

# **G1. INTRO**

#### V-DUBS

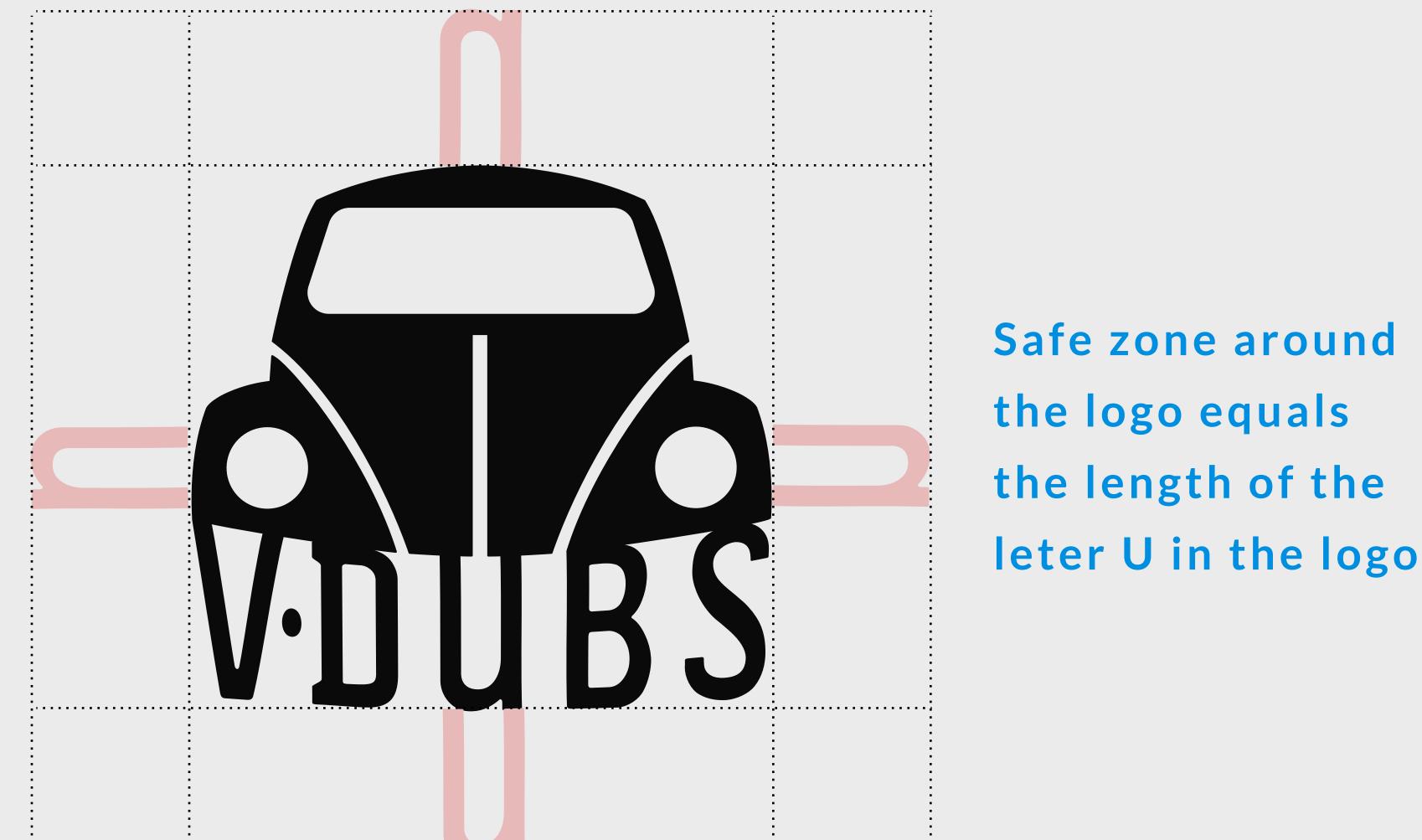
V-DUBS is a social sharing, discovery, and storage space for Volkswagen lovers and enthusiasts. Yes, online communities (like forums and Facebook groups) exist where VW lovers ask questions and post photos, but there isn't an app devoted to everything Volkswagen.

I am personally involved with the VW community. My best friend owns a 1961 Volkswagen Beetle, which I help restore and accompany to car shows. The community is positive, unique, and diverse. Everyone has a story about Volkswagen. The app, and this style guide, reflect the enthusiasm, diversity, and simplicity of the

#### **G4. L0G0**

Simply recognizable.

One of Volkswagen's most recognizable vehicles is the VW Beetle. This logo incorporates a simple VW Beetle graphic along with the brand name, V-DUBS, written in a font resembling that of European license plates. The name, V-DUBS, is a play on 'V-W.'



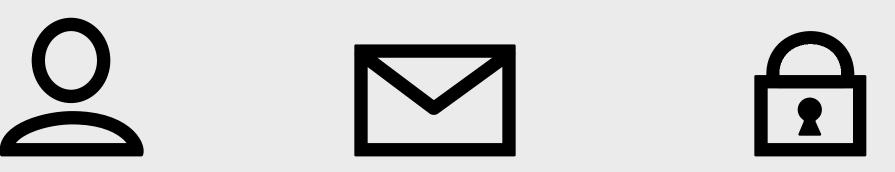
#### G5. ICONOGRAPHY

Trust the symbol.

Icons used throughout the app and website are simple, easily recognizable shapes that indicate a particular object or function.

- Sign up / Sign in -

Sign Up and Sign In icons are used in forms. See 06 - Forms for more details.



### G2. TYPOGRAPHY

Aneasy type.

V-DUBS's app and website font, Lato, is easy to read, simple, and modern. It compliments the playful font of the brand logo. Note: the font found in the brand logo should not be used anywhere else except the logo.

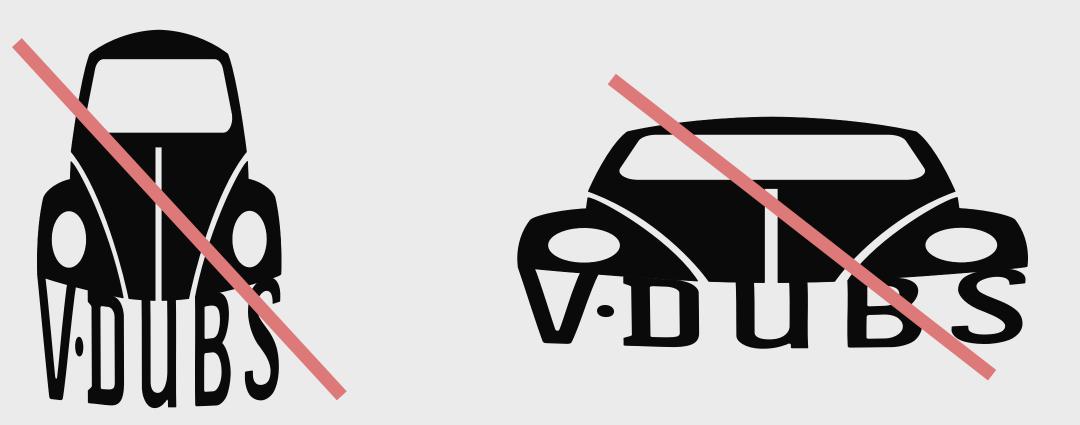
Lato		
Aa	Aa	Aa
Bold	Regular	Light
H1		2.5 em
Η2		2.25 em
H3		1.25 em
Body 1		1 em
Body 2		0.85 em
Button text		1 em
Footer text		0.75 em

Examples

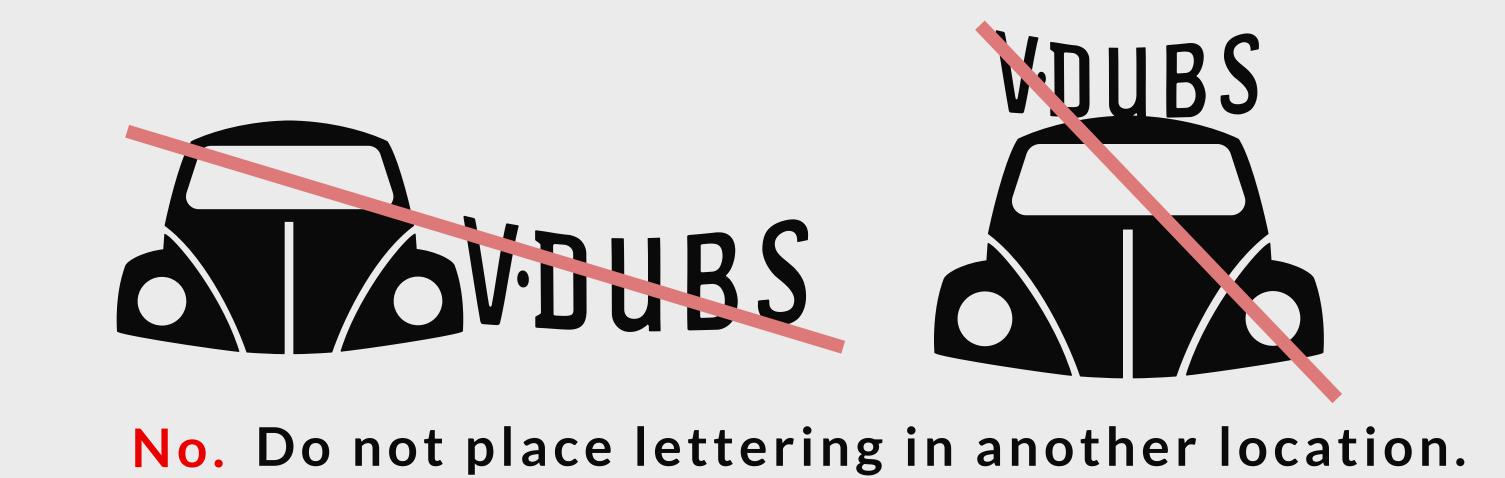
Small can be ......67.5 px - light powerful.

Capture and share visual memories.

the length of the leter U in the logo.



No. Do not change the proportions of the logo.



Example sizes -----

The logo should be kept proportional when re-sizing. The letters should not be moved. Only in instances of 32 px or less (i.e. Favicon) can the letters be removed.

Email address Password Username

In-app

In-app icons are used throughout the app in various places. Some may appear a different color when clicked on. See 07 - Buttons and Links for more details.

G  $\widehat{}$ My Content Profile Share Home Search Comment

G6. FORMS

A collection of moments.

Forms are found on the Sign Up and Sign In portions of the V-DUBS website. They are simple, modern (uses a line rather than a box), and shows familiar iconography to indicate what information is needed.

Email address	Unselected
<b>2</b> Username	Selected

AwesomeUser54 Selected - typed in

Error



Share Your ····75 px - light Spirit. V-DUBS is a free space where Volkswagen enthusiasts share photos,

# G3. COLOR

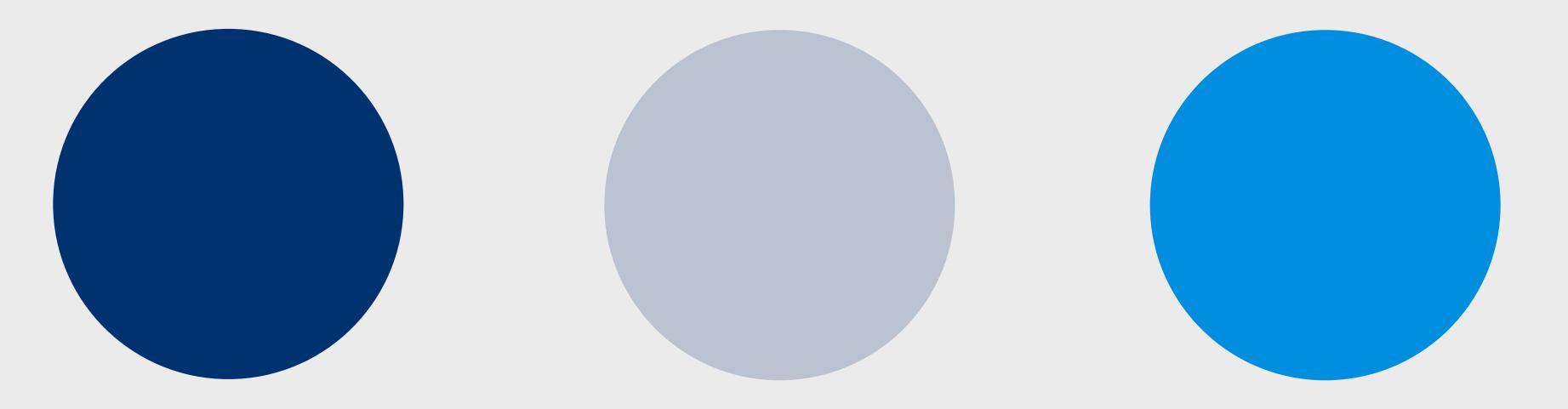
tell stories, upload memories, and ask the

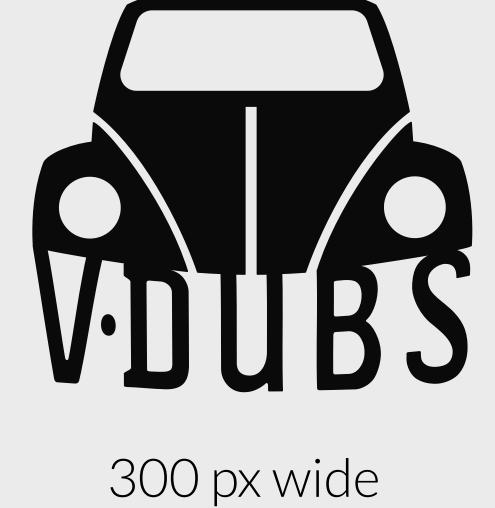
Color me vintage.

community questions.

V-DUBS uses classic colors. Literally. The pallette is made up of some of Volkswagen's most popular and recognizable car colors of the 1960s and 1970s.

Primary Colors





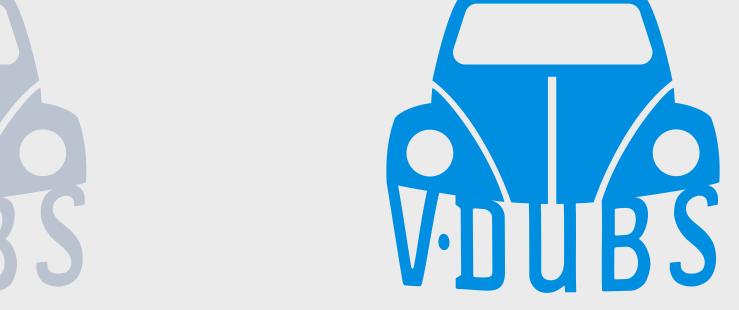
500 px wide



Colors .....

The logo is versatile and can take on the colors presented in section 03 - Color, of this guide. It is important that the logo contrasts well with the background color and passes accessibility standards for readability.







Password Password too short.

# **G7. BUTTONS AND LINKS**

Choose your adventure.

Buttons and links are mostly found throughout the website. Button and link states use colors found in 03 - Colors of this guide.

- Sign Up / Sign In

Normal Sign in Sign up (HEX 008FE0 / RGB 0 143 224)





(HEX 003270 / RGB 0 50 112)



			HEX BAC3CF	HEX OO8FEO		
	Features Features	RGB 186 195 207		RGB 0 143 224		
Features Features					Normal	Action/Hover
	About About				Features	Features