scene glede

Brandstyleguide

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Intro

SceneGlede is Bjørg-Marie, a singing tutor offering lessons in song as well as how to cope with stagefright, the latter beeing a subject close to her heart and at the core of SceneGlede. The name itself; SceneGlede, is a Norwegian name and stands for Stage Joy.

Bjørg-Marie focuses on providing a safe enviroment, as singing or dealing with stage fright can be very personal and add to the feeling of being vulnerable, and it is important for her that the student knows that with her it is not possible for them to make a fool of themselves. A relaxed and warm atmosphere is important to help the students relax which is an important element of healthy singing.

> "What is important to me as a singing teacher is the whole, it is not just about the voice and whether one has a nice voice, but techniques, communication, and knowledge of how things such as emotions can affect the voice, both for good and for bad. It is also important to me that the student knows that we work together towards the student's goals."

Her style is warm, approachable and welcoming, while also being professional. The colour sheme is inspired by the nature, the Autumn in particular.

Visual idetity

On the following pages we show you all the assets for SceneGlede.

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Primary logo

To ensure the legibility, the minimum height for the logo is 2 cm or 56,5 px.

The logo should never be made smaller than shown below.

Allow the spacing around the logo as indicated to the right.

scene glede





Alternative logo

Alternativ logo to be used as a Favicon for website and other online precense. For that purpose the logo is cropped into a square as shown to the right.

If used on other products, i.e. printed products, the alternative logo should be at a minimum height of 4 cm or150px.





There is also a white and black version of the primary logo that may in future be used for textile printing, like on t-shirts and other products that might be relevant for the business.

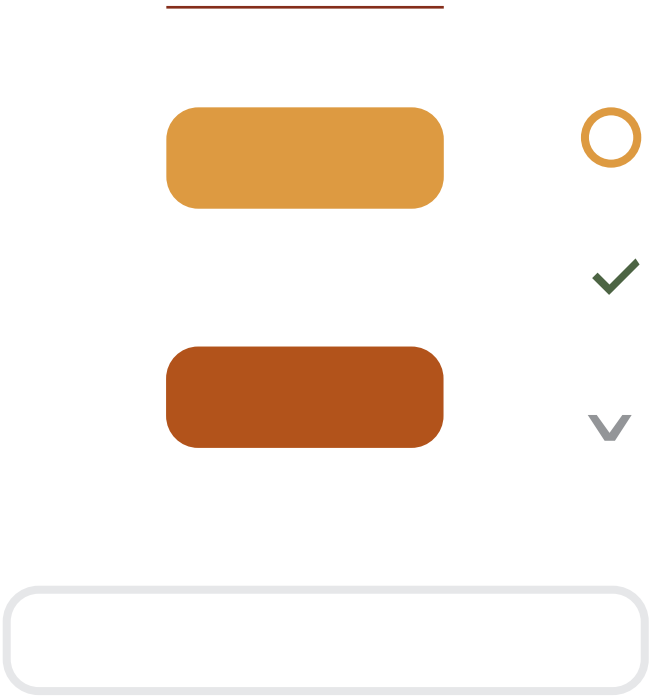


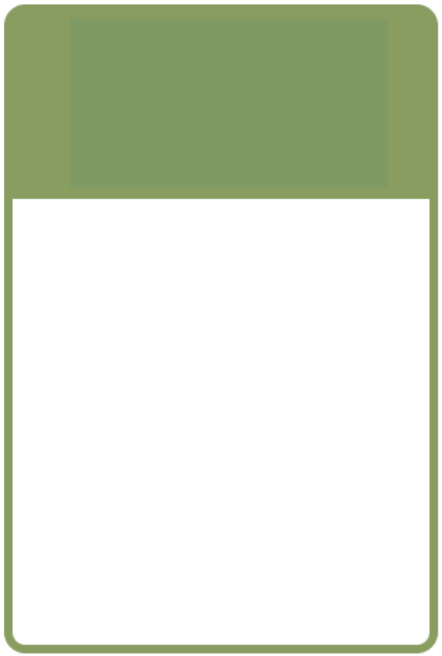


Elements

For the SceneGlede website the main elements, appart from photos, are the use of lines and curved rectangles for buttons.

All curves/radial is set to 12px around buttons and other border boxes such as the lesson prices and in the contact form.
Border around price boxes are 5px thick.
The circle and form fields have a thickness of 3px.
The line for the hover effect in the menu is at 1px thickness.





Images

All images used for the website (except the blog posts) are deep edge cut and placed on a green background. Apply a blendmode and Multiply for better transition of hair to the background (done in Photoshop).

The images are also given a subtle colour adjustment, adding warmth and depth to the images used. Within Adobe Lightroom the following values have been adjusted.
Light - Expozure: -0,30
Light - Contrast: +3
Colour - Temp: +3
Colour - Glow: +3





Colours

The colour palette for SceneGlede is inspired by the warmth and colours of the Autumn. The warm sun of a new season and leaves in all its splendor and array of colours, from deep wooden green to the orangy yellow.

#899d61

#ffffff

Primary colours

The primary colours for the site is the light green #899d61 and white #ffffff, which allows the site feel calm yet welcoming.
White is applied to the body text as well as on buttons.
The light green is used for background colour for the body and on the main navigation. The colour is also used for the single items in the price list.

#4c6443

#dd9a41

Secondary colours

Headings throughout the site are in the dark green #4c6443, which is also used for the background of the footer.
The bright yellow #dd9a41 is used for CTA buttons and as hover effect on links in the main navigation. Yellow is applied to the borders of 10 time deals in the price list and some text, but sparingly. The bright yellow is also foumd in the logo for Scene Glede.

#852e1b

#b2531b

Tertiary/supporting colours

The orange #b2531b is found in the logo and as a line for the hover effect in the main navigation.
The dark red #852e1b are only found on the price list for the 20 time deals and in the overlap on the favicon.
Both tertiary colours should only be used on a white background for best legibility and to not seem dated and dark.

Aa Aa Aa

Yeseva One
ABCDEFGHIJKLMNOPQRSTUVWX
YZÆØÅ
abcdefghijklmnopqrstuvwxyz
1234567890,.-”&

Le Monde Courrier std Bold
ABCDEFGHIJKLMNOPQRSTUVWXY
ZÆØÅ
abcdefghijklmnopqrstuvwxyz
1234567890,.-”&

Graphie Regular
ABCDEFGHIJKLMNOPQRSTUVWXY
ZÆØÅ
abcdefghijklmnopqrstuvwxyz
1234567890,.-”&

Typography

For SceneGlede there are three typefaces.

The Yeseva One typeface is only to be used for headings and display text.

Le Monde Courrier is more legible for smaller size headings and are therefore replacing Yeseva One. The bold typeface also work well for CTAs and other information that needs to stand out on the page.

Graphie is used for all body of text and as a complementary contrast

Yeseva One for logo and headings <h1>-<h3>
Le Monde Courrier std Bold for <h4>-<h6>

Laptop - 40px
Laptop - 40px
Laptop - 30px
Laptop - 30px
Laptop -24px
Laptop - 20px

iPad - 30px
iPad - 30px
iPad - 24px
iPad - 24px
iPad - 20px
iPad - 18px

Mobile - 24px
Mobile - 24px
Mobile - 20px
Mobile - 20px
Mobile - 18px
Mobile - 16px

Aa Aa Aa

Yeseva One
ABCDEFGHIJKLMNOPQRSTUVWX
YZÆØÅ
abcdefghijklmnopqrstuvwxyz
1234567890,.-”&

Le Monde Courrier std Bold
ABCDEFGHIJKLMNOPQRSTUVWXY
ZÆØÅ
abcdefghijklmnopqrstuvwxyz
1234567890,.-”&

Graphie Regular
ABCDEFGHIJKLMNOPQRSTUVWXY
ZÆØÅ
abcdefghijklmnopqrstuvwxyz
1234567890,.-”&

Le Monde Courrier std Bold for CTA buttons and form labels

CTA buttons:
Laptop - 20px
iPad - 20px
Mobile - 16px

Labels:
Laptop -20px
iPad - 20px
Mobile - 16px

Le Monde Courrier std Bold for prices.

Prices (all three colours used on devices):

Laptop - price 50px and **kr.** - currency 24px
iPad - price 30px and **kr.** - currency 15px
Mobile - price 24px and **kr.** - currency 15px

Graphie Regular for body copy <p>, fine print <p> and menu

Laptop - 20px Laptop - 16px	iPad - 18px iPad - 14px	Mobile - 16px Mobile - 12px
Laptop - 1.1em	iPad - 18px	Mobile - 16px

Application

The following pages show examples of how to use the different elements provided for SceneGlede.

These guidelines should apply to all forms of application, both digital and printed products.

Elements 12

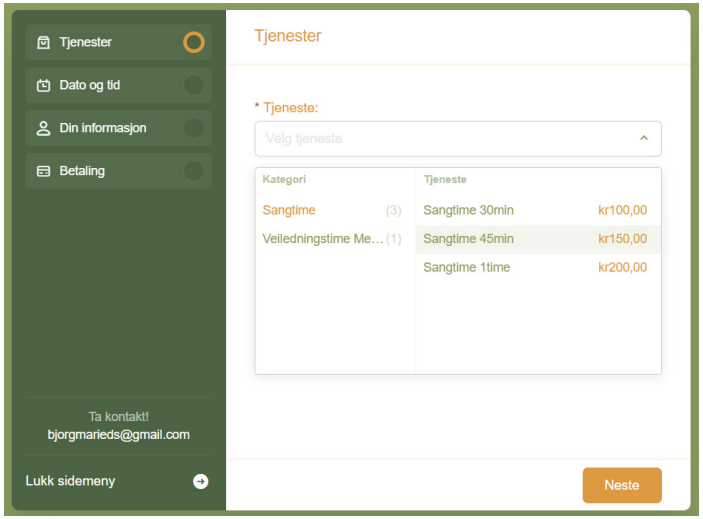
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Elements

Here are som examples showing the different elements “in-action”.



Bestill time

Enkel time

60 min

kr. 200,-

Bestill time

Sliter du med sceneskrekk?

Som barn var jeg fryktløs på scenen, men jo eldre jeg ble, jo større ble frykten for å stå fremfor andre og synge. Da jeg startet på universitetet for å studere sang bodde det i meg en inderlig trang til å stå på scenen, men presset og frykten var for stor, noe som førte til at jeg ofte satt og så på i stedet for å stå på scenen selv. Jeg var så nervøs at jeg ofte hadde vondt i magen flere uker før jeg skulle opptre. Jeg visste at sceneskrekk var noe jeg ikke burde kjenne på, men der satt jeg med klump i magen og skjelvende hender.

I løpet av mitt andre år på universitetet bestemte jeg meg for å ta saken i egne hender og begynte å researche sceneskrekk. Målet mitt var ikke bare å lære meg selv hvordan jeg best kunne mestre frykten, men også hvordan jeg kunne hjelpe andre som også opplever det samme som jeg gjorde. Nå gleder jeg meg til å fremføre, litt nervøsitet er det fortsatt, men nå er det fordi jeg er spent og gleder meg til å opptre.

Hvordan kan jeg hjelpe deg med sceneskrekken?

- ✓ Jeg lærer deg hva sceneskrekk er
- ✓ Jeg gir deg tips og teknikker for å håndtere frykten
- ✓ Hos meg får du ett trygt sted å øve deg på å fremføre

Jeg hjelper deg å jobbe med sceneskrekken. Du får mest ut av mine timer om vi jobber med et tema eller materiell som er aktuelt for deg som for eksempel en sang, en tale eller presentasjon du skal fremføre.

Bestill time



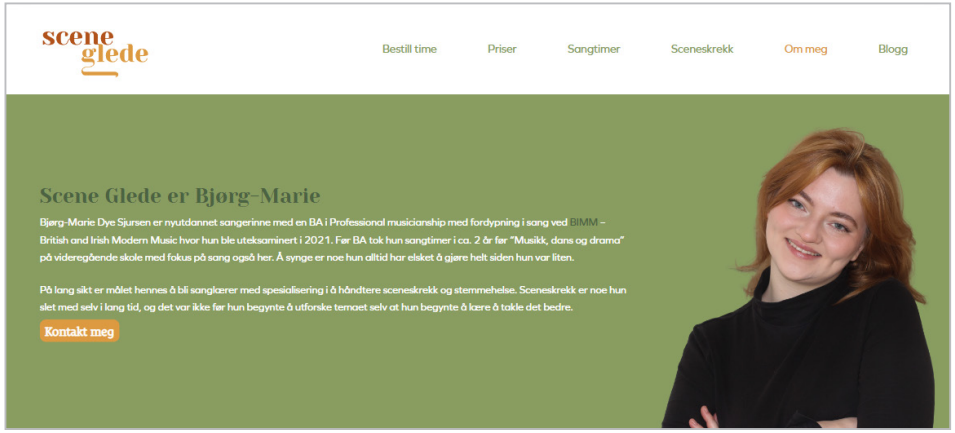
Images

A general sizing for images depending on device:
Laptop w:504.28 h:429.25 with margin-top 30px and margin bottom -30px
Tablet w:430 h:380 with margin-top 40px
Mobile w:270 h:220 with margin-top 20px and margin-bottom 30px

This values may change depending on image sizing, so it is not sett in stone.







Brand Don’ts

Sometimes it is easier to say what NOT to do rather than what is ok to do, but we try to show examples of both so that everyone knows how to best stay in line with the brand identity and tone of voice.

This page show you all the big DON’Ts. On the next page we’ll give examples of good ways to use the logo and assets.



Don’t squash the logo



Don’t change the colours



Don’t stretch the logo



Don’t cut off parts of the logo



Don’t change the typeface



Don’t tilt the logo



Don’t place on a busy background



Don’t use all capital letters

Brand Do’s

Make sure the logo is on a clean and simple background.

The logo in the navigation menu are set to following maximum width:

Mobile w200px
Tablet w230px
Laptop w270px

Menu text are set to following distance and minimum height:

Mobile: d: 20px, min h: 25px
Tablet: d: 20px, min h: 25px
Laptop d:100px, min h: 20px, margin-right: 70px





Menu item



Menu item



Menu item

Text alignment:
Mobile - centered
iPad & Laptop - Left aligned

Margins used for the body on the website and illustrated below:

Mobile:
Top - 15px
Right - 30px
Bottom - 15px
Left - 30px

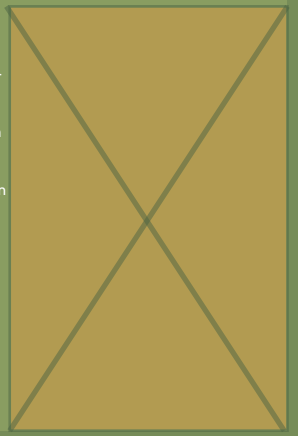
iPad:
Top - 20px
Right - 60px
Bottom - 20px
Left - 60px

Laptop:
Top - 30px
Right - 70px
Bottom - 30px
Left - 70px

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