

BRAND PLATFORM

Our brand platform reflects our brand's identity and is the foundation of how our users think of and associate with our organization.

Mission/Vision

Visual artists should have an efficient structure for documenting and managing their artwork. We provide an archiving platform to guide the artists through this process and enable them to have a comprehensive overview of their career.

Brand Personality

Arte|Faktum is concerned with preserving the legacy of artists and ensuring that proper documentation is left behind for their heirs.

Brand Attributes

Empowering, trustworthy, organized, effortless

STYLE GUIDE: Logo

The Arte|Faktum master logo and reduced logo should always be surrounded by a minimum area of space: 10 px for web and 8 px for mobile.

The reduced logo should appear on the web and mobile headers. The master logo should be used on the Splash page and in any other instance where there is enough space.

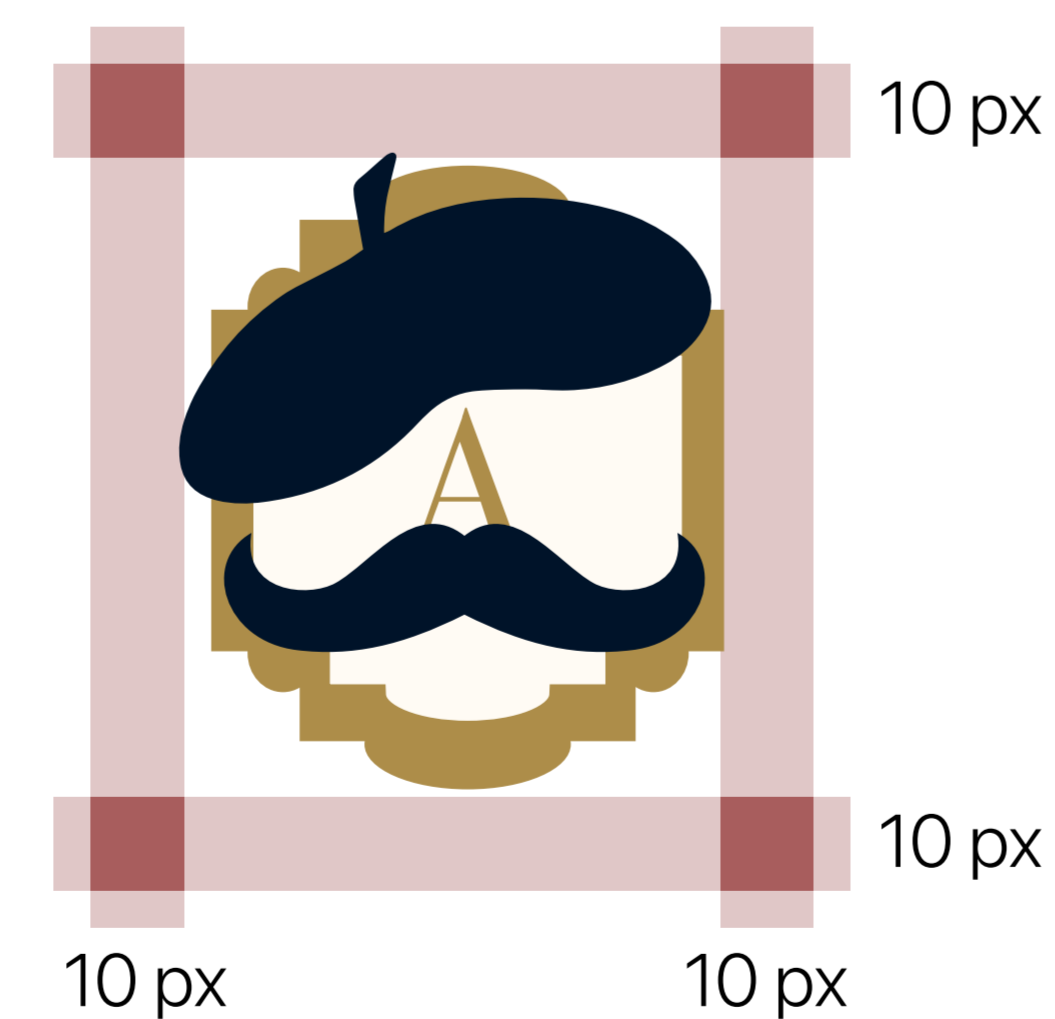
Web Master Logo



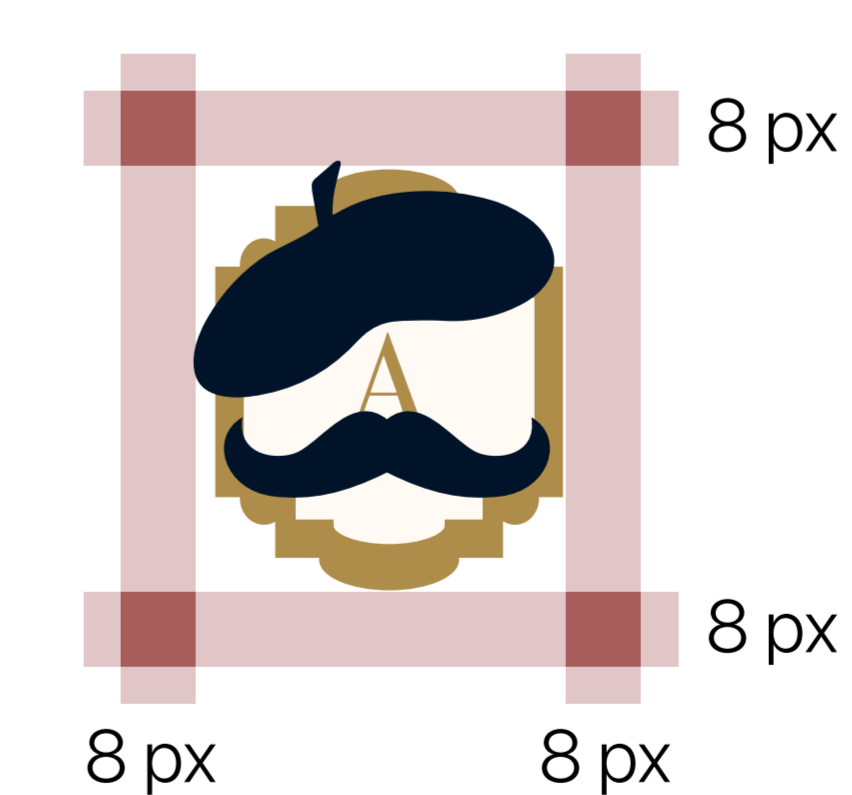
Mobile Master Logo



Web Reduced Logo



Mobile Reduced Logo



STYLE GUIDE: Color Palette

Archival is the background color - a reference to the cream color of archival paper and files. Dark Blue is the color of the font on Archival.

Light Blue and Blue are the primary action colors. Plum is the accent color. Archival is the color of the font on Light Blue, Blue and Plum.

Light Gold and Dark Gold are the secondary colors, used for the logo, the headers and other UI elements. Gold is a reference to gilded picture frames.

Primary



Light Blue
#5570B2



Blue
#21358A

Secondary



Light Gold
#D6B775



Dark Gold
#AD8D49

Neutral



Archival
#FFFBF4



Dark Blue
#001329

Accent



Plum
#825575

STYLE GUIDE: Font

The Arte|Faktum typeface is San Francisco Pro.

For an archiving platform with a large amount of content and data entry, it is important to have a font with a high degree of legibility.

San Francisco Pro is a sans-serif typeface that is well suited for Arte|Faktum's brand identity. San Francisco Pro is effortless to read and does not distract the user from the content.

Typeface

San Francisco Pro

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Header and Body for web and mobile

Body Onboarding (30 Bold)

Body Onboarding (30 Bold)

Feedback Heading (22 Bold)

Body Cataloguing Heading Selected (18 Heavy)

Header Large (18 Bold Italic)

Body Cataloguing Heading (18 Regular)

Body Text Large (17 Regular)

Body Text Small Bold (16 Bold)

Body Text Small (16 Regular)

Body Text Input (16 Thin)

Header Small (15 Medium)

Body Text Instructions (14 Light Italic)

Body Text Very Small (11 Regular)

Body Navigation Caption (10 Regular Italic)

Body Navigation Caption (10 Regular Italic)

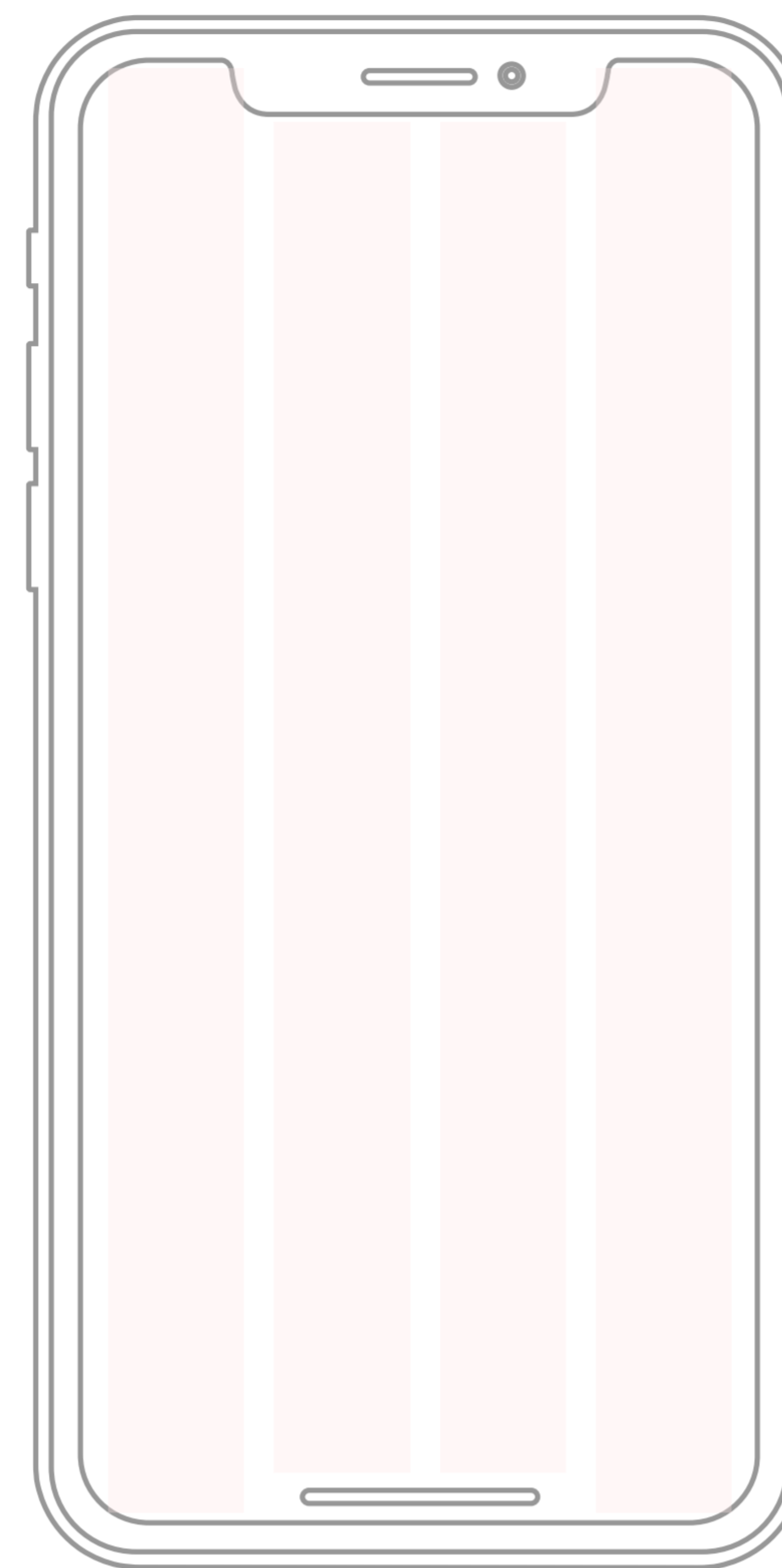
Small Icon Caption (6 Regular)

STYLE GUIDE: Grids

The Arte|Faktum mobile grid should be composed of 4 columns with a 12px gutter.

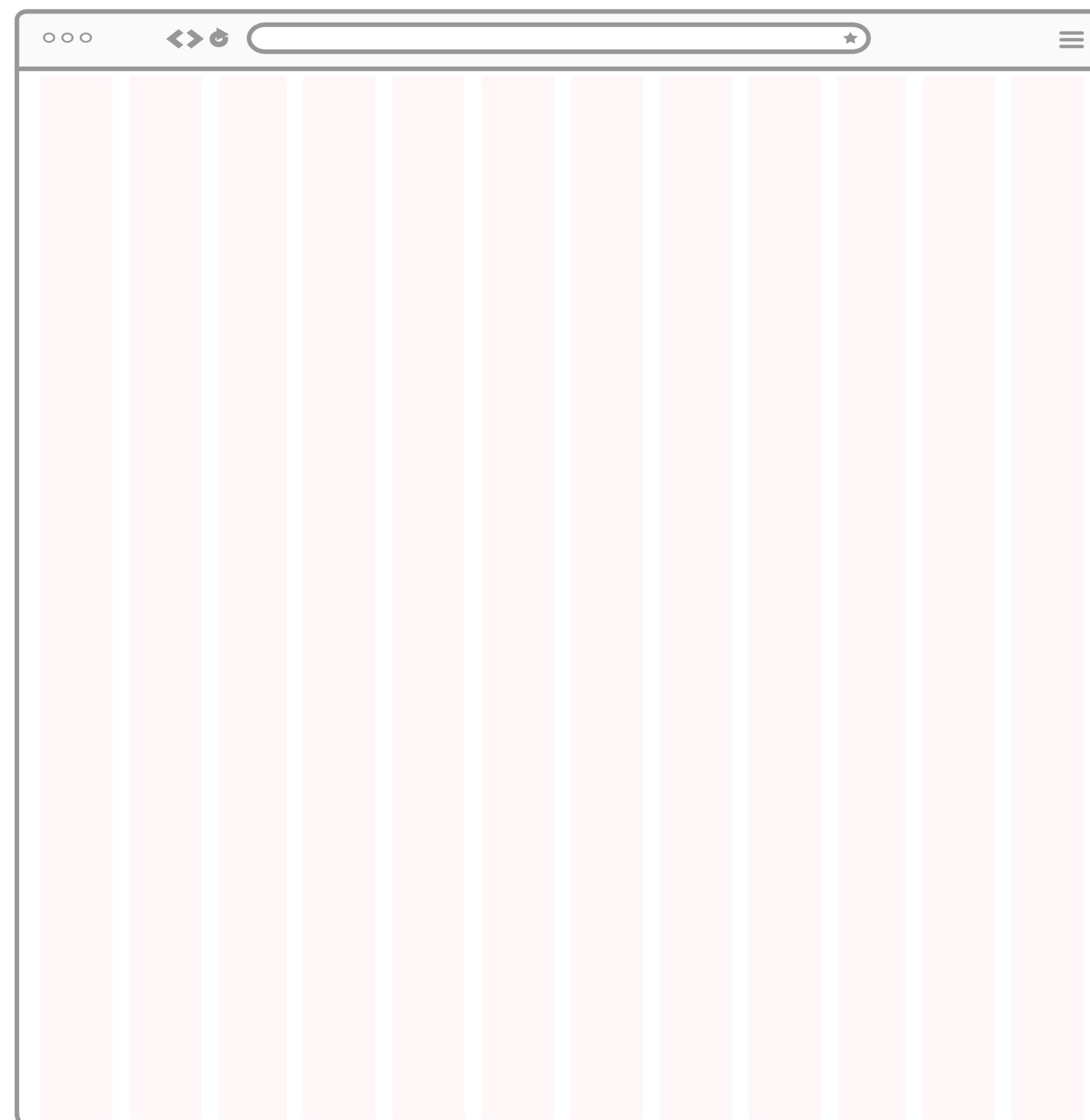
The Arte|Faktum web grid should be composed of 12 columns with a 20px gutter.

Mobile



4 Columns
12 px Gutter

Web



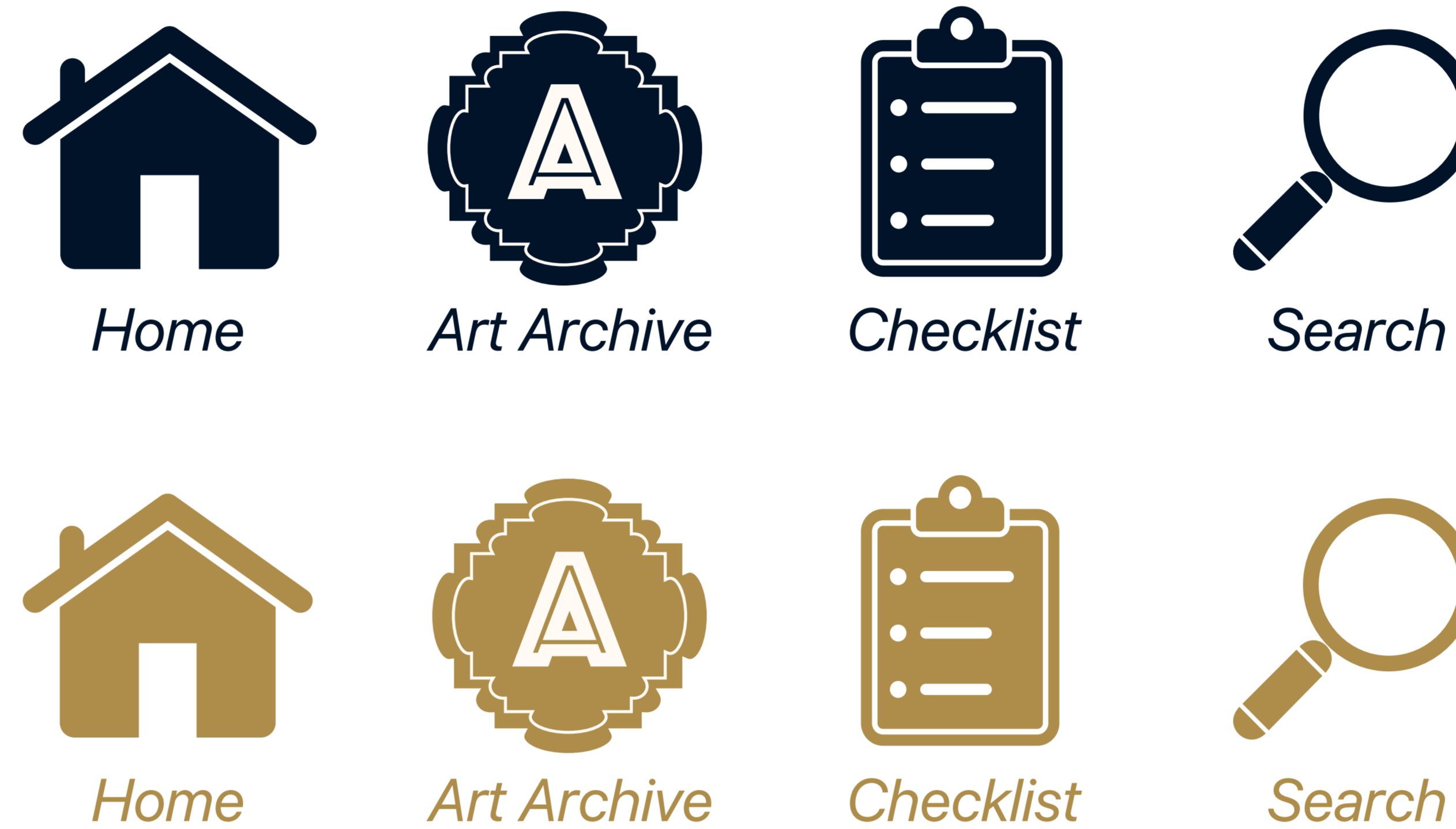
12 Columns
20px Gutter

STYLE GUIDE: Icons

The Arte|Faktum icons should be Dark Blue.

The navigation icons and the image view icons should switch to Dark Gold when they are selected.

Navigation Icons



Colors

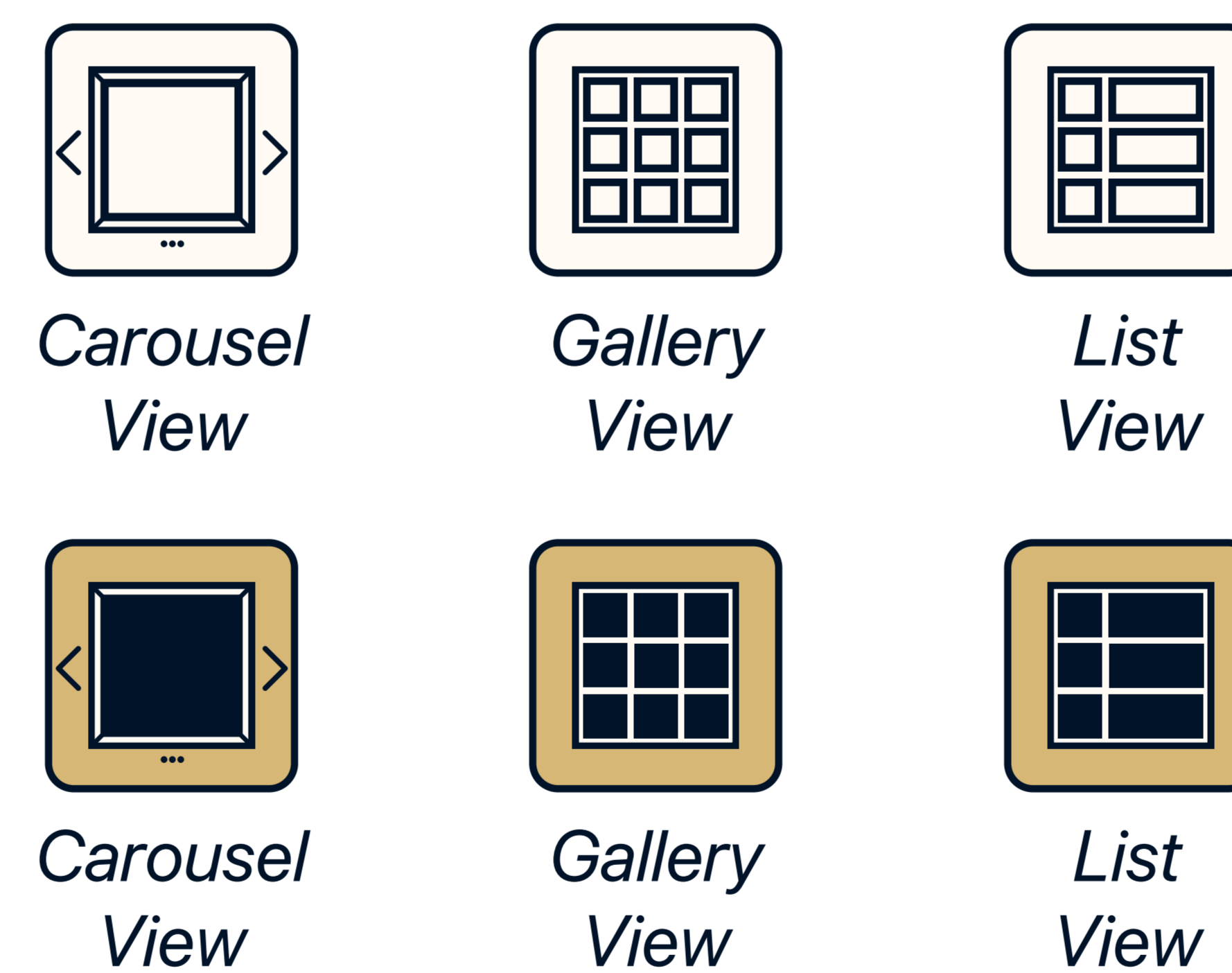


Dark Blue
#001329



Dark Gold
#AD8D49

Image View Icons



Other Icons

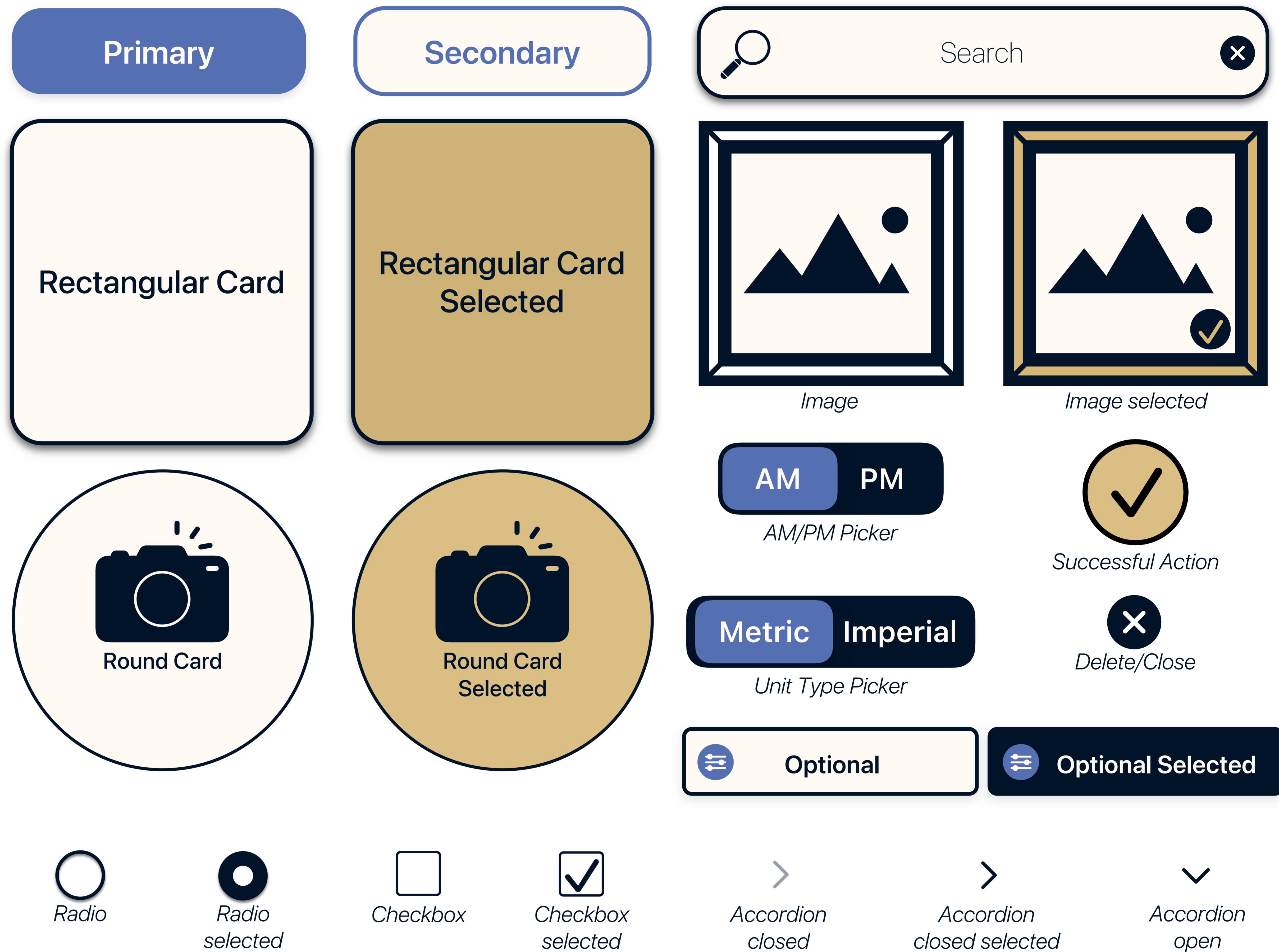


STYLE GUIDE: UI Elements

Presented on this page are Arte|Faktum's most common UI elements.

The Primary and Secondary buttons are used for actions such as: Next, Save, Back, Edit.

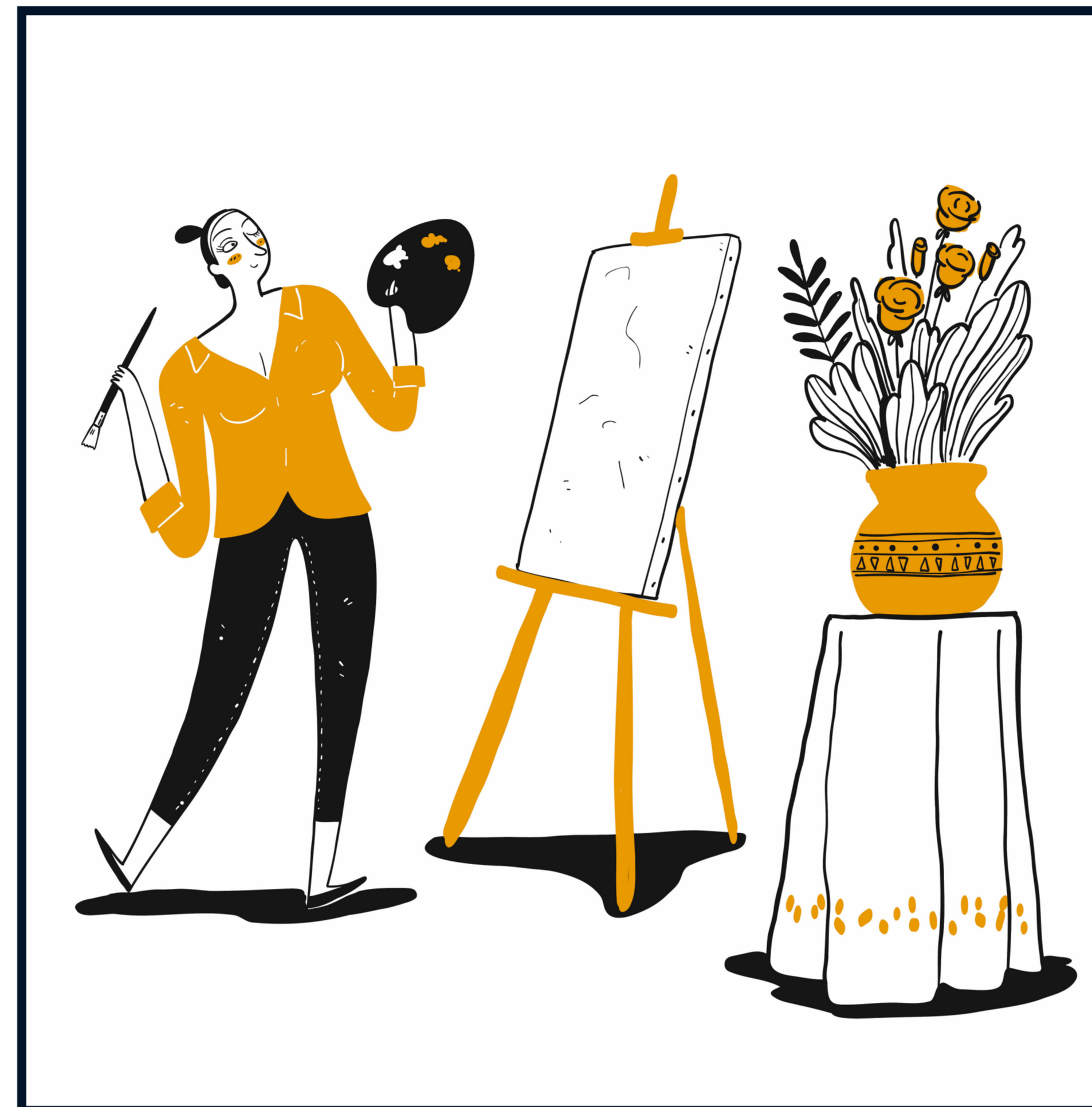
The Optional buttons are used for actions such as: Sort and Filter, Add Provenance, Add Exhibition, Add Location, Change Currency.



STYLE GUIDE: Imagery

The Arte|Faktum imagery should be minimalistic. Users will be building their art archive and adding their own images. It is important for Arte|Faktum's imagery to be subtle and not overpower the content and images added by the users.

Here are the images for the 3 onboarding screens.



Archive your artwork



Track your updates



Access from anywhere