TYPO3 Style Guide

Everything you'll need

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Prologue

Why We Want A Style Guide

After some years of different directions around the Design inside the TYPO3 Universe we, the Design Team, wanted to streamline the styling of TYPO3. We tried to build a Style Guide that is easy to use, easy to adopt and easy to accept for everyone.

We started this project “creating a new style guide” in November 2013 at an awesome #t3markttingsprint in Bad Dürkheim. The attendees were experts from inside the TYPO3 Universe and some new folks, who wanted to join and help TYPO3 in a new way. They never had been in touch with the brand of TYPO3 before. For them it was pretty difficult to see the basic styles of TYPO3 and get everything they needed to work. At this point we started to think about a basic Style Guide that would help to avoid those problems. This Style Guide is ment to be as flexible as we need it for an Open Source product like TYPO3. It is ment to help everybody inside the TYPO3 Universe to find advice for a good start of working with its design.

If you have any trouble with using this Style Guide, please don’t just do it different. Just ask us and be sure that we will look at your ideas and even change the Style Guide if it is considered necessary. Please stick to the Style Guide at all times when creating something for the TYPO3 Project. By doing so, we want to achieve a streamlined layout of any Usergroup, Flyer, Conference, Blog or anything else inside the TYPO3 Universe.

You can be sure that we are not doing this because we like to build rules. We are setting up these basic guidelines in order to help TYPO3 showing a clear face to the world, to provide a stable and recognizable appearance. We want to achieve consistence in everything that is connected to TYPO3 and considered TYPO3 Communication.

If you have any questions concerning the do’s and don’ts of the Style Guide please do not hesitate to ask them via (Slack: https://typo3.slack.com/messages/cig-marketing/) or mail to fabian.stein@typo3.org

Thank you for your work.

Philipp Randt & Fabian Stein
(Leaders Of The TYPO3 Design Team)

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This style guide is based on the basic corporate identity of TYPO3. It was created in 2005 by a working group under the leadership of Rasmus Skjoldan. Apart from minor evolutionary changes, the logo (drawn by Ralph du Carrois), the Share font, and the orange color are still the same. Many thanks to Rasmus and his team for their great work.
1. Logos
How to use the TYPO3 logo

General information
The TYPO3 logo (symbol and word mark) should always be placed in the left upper corner of documents, flyers or websites. The minimum clear space surrounding the logo is 2 times x, where the value of x is derived from a third of the height of the letters of TYPO3. Whenever possible leave more white space to let the logo breath!

![TYPO3 logo example](image)

The additional text line (taglines) (as shown below) should only be used to give additional information such as a name of a trade fair (with location) or TYPO3 internal events. The gridlines shown in the example indicate the area around the logo, which should be kept clear of competing text, images or other graphics.

![TYPO3 with additional text example](image)

The gridlines are not part of the logo
Do's

What To Do

What you may do
use the symbol without the word mark element

Don'ts

Things You Should Not Do

Please don't
- use the word mark element without the symbol
- change the position of symbol and word mark element
- use additional lines (taglines) when the logo is particularly small
- use the old TYPO3 logo with the orange and green symbol
- use any colors then the defined ones
Specific guidelines for print media:

DIN A4 format

Please leave additional free space for the logo in the header as shown in the example:

DIN long format

No free additional space in the header is needed for the logo as the flyer is going to be folded and an alignment of the content to this white space would cause necessary space to get wasted.
2. Colors

2.1 Key, Supporting and Marker Colors

The logo of TYPO3 has its own individual color spectrum which derives from a specific key colors as shown/defined in the examples.

The key colors for TYPO3 should be used in most cases such as

- information boxes
- accents such as color bars, icons (if not black), lines, etc.
- tables
- charts
- etc.

The set of supporting colors will help you to get a wider/greater variety in your color scheme and still create a consistent brand appearance. The supporting colors should be used in combination with the corresponding key colors. Possible use cases (in web media only?) are:

- changing color for hover-effects
- shadowing
- material design elements
- color gradients

Marker colors show be used to mark text elements in web only

key color  
CMYK: 0/47/100/0  
RGB: 244/151/0  
Hex: f49700

stage orange dark  
CMYK: 0/47/100/10  
RGB: 225/141/0  
Hex: e18d00

stage orange light  
CMYK: 0/40/85/0  
RGB: 247/168/49  
Hex: f7a831

Specific guidelines for print media:

01. Please don´t use colors for links.
02. Please don´t use support colors.

Don'ts

Never mix the colors of the products in order to show clearly which product is advertised.

PLEASE ALWAYS USE THE NOTED VALUES BELOW THE COLOR PATCHES!
2.2 Grey and Message Colors

The additional grey shades should be used as stylistic element or in black and white documents. When using grey in black and white documents please make sure not to use to many dark shades and pay attention to have enough contrast.

**Message colors** are used in the web environment only (that’s why no CMYK value is given). The color description (name) shows the intended purpose of each color. **Don’t** use them in print media or in an other way then the specified.

**Grey**

- **dark gray**
  - CMYK: 0/0/0/68
  - RGB: 81/81/81
  - Hex: 515151

- **mid grey**
  - CMYK: 0/0/0/45
  - RGB: 140/140/140
  - Hex: 8c8c8c

- **light grey**
  - CMYK: 0/0/0/27
  - RGB: 185/185/185
  - Hex: b9b9b9

- **super light grey**
  - CMYK: 0/0/0/8
  - RGB: 244/244/244
  - Hex: f4f4f4

**Message Colors**

- **valid**
  - CMYK: 66/0/82/0
  - RGB: 90/188/85
  - Hex: 5abc55

- **error**
  - CMYK: 4/99/67/1
  - RGB: 221/18/61
  - Hex: dd123d

- **warning**
  - CMYK: 0/23/93/0
  - RGB: 255/200/0
  - Hex: ffc800

- **information**
  - CMYK: 80/51/0/0
  - RGB: 0/128/255
  - Hex: 0080ff
2.3 Gradient (web only!)

For web environments only, you can use an additional element - the gradient. This element can be used for larger, singled out elements such as buttons or newsboxes. Use this gradient to soften the harsh look of large orange surfaces on websites.

Don’t use them in print media, for various typography purposes, or in any other way than specified above.

The gradient is used from top left to the right bottom at an angle of 135°.

web key color gradient
linear-gradient
(135deg, #f49700 15%, #e18d00 85%);

web blue color gradient
linear-gradient
(135deg, #538bb3 15%, #426f8f 85%);

web green color gradient
linear-gradient
(135deg, #75a75a 15%, #5e8648 85%);

2.4 Secondary Colors (web only!)

blue
RGB: 83/139/179
Hex: #538bb3

dark blue
RGB: 66/111/143
Hex: #426f8f

green
RGB: 117/167/90
Hex: #75a75a

dark green
RGB: 95/134/72
Hex: #5e8648

Remember: Never trust a color picker!

PLEASE ALWAYS USE THE NOTED VALUES BELOW THE COLOR PATCHES!
3. Typography

3.1 Character Fonts

3.1.1 Headings
In order to create a unique Corporate Design for TYPO3 the character font “Share” was selected. It should be used for headings and subheadings in all print/promotional materials and in web media. When more than one heading is necessary, please use font sizes as shown on the “Headings overview page” on next page.

Share Bold
Share Regular

3.1.2 Continuous text
For the continuous text the character font “Source Sans Pro” should be used create an extra visual difference between headlines and continuous text.

Source Sans Pro Light Use for continuous text
Source Sans Pro Bold Use for teaser and to highlight
Source Sans Pro Italic Use for quotation
3.1.3 Code font

As TYPO3 is a code-based open source software, you might need an additional code font. Therefore the character font “Source Code Pro” was chosen.

**Source Code Pro Bold**

**Source Code Pro Regular**

**Useful links**

All fonts are available as zip-file:
- [https://fonts.google.com/specimen/Share](https://fonts.google.com/specimen/Share)
- [https://github.com/adobe-fonts/source-sans-pro](https://github.com/adobe-fonts/source-sans-pro)
- [https://github.com/adobe-fonts/source-code-pro](https://github.com/adobe-fonts/source-code-pro)

Furthermore a “ready to use” InDesign template document with all fonts embedded is available here: (Links zum Download) A “ready to use” Word template document with all fonts embedded is still in progress.

If you would like to support us in/by creating a word template, please contact us via: Slack ([https://typo3.slack.com/messages/cig-marketing/](https://typo3.slack.com/messages/cig-marketing/))
A standard page can contain different text elements such as headings, subheadings or continuous text. The given examples show the InDesign attributes (font size, line height, grid, color and kerning) of each text element. Those attributes can be set manually.

**Heading Title**
- **Font**: Share Bold
- **Size**: 34pt
- **Line height**: 36pt
- **Grid**: 9pt
- **Color**: 100k (black)
- **Kerning**: optisch
- **Distance below**: 9pt
- **Distance above**: 0pt

**Heading Chapter**
- **Font**: Share Regular
- **Size**: 34pt
- **Line height**: 36pt
- **Grid**: 9pt
- **Color**: 100k (black)
- **Kerning**: optisch
- **Distance below**: 9pt
- **Distance above**: 0pt

**Heading 2**
- **Font**: Source Sans Pro Bold
- **Size**: 22pt
- **Line height**: 27pt
- **Grid**: 9pt
- **Color**: 100k (black)
- **Kerning**: optisch
- **Distance below**: 18pt
- **Distance above**: 9pt

**Heading 3**
- **Font**: Source Sans Pro Bold
- **Size**: 14pt
- **Line height**: 18pt
- **Grid**: 9pt
- **Color**: 100k (black)
- **Kerning**: optisch
- **Distance below**: 18pt
- **Distance above**: 9pt

**Teaser / Subheader**
- **Font**: Source Sans Pro Bold
- **Size**: 12pt
- **Line height**: 27pt
- **Grid**: 9pt
- **Color**: 100k (black)
- **Kerning**: optisch
- **Distance below**: 9pt

**Bodytext**
- **Font**: Source Sans Pro Light
- **Size**: 12pt
- **Line height**: 18pt
- **Grid**: 9pt
- **Color**: 100k (black)
- **Kerning**: optisch
- **Distance below**: 9pt
3.2 Paragraphs format and page layout

Pages (online and in print media) should contain an underlying grid of twelve equal width columns as shown below:

Whenever more than one column with text content is needed make sure that the text lines in different columns are in the same horizontal lines (especially after visual elements (chap. X), tables (chap. X), lists (chap. X), etc.).

Please note:
When creating a new document (DIN A4 flyer or DIN Lang flyer) you can use the InDesign templates created by the TYPO3 Design Team. (Link zum Downloaden) All paragraph formats are shown and defined in that document.
3.3 Text layout

General information
For continuous text please use ragged left alignment. You may also use an automatic hyphenation.

<table>
<thead>
<tr>
<th>Do</th>
<th>Don´t</th>
</tr>
</thead>
</table>

- Introduction text (teaser) may be bold or formatted such as continuous text.
- Text in second layers (i.e. lists) should be smaller as the continuous text before.
- If possible try to use the factor 1,33 (or the inverted value 0,75) when creating new documents. That means that for example the space between two lines should be 0,75 times the height of the continuous text? Another example: A subheadline should be 1,33 times as high as the continuous text and the headline should then be 1,33 times as high as the sub headline!

Please note:
Don´t use automatic hyphenation for headings and teaser text.
3.3.1 List Elements

The bullets and the numbers in list elements should either be black or in the key color of the corresponding product. And please make sure that enumerations over several lines have an indentation.

**Unordered List**
- use a leading zero
- use "abc" in 2nd layer elements  

**Ordered List**
- the symbol for the first layer is a large filled square
- the symbol for the second layer is a (ca. 70%) smaller filled square

**Example**

01. List Level One
   a. List Level Two
02. List Level One
   a. List Level Two

**Printing note:**

When you create a style that adds bullets or numbering to paragraphs (list elements), these bullets and numbers may get lost if the text is copied or exported to a different application. To avoid this problem, convert the style bullets or numbering to text.  

Note: If you convert style bullets in an InCopy story linked to an InDesign layout, the change may be overwritten when the content is updated in InDesign.

In the Paragraph Styles panel, select the style that contains the bullets and numbering.

In the Paragraph Styles panel menu, choose Convert “[style]” Bullets and Numbering to Text.

If you use the InDesign template (which can be downloaded here) you don’t have to worry about the above mentioned setting. The template is ready to use as it works with flattening of transparency. The transparent pixel are applied to the master page. To generate a printable pdf it is necessary to load and use the prepared pdf-export functions. You can find these functions and the flattening of transparency by following this link.
3.3.2 Quotations

Use an Italic font for quotation.

“TYPO3 is the best enterprise CMS in the World”

A block quotation (also known as a long quotation or extract) is a quotation in a written document, that is set off from the main text as a paragraph, or block of text, and typically distinguished visually using indentation and a different typeface or smaller size quotation.

3.3.3 Special text formats

Address

Use tabs to align lines to each other. That creates a clear paragraph/section.
Use a international notation when adding addresses to brochures, flyers or similar print material. Align all address lines left.

Company Name
1234 Main St.
Anywhere, 101010, CA
U.S.A
+1.888.123.4567

Phone: +41 41 511 00 35
Fax: +41 41 511 00 39

Web links in print media

When adding links to print material you don’t have to highlight the link in color - leave it in black.

<table>
<thead>
<tr>
<th>Do</th>
<th>Don’ts</th>
</tr>
</thead>
<tbody>
<tr>
<td>typo3.org</td>
<td>typo3.org</td>
</tr>
<tr>
<td><strong>typo3.org</strong></td>
<td><strong>typo3.org</strong></td>
</tr>
<tr>
<td><strong>typo3.org</strong></td>
<td><strong>typo3.org</strong></td>
</tr>
<tr>
<td><strong>typo3.org</strong></td>
<td><strong>typo3.org</strong></td>
</tr>
</tbody>
</table>

Web links in the web

typo3.org
4. Footer

In some document types (e.g. white paper) a footer might help to get a clearer document structure. When using a footer the following elements should be applied.

- page number
- name of the document
- TYPO3 Logo

It is also allowed to use the footer together with the Color Highlight like described on page 21.

The downloadable InDesign template already contains a master page with a footer. To use this page you need to select master page A in the menu item "page type".
5. Tables

General Information
Tables can help to illustrate important number-driven data or to clearly structure huge amounts of data. To get a clearer structure the following settings should be added to your table:
- A separating line in key color will help to separate the headline from the content elements.
- The background of all content elements should be kept in light grey to support the difference between headline and content.
- Keep the borders in white.
- Content in the footer/headline should be aligned left.
- Align text in content elements centred.

TYPO3 in Numbers | Hello | Third Part
---|---|---
125 Contributors | 7.6+ Million Downloads | 500,000+ Websites, Intranets and Apps built with TYPO3
50+ Localizations available | 6,000+ Free available Extensions | 10,000+ TYPO3 Features out of the box

Please Note:
When tables contain list elements the rules of chapter 3.3.1 (List Elements) apply.
6. Visual Elements

General Information
Visual elements such as pictures, icons or various highlights help to strengthen written messages in all kind of print material and in web applications. In order to additionally create a consistent and recognizable appearance of the TYPO3 Family we specified a few simple rules.

6.1 Pictures

- pictures may be placed in the bleed (at one side of the document)
- captions should be aligned right (by adding the caption text into the left column of a two-columned single-lined table with white borders and a right 1pt string key color border captions will always look the same.)

Don’ts
- don’t use borders and shading

Beware
When adding pictures a misalignment/offset of different text elements can be cause by text warp. It is important to avoid that and to manually adjust those text elements so they are aligned right again.
6.2 Icons

- adjust
- arrows
- at
- bar-chart
- bed
- bell-slash
- birthday-cake
- bookmark
- building
- bus
- calendar-o
- caret-square-o-down
- cart-arrow-down
- check

Use "Font Awesome" when you need a font for icons and center it (if text is placed below the icon). https://fontawesome.com

- without a surrounding box
- as simple as possible (flat design)
- continuous deck
- black
- use icons to highlight elements or to visualize and structure long text paragraphs
- "negative Icons" should be colored in key colors
- functional icons: (Beispiele?)
  - place in button-like squares (surrounding box)
  - use key colors or one of the grey shade
- Favicon you find at the Logo folder
- Select, Checkbox, Radio: Allowed to alter if you want, but please respect the website's style.

Buttons: Dark buttons are getting lighter by mouseover. Light-colored buttons are getting darker by mouseover. The support colors are defined for those instances.
6.3 (Color) Highlights

In addition to pictures and icons further highlights (information boxes and color bars) can be applied to kind of print media and website content.

Information Boxes
- keep them in key color or marker grey
- information boxes behave like pictures, that means they may be placed in the bleed
- keep a minimum space (of around 4,5 mm) between text boxes and the borders of the information boxes

Use the "bold" font characteristic of Source Sans Pro to guarantee good print results. (especially when using a white font color).

The Box works on both sides

Even this can be an infobox

Color Bars
- should be used to highlight a specific section of a page by placing the color bar in the same width as the area which should be highlighted
- keep in key color or marker grey
- use color bars only at the bottom of a page