

WORLD FUZHOU HERITAGE GALLERY

GRAPHIC MANUAL 2021

1. Colours

Primary colours

Are the colours that are used most frequently, as background colour and type.

Accent colours

Are used to highlight certain elements.

Secondary colours

Are used the least. They are useful when there's a need for greater colour variations, for example when creating illustrations, maps or infographics.

For examples, please view the next page.

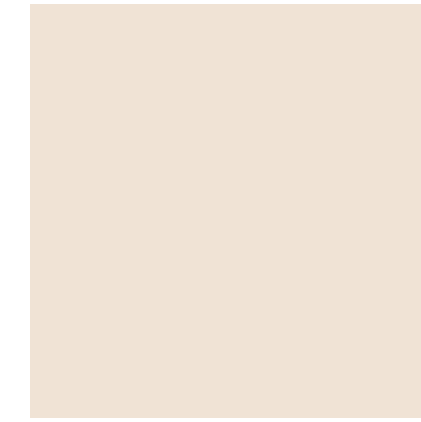
Primary colours



CMYK: 2, 2, 1, 0
RGB: 248, 247, 248
HEX: f8f7f8



CMYK: 71, 68, 59, 64
RGB: 47, 45, 50
HEX: 2f2d32



CMYK: 3, 10, 14, 0
RGB: 240, 227, 213
HEX: ebdfd2

Accent colours



CMYK: 2, 9, 89, 0
RGB: 246, 222, 73
HEX: f6de49



CMYK: 0, 70, 73, 0
RGB: 235, 112, 77
HEX: d26f4b

Secondary colours



CMYK: 24, 14, 15, 0
RGB: 195, 202, 205
HEX: c3cacd



CMYK: 60, 36, 59, 11
RGB: 114, 128, 110
HEX: 72806e



CMYK: 11, 88, 76, 0
RGB: 186, 71, 71
HEX: ba4747



CMYK: 57, 75, 71, 82
RGB: 36, 15, 10
HEX: 240f0a



CMYK: 45, 77, 76, 66
RGB: 64, 38, 31
HEX: 40261f



CMYK: 35, 72, 69, 27
RGB: 120, 77, 69
HEX: 784d45

2. Use of colours

Below are a few examples of how the colours can be used.
 Example 1 is the preferred use of background colour, type colour and accent colours.
 Examples 2 and 3 provide alternatives when greater variation is needed.

Example 1 - character postcard

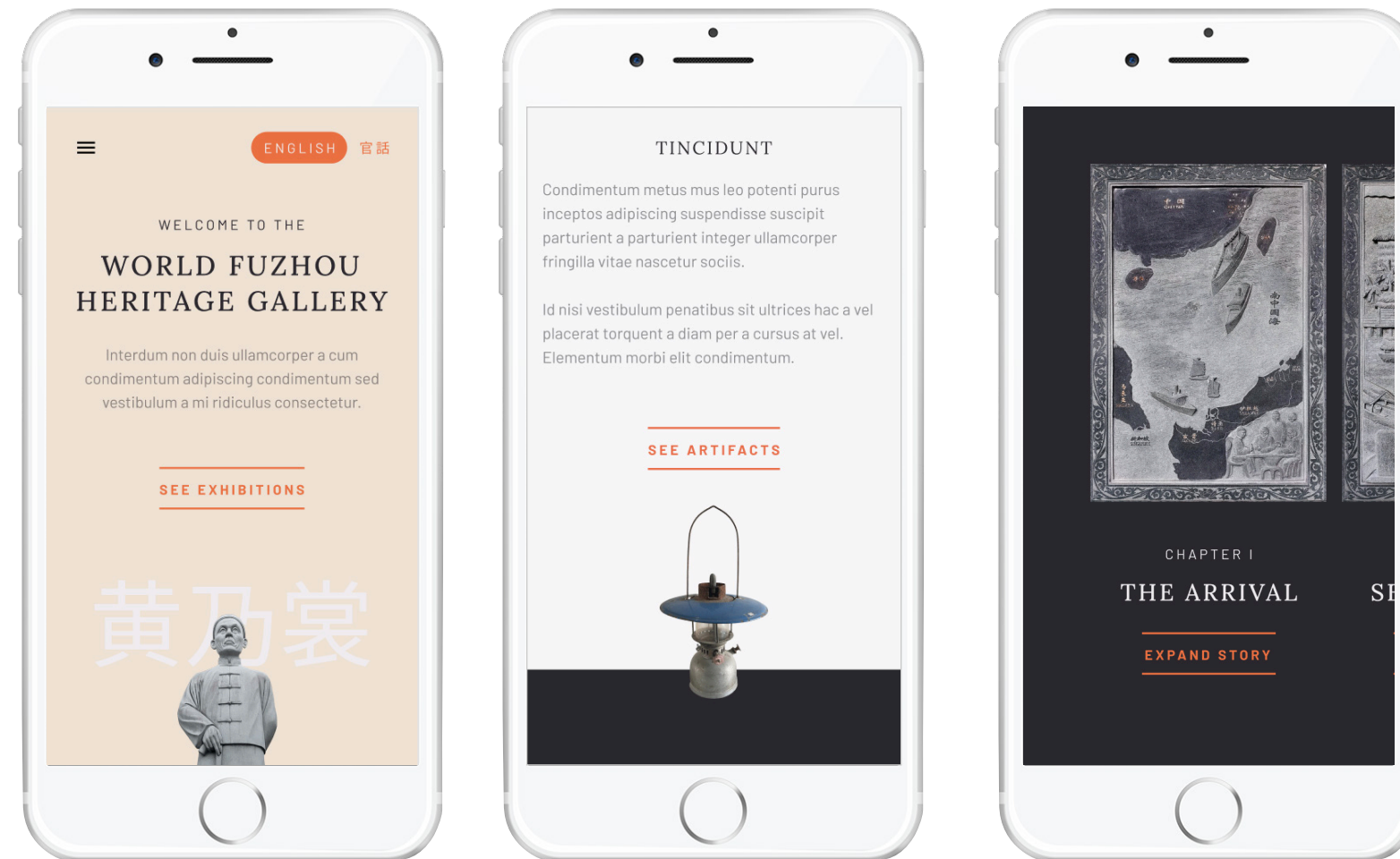


Background colour:

Type colour:

Accent colours:

Example 2 - website



Background colours:

Type colours:

Accent colour:

Example 3 - illustration

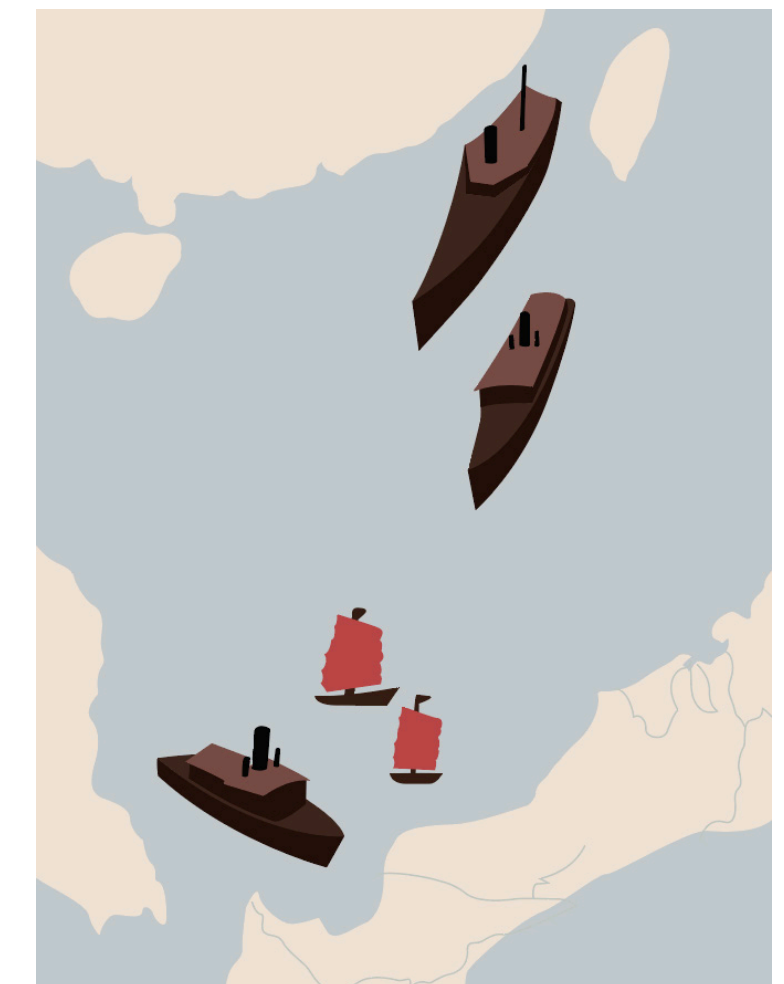


Illustration colours:

3. Fonts

The fonts are google fonts, and can be used for both web and print. They are free to download through the links below:

Lora font: https://fonts.google.com/specimen/Lora?preview.text_type=custom

Barlow font: https://fonts.google.com/specimen/Barlow?preview.text_type=custom

Fonts that can be used for the website in Chinese are:

Noto Sans: <https://fonts.google.com/specimen/Noto+Sans+SC?subset=chinese-simplified>

Noto Serif: [https://fonts.google.com/specimen/Noto+Serif+SC?subset=chinese-simplified&preview.tex\[... \]](https://fonts.google.com/specimen/Noto+Serif+SC?subset=chinese-simplified&preview.tex[...])

Headings: Lora

LOREM IPSUM SEQUA
Tquam dit experro vid
123456789

Body: Barlow

Rum fugia pa susdaeprae con remporum quia corum dolori berat illautem verchictiur, sitaerro vollaci isserum venti officiis aut ousf ougua gsiy unto.

Rum fugia pa susdaeprae con remporum quia corum dolori berat illautem verchictiur, sitaerro vollaci isserum venti officiis aut unto tem. Et as nis dolupta volesed ut dolup-tatur si is sit que mi, ut volori ut fuga. Nam, num ipsant platempor res ullate il idit, sincipsam endem repro quo et occusam ustionsequia simus dolesci tatisquiatem eturion

LOREM IPSUM TEM VERCHICTIUR, SITAERRO
VOLLACI ISSERUM VENTI OFFICIIS AUT UNTO TEM.

4. Use of fonts

You are free to use the fonts in any weight, case and transparency you see fit.

However, Lora is to be used mainly for titles, while Barlow is more suitable for body text.

To the right is an example of how text can be set.

Intro: Barlow Semibold

Heading: Lora Regular

Intro text: Barlow Medium

Body: Barlow Regular

CHAPTER 1

THE ARRIVAL

Toris, niust fuii escre citandemus maiorti lissent ristimus. Sp. Sat, culicum tertieniam Romnihilin sentimus ves et quem mus, consulintra quam res ferec obus clum peri, nihilic aperit rei pra?

Sa auteatiem deri convere, es An dem hil hos, C. Od coenter nihilis vir pret L. Nestaris viverus reo Catam lissum iam audam auc orsus. Senterferem utuamdi istris cons horum qua videriciam halabendam intemnimmo vis movigit, nos issultortus ocas etorem publii publin ad consum iliere ine tessere pubit publiam estio nos ad st fora morum it; iaccion verum ticit, quod consilinclus hors consus, quertium mo morum or in dius imaion de ta vicam parestriore coeredo,

fit; essa Simmorum fintem morumus. Vivider diemum auconihilia cludem perrion suntius. Simunte ponsunt. Palabes nos, vit. Ox simperei incerfecum in ter que con invehem, occiam occhiciam is, coent. Ad fuem dene horum hos adet rei ium in destatu ribus, enihil hocultilinem hors anterni quitam clestratum videt graes con deliciemquo ituam nemus conotesi pat, estia moli, nius, ut patquo hocchilis et L.

5. Use of graphics

Graphics and illustrations should be a simplified vector based style. Bold geometric shapes with accent colors can be used to create a playful design layout.

Shapes



Illustration Style References



6. Don'ts

There are a few important "don'ts" to make sure that the design really comes into its own. Besides this you are free to follow your own creative path.

Don't 1 - Don't combine colours that can't be read



Don't 2 - Never overlap pictures with text



Don't 3 - Don't stretch out photo's by changing the dimensions



Wrong



Right