

Style Guide v1.3

May 2023



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1.0 Brand Elements

Our Logo

The Logo is made up of two elements;
our 'Face' symbol and our wordmark.
These two elements must not be changed
in any way.

When our name is written in plain text it
should always be referred to as 'RealMe'
As a singular work without a word space
between 'Real' and 'Me'.

Logo elements

'Face' symbol

Wordmark



RealMe® Style Guide v1.3

Brand Elements - Primary Logo

Our Logo

Depending on different applications and production methods, a range of logos are available; PMS, CMYK, and RGB.

Shown here are the only acceptable colour applications of the RealMe logo.

The exception to this rule is when the RealMe logo is used as a security or quality mark.

This is our Primary logo that is to be used in web and interface applications.

Logo colour variations





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Brand Elements - Secondary logo

Our Logo

Depending on different applications and production methods, a range of logos are available; PMS, CMYK, and RGB.

Shown here are the only acceptable colour applications of the Secondary logo.

The exception to this rule is when the RealMe logo is used as a security or quality mark.

Our Secondary logo is to be used in marketing collateral or where it can be kept at a size that allows 'Tēnei Au' to be legible.

Logo colour variations



Clear space

The RealMe logo must always be surrounded by a minimum area of space. The area of isolation ensures that headlines, text or other visual elements do not encroach on the logo. The clear space is defined by the 'e' in the RealMe wordmark.

Minimum size

Our logo has been designed to function at a variety of sizes in print and web. Each of these have a minimum size that must be followed to ensure legibility. For print the minimum size is 25mm wide and web is 70px wide.

Clear space guidelines



Minimum size guidelines



Print - 25mm



Web - 70px

Logo usage

Presenting the RealMe logo in a consistent way is vital to maintaining the brand. Please follow these simple best practice guidelines to ensure brand integrity.

Do's and dont's



✓ Tangerine is the colour our logo.



✗ Do not alter the colour of our logo



✓ Our logo works best on lighter or neutral coloured backgrounds.



✗ Do not rearrange or edit our logo



✓ When using our logo on a dark background, use the reversed logo.



✗ Do not stretch, squash or rotate our logo

Colour

Achieving an accurate colour match across printed and online material can be difficult as colours may change when printed and vary from screen to screen. To achieve the best consistency it is important to use the swatches shown.

Our primary brand colour Tangerine has been carefully chosen to reflect who we are. It's vibrant and makes it easy for people to recognise us.

Web Orange has been adapted from our Tangerine brand colour to meet government standards with a contrast ratio of 4.5:1. This helps ensure that people with colour blindness, colour vision deficiencies, partial sight or low vision, can access all our content and information. This colour is for digital use only and shouldn't be used in print.

Our Secondary colour palette is currently under development and will be updated in the next version of this style guide.

Brand Colour

Tangerine

PMS Pantone Bright Red C
CMYK 0, 93, 100, 0
RGB 255, 44, 0
Hex #FF2C00

Web Accessible Tangerine - Contrast Ratio 4.5:1

Web Tangerine

RGB 214, 67, 9
Hex #D64309

Secondary Brand Colours - Under development

Name

PMS
CMYK
RGB
Hex #

Name

PMS
CMYK
RGB
Hex #

Name

PMS
CMYK
RGB
Hex #

Web Element Colours

All our colours have passed 'WCAG 2.1 success criterion 1.4.3 — Contrast' testing. That test requires that the "visual presentation of text and images of text has a contrast ratio of at least 4.5:1."

All colours were tested at, www.webaim.org/resources/contrastchecker/

Colour Combinations



Background #FBECE6
Text #C43D08
Contrast Ratio - 4.54:1



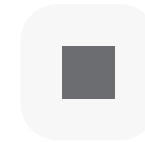
Background #D64309
Text #FFFFFF
Contrast Ratio - 4.5:1



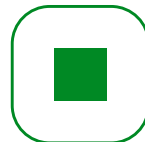
Background #FFFFFF
Text #D64309
Contrast Ratio - 4.5:1



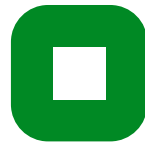
Background #FFFFFF
Text #4C4C4C
Contrast Ratio - 8.58:1



Background #F2F2F2
Text #4C4C4C
Contrast Ratio - 7.67:1



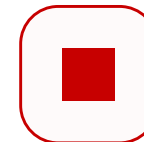
Background #FFFFFF
Text #008022
Contrast Ratio - 5.1:1



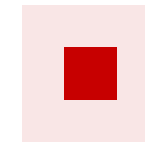
Background #008022
Text #FFFFFF
Contrast Ratio - 5.1:1



Background #F5FFF8
Text #007F21
Contrast Ratio - 5.06:1



Background #FEFAFA
Text #C70000
Contrast Ratio - 5.91:1



Background #FCF3F3
Text #C70000
Contrast Ratio - 5.61:1

Web Element Colour Usage

All our colours have passed 'WCAG 2.1 success criterion 1.4.3 — Contrast' testing. That test requires that the "visual presentation of text and images of text has a contrast ratio of at least 4.5:1."

All colours were tested at, www.webaim.org/resources/contrastchecker/

Usage Examples

Middle names: Middlename

Background #FFFFFF
Text #4C4C4C
Contrast Ratio - 8.58:1

Family name: This field can't be left blank

Background #FFFAFA
Text #C70000
Contrast Ratio - 5.91:1

Form Field Label - Inter 500 Medium

Background #F2F2F2
Text #4C4C4C
Contrast Ratio - 7.67:1

Wizard Reminder Text - Inter 400 Normal

Background #FBECE6
Text #C43D08
Contrast Ratio - 4.54:1

Buttons - Inter 600 Semibold

Background #D64309
Text #FFFFFF
Contrast Ratio - 4.5:1

Buttons - Inter 600 Semibold

Background #008022
Text #FFFFFF
Contrast Ratio - 5.1:1

Cancel

Background #FBECE6
Text #C43D08
Contrast Ratio - 4.54:1

Identity verified

Background #FFFFFF
Text #008022
Contrast Ratio - 5.1:1

Verification in process

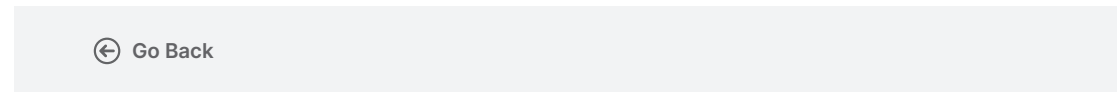
Background #FFFFFF
Text #D64309
Contrast Ratio - 4.5:1

Web Element Colour Usage

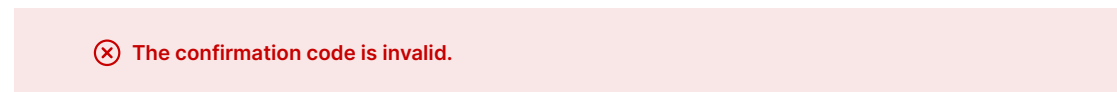
All our colours have passed 'WCAG 2.1 success criterion 1.4.3 — Contrast' testing. That test requires that the "visual presentation of text and images of text has a contrast ratio of at least 4.5:1."

All colours were tested at, www.webaim.org/resources/contrastchecker/

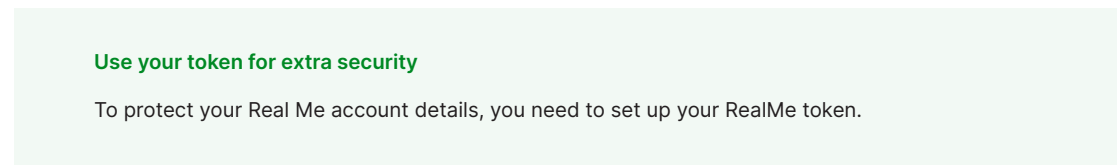
Usage Examples



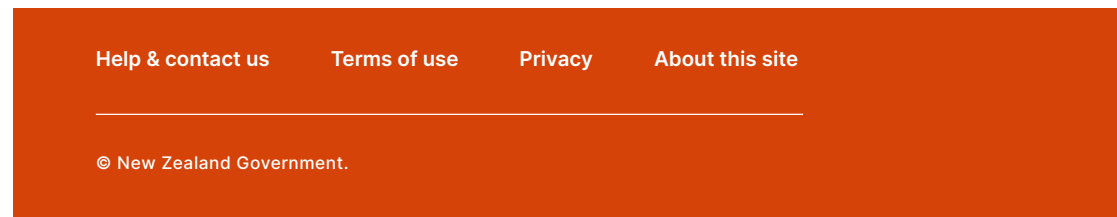
Background #F2F2F2
Text #4C4C4C
Contrast Ratio - 7.67:1



Background #FCF3F3
Text #C70000
Contrast Ratio - 5.61:1



Background #F5FFF8
Text #007F21
Contrast Ratio - 5.06:1



Background #D64309
Text #FFFFFF
Contrast Ratio - 4.5:1

Typography

Inter is Google fonts grotesque typeface aligned to our brand, values and tone of voice. It features a variable font family carefully crafted and designed for computer screens. Inter features a tall x-height to aid in readability of mixed-case and lower-case text. Inter is licensed under the Open Font License.

Our Typeface - Inter

No doubt about it.

Typeface Family

Aa

Inter Regular
AĀBCDEĒĒFGHIJKLM
NOŌPQRSTUŪVWXYZ
aābcdeēēfghijklm
noōpqrstuūvwxyz
1234567890

Aa

Inter Medium
AĀBCDEĒĒFGHIJKLM
NOŌPQRSTUŪVWXYZ
aābcdeēēfghijklm
noōpqrstuūvwxyz
1234567890

Aa

Inter Semibold
AĀBCDEĒĒFGHIJKLM
NOŌPQRSTUŪVWXYZ
aābcdeēēfghijklm
noōpqrstuūvwxyz
1234567890

Aa

Inter Bold
AĀBCDEĒĒFGHIJKLM
NOŌPQRSTUŪVWXYZ
aābcdeēēfghijklm
noōpqrstuūvwxyz
1234567890

Aa

Inter ExtraBold
AĀBCDEĒĒFGHIJKLM
NOŌPQRSTUŪVWXYZ
aābcdeēēfghijklm
noōpqrstuūvwxyz
1234567890

Web Typography

All our digital services use the same style sheets.

There are two heading styles; H1 & H2. Our H1 style is always in Bright Orange #ff2c00.

H1 - Inter 300 Light
Size 37px - Height 42px

H2 - Inter 400 Normal
Size 20px - Height 30px

Every other element uses a variation of our base body size and changes either the weight of the typeface or the colour. Examples of every element can be found in our screenflow mockups.

Body - Inter 400 Normal
Size 15px - Height 23px

← Banner Text - Inter 600 Semibold

H1 - Inter 300 Light - Size: 37px - Height: 42px - #ff2c00

H2 - Inter 400 Normal - Size: 20px - Height: 30px

Body Bold - Inter 600 Semibold - Size: 15px - Height: 23px

Body - Inter 400 Normal - Size: 15px - Height: 23px

- Body Bullet - Inter 400 Normal

Form Field Label - Inter 500 Medium

Form Reminder Text - Inter 400 Normal

Form Field Label - Inter 500 Medium

Wizard Reminder Text - Inter 400 Normal

→ Buttons - Inter 600 Semibold

✓ Buttons - Inter 600 Semibold

Footer Text - Inter 600 Semibold

Log in Button



Assertion Service Button





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Brand Elements - Secured by RealMe

Secured by RealMe

 Secured by RealMe

Log in

 Secured by RealMe

2.0 Interface Elements

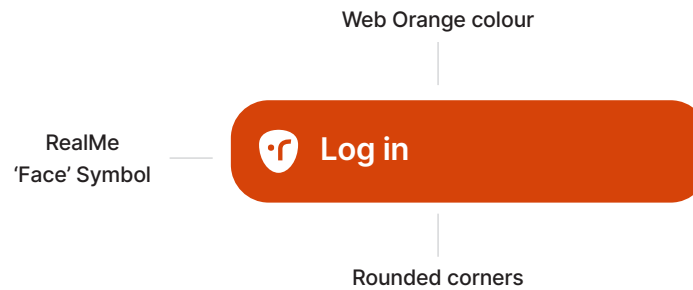
Buttons

Our buttons all follow the same style. They are pill shaped with rounded corners. White type is used on our Web Orange colour to ensure 4.5:1 contrast ratios. Where a button is used to login using RealMe, the RealMe 'Face' symbol should be included before the word 'Log in'.

Button States

States communicate the status of UI elements to the user. Each state should be visually similar and not drastically alter a component, It must have clear affordances that distinguish it from other states and the surrounding layout.

Button Style



Button States



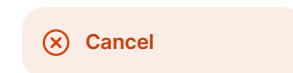
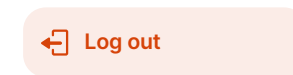
Enabled

An enabled state communicates an interactive component or element. These can be used with and without icons.



Accept

All buttons where a user is accepting changes or will progress to the next step in a flow are green. These are usually accompanied with a tick icon.



Cancel / Logout

A cancel state communicates where a user can end their current action or logout. These can be used with and without icons.

Icons

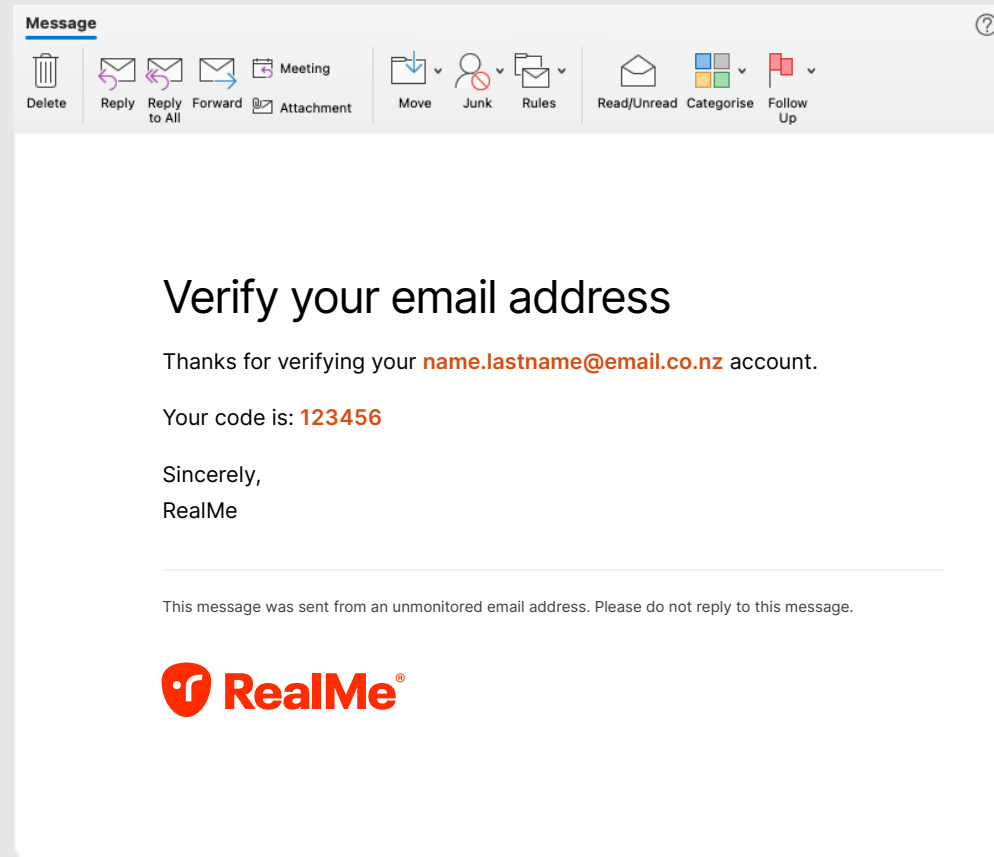
Here is a range of icons that can be used in our application flows. They have been designed to be used small and can change colour as needed. Please see webflow examples for usage of these within RealMe.

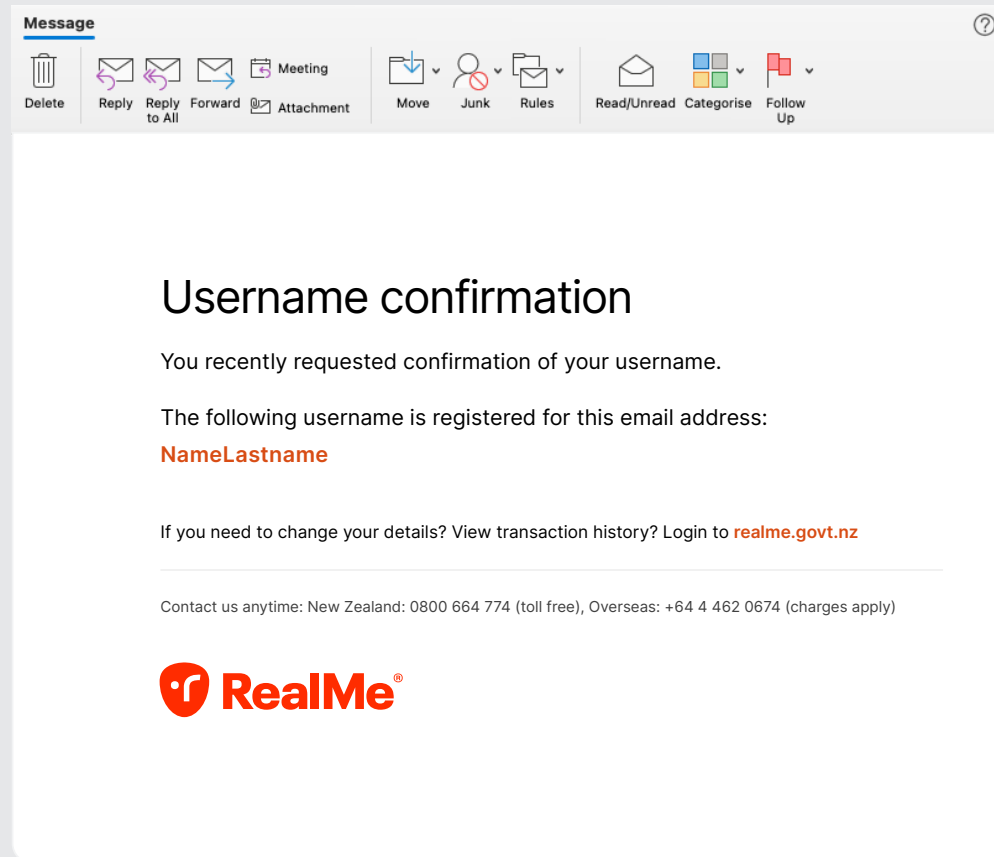
Our icon suite will continue to grow as icons are developed for special use cases.

Icon Suite



3.0 Interface Examples





Prove your identity with RealMe

If you have verified your identity with RealMe you can securely prove who you are, right now.

 Share your details with [organisation]

What's RealMe?

4.0 Photography

Photography

Our photography suite reflects the tone of our brand which is clear, confident, conversational and succinct. It feels genuine, personal and covers our vast user audience.

To avoid images dating quickly, images of technology should be avoided wherever possible instead reflecting the essence of our service. A person's unmistakable individuality.

There are two types of photo, 'At home' lifestyle photos and 'Up close' portraits.

'At home' lifestyle photos

The essence of our 'at home' portraits is to visually tell a story about the subject by surrounding them with their personal environment to expand on their unmistakable individuality.

The subject should be photographed individually, fullbody, sitting or standing with a wide frame. They should be dressed naturally and have items around them/in their hands that help describe their personality.

'Up close' portraits

Our upclose portraits of everyday people are direct, diverse, confident and personal.

These portraits are 3/4 head and shoulders, with a short focal length focusing directly and entirely on the subject.

'At home' lifestyle photo example



'Up close' portraits example



Photography suite





Broader Visual Language

We try to avoid using our photos in large boxes. The RealMe brand is friendly and personal. Instead of boxes we create dynamic compositions using our RealMe shield shape and place the combination of our 'At home' lifestyle photos and 'Up close' portraits.

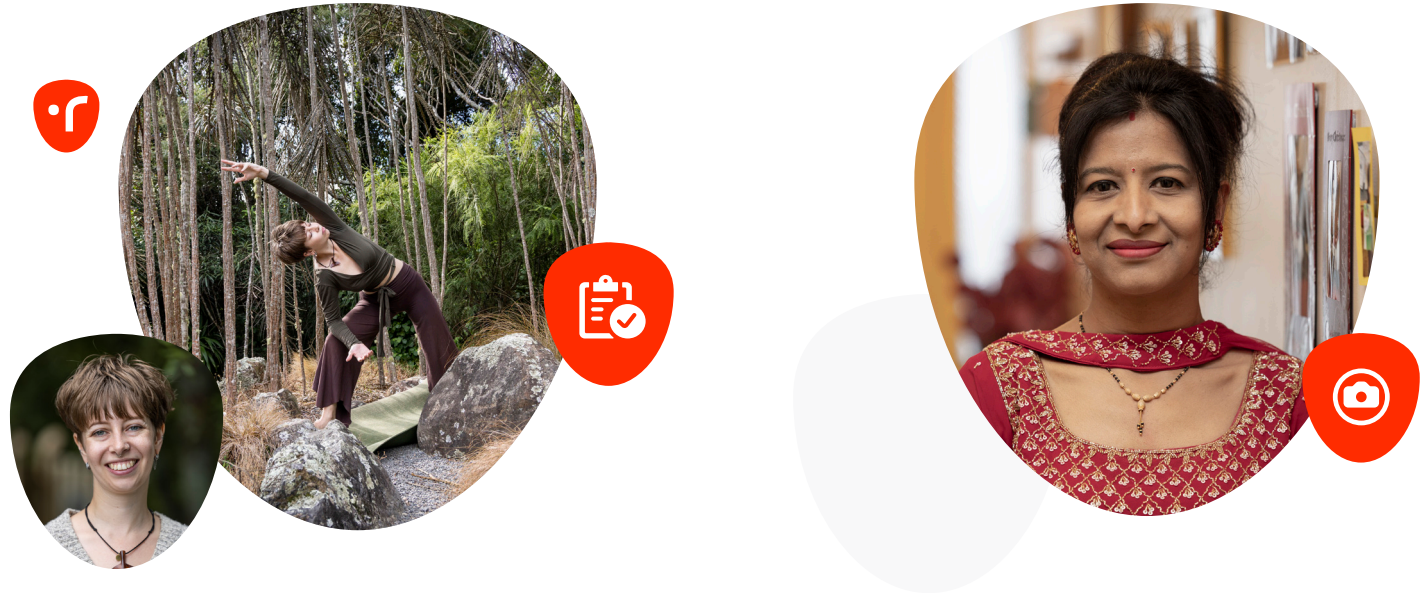
Photos in use example



Broader Visual Language

We try to avoid using our photos in large boxes. The RealMe brand is friendly and personal. Instead of boxes we create dynamic compositions using our RealMe shield shape and place the combination of our 'At home' lifestyle photos and 'Up close' portraits.

Photos in use example



Broader Visual Language

We try to avoid using our photos in large boxes. The RealMe brand is friendly and personal. Instead of boxes we create dynamic compositions using our RealMe shield shape and place the combination of our 'At home' lifestyle photos and 'Up close' portraits.

Photos in use example

