

ONE
OF
DESIGN

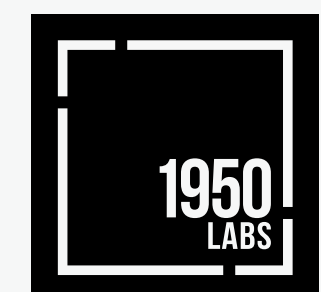
IN 1950LABS WE BELIEVE
THAT DESIGN
SERVE A PROPOUSE.

**ALWAYS
START
WITH**

WHY

If you are starting a **new design**,
we want to share some guidelines
with you that can make your work
easier based on our experience
and unique tone.

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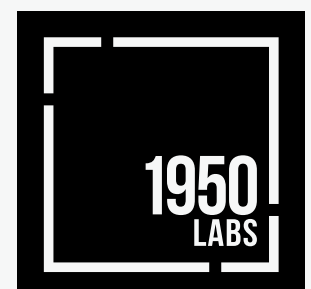


TYPE

WE LIKE TO GIVE OUR
CRAFTS A REGIONAL
TOUCH. THAT'S WHY WE
SEEK TO USE **URUGUAYAN**
FONTS (BOUGHT AND
DISTRIBUTED ON GOOGLE)



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TYPE URUGUAYAN

Rambla



Gafata



Fenix



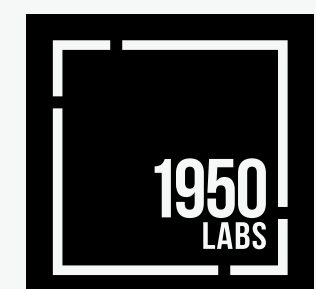
Uruguayan fonts

Rambla <https://fonts.google.com/specimen/Rambla>

Gafata <https://fonts.google.com/specimen/Gafata>

Fenix <https://fonts.google.com/specimen/Fenix>

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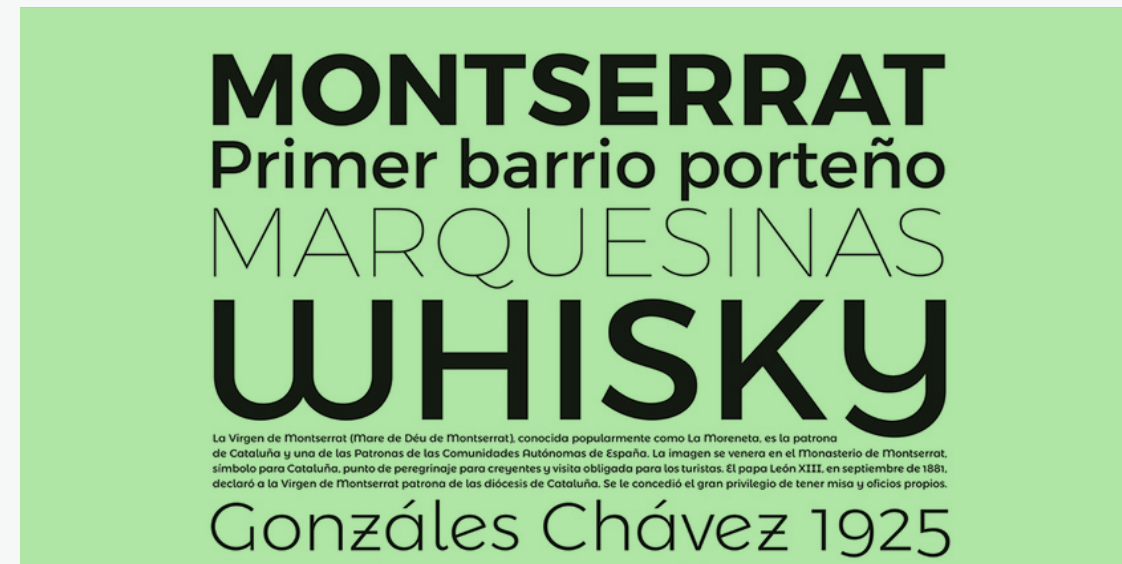


TYPE COPY

Work Sans



Montserrat



Open Sans



Fonts for copy

Work Sans (Title+text) <https://fonts.google.com/specimen/Work+Sans>

Montserrat (Title+text) <https://fonts.google.com/specimen/Montserrat>

Open Sans (Title+text) <https://fonts.google.com/specimen/Open+Sans>

TYPE DISPLAY

Space Mono



Fredoka One



Fruktur



Fonts for display

Space Mono (Title / Header) <https://fonts.google.com/specimen/Space+Mono>

Fredoka One (Title / Header) <https://fonts.google.com/specimen/Fredoka+One>

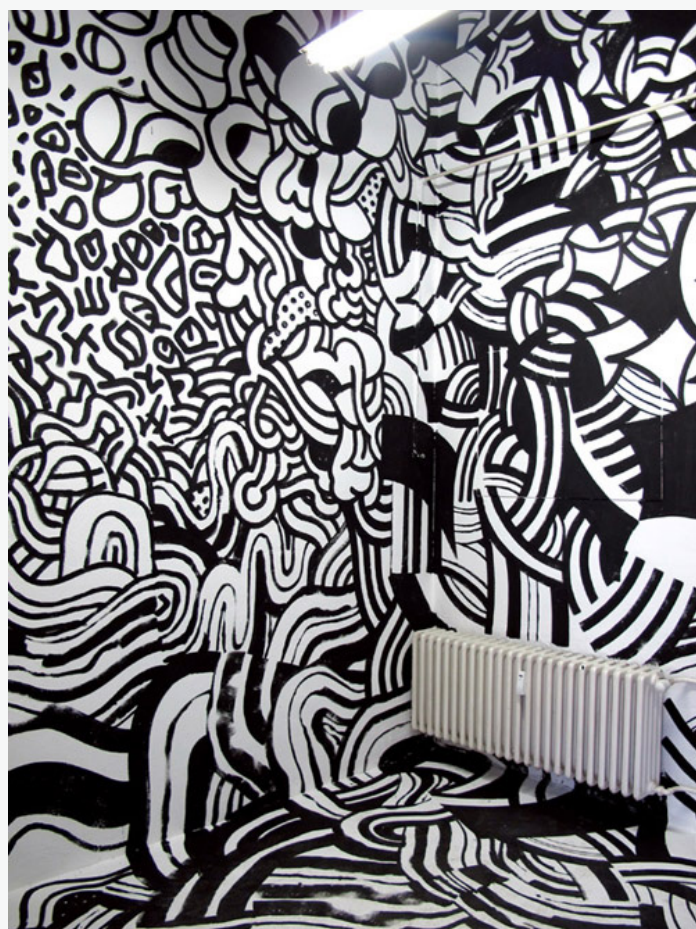
Fruktur (Title / Header) <https://fonts.google.com/specimen/Fruktur>

TYPE BEGINNERS TIPS

Big Title
And some text here
bad font mixing demo

Avoid Mixing font families.

We will try to use a maximum of two fonts per project. Not all fonts are created equally. Some work better for titles, others better for texts. Understanding at a glance if a font is more useful or not is something that requires a lot of experience and study. Our simplest recommendation is to look for documentation and notes from the authors about their possible uses, generally the fonts are designed for a purpose: printed, digital, titles, ornamental. For more recommendations you can go to <https://www.typewolf.com>



Avoid horror vacui at all cost.

It is very tempting in design to cover the entire screen. Although it takes training to find the balance between good space and vacuum it would be a mistake to cover all visible areas. Good blog post here: <https://blog.teamtreehouse.com/white-space-in-web-design-what-it-is-and-why-you-should-use-it>

FRAMEWORKS WE WORK

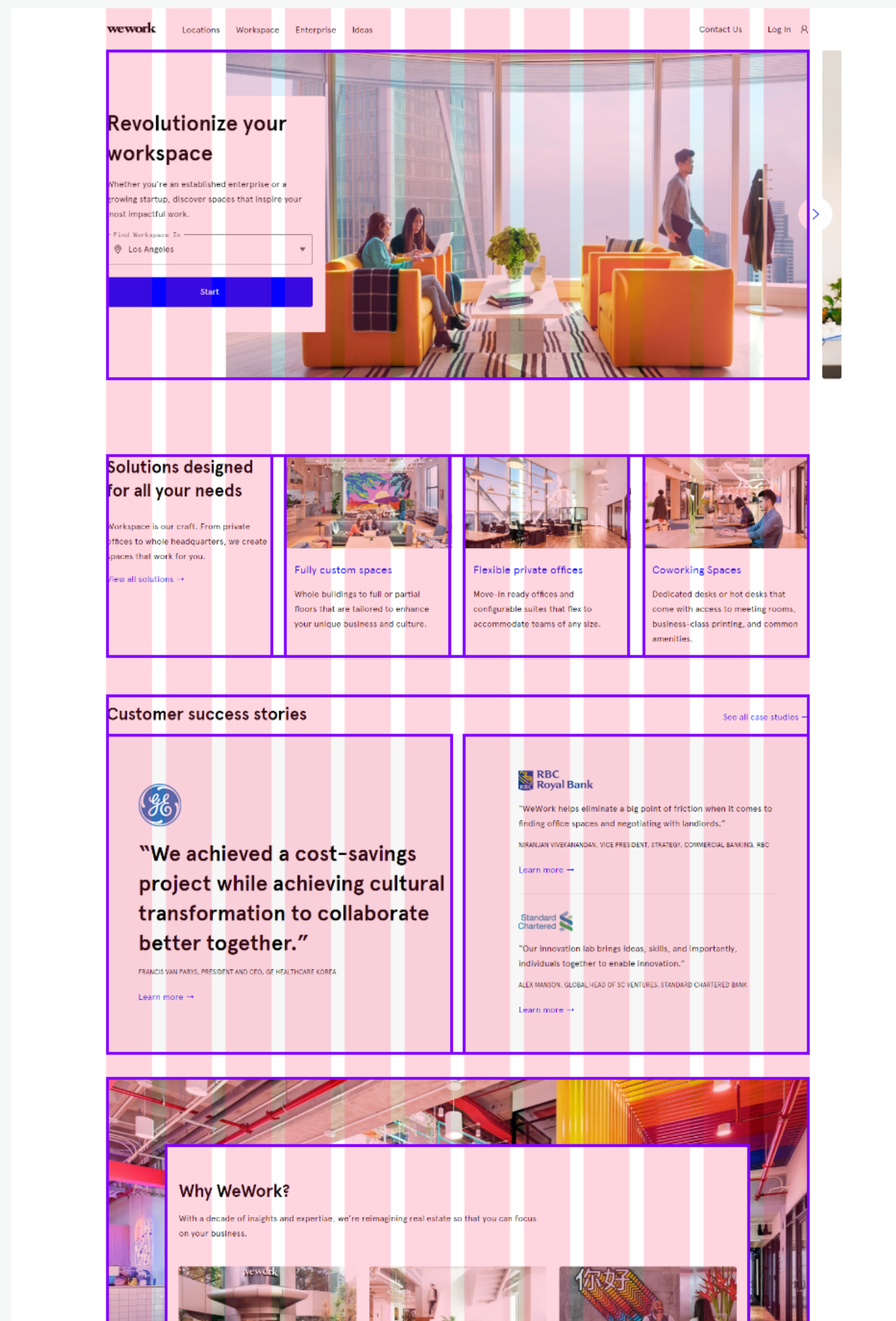


WORKING WITH SOME OF THESE FRAMEWORKS IS THE EASIEST WAY TO ENSURE THAT THE WORK IS GOING TO BE DONE QUICKLY & WELL.

ANY DEVELOPER FROM **1950LABS** IS GOING TO BE TRAINED TO DEVELOP IT AT ANY TIME.

- Bootstrap <https://getbootstrap.com/>
- Angular <https://angular.io/>
- Tailwind <https://tailwindcss.com/>
- VueJS <https://vuejs.org/>
- ReactJS <https://reactjs.org/>

COMPOSITION



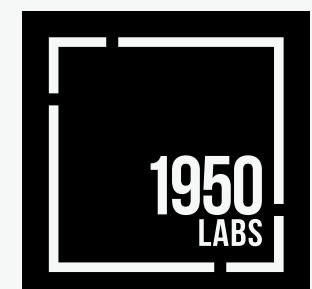
WE PRIORITIZE THE USE OF GRID

We design in a way that prioritizes the use of grid. That means that designing and programming using a 12 column grid helps simplify work and ensure better results. Do we always have to design and develop in columns? No, if there is a case in which it does not have to be used there is no problem. But if there is the possibility of applying a grid we will apply it

REFERENCES

- <https://craftingemails.com/>
- <https://smoothly.app/>
- <https://uiboost.com.br/>
- <https://www.vincentapp.io/>
- <https://getbootstrap.com/docs/4.0/layout/grid/>

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COLORS WE LIKE

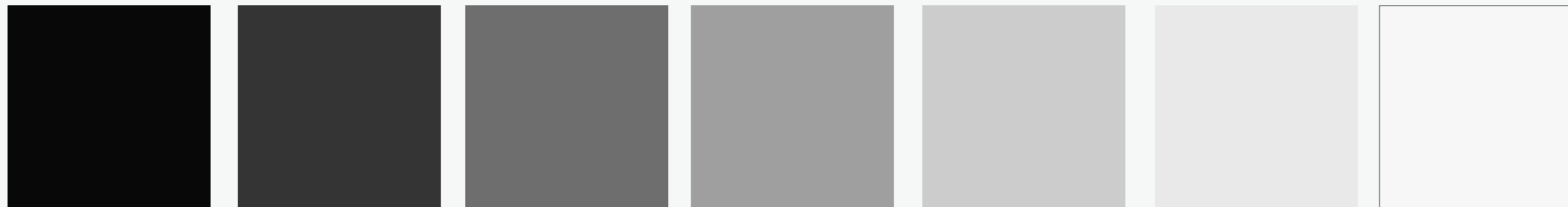
WE APPRECIATE THE **USE OF WHITE**,
AND THE GOOD USE OF SPACE.

Tip: You don't need to use all the colors at the same time.

We always recommend staying within the brand guidelines of a client or project previously created . In the negative case, we can use the next colors as a starting point. They are also a good reference on how to create a starting color palette.

COLORS

GREYS



#080808

#343434

#6E6E6E

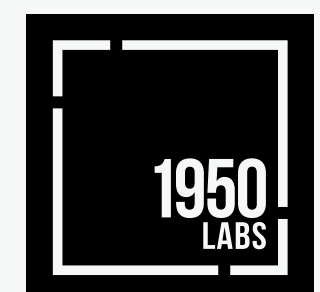
#9F9F9F

#CDCCCC

#EAE9E9

#F7F7F7

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COLORS

1950LABS COLORS



#588CB8, "1950 Business blue"

#3399FF, "1950 Electric Blue"

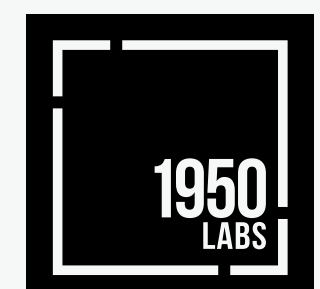
#A1D0F7, "1950 Celeste"

#F9B100, "1950 Yellow"

#404040, "1950 Black"

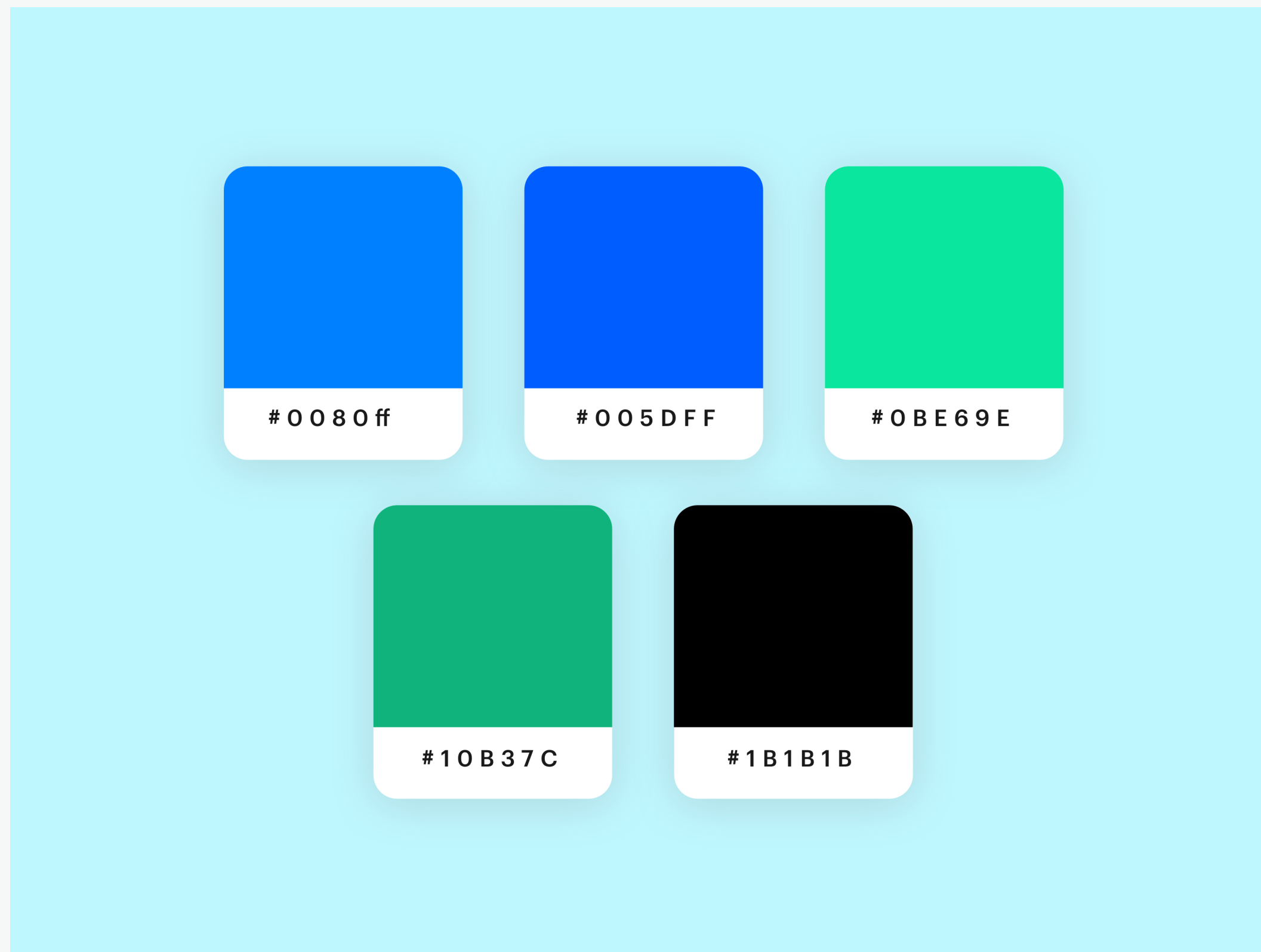
#F5FAFF, "1950 Pastel"

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COLORS

COLD COLORS



#0080ff "Royal Blue"

#005DFF "Ocean Blue"

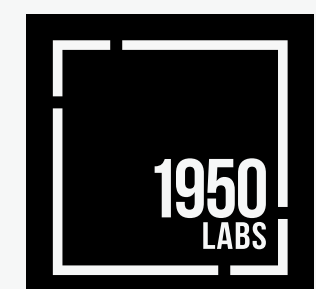
#0BE69E "Light Green"

#10B37C "Dark Green"

#1B1B1B "Dark Graphite"

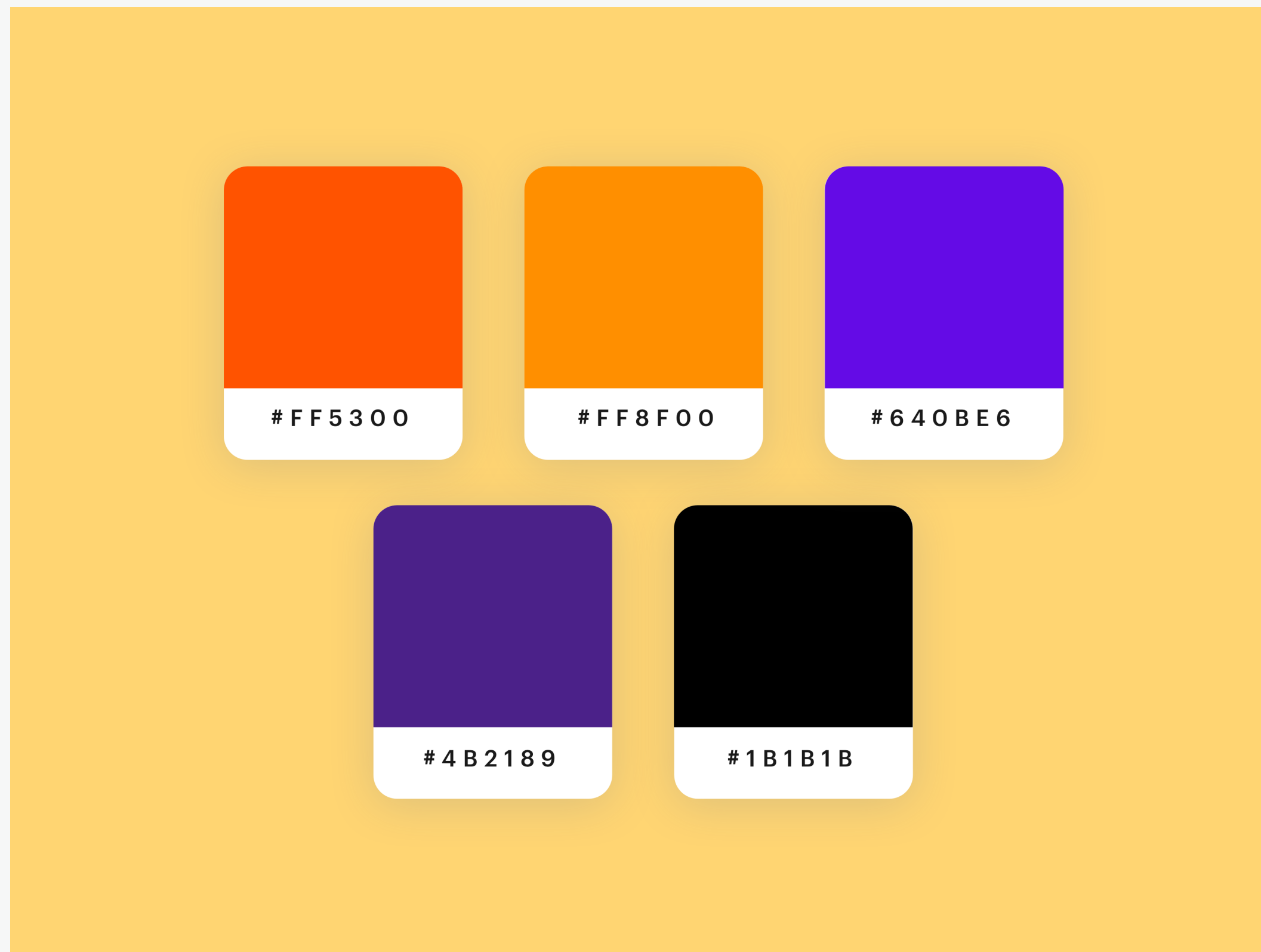
#FFFFFF "White"

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COLORS

WARM AND FUN COLORS



#FF5300 "Mandarin"

#FF8F00 "Orange"

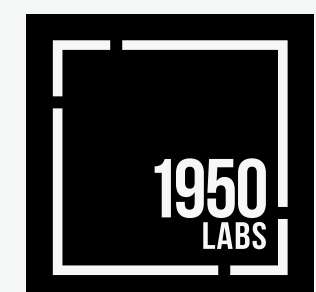
#640BE6 "Purple"

#4B2189 "Deep Purple"

#1B1B1B "Dark Graphite"

#FFFFFF "White"

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COLORS

NEUTRAL HIPSTER COLORS



#DEA882 "Earth"

#E1CFC3 "Light Earth"

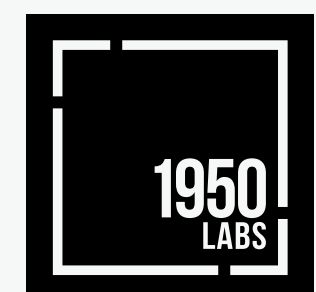
#F5F4F2 "Paper"

#4B5668 "GreyBlue"

#181818 "InkBlack"

#FFFFFF "White"

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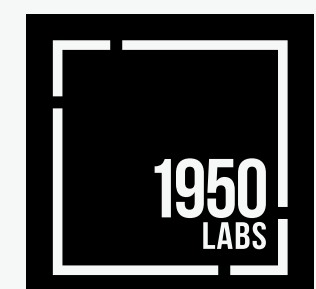


COLORS USES EXAMPLE

The following are examples of how the proposed colors could be used. They are not required to be used in this way and can be used in many different combinations.



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THANKS!

THIS WAS A 1950LABS DOCUMENT IN ORDER TO SET
A STARTING POINT FOR NEW PROJECTS

hello@1950labs.com

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