

barbican

barbican website **design guidelines**

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01.1

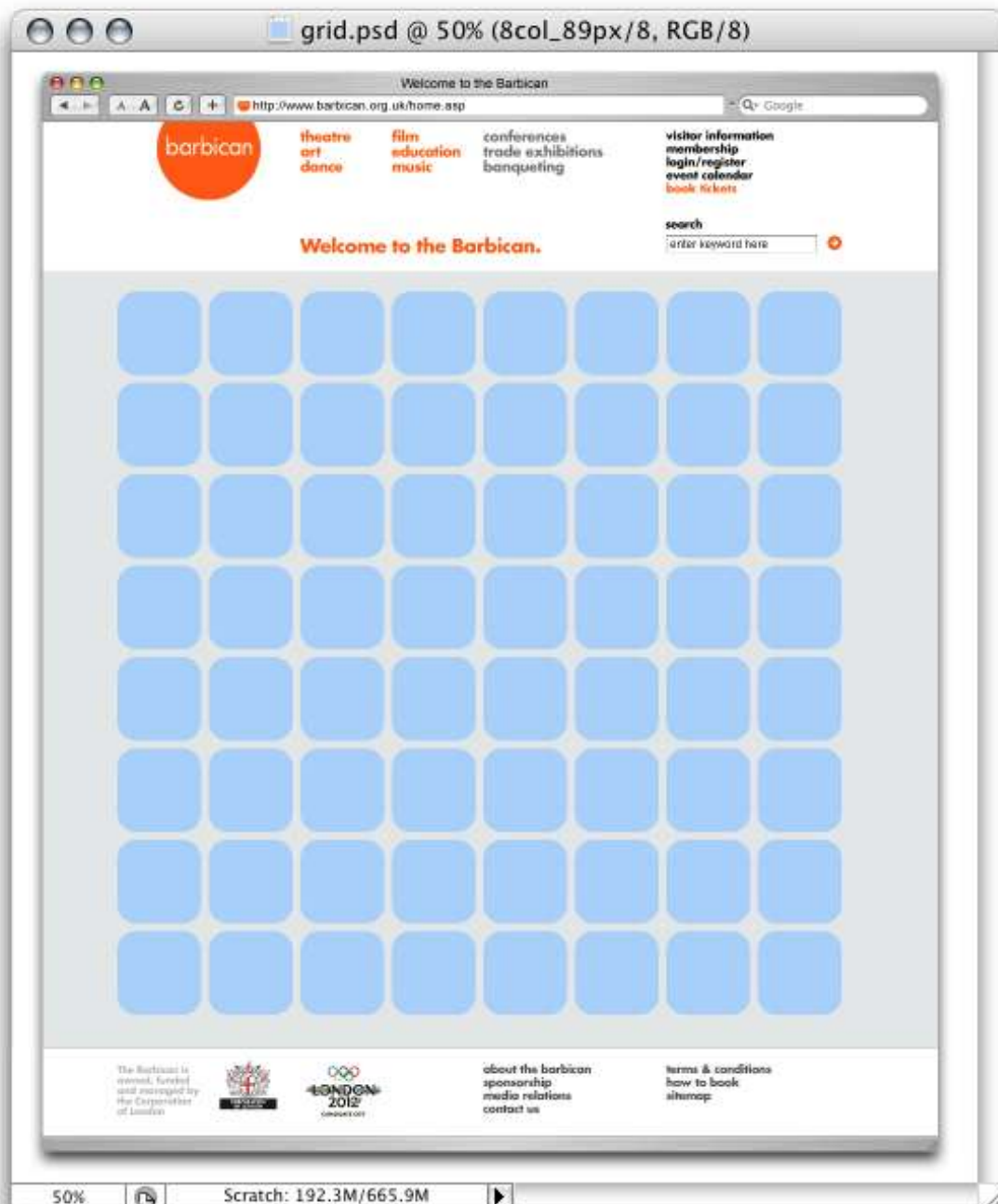
layouts the grid

This is the main grid used on the site. There are 8 divisions across with these dimensions:

- total width: 768 px
- 89x89 px square (rounded corners with 20px radius)
- 8px vertical and horizontal gutter

The grid forms the base on which bigger site elements can be placed. (see page 01.2_graphic_elements)

The Photoshop file can be found here:
elements > global > grid.psd



01.2

layouts graphic elements

These are the two main shapes used for the site.

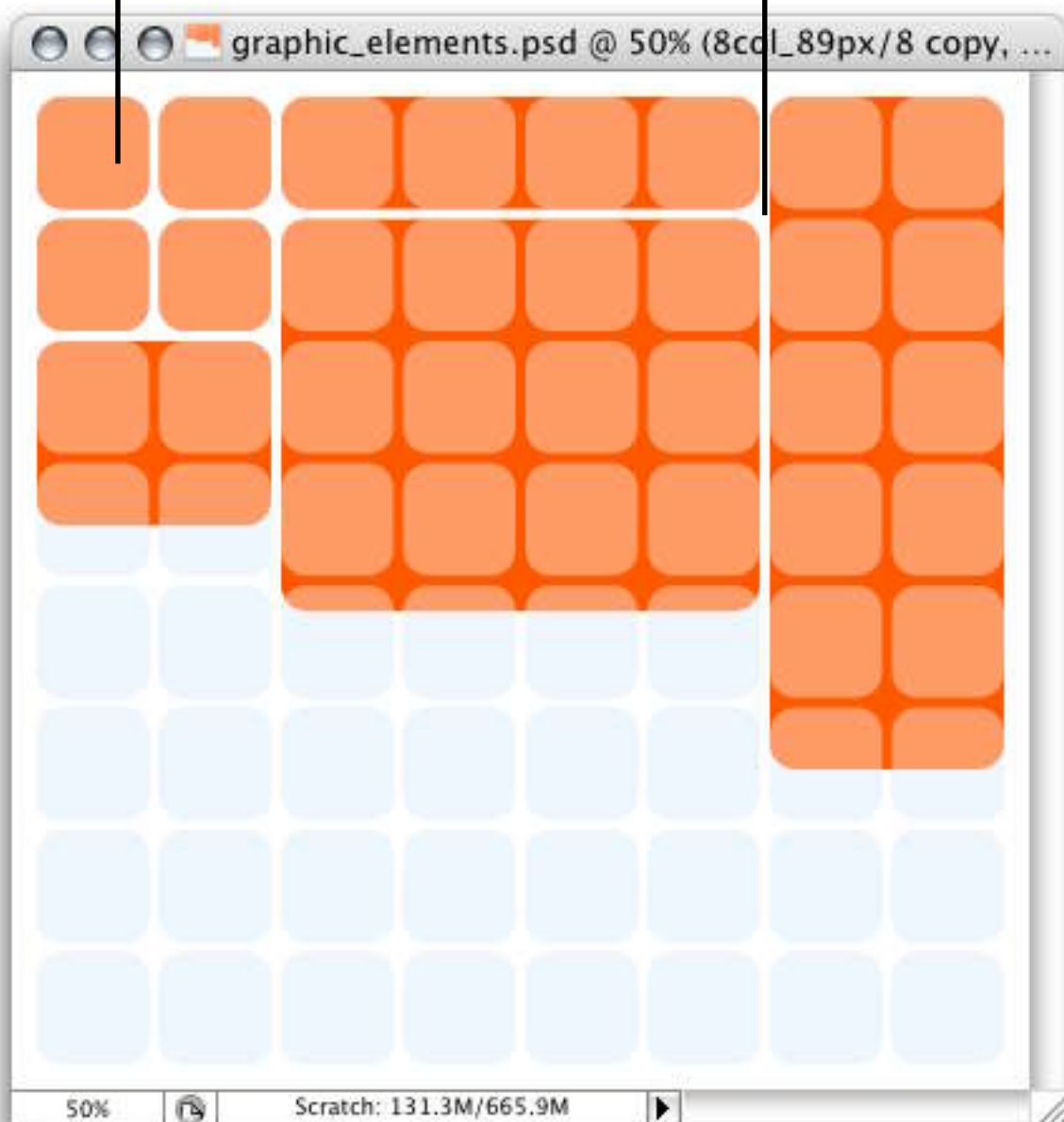
- Square (rounded corners, 20 px radius)
- Rectangle (rounded corners, 20 px radius)

The width must follow the grid horizontally, but is more flexible vertically.

elements > global > graphic_elements.psd

basic shape
89x89 px
20 px radius rounded corners

gutter
8 px horizontal
8 px vertical



01.3

layouts layout variations

These are the layout variations for the main homepage and artform homepages. The Photoshop file is located here:

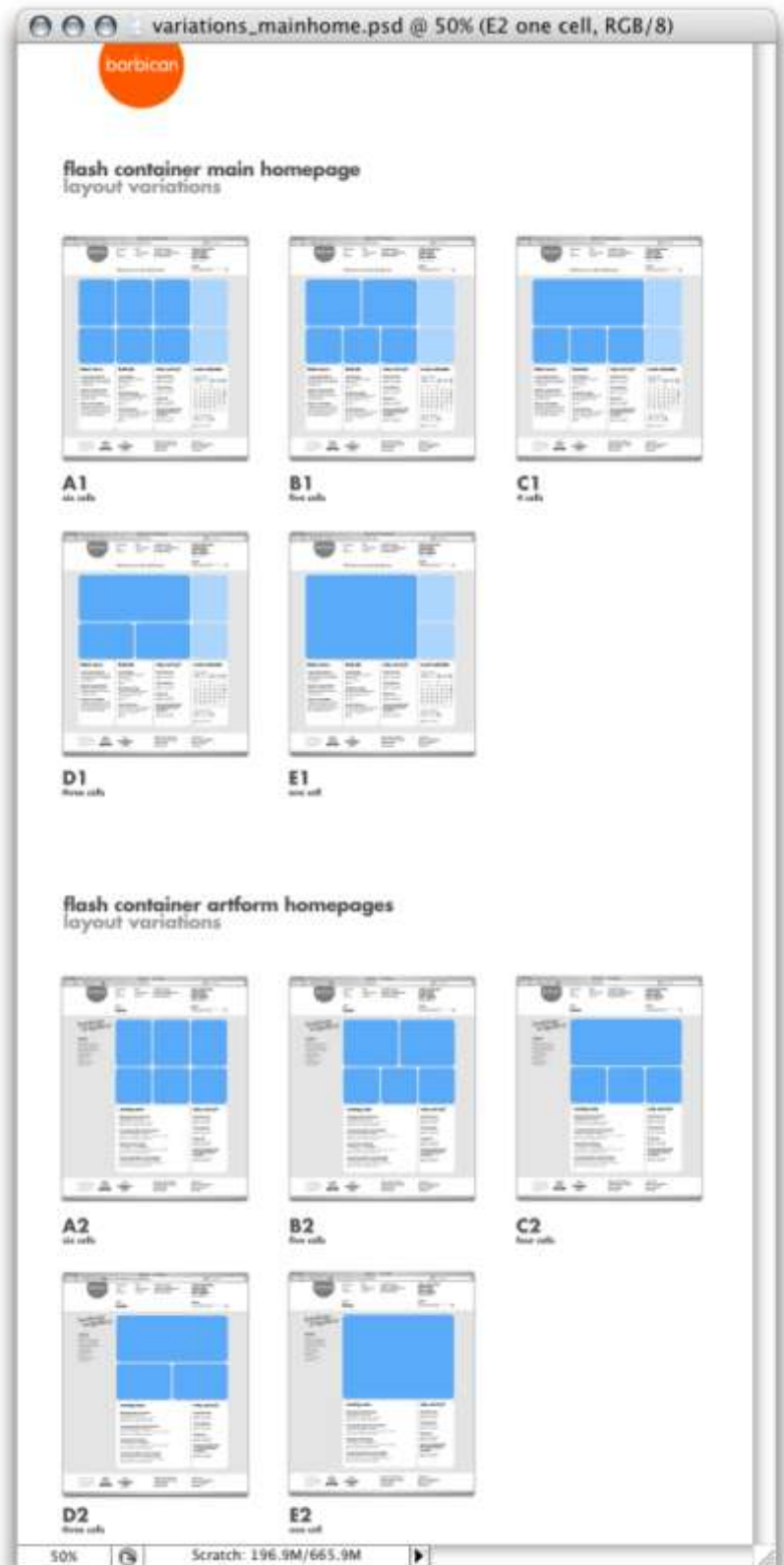
elements > global > variations_mainhome.psd

flash container main homepage:

- | | | |
|-------------------|------------------|------------------|
| A1
six cells | B1
five cells | C1
four cells |
| D1
three cells | E1
one cell | |

flash container artforms homepage:

- | | | |
|-------------------|------------------|------------------|
| A2
six cells | B2
five cells | C2
four cells |
| D2
three cells | E2
one cell | |



02.1

typography typefaces

The following fonts are used for the website.

headers

futura bold
size: 20 px
leading: 22 px
tracking: -25

futura bold

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum ornare ligula vitae turpis. Integer tempus libero quis mi. Etiam consequat convallis lorem.

main nav

futura bold
size: 15 px
leading: 16 px
tracking: -25

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNQRSTUUVYZ
1234567890-!@£\$%^&*()_+

footer

futura bold
size: 12 px
leading: 14 px
tracking: -25

arial

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum ornare ligula vitae turpis. Integer tempus libero quis mi. Etiam consequat convallis lorem.

body copy

arial/arial bold
size: 12 px
leading: 14 px
tracking: 0

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNQRSTUUVYZ
1234567890-!@£\$%^&*()_+

arial bold

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum ornare ligula vitae turpis. Integer tempus libero quis mi. Etiam consequat convallis lorem.

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNQRSTUUVYZ
1234567890-!@£\$%^&*()_+

02.2

typography type on imagery

Text on imagery should only be used if part of the illustration, never as a headline.

Correct



Incorrect

No typography that functions as a headline should be used on the imagery.



Correct

Typography on imagery is acceptable when used as part of the illustration.



100%



03.1

colours colour palette

The colour palette for the main website. Does not apply to microsites.



**corporate
orange**

**R: 255
G: 89
B: 0
Hex: #ff5900**



theatre/dance

**R: 1
G: 158
B: 197
Hex: #019ec5**



art

**R: 248
G: 0
B: 129
Hex: #f80081**



film

**R: 18
G: 161
B: 32
Hex: #12a120**



music

**R: 192
G: 0
B: 0
Hex: #c00000**



education

**R: 192
G: 0
B: 0
Hex: #ff9000**



commercial

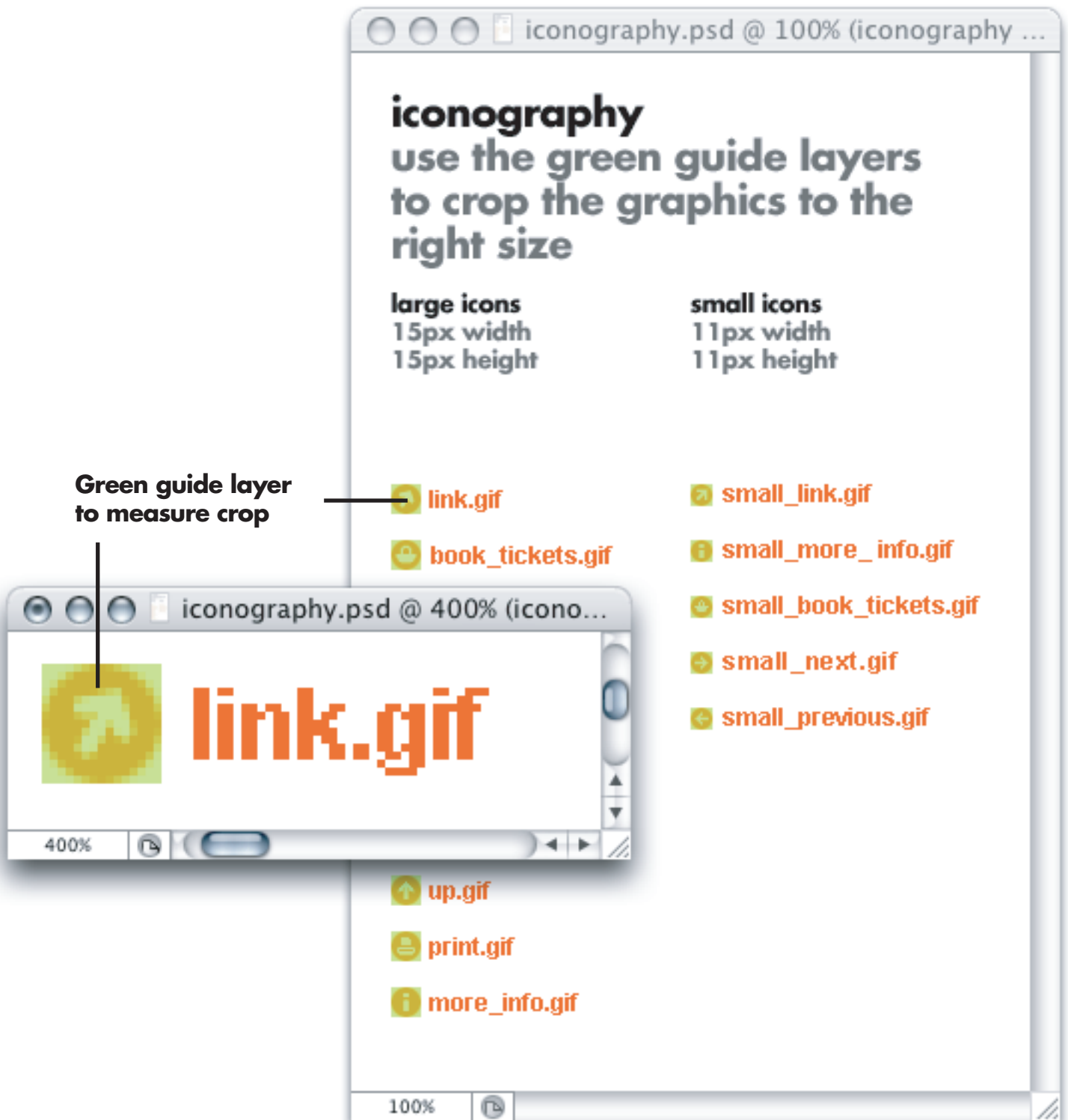
**R: 66
G: 24
B: 149
Hex: #421895**

04.1

iconography complete set

The complete set of icons are available here:
elements > global > iconography.psd

Switch the green guide layers on to measure the crop of the graphics.

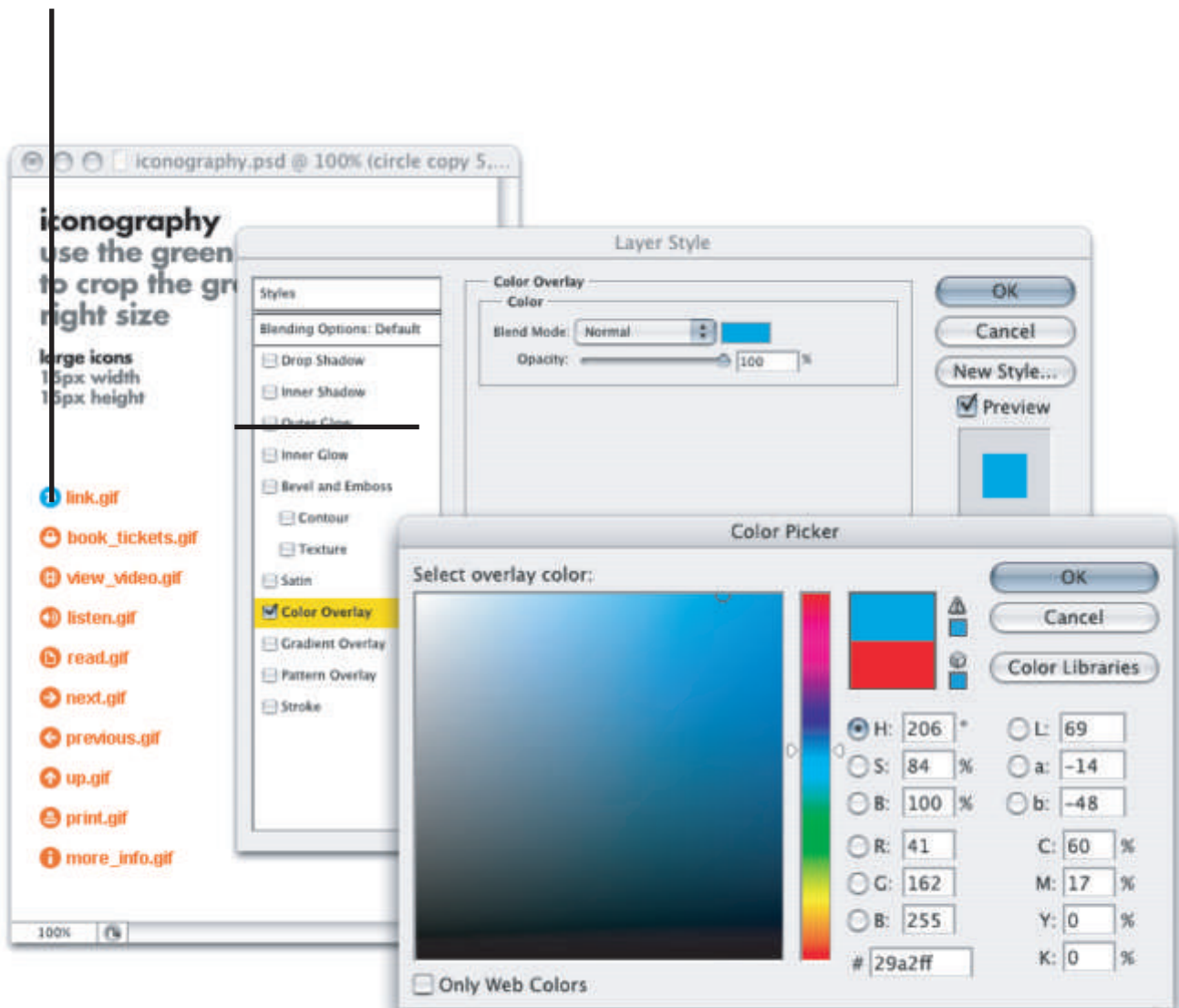


04.2

iconography changing colours

In Photoshop, change the colours of the circle and symbol by adding a **layer style**. Select the layer with the circle or symbol you want to change. Then select the layer style called **color overlay**.

Change colour of circle



05.1

imagery image sizes

These are the formats used throughout the website.
The Photoshop file is located here:

elements > global > image_sizes.psd

event image formats:

186 x 70
small format image

186 x 70
medium format image

710 x 430
large format image
(aspect ratio can vary, only indicates max height or width)

flash promo image formats:

186 x 185
small format top image

283 x 185
medium format top image

574 x 185
large format top image

574 x 379
biggest format sole image

186 x 131
small bottom image
(same format as medium event image)

283 x 131
medium bottom image



05.2

imagery cropping

There should never be blank spaces outside the image area. Always crop images to fill whole space.

example image:

186 x 70
small format image

correct



incorrect



06.1

microsites page elements

The microsite layout consists of 6 changeable graphic files:

- header.gif
- logo.gif
- search.gif
- next.gif
- content_image.gif
- footer.gif

The photoshop files can be found here:
elements > microsites

header.gif
768px width
83px height

logo.gif
186px width
height may vary

content_image.gif
186px width
height may vary

footer.gif
768px width
93px height

search.gif
39px width
11px height

next.gif
15px width
15px height



06.2

microsites colour usage

Always ensure that there is enough contrast between the text and the background colour.

**acceptable
contrast level**



**incorrect
contrast level**



example microsites / eflyers

01 filmvote microsite

barbican

theatre
art
dance

film
education
music

conferences
trade exhibitions
banqueting

visitor information
membership
login/register
event calendar
book tickets

filmvote25
Home

search

Barbican
Film

25 iconic films 1 vote

Home
Introduction
Top 25 films
film vote
film review
reviews showcase
Barbican at 25
Join e-updates

Join us in celebrating 25 years of the Barbican by voting on and reviewing the best 25 films of all time – tell us what you think and win great film prizes!

[vote for your favourite films and win prizes](#) ➔

The winning films will be screened in March 2007 ... get voting!

So far we've received hundreds of [reviews](#) from fans and budding film reviewers all over the world, [have a look at the selection of film reviews and comments](#) from voters...

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example microsites / eflyers

02 eflyers

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Animate The World 2006


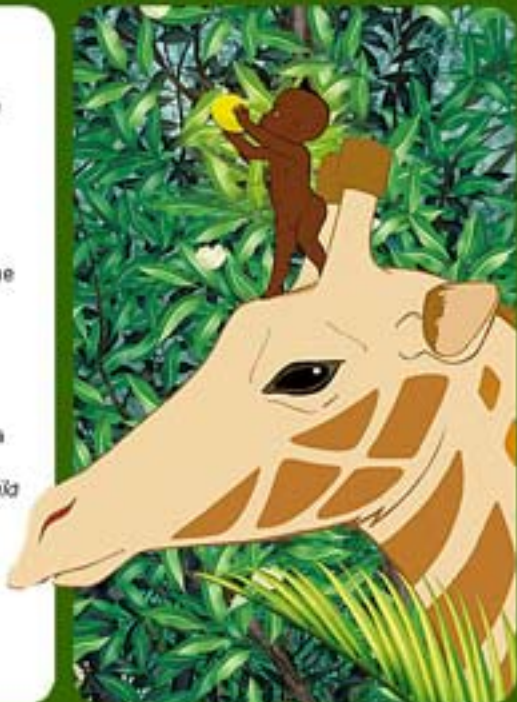
Sat 20/Sun 21 and Sat 27/Sun 28 May

The Barbican's annual festival Animate the World comes back for **two whole weekends** of animated films, animation workshops and special events.

The fun starts with an [opening breakfast party](#) on Sat 20 May and continues with the films and workshops festival café celebrations.

There will be a giant *of The Wika*

by festival
iss it!



barbican

theatre
art
dance

film
education
music

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Festival Highlights

