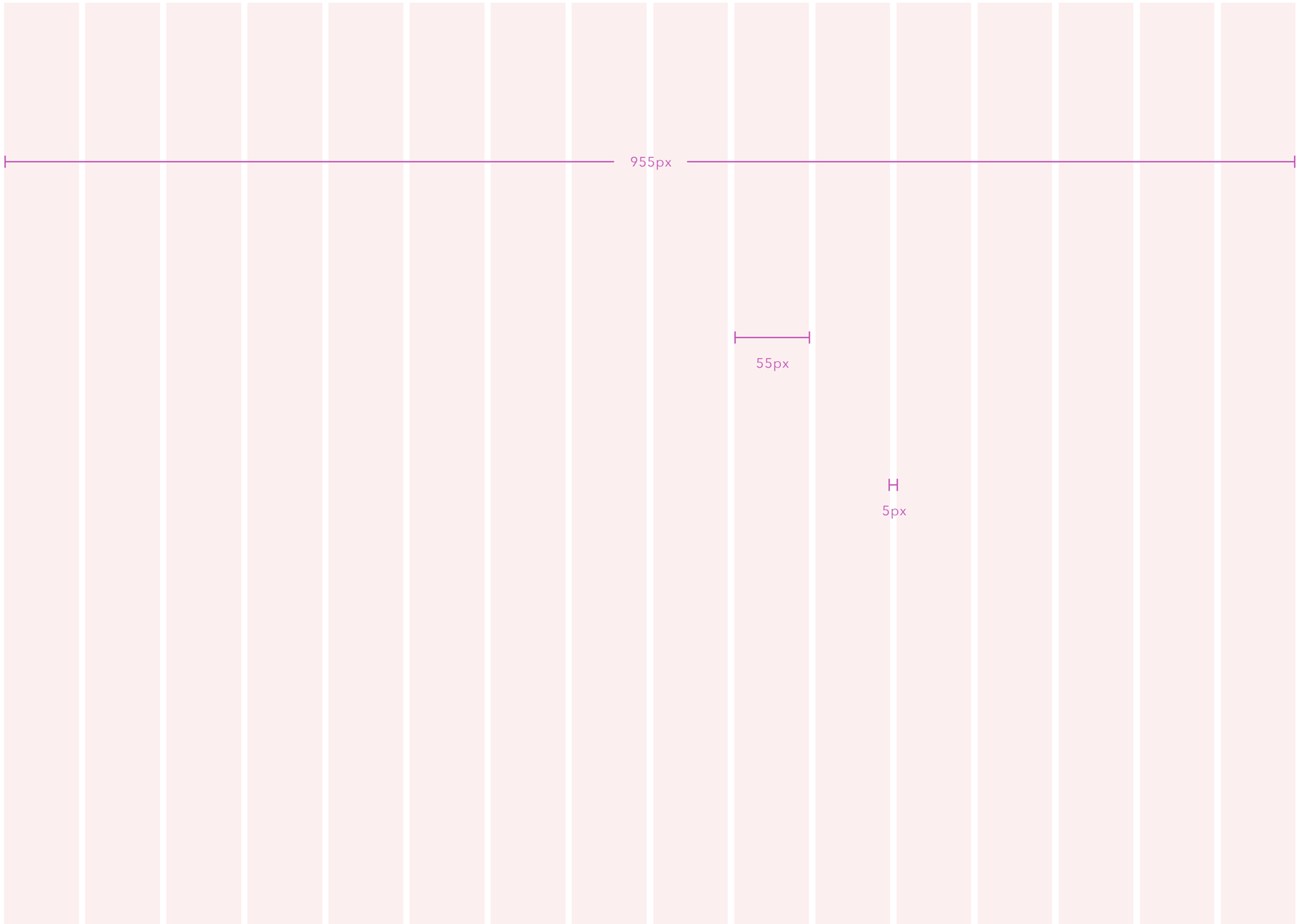
Right

2

MAIN BLOG STRUCTURE & LAYOUT

GRID SYSTEM

All main content sits within a 955px safe zone on a 16 column grid. Other navigational items such as the carousel arrows and timeline month by month nav sits outside of this.

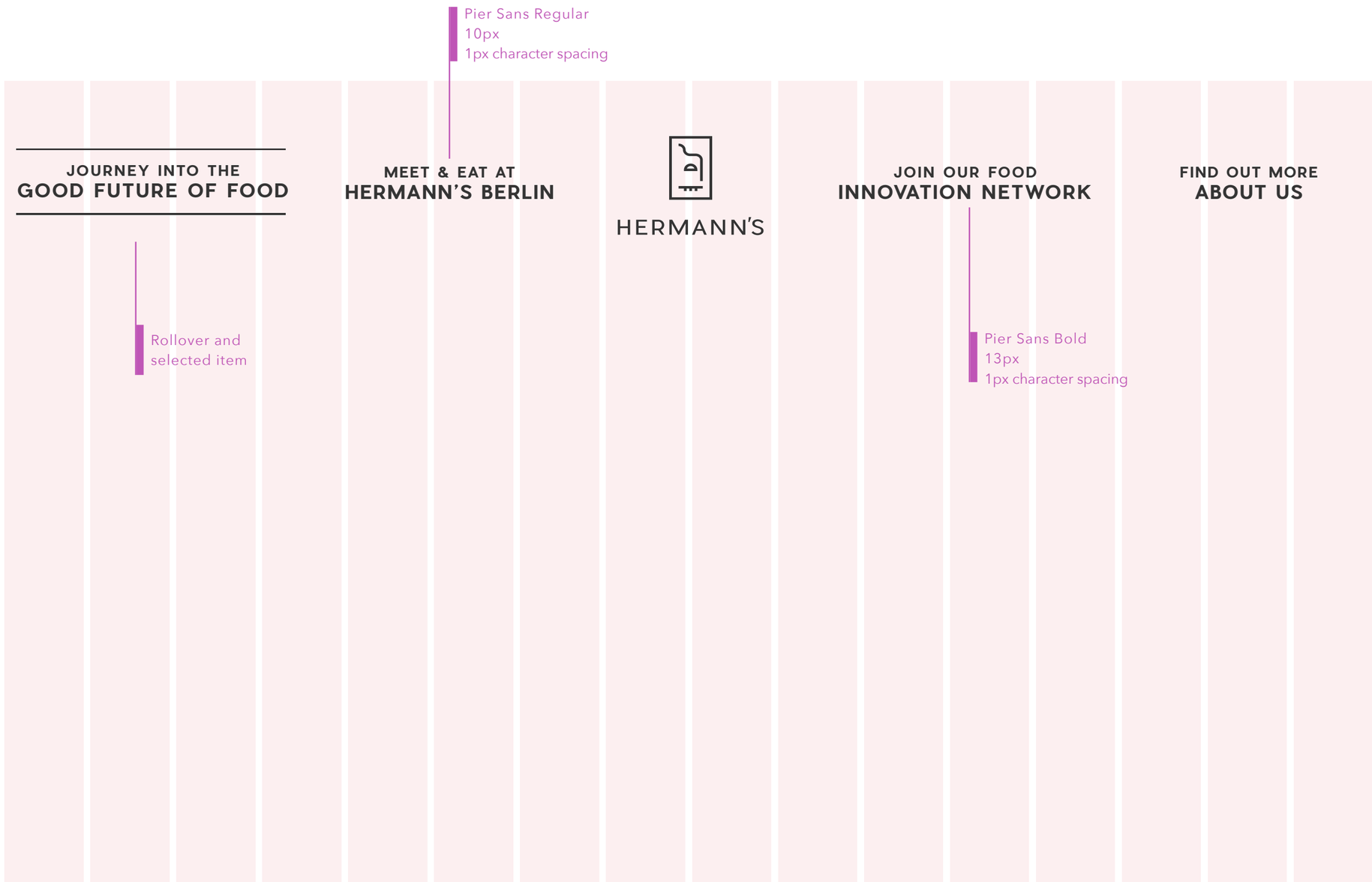


MAIN NAVIGATION

The HERMANN’S logo sits centred on the grid, with the navigation left and right.

Lines appear above and below links. See the following example (named ‘Sebastian’)

https://tympanus.net/Development/LineMenuStyles/



A black gradient sits behind the navigation ensuring it is fully visible when overlaying a header image.

Gradient
120px height
86% opacity

40px

CALL TO ACTION BAR

A black gradient sits behind the navigation ensuring it is fully visible when overlaying a header image.

MAIN BLOG FEATURED ITEM

The header for the blog page should contain a large header image, and up to four additional featured items below.

FEATURED

20px

FOR A GOOD FUTURE OF FOOD

20px

It's time to start answering what the broken food system is asking us. Editor in chief Verena points to the silver lining – by starting to explore the enormous potentials of innovations happening across the world right now.

20px

Posted yesterday by Verena 20px 16

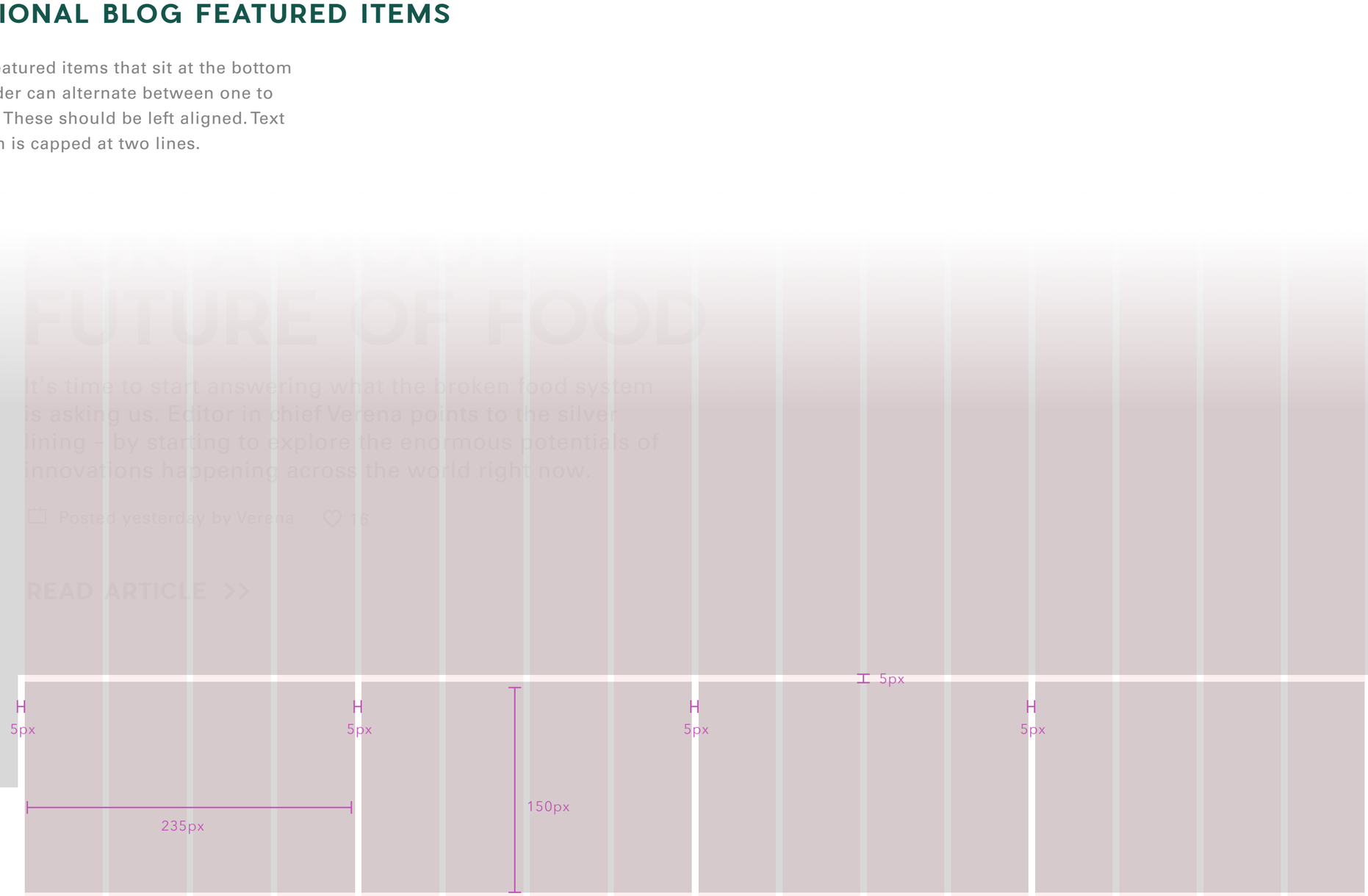
40px

READ ARTICLE >>

50px

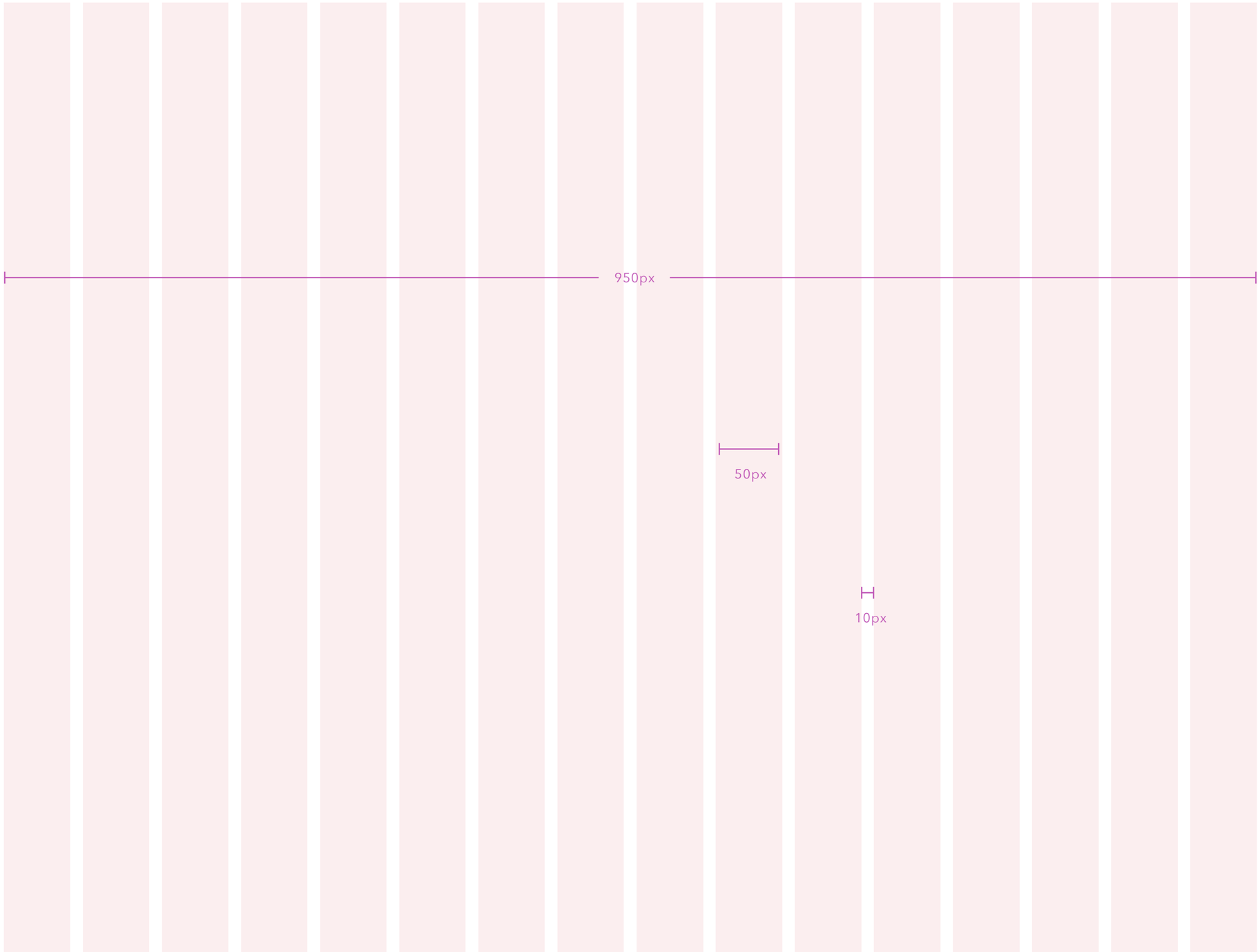
ADDITIONAL BLOG FEATURED ITEMS

The four featured items that sit at the bottom of the header can alternate between one to four items. These should be left aligned. Text underneath is capped at two lines.



BLOG WALL GRID SYSTEM

The main blog wall has a different grid to the rest of the website. Here gutters are double the size (10px) and column widths are slightly less (50px). This allows the content to breathe.



aligned to the grid

Search

REFINE SEARCH

30px

30px

SEE ALL

10px

10px

30px

15px

10px

10px

COMING SOON

TODAY

AUGUST

JULY

JUNE

MAY

APRIL

MARCH

Time navigation sits outside of the main grid system

Search

REFINE SEARCH

145px

410px

110px

590px

400px

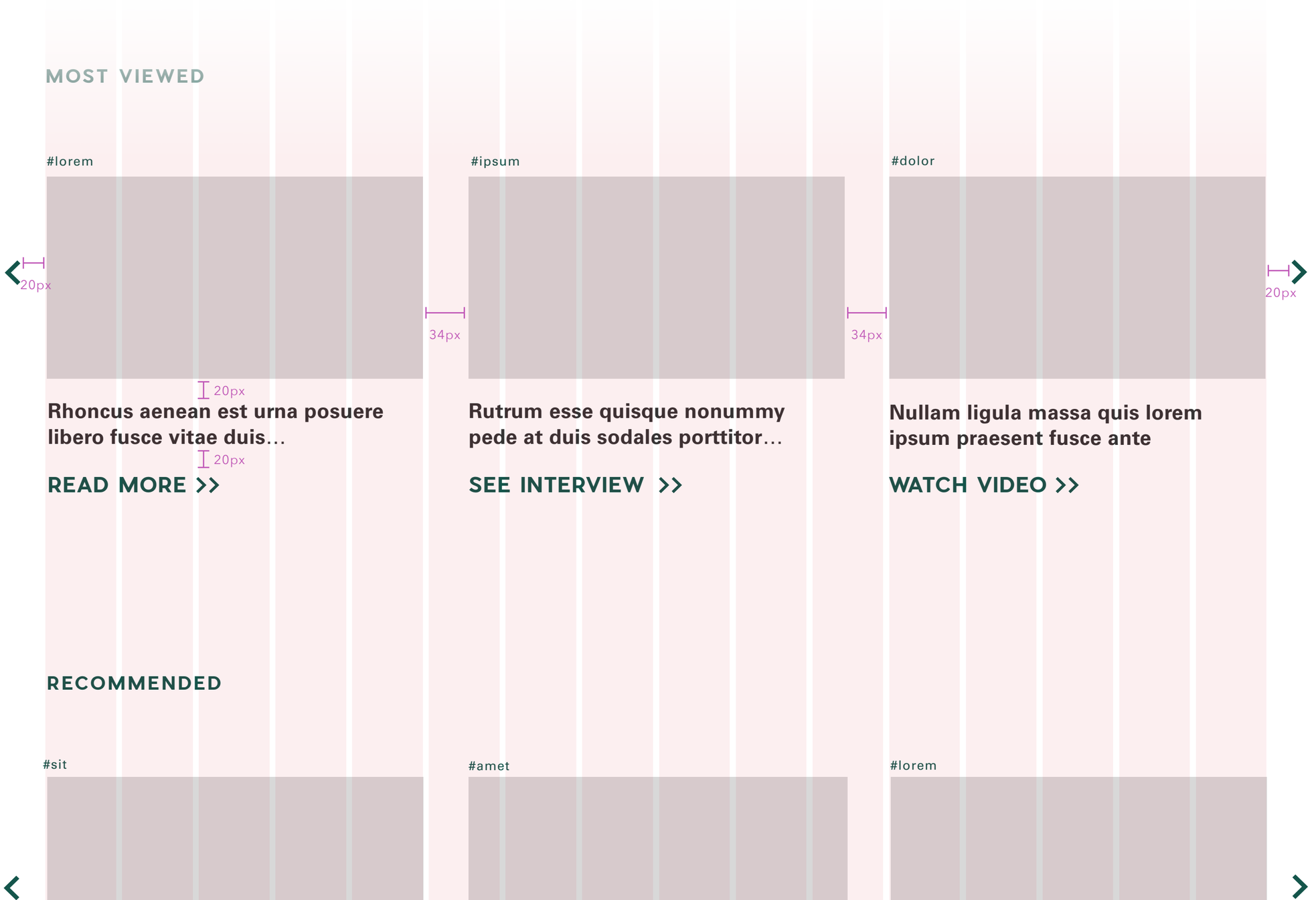
350px

950px

flexible
height

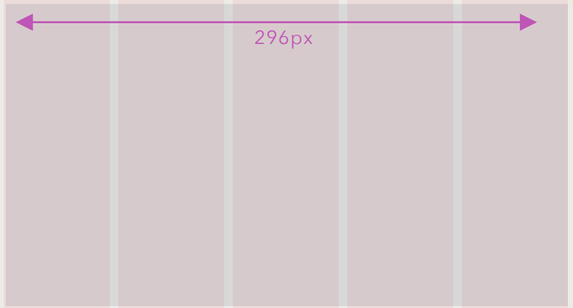
MOST VIEWED & RECOMMENDED

We snap back to the first grid system.



MOST VIEWED

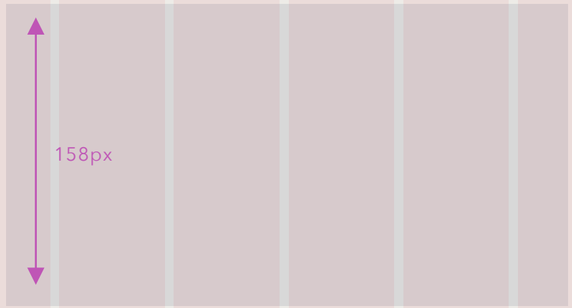
#lorem



Rhoncus aenean est urna posuere libero fusce vitae duis…

READ MORE >>

#ipsum



Rutrum esse quisque nonummy pede at duis sodales porttitor…

SEE INTERVIEW >>

#dolor

Nullam ligula massa quis lorem ipsum praesent fusce ante

WATCH VIDEO >>

RECOMMENDED

#sit

#amet

#lorem

ARTICLES

#lifestyle #foodsystem #innovation

10px

THE GOOD FUTURE OF FOOD

20px

It’s time to start answering what the broken food system is asking us. Editor in chief Verena points to the silver lining – by starting to explore the enormous potentials of innovations happening across the world right now.

30px

20px

READ MORE >>

40px

Posted yesterday by Verena 20px 16

20px

30px

FEATURED

#foodwaste #grains #sugar

CONVALLIS VITAE DUIS NIBH URNA APTENT NISL A

Erat nam dolor cras vivamus a ac semper. Quis sed id gravida. Nunc wisi dui molestie. Libero ac posuere sociosqu eu vestibulum quam elit.

ARTICLES

#lifestyle #foodsystem #innovation

THE GOOD FUTURE OF FOOD

It's time to start answering what the broken food system is asking us. Editor in chief Verena points to the silver lining – by starting to explore the enormous potentials of innovations happening across the world right now.

READ MORE >>

Posted yesterday by Verena 16

FEATURED

#foodwaste #grains #sugar

CONVALLIS VITAE DUIS NIBH URNA APTENT NISL A

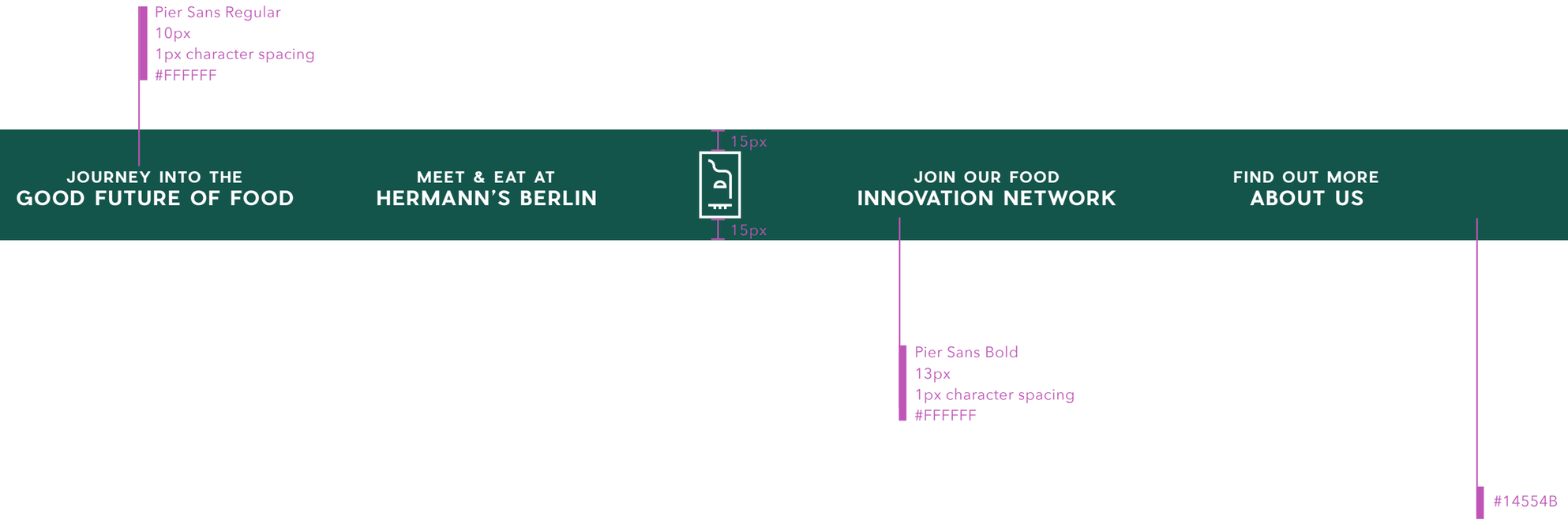
Erat nam dolor cras vivamus a ac semper. Quis sed id gravida. Nunc wisi dui molestie. Libero ac posuere sociosqu eu vestibulum quam elit.

SIGN UP MODULE

This template can be used for simple sign ups to newsletters and other such call-to-actions.

STICKY NAVIGATION

When the user scrolls past the main featured content, the navigation switches to sticky navigation, on a green bar.



STICKY SEARCH FUNCTIONALITY

Additionally, once the user scrolls beyond the blog wall search bar, the search functionality itself becomes sticky, attaching itself below the sticky nav.

Search

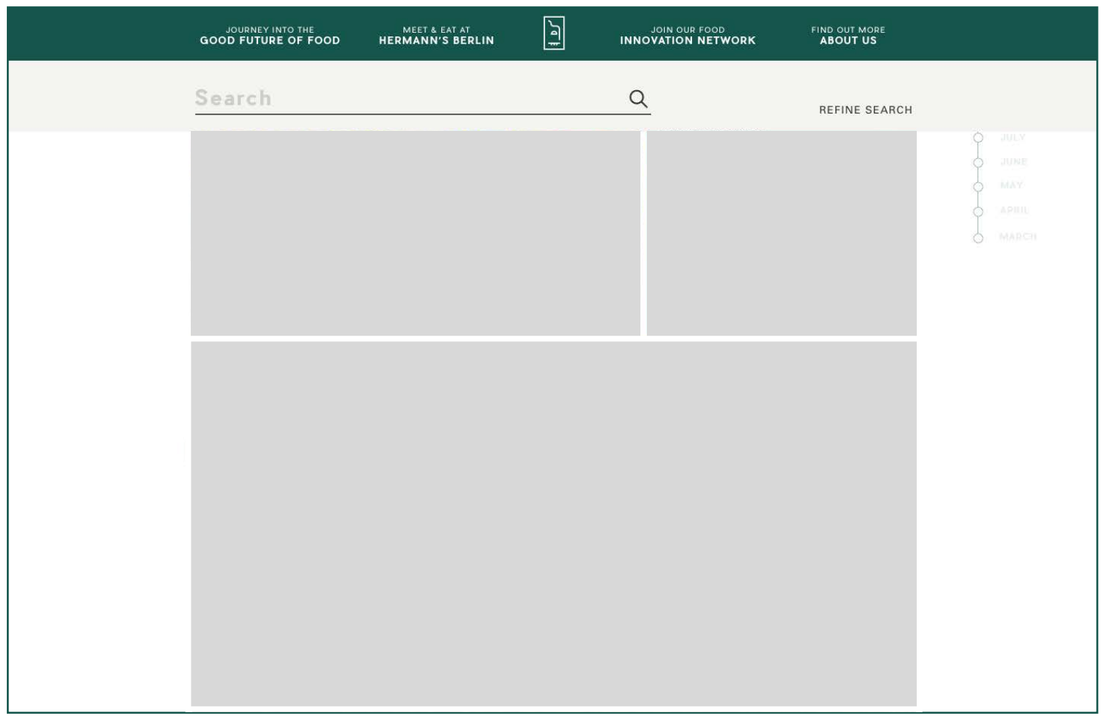
REFINE SEARCH

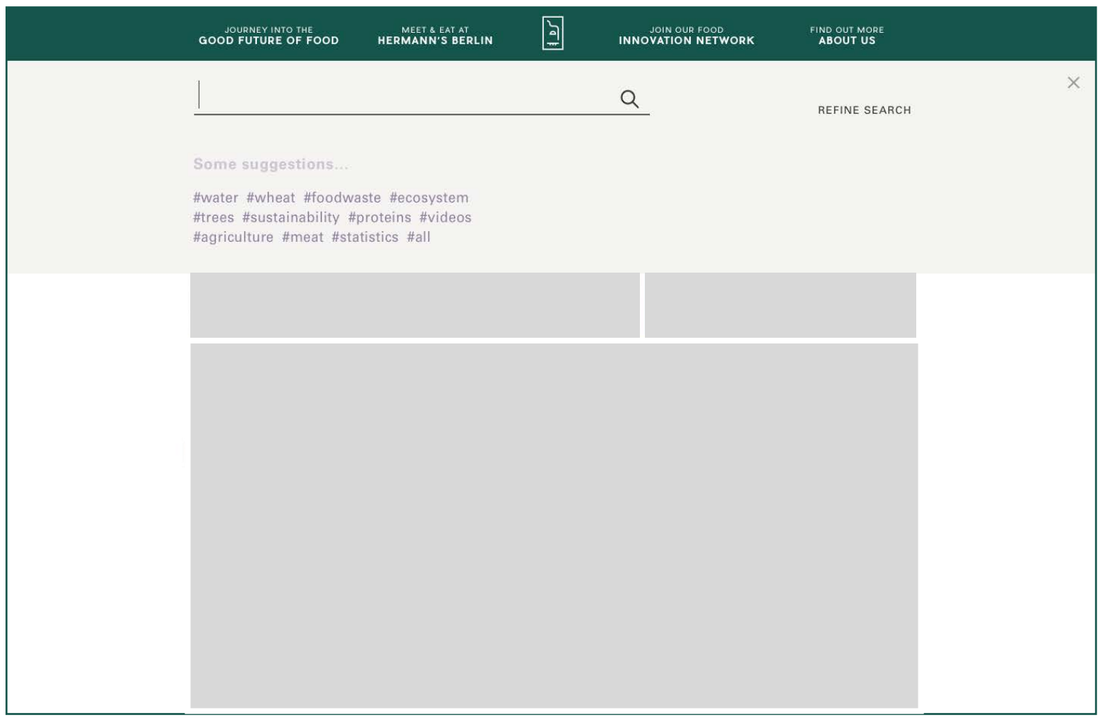
#F5F4F2

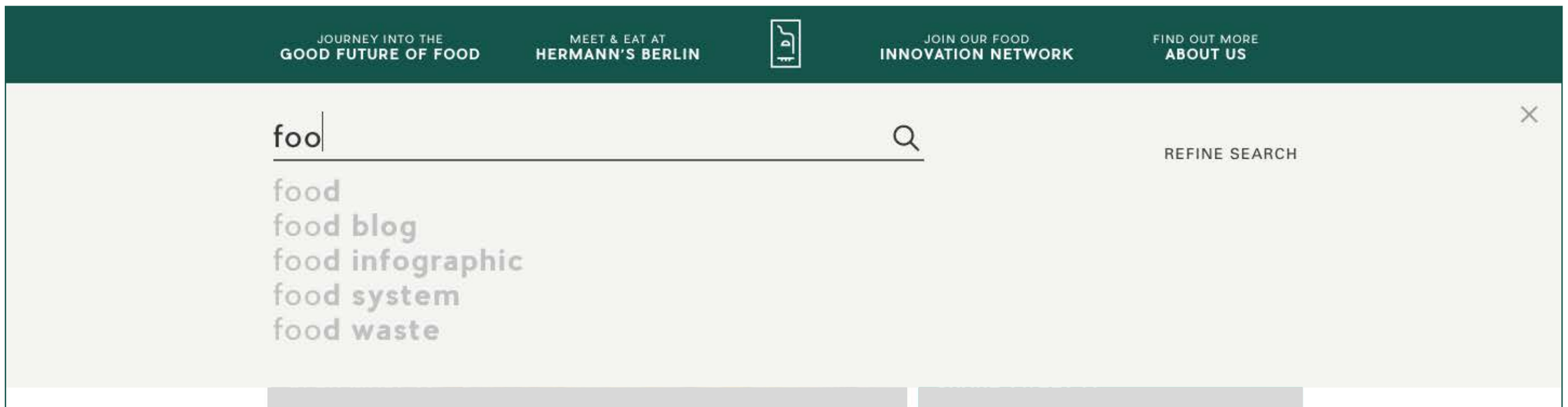
SEARCH FUNCTIONALITY

See the following reference:
https://tympanus.net/Development/SearchUIEffects/index2.html

We're still in discussions about the REFINE SEARCH, but it may follow this layout:
https://tympanus.net/Tutorials/NaturalLanguageForm/



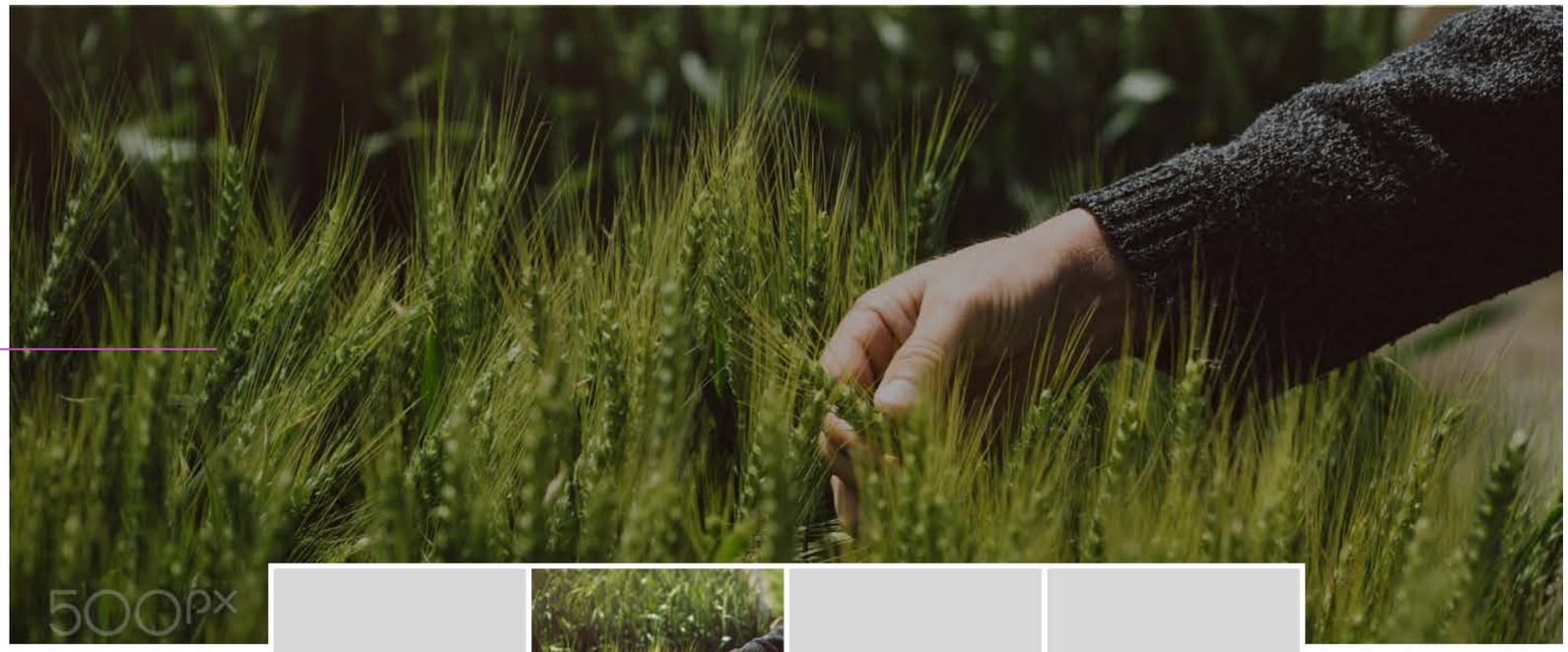




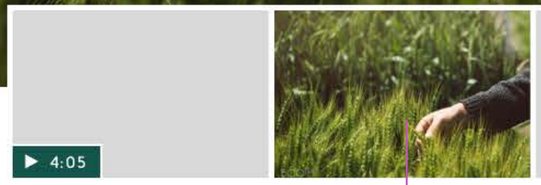
BLOG PAGE IMAGE SIZES

The image sizes adapt to the different module sizes and will be horizontally and vertically centred.

Header Image
1440px x 593px
16 columns



Suggested latest
235px 153px
4 columns



4:05

Rhoncus aenean est urna posuere libero fusce vitae

WATCH VIDEO >>

Lorem ipsum maecenas magna tristique aliquam

READ MORE >>

At massa eros justo maecenas senectus, phare…

READ MORE >>

Hendrerit nisl nam nibh sed accumsan iaculis mattis proin

SEE INTERVIEW >>

Search

REFINE SEARCH

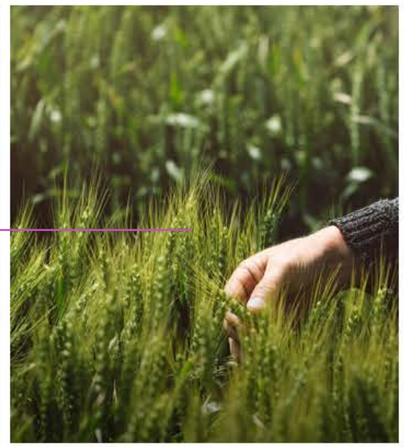
COMING SOON
TODAY
AUGUST
JULY

The **Blog Wall** uses a different grid, (16 columns at a width of 50px each, and a gutter of 10px).

2/3 width content image
590px x 400px
10 columns

3/3 full width content image
950px x 400px (height is flexible)
16 columns

1/3 width content image
350px 400px
6 columns



AUGUST
JULY
JUNE
MAY
APRIL
MARCH

Small thumbnail preview
288px x 158px

#business

Rhoncus aenean est urna posuere libero fusce vitae duis…

READ MORE >>

#sugar

Rutrum esse quisque nonummy pede at duis sodales porttitor…

SEE INTERVIEW >>

#calories

▶ 4:05

Nullam ligula massa quis lorem ipsum praesent fusce ante

WATCH VIDEO >>

RECOMMENDED

#events

Rhoncus aenean est urna posuere libero fusce vitae duis

READ MORE >>

#international

▶ 1:26

Rhoncus aenean est urna posuere libero fusce vitae duis

WATCH VIDEO >>

#markets

Rhoncus aenean est urna posuere libero fusce vitae duis

READ MORE >>

Article preview
470px 300px
8 columns

ARTICLES

#lifestyle #foodsystem #innovation

THE GOOD FUTURE OF FOOD

It's time to start answering what the broken food system is asking us. Editor in chief Verena points to the silver lining – by starting to explore the enormous potentials of innovations happening across the world right now.

READ MORE >>

Posted yesterday by Verena ♡ 16

BLOG WALL TILES OVERVIEW

There are several different types of content that sits within the tile wall:

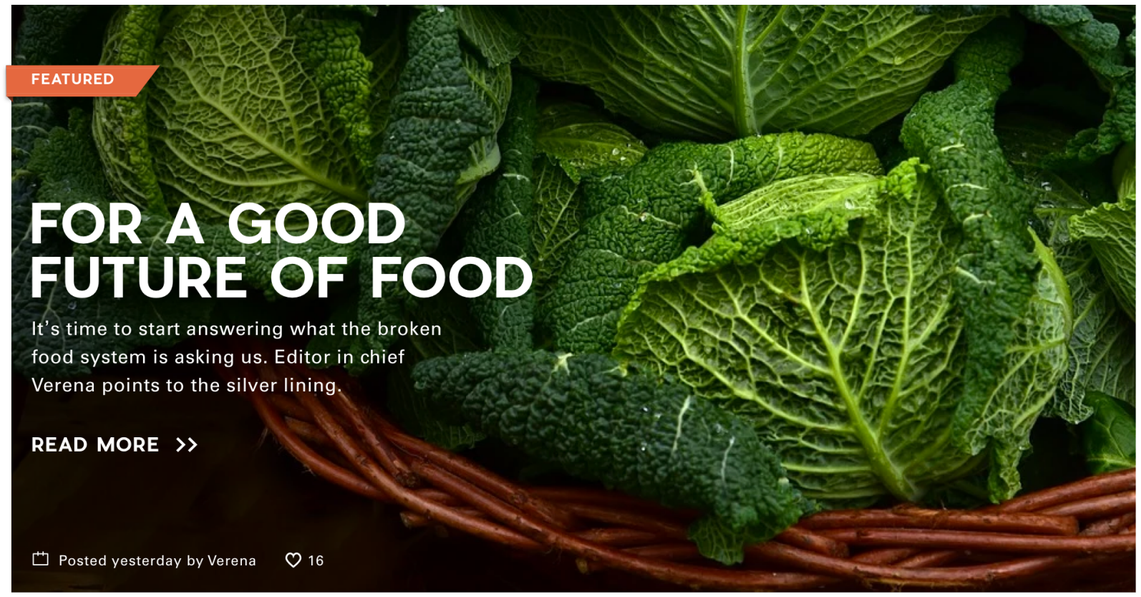
- SOCIAL POSTS
- ARTICLES
- INTERVIEWS
- STATISTICS
- INFOGRAPHICS
- VIDEOS

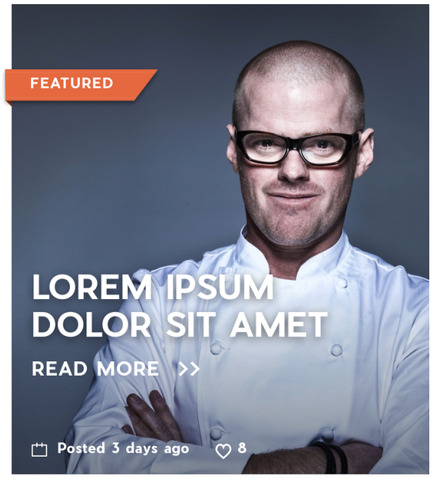
We'll go in to more depth on the following pages, showing the layouts for each tile type, when resized across the three different sizes.

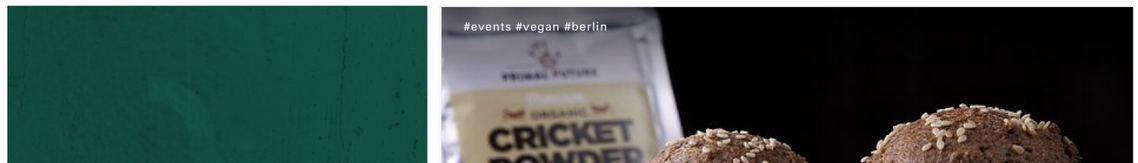
When content is to be pushed more than other content, we use the FEATURED ribbon.

FEATURED

Featured ribbon





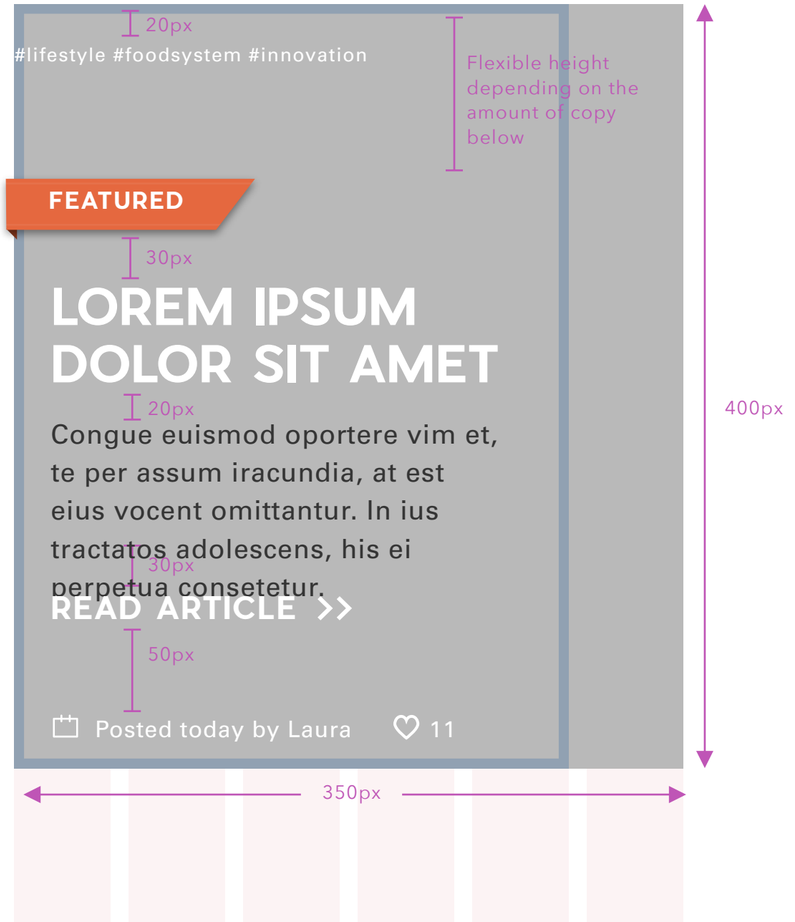


BLOG WALL TILES - ARTICLE

Large article tile.

Medium article tile.

Small article tile.

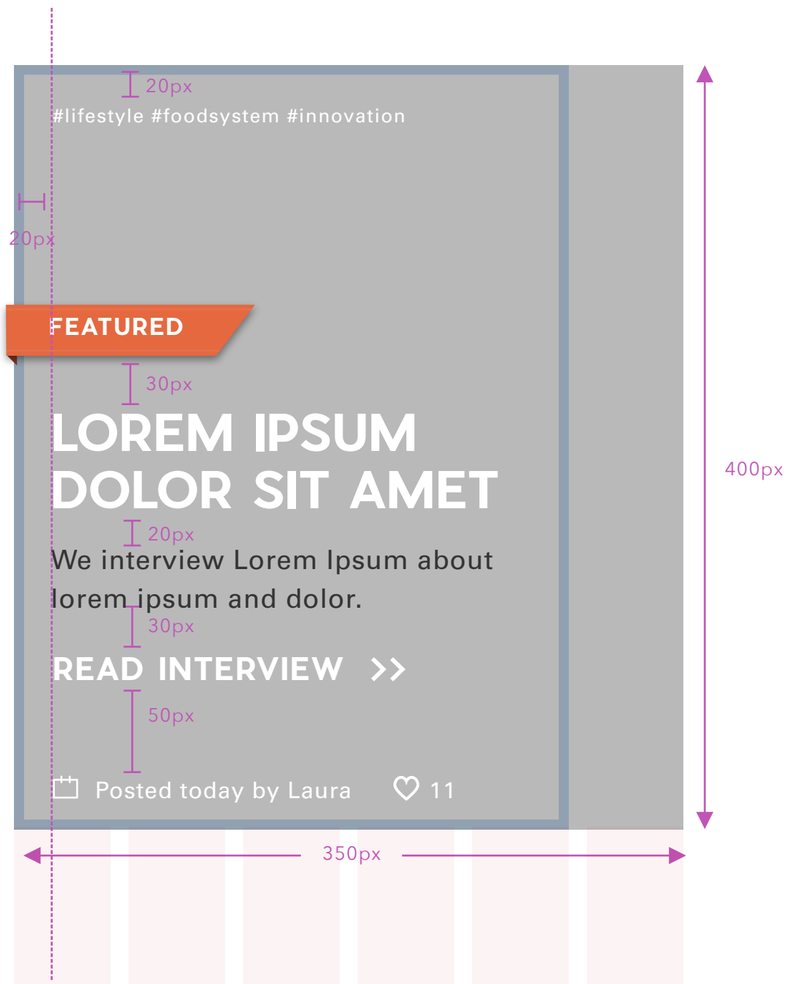


BLOG WALL TILES - INTERVIEW

Large interview tile.

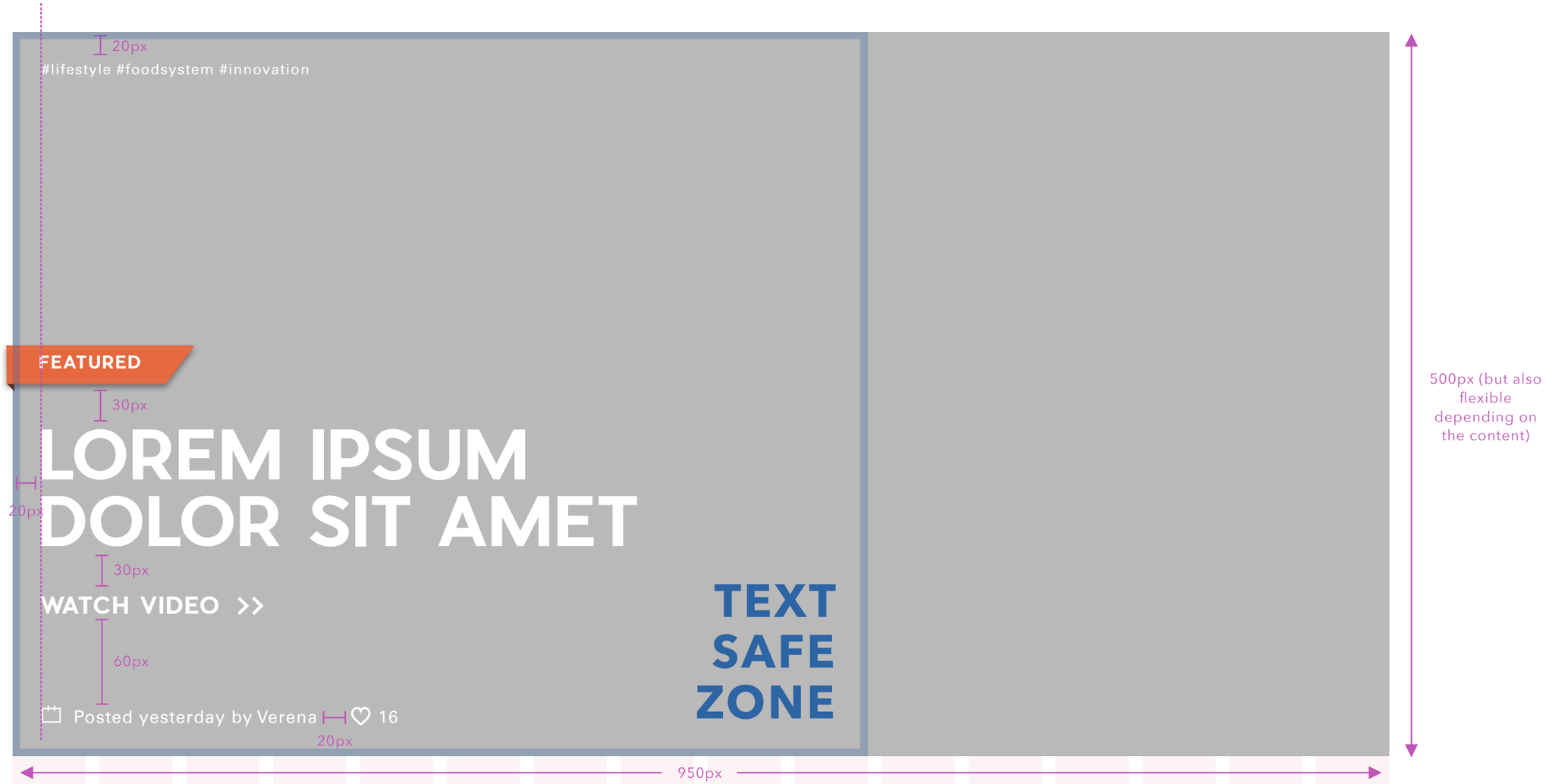
Medium interview tile.

Small interview tile.



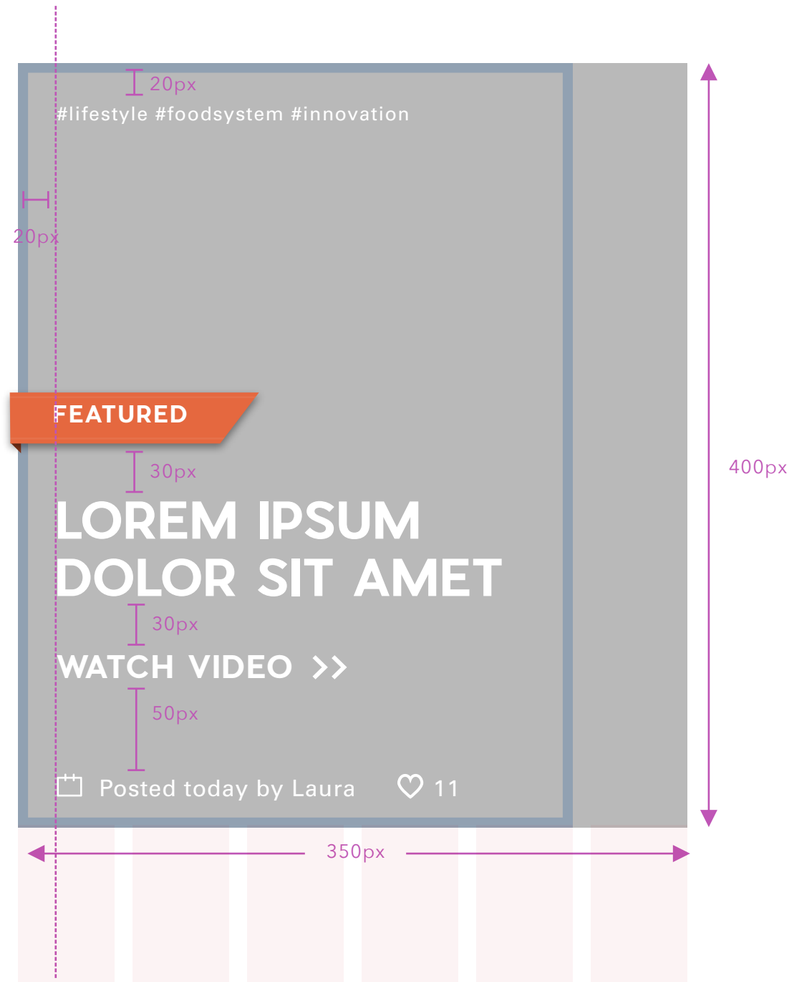
BLOG WALL TILES - VIDEO

Large video tile.



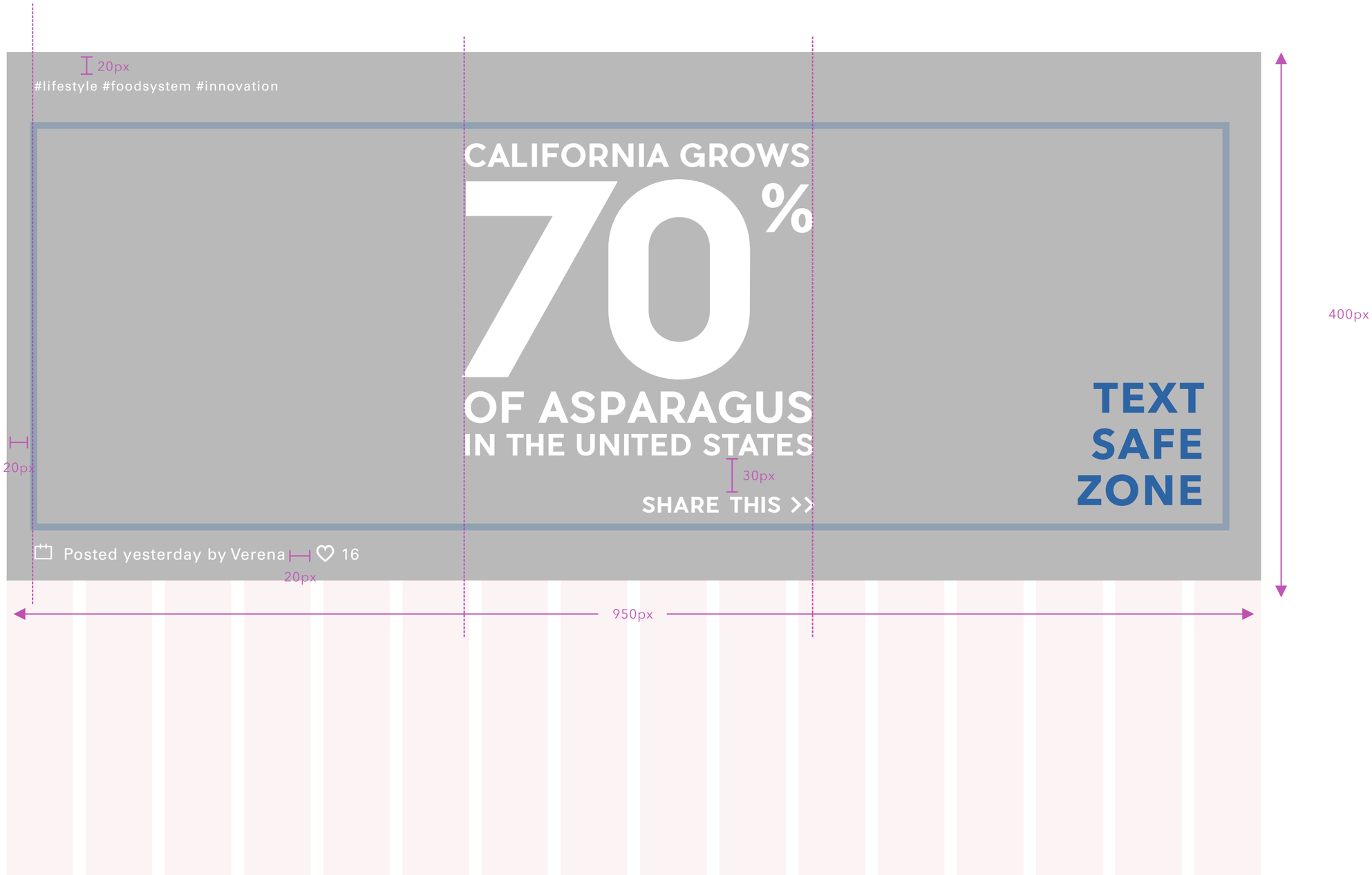
Medium video tile.

Small video tile.

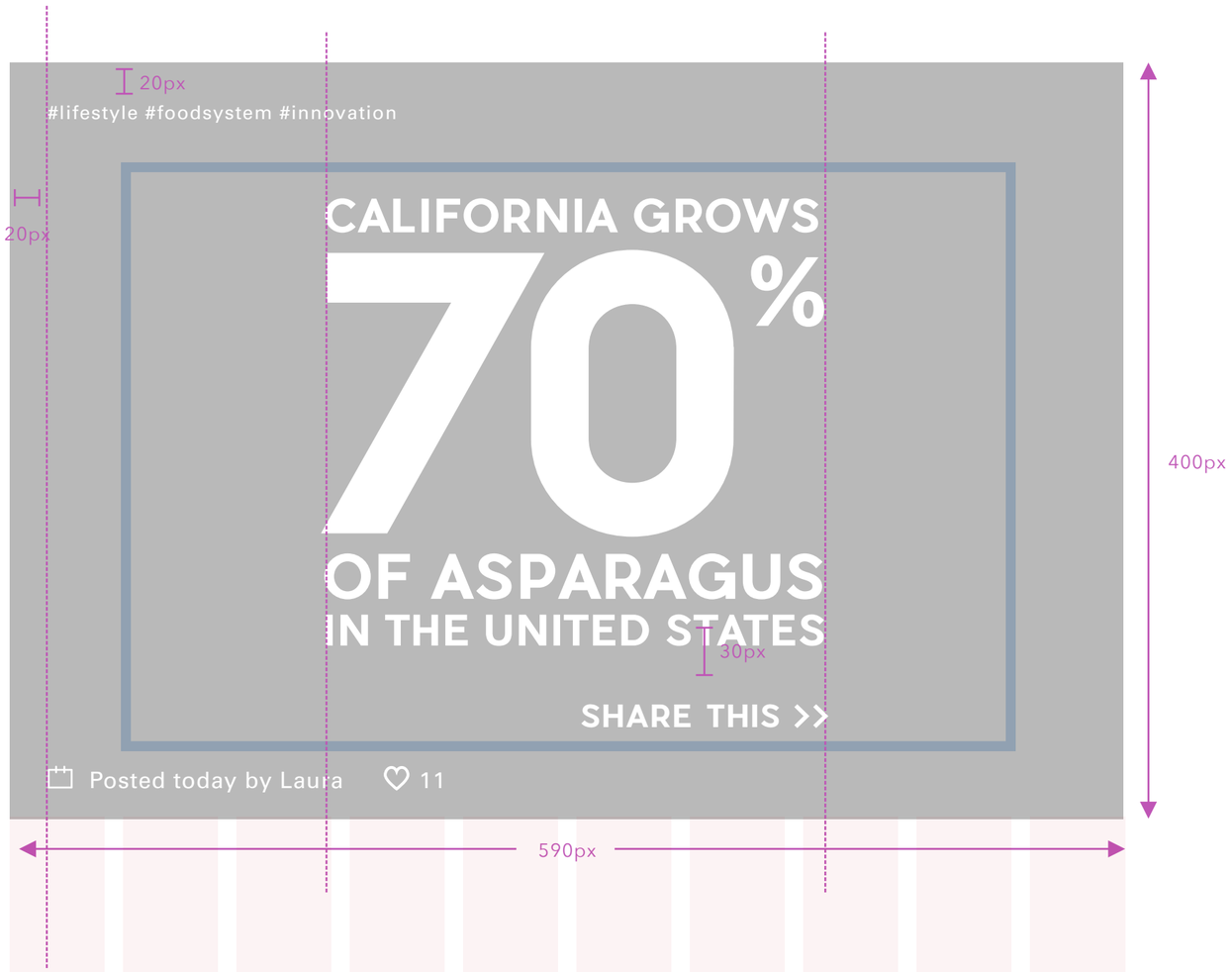


BLOG WALL TILES - STATISTIC

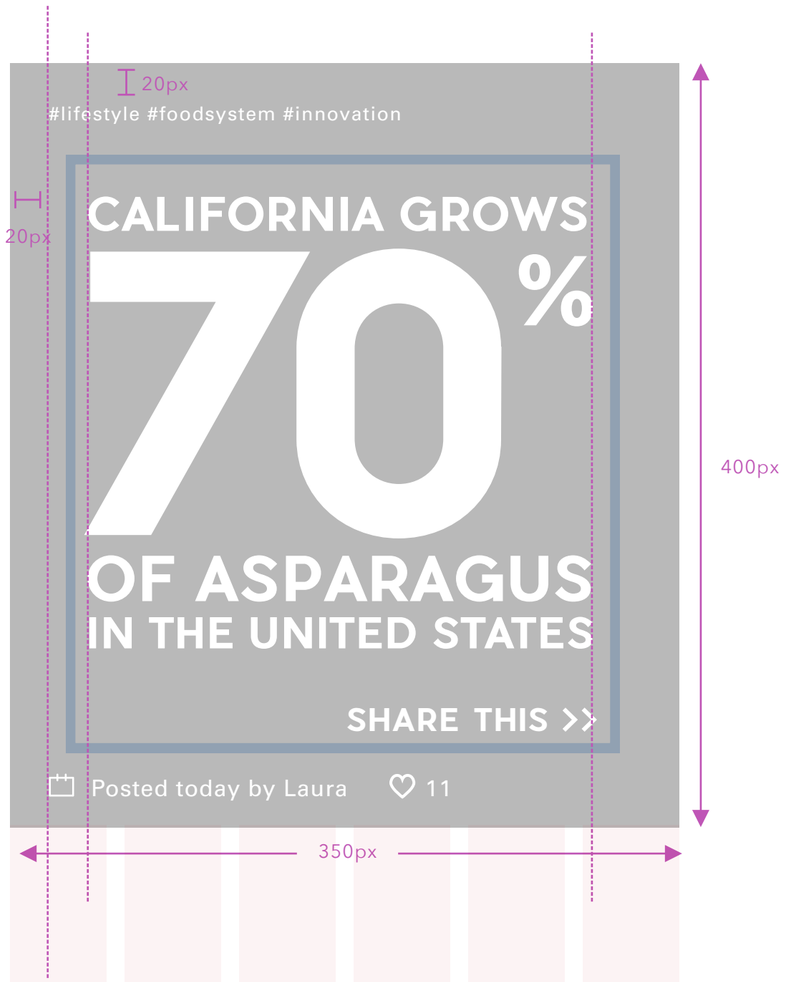
Large statistic tile.



Medium statistic tile.



Small statistic tile.

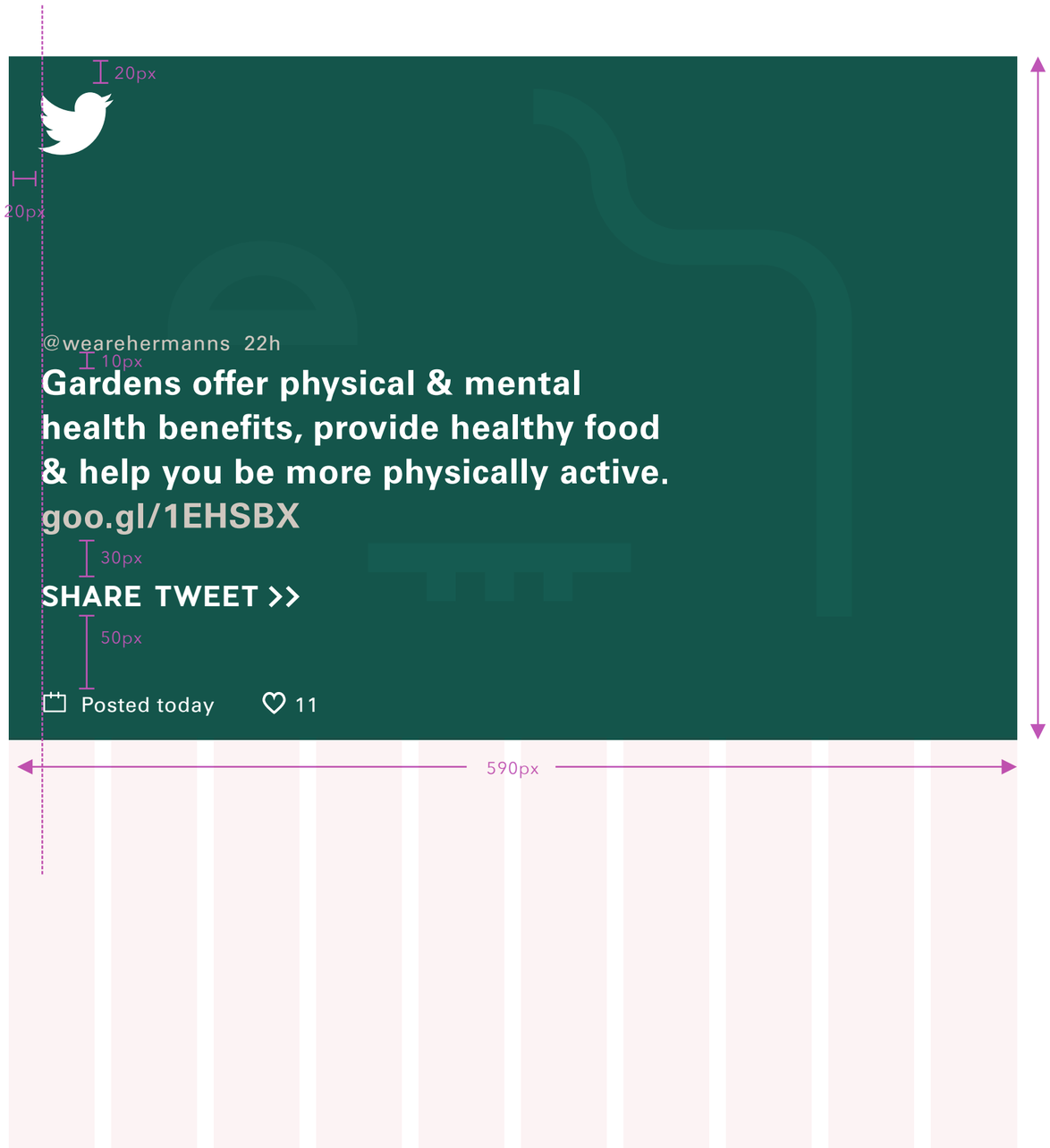


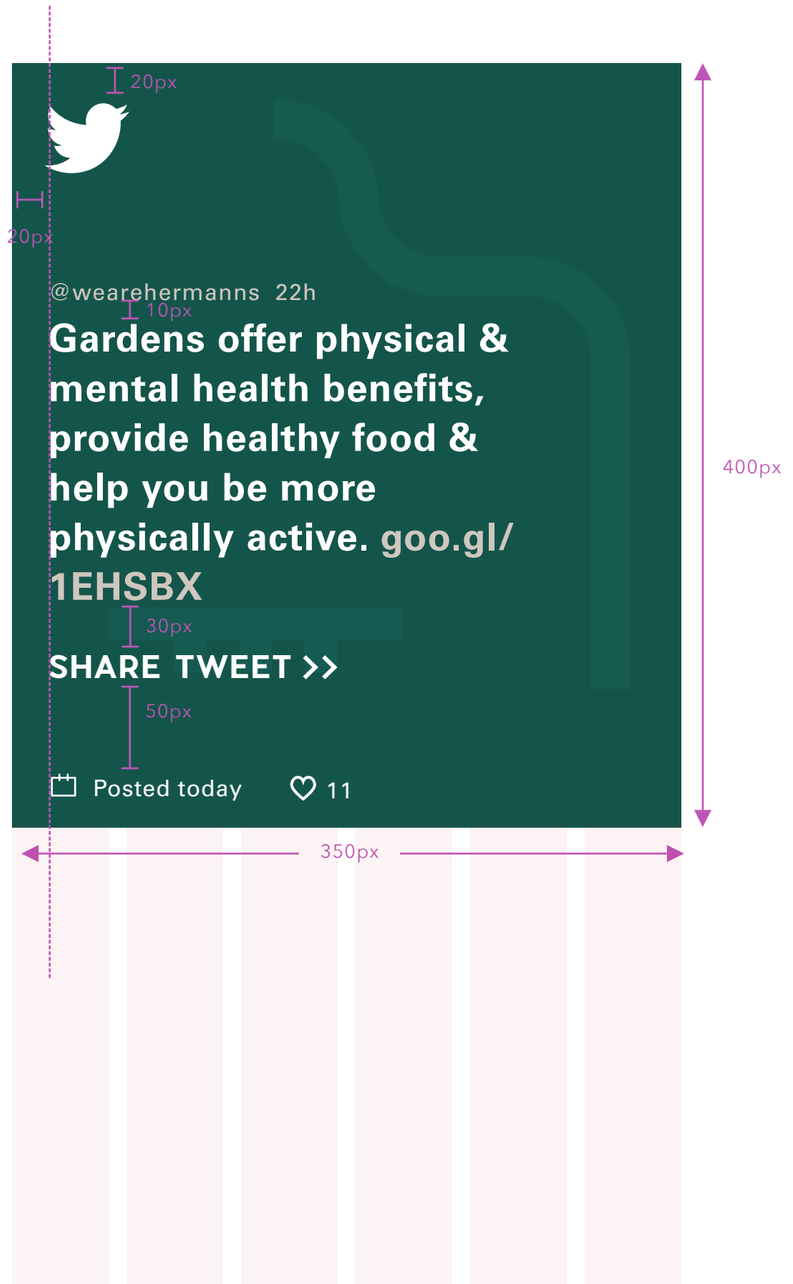
BLOG WALL TILES - TWITTER POST

Medium twitter tile.

Small twitter tile.

NB. We never post social posts or quotes in the large tile format.



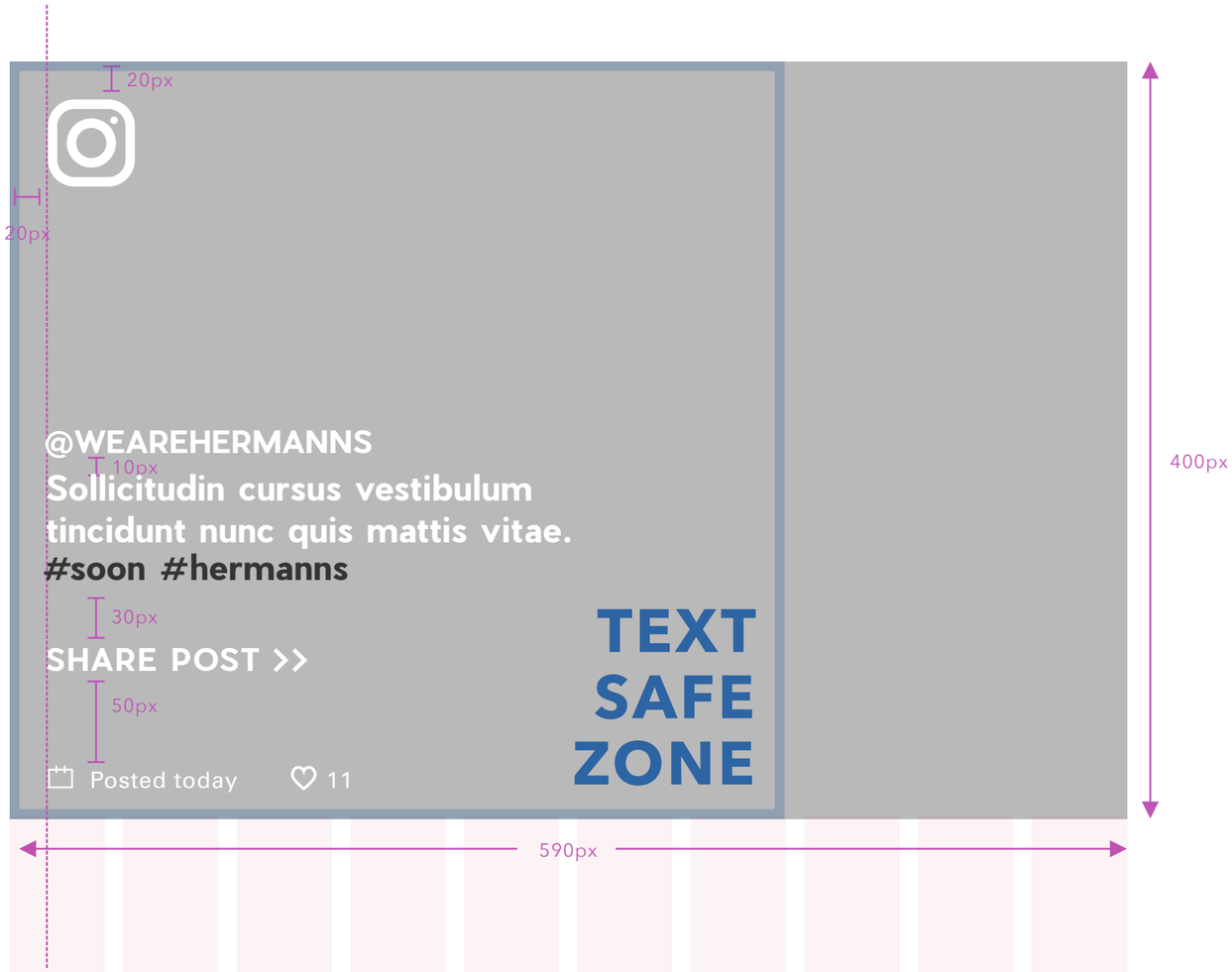


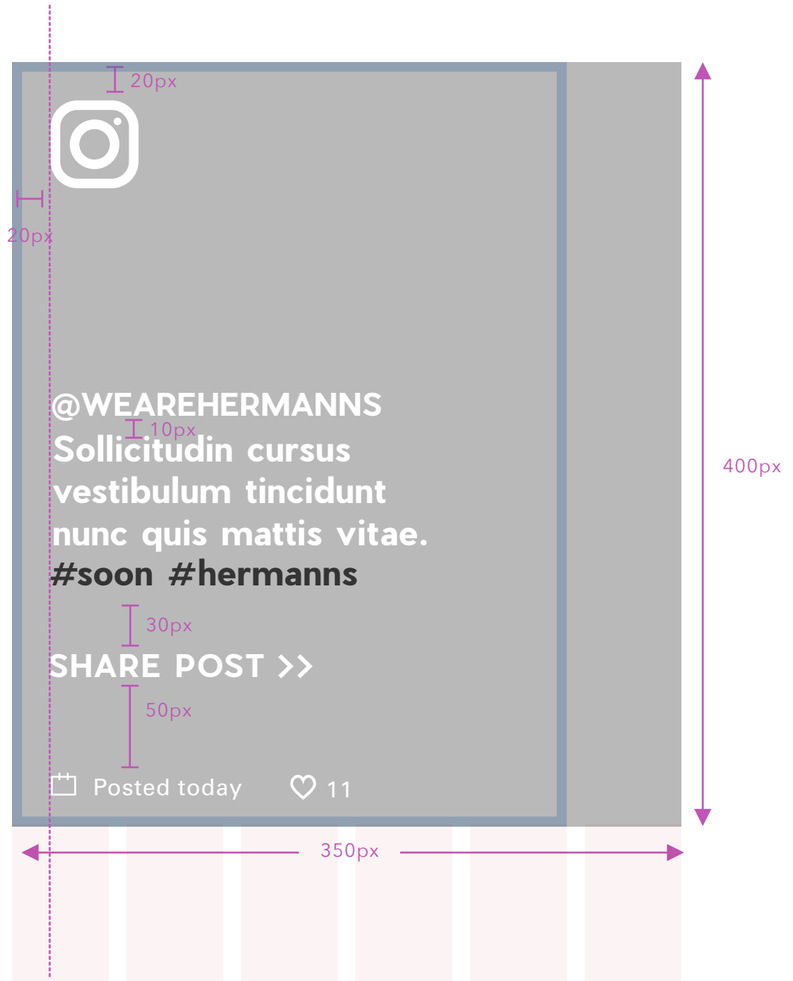
BLOG WALL TILES - INSTAGRAM POST

Medium instagram tile.

Small instagram tile.

NB. We never post social posts or quotes in the large tile format.



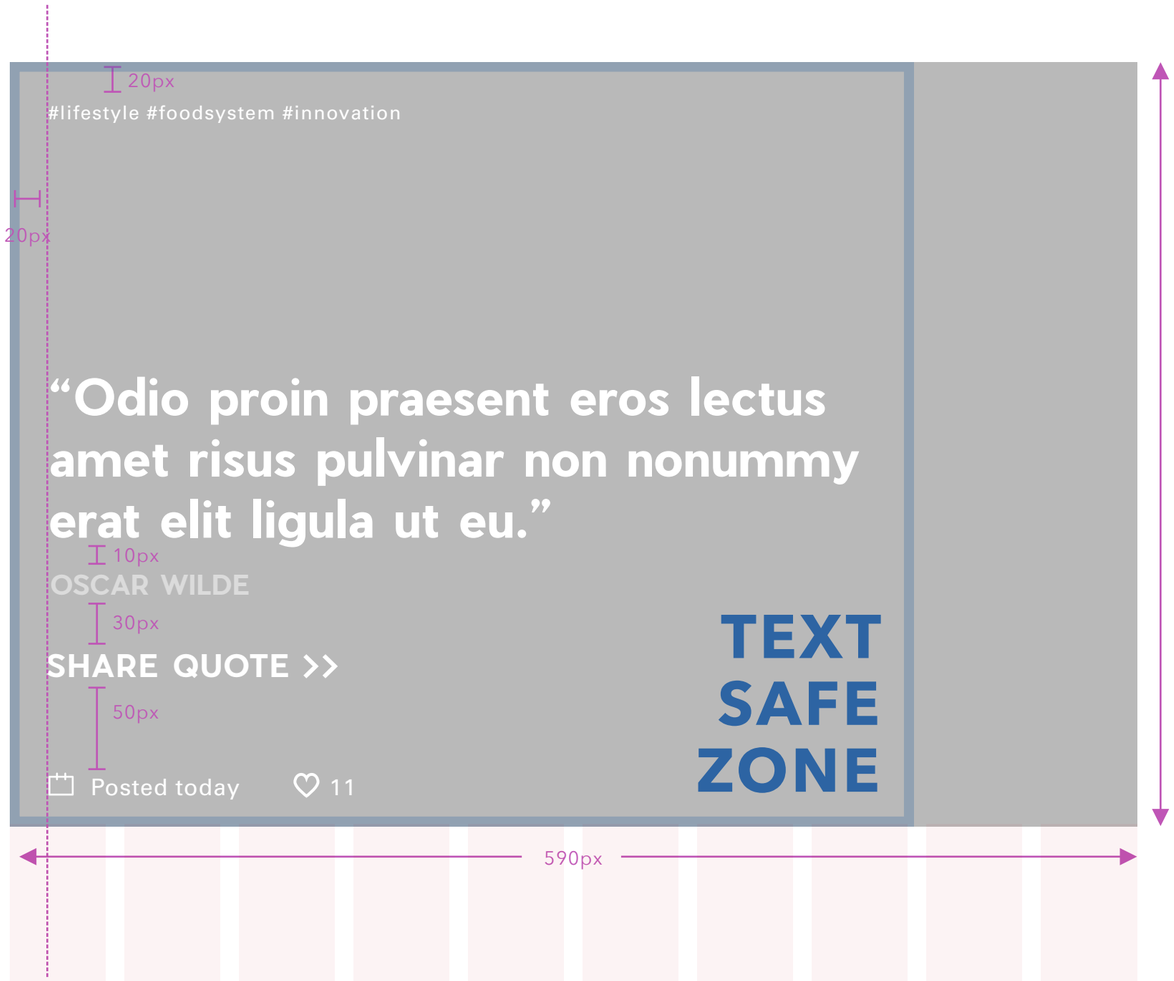


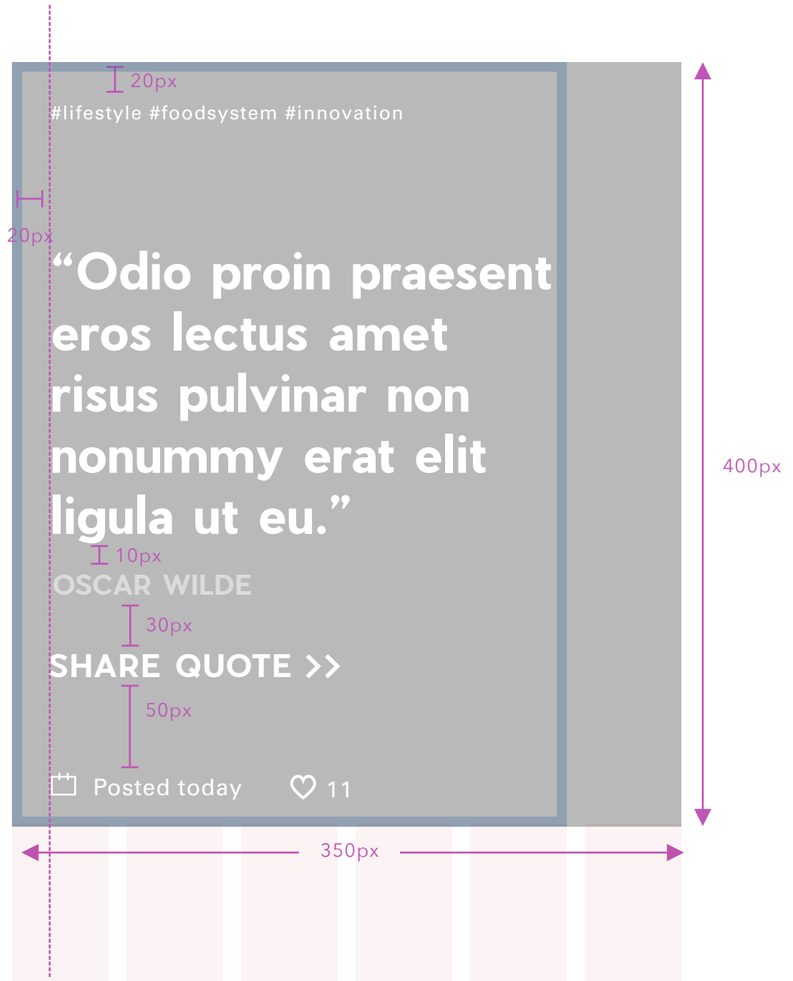
BLOG WALL TILES - QUOTE

Medium quote tile.

Small quote tile.

NB. We never post social posts or quotes in the large tile format.



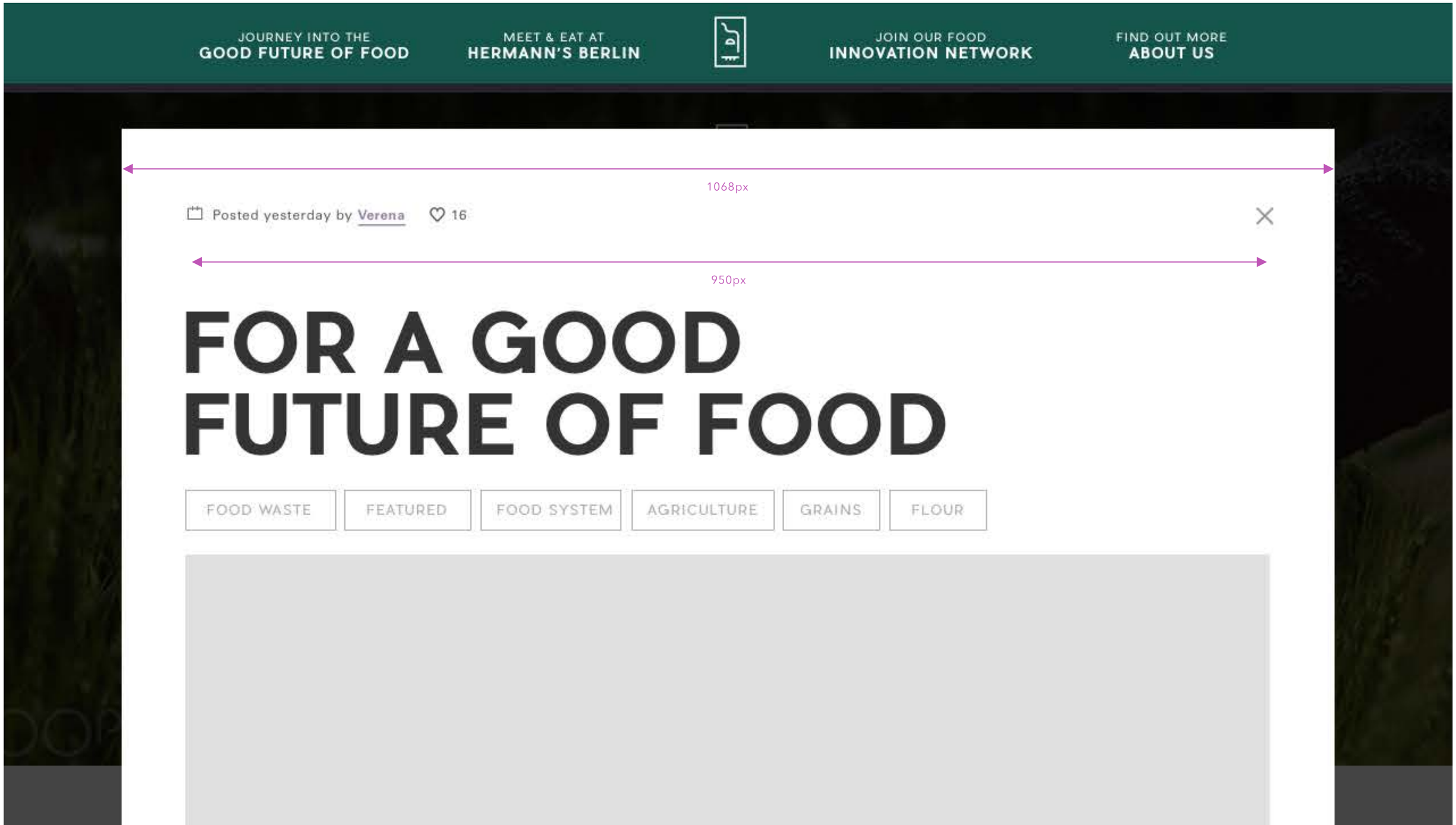


3

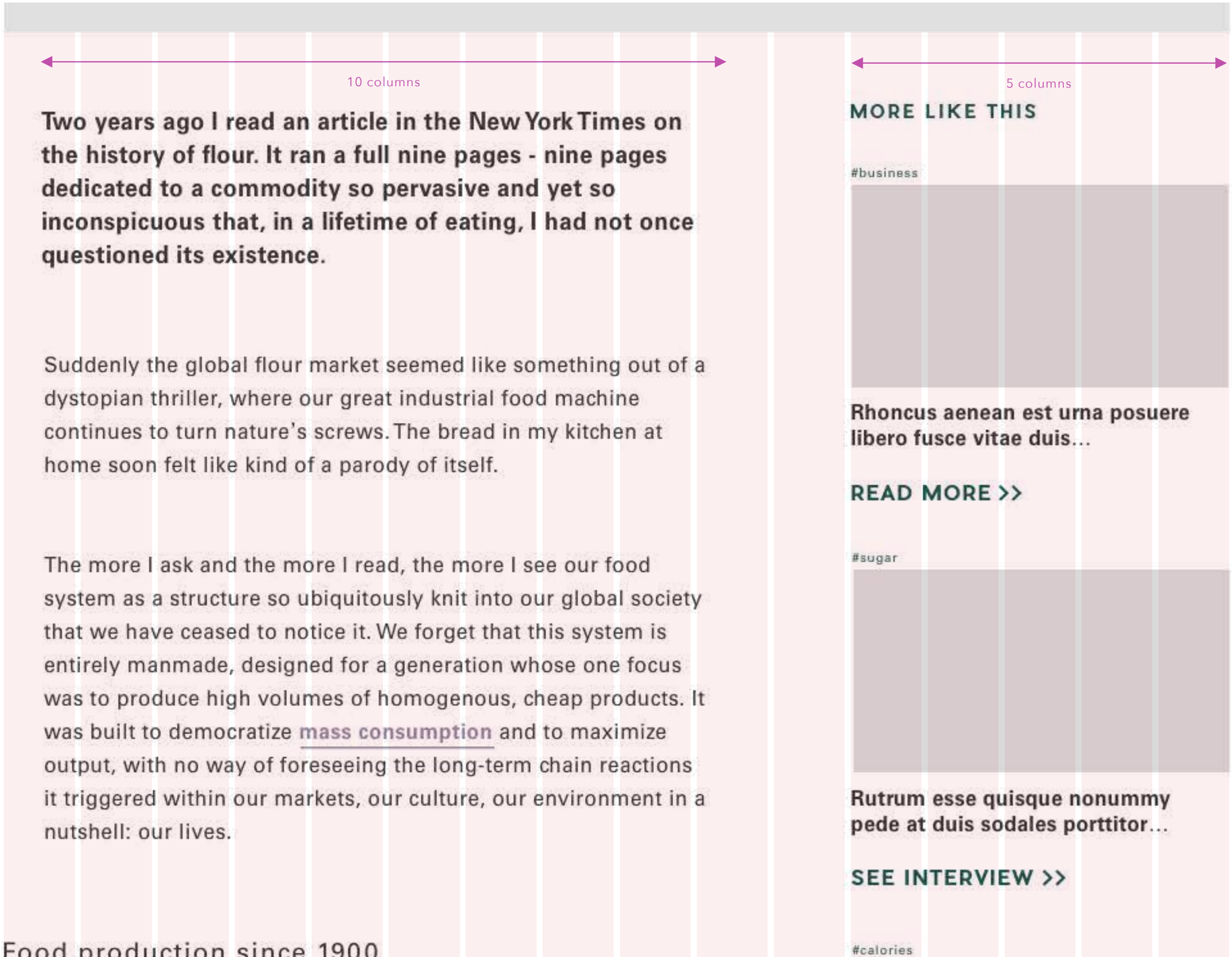
ARTICLE VIEW STRUCTURE & LAYOUT

ARTICLE VIEW

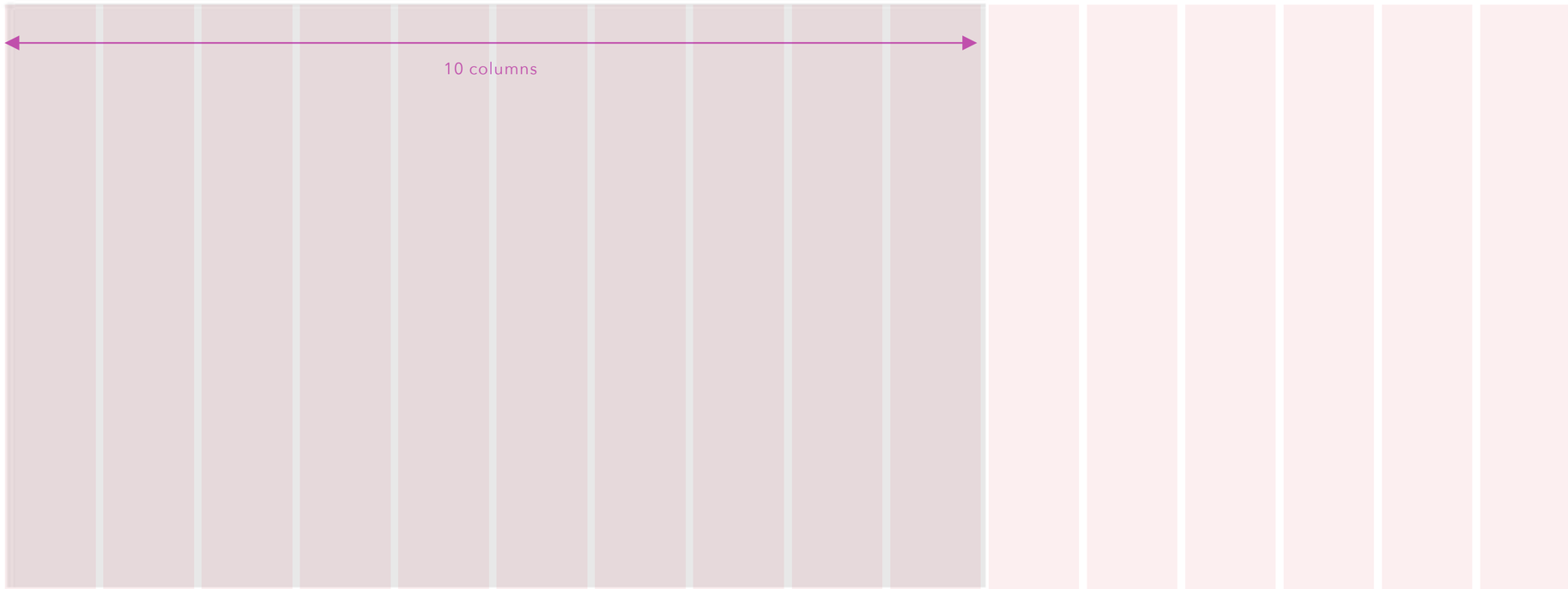
The full width of the articel overlay is 1068px. The content area is 950px width.



The copy on the article overlay is 10 columns width with a shift to the right. The sidebar sticks to right and is 5 columns width.



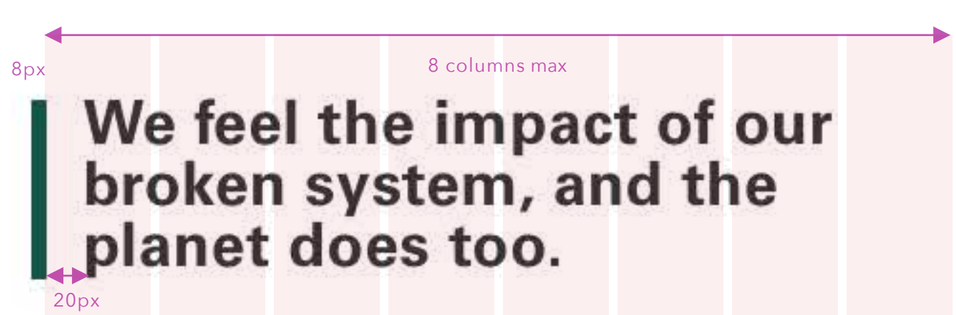
The article content image is
10 columns width.



Tortor unde consectetuer sed elit nonummy nulla bibendum aliquam pretium cras est. Eu tortor eu sapien nisl enim. Rutrum esse quisque nonummy pede at duis sodales porttitor ligula urna nunc.

They are dissecting staple food products such as dairy or meat down to the molecular level, and inventing ways to simply swap out what is harmful for a natural, low-impact alternative. They are using tech to imitate nature's water cycle, and are thus designing an infrastructure where every household on the planet can produce their own drinking water. They are examining our food supply chain in its entirety, questioning and striving to reformulate each of its components, to equip us with the tools for an enduring, sustainable global food supply.

The max. quote width is 8 columns and is marked by a green stripe on the left. The stripe is 8px width and the height depends on the height of the quote. The copy has a margin of 20px to the green stripe.



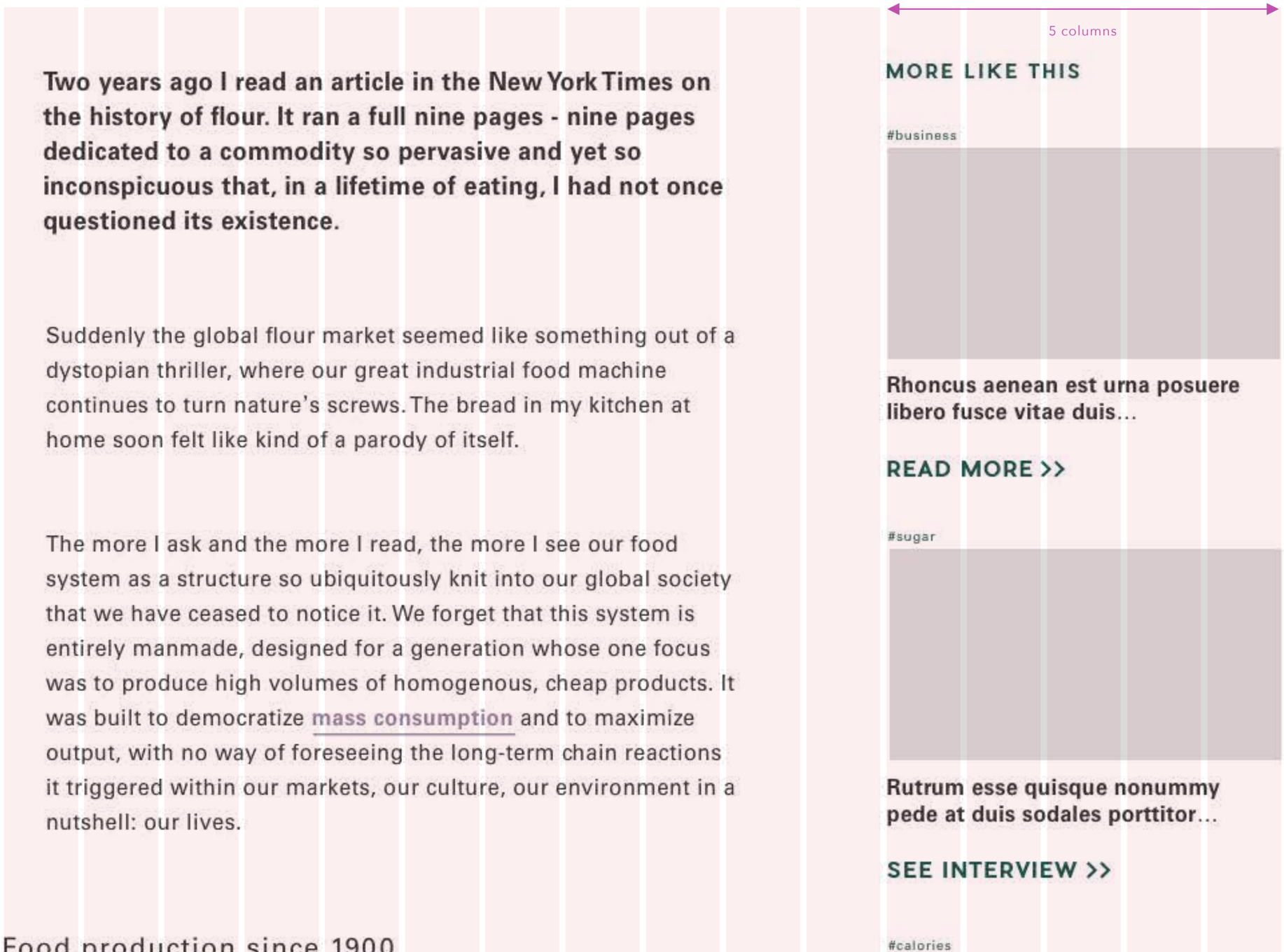
We feel the impact of our broken system, and the planet does too.

FOOD WASTE FEATURED
FOOD SYSTEM AGRICULTURE
GRAINS FLOUR

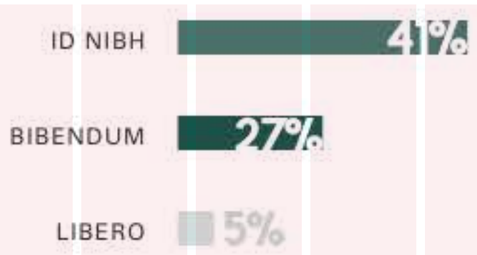
Once I started digging into the amount of fish left in our oceans, the ticking time bomb that is our drinking water supply, or the dispiriting effects that a lifetime of white flour has on human health, I came to a point where eating anything seemed unjustifiable. Sure, these facts are not new - we are relentlessly bombarded with evidence that our planet and our health are deteriorating, in a stream so continuous that it neatly blankets everything, dulls the senses, and becomes our new normal. For me, the New York Times article interrupted that stream, and broke down just one of our system's elusive mechanisms into pieces I could grasp and understand.

Building bigger canons to bombard the world with harmful news, in the hopes of thereby forcing change, might not get us far. Instead, we could take a step back and recall that this machine, this entire food system, was built by people.

On the right sticks a sidebar that contains different content.
The „MORE LIKE THIS“ bar contains similar articles,
interviews etc.



The different sections in the sidebar are divided with a light gray (#C1C1C1) solid line 1px. The space to the top and the bottom is 40px.



As a result, uncanny things are happening. Our system doesn't seem quite as balanced and self-renewing nature's was. 2 billion people are overweight, 2 billion people are starving . The nutritional density in our food products has dropped by 50% in the past hundred years, the physical and mental health effects of which are seeping into our every day. The world I live in is overfed yet undernourished.

We feel the impact of our broken system, and the planet does too.

Once I started digging into the amount of fish left in our oceans, the ticking time bomb that is our drinking water supply, or the dispiriting effects that a lifetime of white flour has on human

Nullam ligula massa quis lorem ipsum praesent fusce ante

WATCH VIDEO >>

40px

40px

JOIN OUR GROWING BUSINESS NETWORK

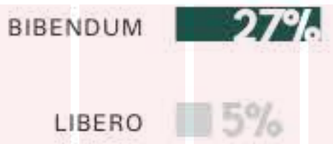
Changing the food system for the better is hardly possible if you try it alone.

FIND OUT MORE >>

TAGS

FOOD WASTE | FEATURED | FOOD SYSTEM | AGRICULTURE | GRAINS | FLOUR

Under the „MORE LIKE THIS“ section is place for different call to actions. On the bottom of the sidebar is a tag section, the space between the tags is 10px.



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WATCH VIDEO >>

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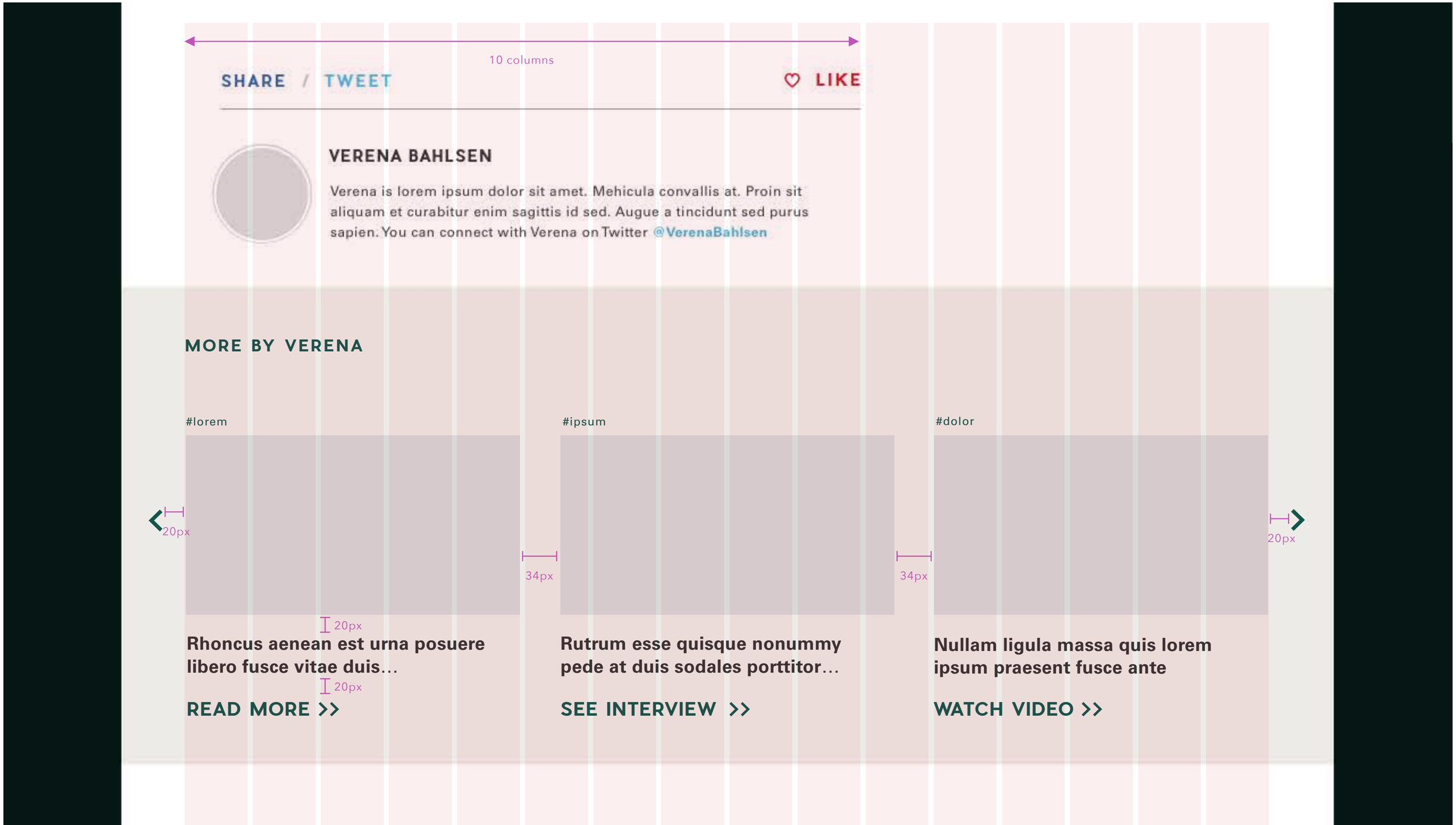
FIND OUT MORE >>

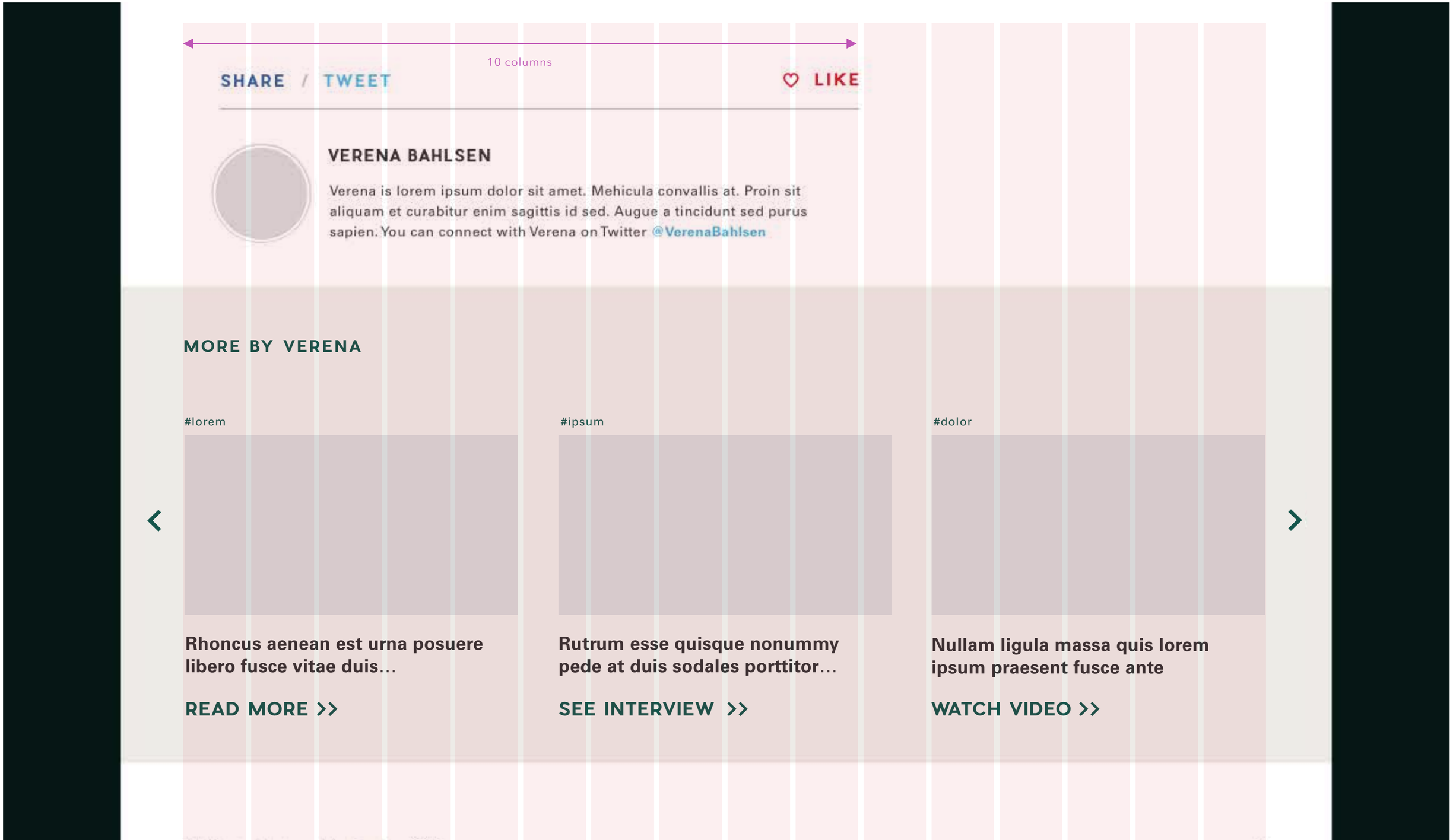
TAGS

FOOD WASTE
FEATURED
FOOD SYSTEM
AGRICULTURE
GRAINS
FLOUR

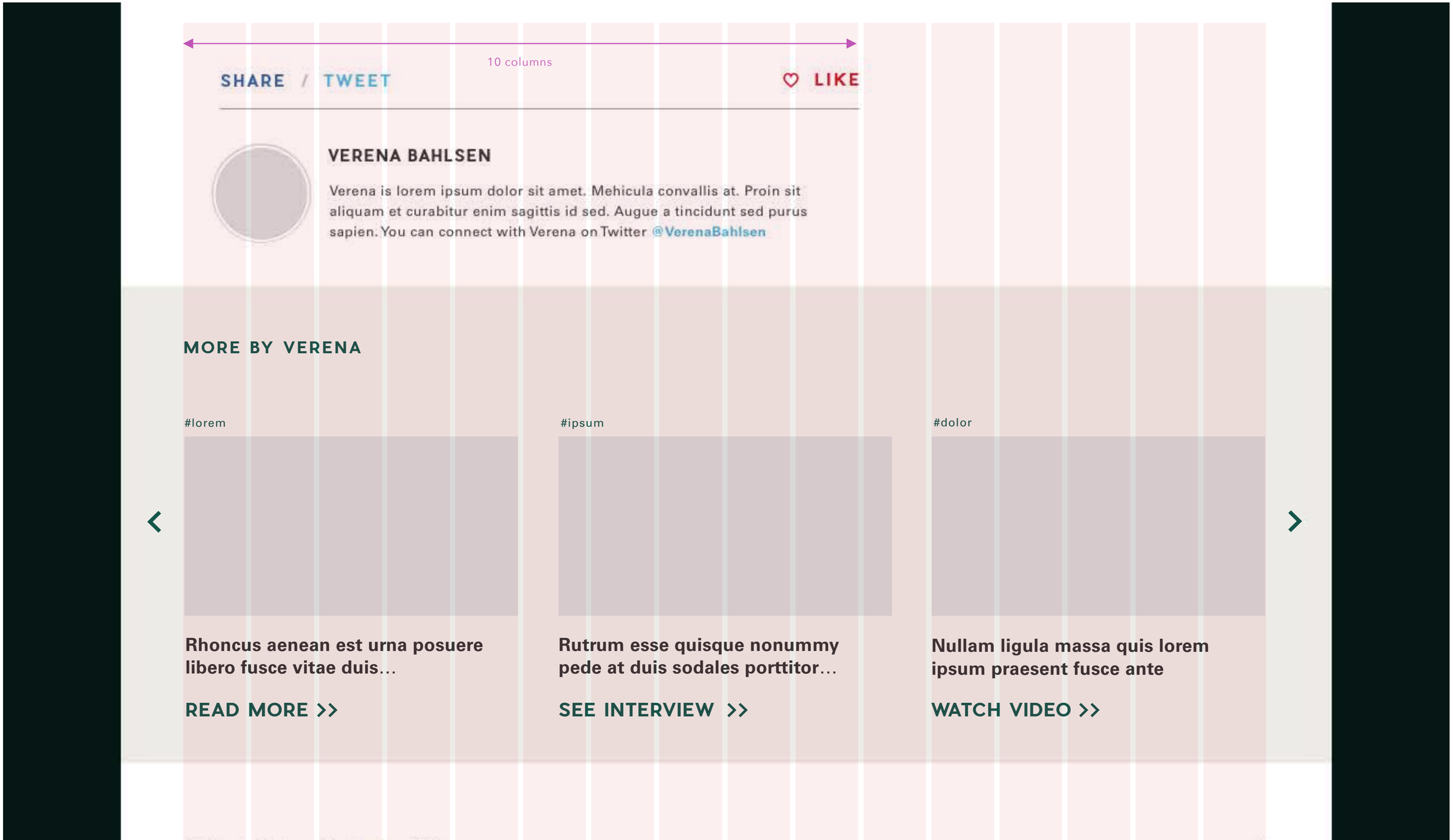
On the bottom of each article is a section that contains a share/ interaction section and infos about the author.



The share/interaction row contains three C2A written „SHARE“ (#2D64A3) and a „TWEET“ (#4BB6E5) and an internal „LIKE“ function that sticks to right.



The authors info contains a round profile image
(90px x 90px) and the name in caps (14px fontsize).
The copy should for the author should be max. 3 lines with
a twitter handle at the end.

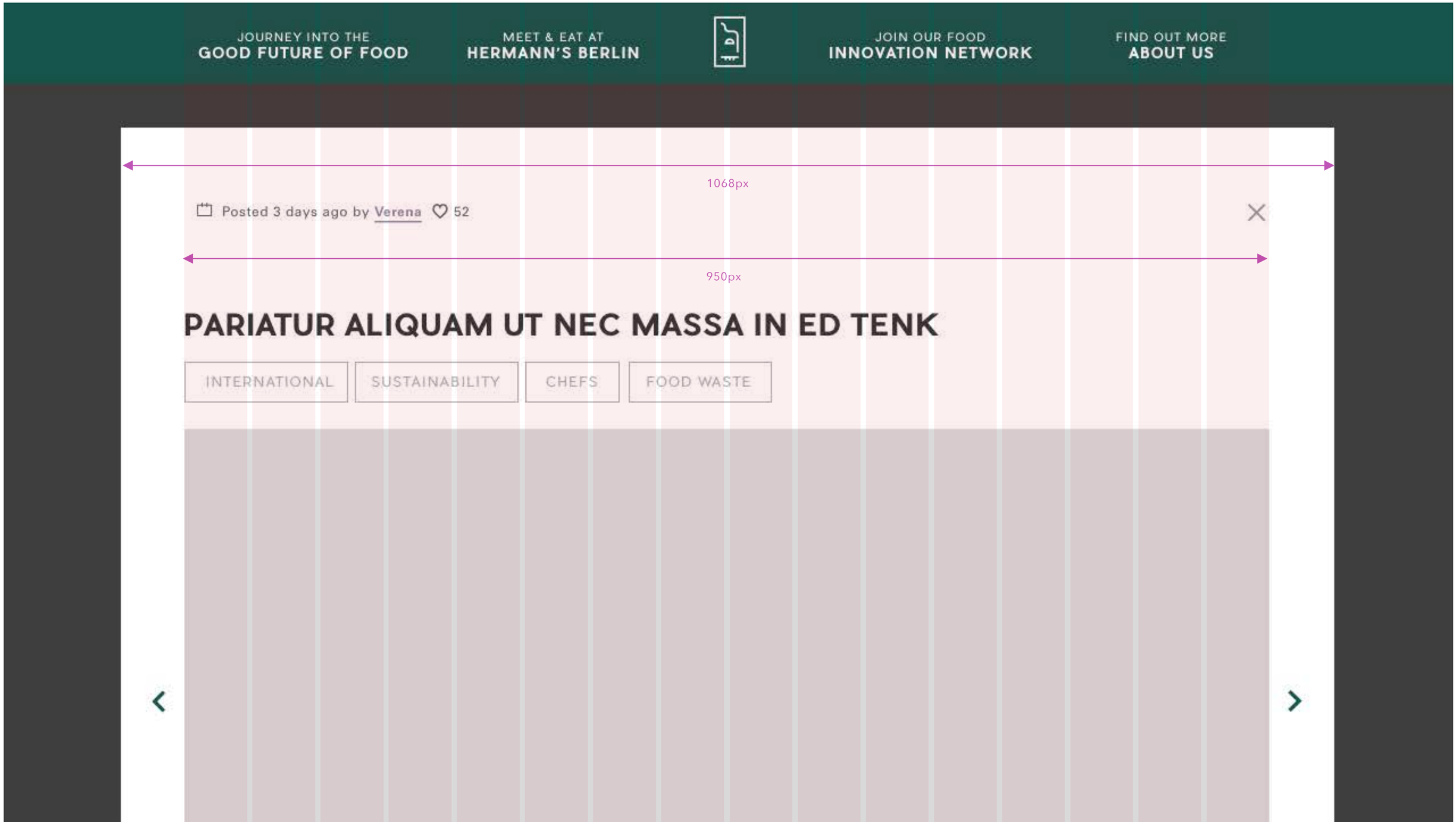


4

VIDEO VIEW STRUCTURE & LAYOUT

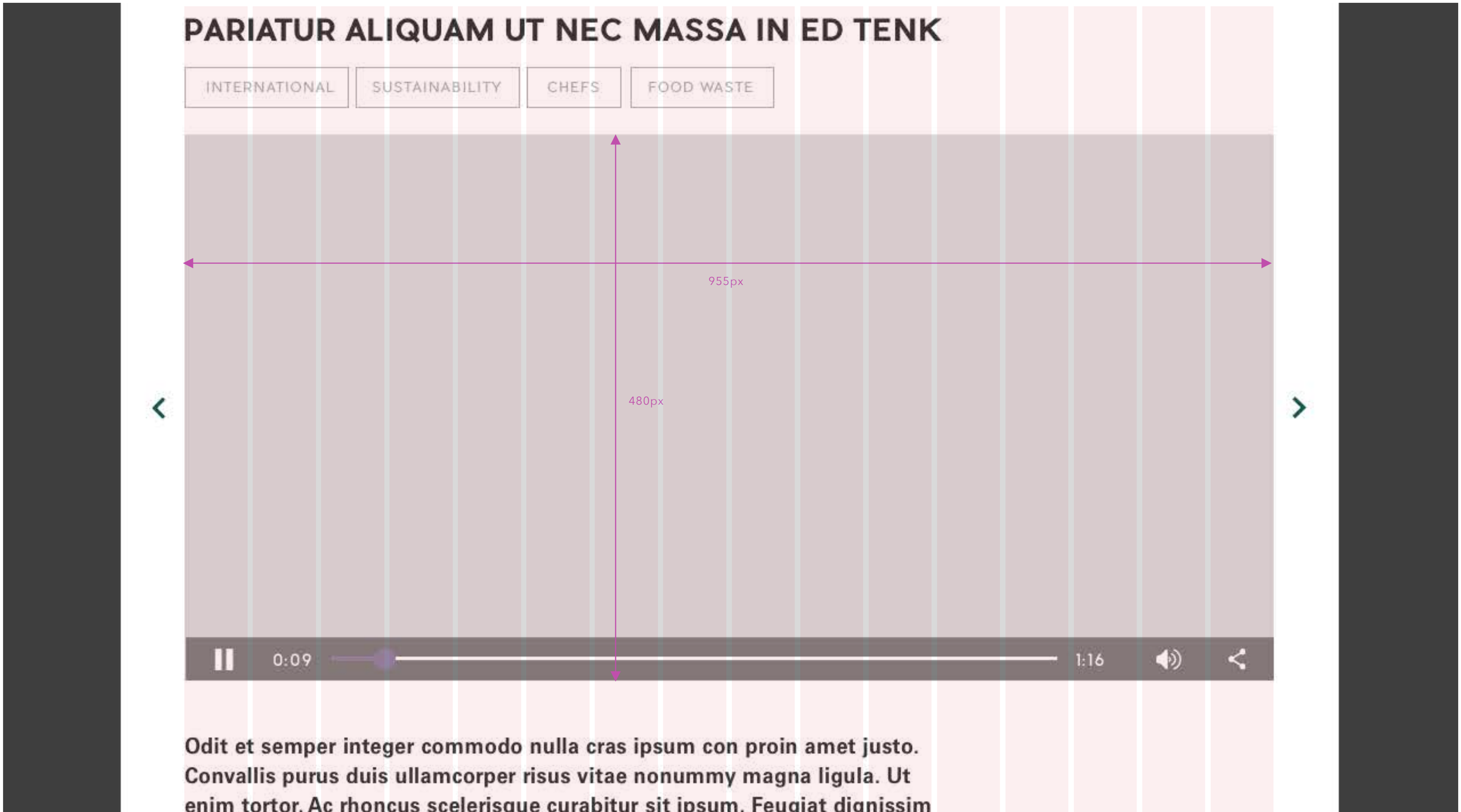
VIDEO OVERLAY VIEW

The full width of the video overlay is also 1068px. The content area is 950px width.



VIDEO OVERLAY VIEW

The video player itself is full width over 16 columns and has a height of 480px.



Odit et semper integer commodo nulla cras ipsum con proin amet justo. Convallis purus duis ullamcorper risus vitae nonummy magna ligula. Ut enim tortor. Ac rhoncus scelerisque curabitur sit ipsum. Feugiat dignissim

VIDEO OVERLAY VIEW

The copy width is 11 columns. The share/interaction section stretches to the full width on the video overlay.

Odit et semper integer commodo nulla cras ipsum con proin amet justo. Convallis purus duis ullamcorper risus vitae nonummy magna ligula. Ut enim tortor. Ac rhoncus scelerisque curabitur sit ipsum. Feugiat dignissim nulla fusce tristique proin ut amet ipsum.

11 columns

Aliquam magna ipsum. Amet nam commodo sed ac odio sed ac vehicula dictum velit non. Purus ut cursus sit auctor ullamcorper. Quam vitae interdum. Dolor ac ut duis iaculis enim. Feugiat dolor suspendisse. Ullamcorper tempor maecenas feugiat impedit vestibulum pretium malesuada diam.

SHARE / TWEET

♡ LIKE

VERENA BAHLSEN

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