LIMELIGHT

DESIGN MANUAL

LIMELIGHT MUSIC

Logo

The light cast on the logo creates contrast by using positive / negative effect in the typography. Limelight Music is the platform of the artist whereas the artist can promote their own personal music. For this reason, the spotlight is cast on the 'ME' to expose that the personal is in focus with both the artist and the listener.

The style is tall and slender, as well as urban, light and powerful. The element of the logo is round, and the logo thus gives a sympathetic and inviting appearance.

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Logo

The logo must appear clear and must not be disturbed by sharp colors or confusing images.

The logo may appear on a black and white image, if the logo is clearly visible.

There should always be a respect distance around the logo, large enough to create peace around it. However, this distance may vary depending on the medium.

The logo may not be changed in shape or color, but may be adapted in the form of component omissions, if 'LIMELIGHT' is always present.

Color

The color palette of Limelight Music consists mainly of colors in this dusty and warm scale.

The colors are defined so that shades do not appear cold, but still maintain a contemporary, serious, urban and Nordic expression.

The yellow color is backed up by a black or white background, however, in this context, dimmed images can also be used as a background if the background opacity is reduced.

Background color
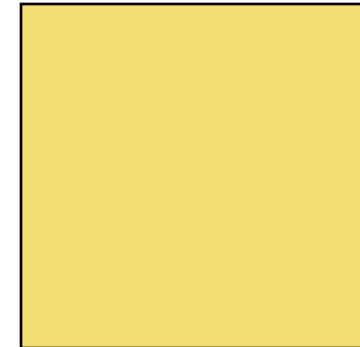
Unique & Active color

Text color
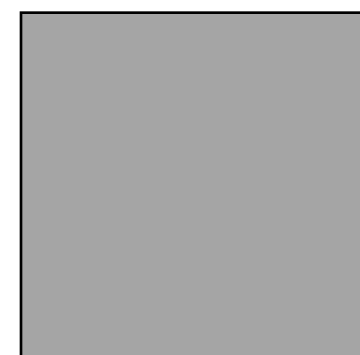
Inactive & Disabled color

Alert color

Color
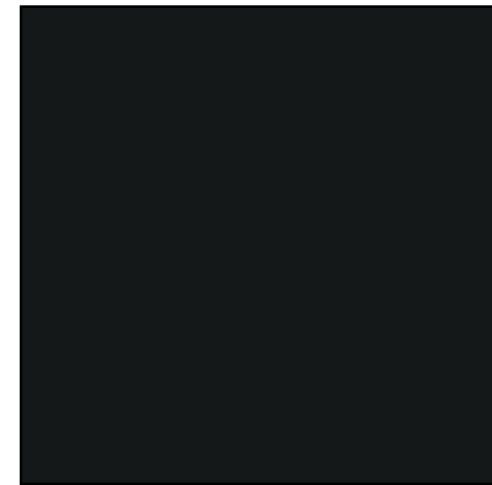
Hex: #131818

RGB: 19, 24, 24

CMYK: 21, 0, 86, 91

HSL: 180, 21, 8
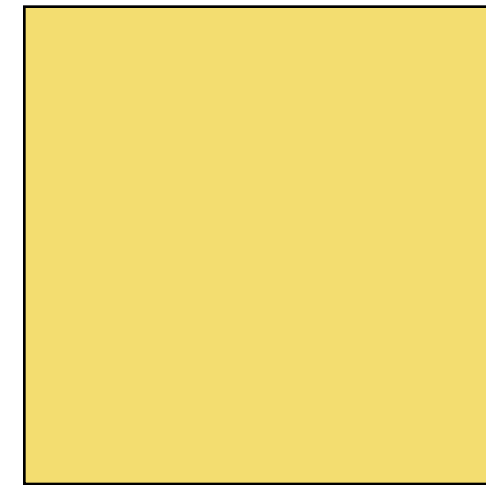
Hex: #F3DD70

RGB: 243, 221, 112

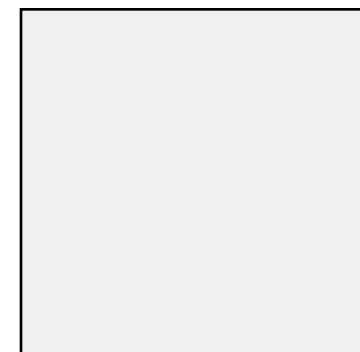**CMYK:** 0, 9, 100, 5

HSL: 50, 54, 70
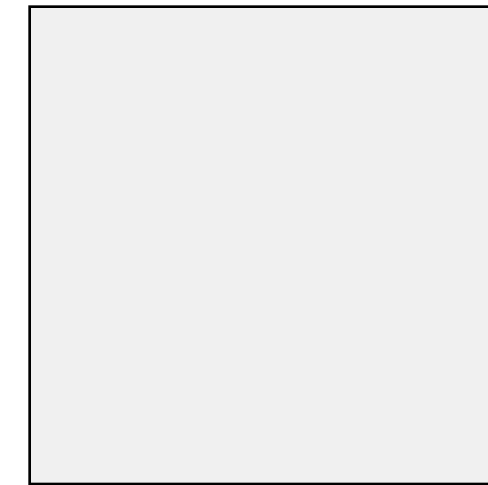
Hex: #F0F0F0

RGB: 240, 240, 240

CMYK: 0, 0, 100, 6

HSL: 0, 0, 94
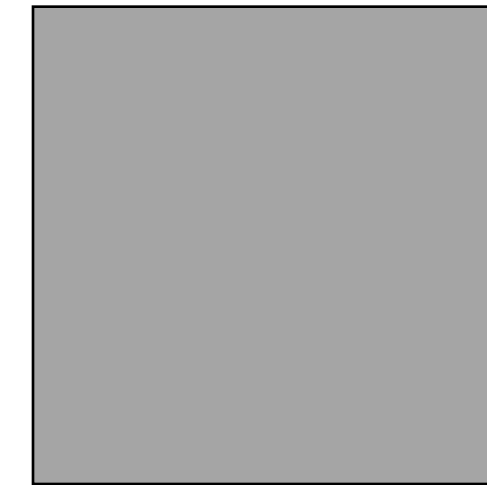
Hex: #A5A5A5

RGB: 165, 165, 165

CMYK: 0, 0, 100, 35

HSL: 0, 0, 65
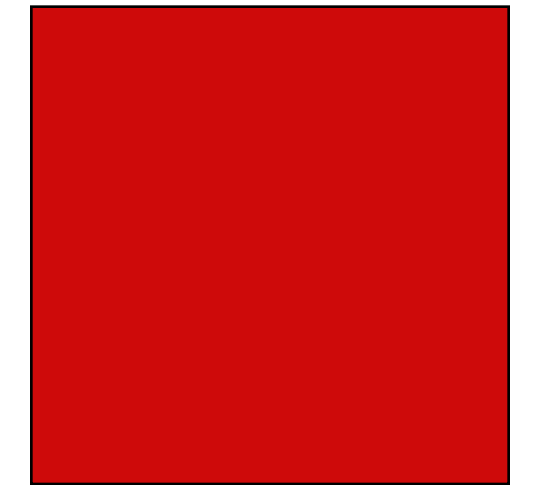
Hex: #CE0A0A

RGB: 206, 10, 10

CMYK: 0, 95, 100, 19

HSL: 0, 95, 42

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Typography - Open Sans

The font OPEN SANS is used for all media. The font has a modern and international expression, meaning that good dynamics are achieved in the graphic expression.

The font is simple in its form and gives the whole expression an uncomplicated look.

The font can be used both in white or yellow on a dark background and in black on a white background.

An additional gray color is used for paragraphs.

Open Sans Light
Open Sans Regular
Open Sans Bold

Heading 1 (Bold 30px)
Heading 2 (Bold 24px)
Heading 3 (Bold 20px)
Heading 4 (Bold 16px)
Heading 5 (Bold 14px)
Paragraph (Regular 12px)

Open Sans Light
Open Sans Regular
Open Sans Bold

Heading 1 (Bold 30px)
Heading 2 (Bold 24px)
Heading 3 (Bold 20px)
Heading 4 (Bold 16px)
Heading 5 (Bold 14px)
Paragraph (Regular 12px)

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Typography - Montserrat

The font MONTSERRAT is considered to be a new font that should be implemented for all media. The font has, like OPEN SANS, a modern and international expression. However this font is wider than OPEN SANS and therefore has a more bold expression.

The same rules of color and use of OPEN SANS applies for MONTSERRAT.

Montserrat Light
Montserrat Regular
Montserrat Bold

Heading 1 (Bold 30px)
Heading 2 (Bold 24px)
Heading 3 (Bold 20px)
Heading 4 (Bold 16px)
Heading 5 (Bold 14px)
Paragraph (Regular 12px)

Montserrat Light
Montserrat Regular
Montserrat Bold

Heading 1 (Bold 30px)
Heading 2 (Bold 24px)
Heading 3 (Bold 20px)
Heading 4 (Bold 16px)
Heading 5 (Bold 14px)
Paragraph (Regular 12px)
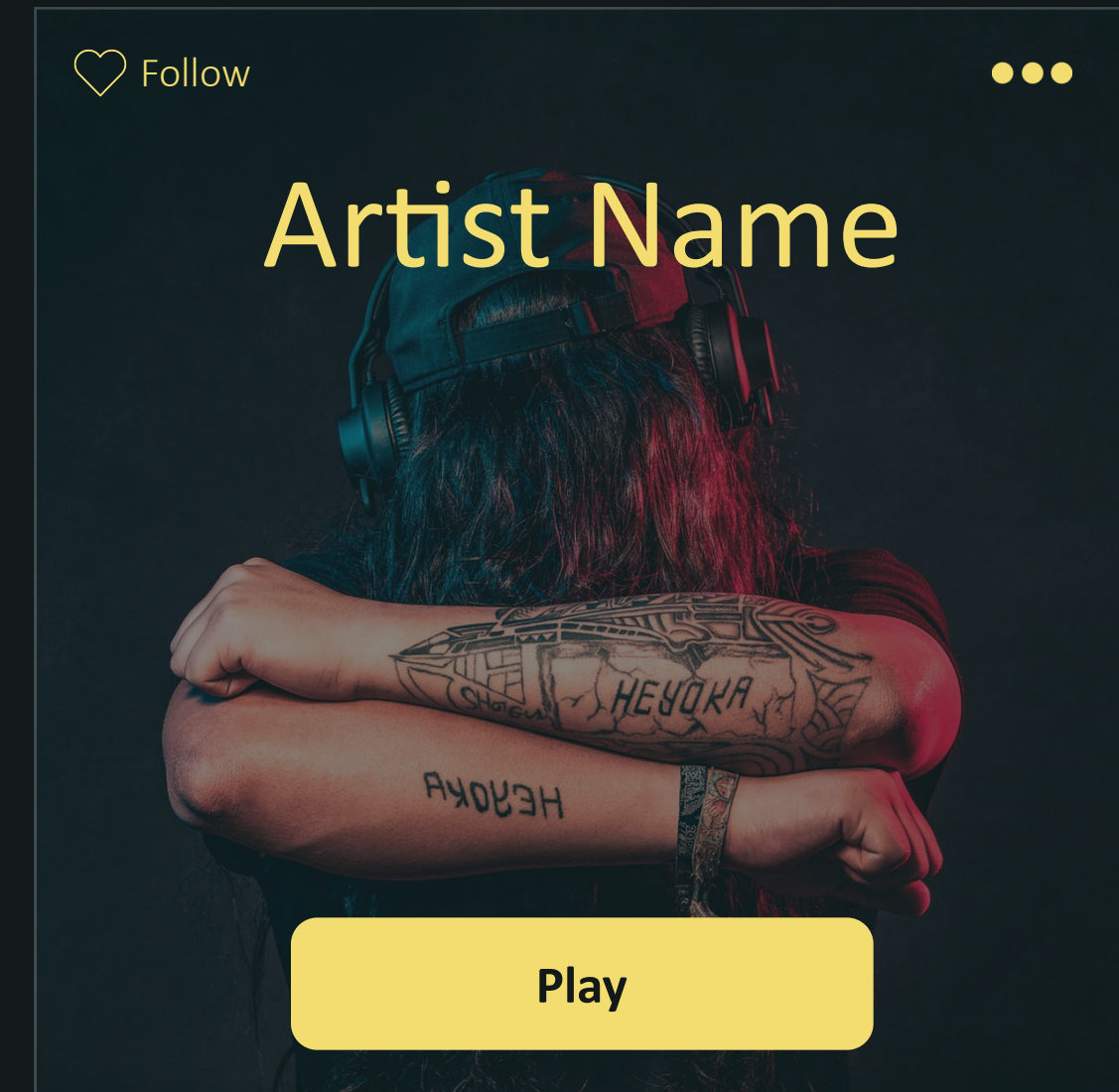
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Images

Images used on the artist page should always be 1:1 squared.
For this type of image it is also required to use an opacity layer to make the 'artist name' and buttons clear and easy to use.

In cases where the image being used is darkened the requirement of an opacity layer can be ignored - as long as the 'artist name' and buttons are clearly visible.

Artist Images
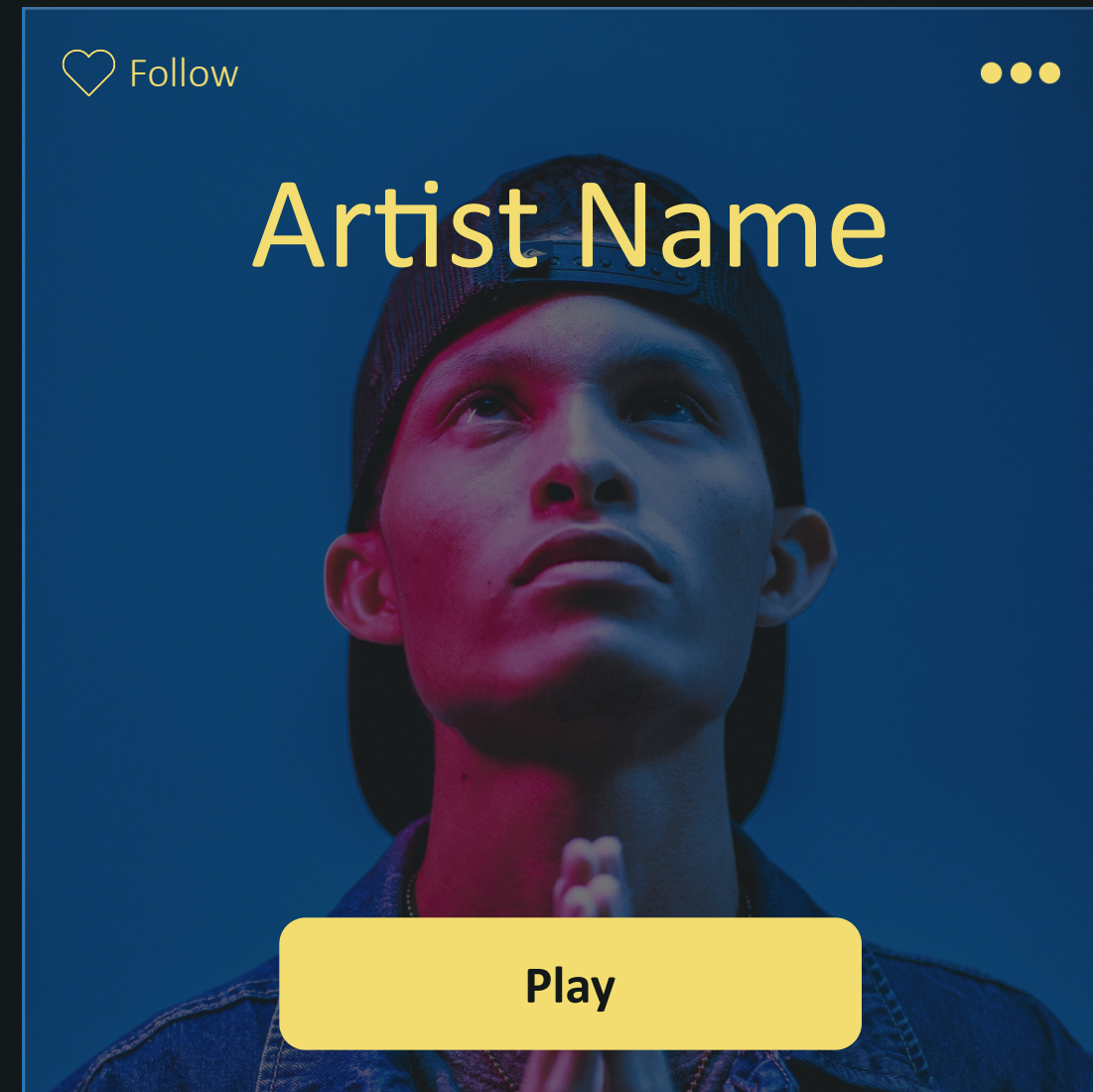
Images

Playlist images should always be rounded.
For this type of image it is not required to use an opacity layer, as there will not be any information in front of the image.

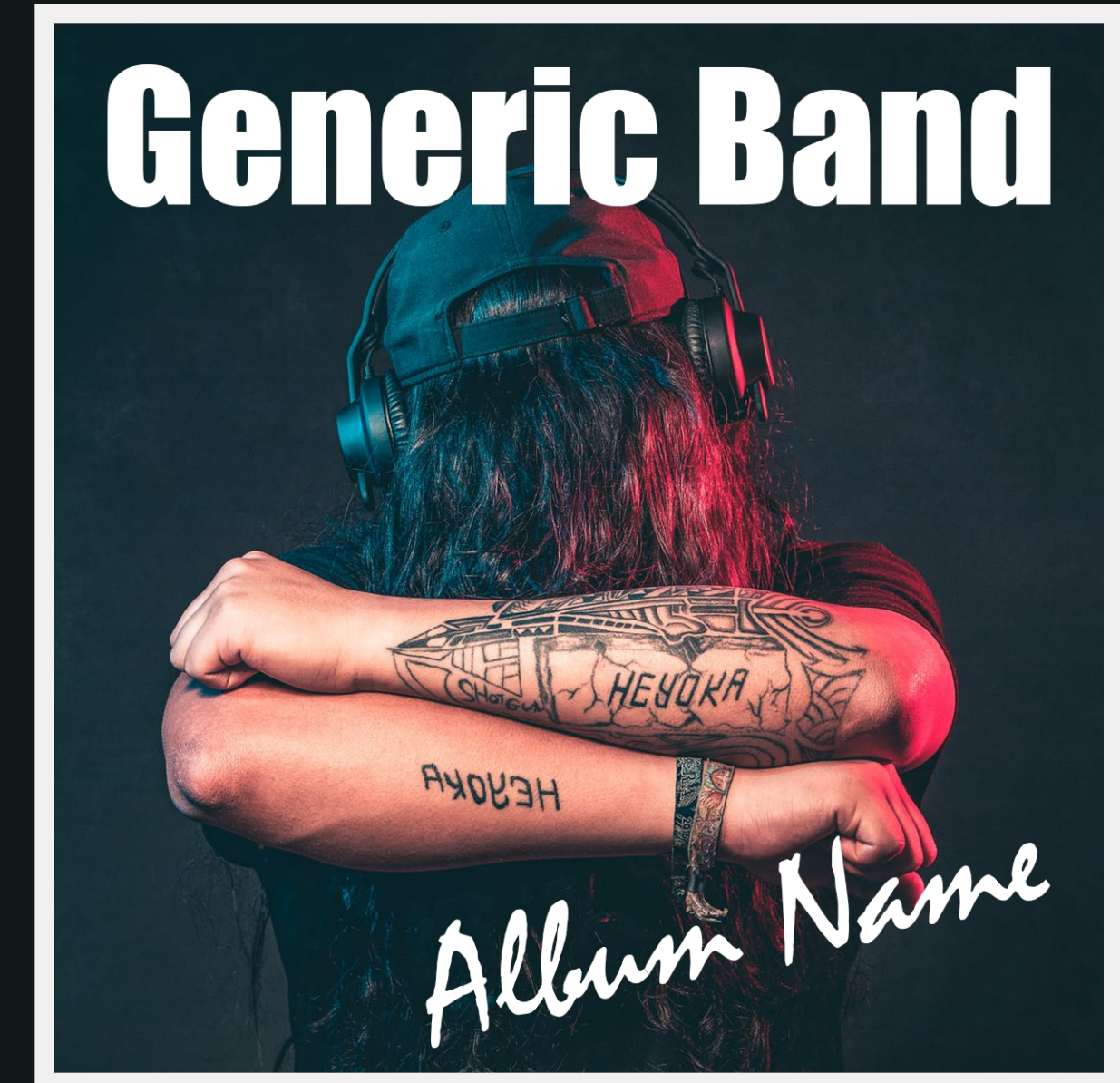## Playlist Images

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Images

Album covers should always the 1:1 squared and have a white border.

The border is being used to catch the eye of the user and therefore to expose the artist.
This created value for the artist using the platform and product of Limelight Music.

Album Cover

Images

Images used for background covers for tracks in the music player can be in any color. It is however highly suggested to use an opacity layer to darken the image.

It is required above all that all available functions for the music player are clearly visible and easy to use. Likewise it is required that both 'artist name' and 'song title' are visible.

It is suggested to use a 4:6, 5:7 or 9:16 image for the background cover of the music player.

Background Cover

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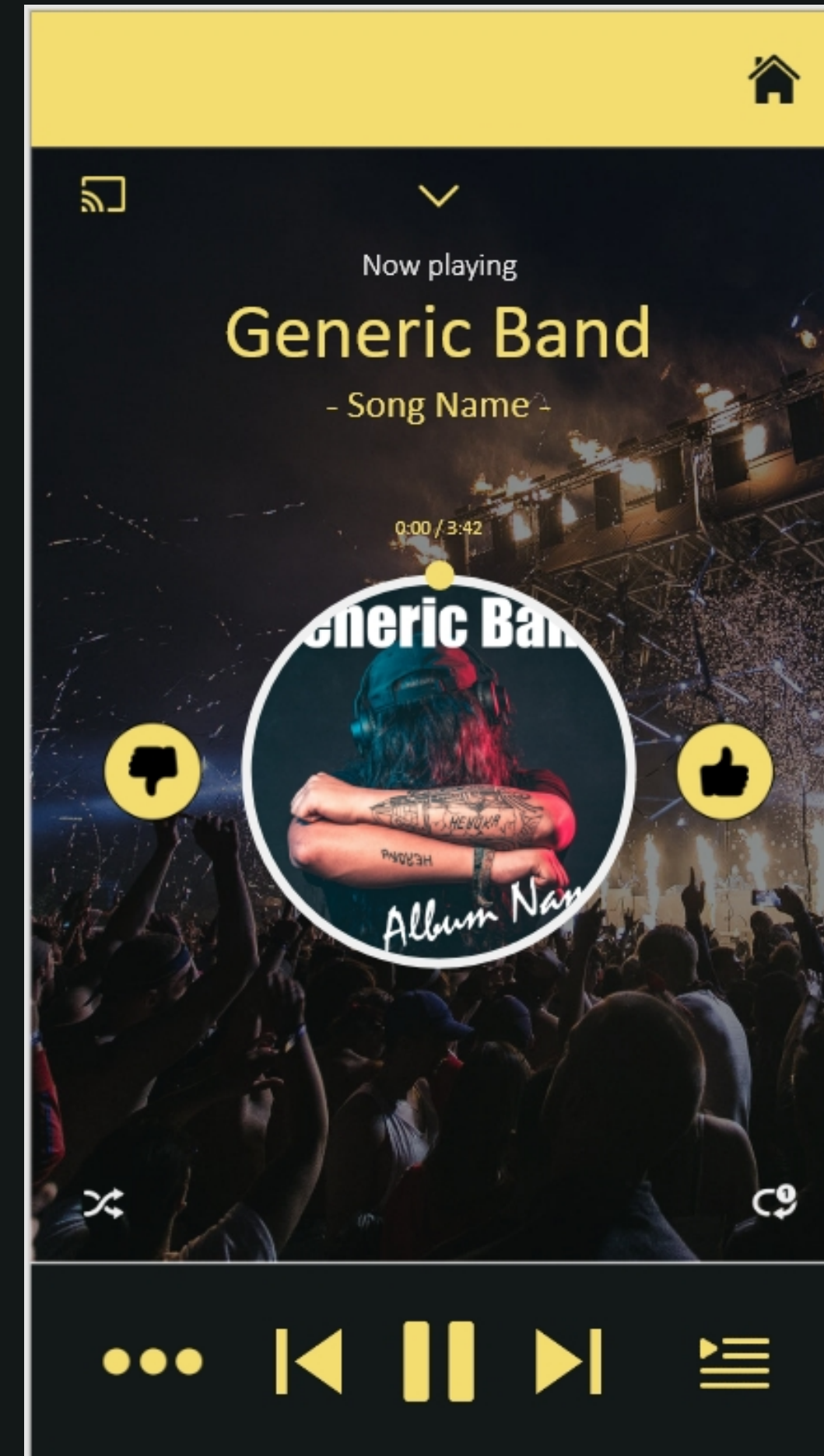
Components

In general, for graphic components, they must appear clear in flat design. With rounded corners giving a friendly and inviting look. Icons and symbols should be easy to understand, especially on mobile devices.

Elements should preferably appear yellow or gray in order to maintain the brand identity defined for Limelight Music.

Buttons

There are four different types of buttons. However usually only three of the button types are used.

The 'disabled' button is used whenever other information needs to be filled - after the required information has been filled the button will be active for use.

The 'active' and 'important' buttons apply for the same terms of use. However the 'important' button can be used in situations where the attention of the user is especially required.

Button (disabled)

Button (active)

Button (important)

Button (important)

Components

Backgrounds should generally appear evocative and give way to content. Backgrounds must therefore have a dark appearance and background images must be in black and white.
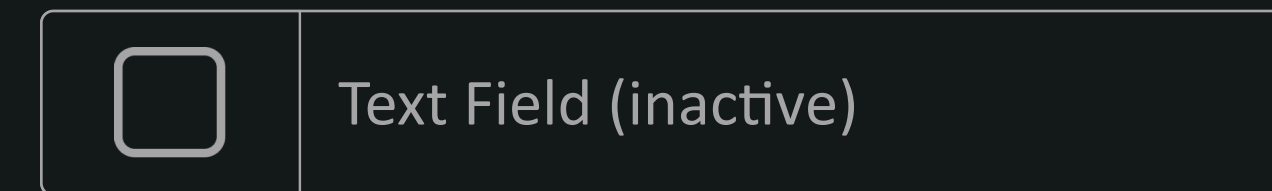
Overlays have the same function and aim to provide overview and focus on more important components.

Text fields

There are three types of text fields. The 'inactive' text field is used whenever nothing has been written in the field.
The 'active' text field is used when text has been entered in the field.
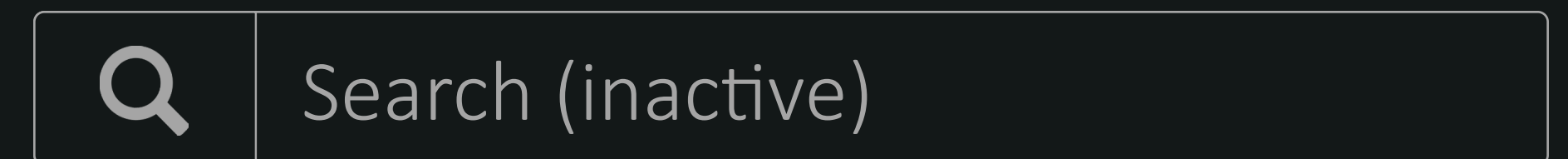The 'error' text field is used when an error accurse.

	Text Field (inactive)
	Text Field (active)
	Text Field (error)

Search Bar

The search bar has two states - 'active' and 'inactive'.
The 'inactive' state is used when nothing has been entered in the search bar.
The 'active' state is used whenever anything has been entered in the search bar.

🔍 Search (inactive)

🔍 Search (active)   ✕

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Components

Icons can also be placed on a circle to enhance usability and highlight important features. For selected (active) items, the color is yellow and for unselected (inactive) items, the color is either yellow (outlined) or gray.

Like / Dislike

The like and dislike buttons have two states - 'active' and 'inactive'. The 'inactive' state is being used when a user has not actively chosen to like a track.
The 'active' state is used when the user has chosen to like a track.

inactive

active

Follow

For the follow button the same rules as of like and dislike apply. The 'inactive' state is being used when a user has not actively chosen to follow an artist.
The 'active' state is used when the user has chosen to follow an artist.

inactive

active

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Components

Background images can be used for all media - it is however required that the images are black and white.

In case of the image being bright, it is highly suggested to apply an opacity layer above the image used.

The rule of thumb is that text, buttons and other features in front of the background image should be clearly visible and easy to use.

Background Images