



WEBSITE SPECS

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WEBSITE COLOR PALETTE

This is the established color palette for the One Vanderbilt website. These should be the only colors used throughout the site, with slight variation only to be used for effect (i.e. - transparency, etc.)



One Vanderbilt Color Palette

White – #ffffff

Light Blue – #8c9fa8

Medium Blue – #485465

Dark Blue – #232c39

Navigation Dark Blue – #0b1624

Yellow – #f4a832

WEBSITE TYPOGRAPHIC STYLES FOR DESKTOP

There are varying sizes of text throughout the site, but they all follow a certain standard when differentiating types of content. The following are the type sizes for different kinds of text/content:

HEADLINE

Avenir Roman

Size – 30 pt

Leading – 40 pt

Letter spacing – 150

Color:

On photograph – #ffffff

On white background – #485465

On dark blue background – #ffffff



DISCOVER HOW ONE VANDERBILT CAN ADVANCE YOUR AMBITIONS

Send Message

One Vanderbilt is a new address in the heart of Midtown Manhattan, a world-class commercial development in the 21st century. It offers the perfect combination of prestige, innovation and space for important organizations doing business in New York.

One Vanderbilt
410 Lexington Avenue
New York, NY 10017



h1 header style on various backgrounds

WEBSITE TYPOGRAPHIC STYLES FOR DESKTOP (CONT.)

BODY TEXT

Avenir Book

Size – 18 pt
Leading – 30 pt

Color:

On white background – #485465
On dark blue background – #ffffff

QUOTE

Avenir Book Oblique

Size – 18 pt
Leading – 30 pt
Letter spacing – 100

Color:

On white background – #485465

QUOTE CAPTION

Avenir Book
Avenir Book Oblique (Name)

Size – 15 pt
Leading – 21 pt
Letter spacing – 150

Color:

On white background – #485465
Name – #f4a832

NAVIGATION

Avenir Heavy

Size – 14 pt
Letter spacing – 150

Color:

Default – #ffffff
Hover – #f4a832



Example of body text and quote on website



Navigation text on landing and sticky navigation

WEBSITE TYPOGRAPHIC STYLES FOR DESKTOP (CONT.)

BUTTONS

Avenir Black

Size – 15 pt
Letter spacing – -10
Button outline – 3pt

Color:

Default – #ffffff

BUTTON (CONTACT – SUBMITTED)

Avenir Black

Size – 15pt
Letter spacing – -10

Color:

Default – #ffffff

Button fill – #485465

OPPORTUNITIES LANDING INFO

Avenir Book

Size – 30 pt
Leading – 38pt
Space after – 16pt
Letter spacing – 50

Color:

Default – #8c9fa8

OPPORTUNITIES STACKING PLAN

Avenir Heavy

Size – 16 pt
Letter spacing – -10

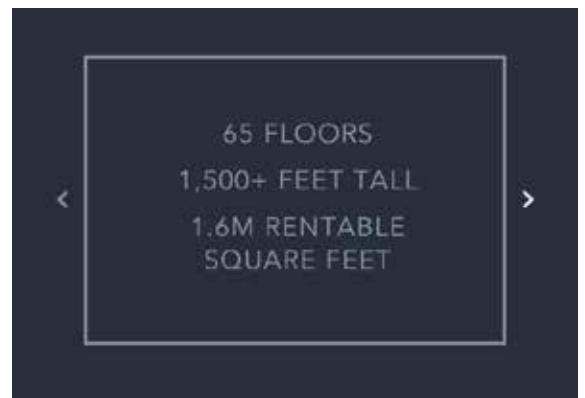
Color:

Default – #8c9fa8

Hover/Active – #f4a830



Various buttons throughout website



Default info from Opportunities section



Stacking plan from Opportunities section

WEBSITE TYPOGRAPHIC STYLES FOR MOBILE

The type styles for mobile are different to accommodate for the higher pixel density and screen resolution:

HEADLINE (LANDING)

Avenir Roman

Size – 30 pt
Leading – 40 pt
Letter spacing – 150

Color:

On photograph – #ffffff

HEADLINE (SECTIONS)

Avenir Roman

Size – 20 pt
Leading – 24 pt
Letter spacing – 150

Color:

On white background – #485465
On dark blue background – #ffffff

BODY TEXT

Avenir Book

Size – 12 pt
Leading – 16 pt

Color:

On white background – #485465
On dark blue background – #ffffff



Landing page headline



Section headline



Section headline and body text

WEBSITE TYPOGRAPHIC STYLES FOR MOBILE (CONT.)

QUOTE

Avenir Book Oblique

Size – 18 pt
Leading – 30 pt
Letter spacing – 100

Color:

On white background – #485465

BUTTONS

Avenir Black

Size – 11 pt
Letter spacing – -10
Button outline – 2pt

Color:

Default – #ffffff

BUTTON (CONTACT – SUBMITTED)

Avenir Black

Size – 11 pt
Letter spacing – -10

Color:

Default – #ffffff

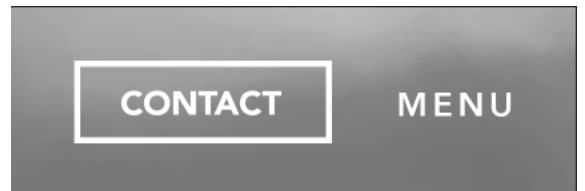
Button fill – #485465



IT BEGAN AS A
SUPERIOR DESIGN
CHALLENGE

*"Lorem ipsum dolor sit amet,
consectetur adipiscing elit. Suspendisse
eget nunc id nisl sodales ullamcorper."*

Example of quote text



Thank you for submitting lorem ipsum dolor sit amet.

Various buttons throughout the website

WEBSITE TYPOGRAPHIC STYLES FOR DESKTOP (CONT.)

OPPORTUNITIES LANDING INFO

Avenir Book

Size – 11 pt
Leading – 14pt
Space after – 4pt
Letter spacing – 0

Color:

Default – #8c9fa8

OPPORTUNITIES STACKING PLAN

Avenir Heavy

Size – 12 pt
Letter spacing – 0

Color:

Default – #8c9fa8

Hover/Active – #f4a830

OPPORTUNITIES OVERLAY INFO

Avenir Book

Size – 18 pt
Leading – 24pt
Letter spacing – 0

Color:

Default – #8c9fa8

Active – #f4a830

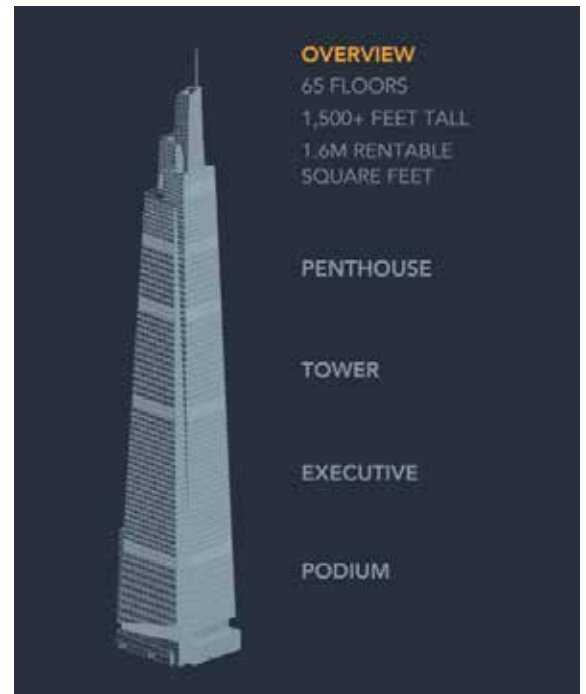
OVERLAY NAVIGATION

Avenir Roman

Size – 18 pt
Leading – 46pt
Letter spacing – 150

Color:

Default – #ffffff



Stacking plan and default info from Opportunities



Overlay navigation text for mobile

ALIGNMENT OF CONTENT

SECTION HEADLINE/BODY TEXT

The content placed in the diagonal should always be horizontally centered to the page (as illustrated by the Photoshop guidelines in the provided screenshot) to allow room for the navigation and be visually equal on the page.

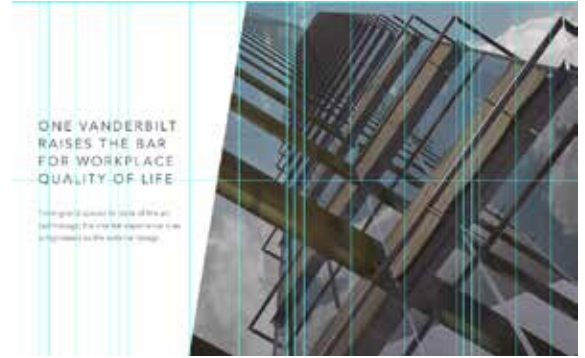
SPECIAL USE OF COLOR

NAVIGATION BACKGROUND COLOR

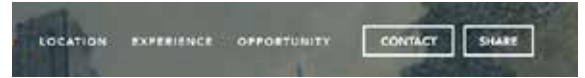
The sticky navigation has a separate background color for optimal viewing of the content beneath it. The color it uses is #0b1624 at a 50% opacity.

PROPORTIONS OF LIGHT BOXES

Light boxes should maintain similar sizing proportions throughout the site. Currently, there are light boxes for the contact form, legal information, and stacking plan details. For a 1280px resolution, should have 115px left and right margin, and 80px top and bottom margin. The padding should be 70px. The only exception is the contact form, which can increase in height (decrease top and bottom margin to allow for content).



Example of guides in Photoshop for content alignment



Navigation background on photograph



Legal lightbox overlay from desktop

