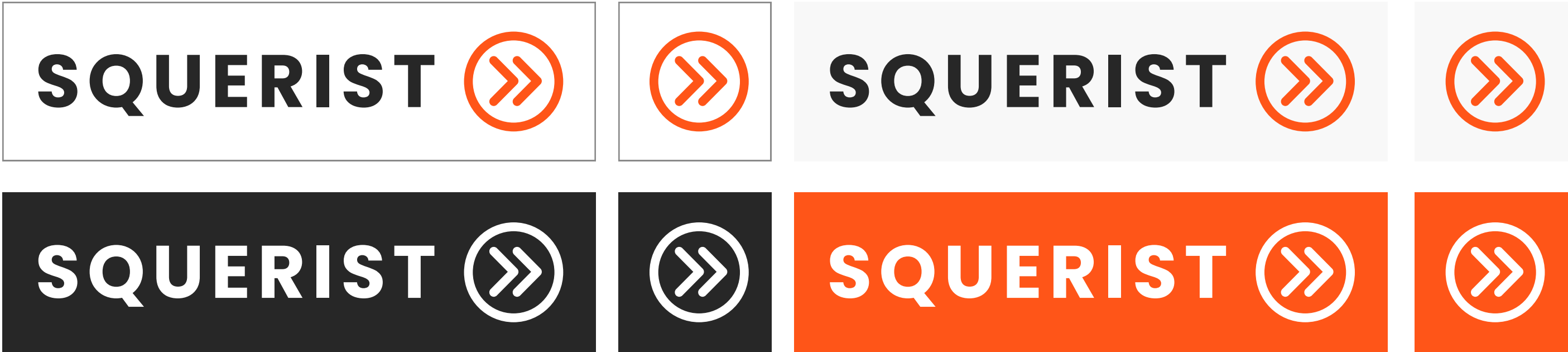


Styleguide **Squerist**

Logo (digital only!)

New logo



Old logo



Logo Don'ts



Do not transform the logo, always scale it proportional



Do not adjust the colors of the logo, use the original colors



Do not use the logo separated, or change the design



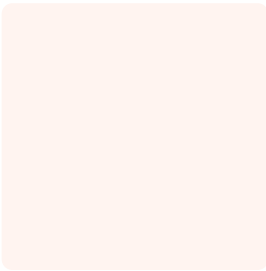
Make sure there is enough contrast

Color

Make sure the color contrast is always WCAG AA
<https://webaim.org/resources/contrastchecker/>



Orange Medium
rgba(255,85,24,1)
hsla(16,100,55,1)
#FF5518



Orange Light
rgba(255,244,240,1)
hsla(16,100,97,1)
#FFF4F0



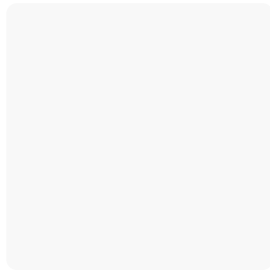
White
rgba(255,255,255,1)
hsla(0,0,100,1)
#FFFFFF



Grey Dark
rgba(39,39,39,1)
hsla(0,0,15,1)
#272727



Grey Light
rgba(138,138,138,1)
hsla(0,0,54,1)
#8A8A8A



Grey Ultralight
rgba(248,248,248,1)
hsla(0,0,97,1)
#F8F8F8



Blue Medium
rgba(0,107,220,1)
hsla(211,100,43,1)
#006BDC



Blue Light
rgba(243,249,255,1)
hsla(210,100,98,1)
#F3F9FF

Typography

Opensource Font: Poppins (Only Regular 400, Bold 700):
<https://fonts.google.com/specimen/Poppins>

Header 2XL	Header XL	Header LG	Header MD	Header SM	Header XS	Header 2XS
Weight Bold	Weight Bold	Weight Bold	Weight Bold	Weight Bold	Weight Bold	Weight Bold
Size 96px	Size 56px	Size 48px	Size 32px	Size 24px	Size 20px	Size 18px
Line Height 120%	Line Height 120%	Line Height 120%	Line Height 120%	Line Height 120%	Line Height 120%	Line Height 120%
Body 2XL	Body XL	Body LG	Body MD	Body SM	Fallback  Fallback font for website, Office 365 and Mail signature: Tahoma (system font)	
Weight Regular / Bold	Weight Regular / Bold	Weight Regular / Bold	Weight Regular / Bold	Weight Regular / Bold		
Size 24px	Size 20px	Size 18px	Size 16px	Size 14px		
Line Height 170%	Line Height 170%	Line Height 170%	Line Height 170%	Line Height 170%		

User Interface Icons

Opensource icons: Feather Icons (Size 24px, Stroke 2px, default Grey Dark)
<https://feathericons.com/>

							
activity	airplay	alert-circle	alert-octagon	alert-triangle	align-center	align-justify	align-left
							
align-right	anchor	aperture	archive	arrow-down-circle	arrow-down-left	arrow-down-right	arrow-down
							
arrow-left-circle	arrow-left	arrow-right-circle	arrow-right	arrow-up-circle	arrow-up-left	arrow-up-right	arrow-up
							
at-sign	award	bar-chart	bar-chart	battery	battery	bell	bell

Rich Icons

Prepaid icons, meant as illustrative support for webpages and decks



Inspiration 1/2

Wij zijn **Squerist**,
specialisten in testen
& digitale transformatie.



SQUERIST »

Agenda voor vandaag

- Resultaten webshop Niels
- Omzet Bo Melis
- Papierverbruik facturatie
- Bedrijfsuitje



Great Place to Work

Vandaag vieren wij dat we weer Great Place to Work gecertificeerd zijn! Met een ontbijt in Veenendaal staan we even stil bij de bijzondere cultuur die wij met zijn allen creëren.

Great
Place
To
Work®
Certified



Inspiration 2/2

98% vind Squerist een leuke plek om voor te werken

86% vind dat Squerist mensen aanneemt die passen bij de cultuur

89% vind dat er goede opleidingen worden aangeboden

Ingevuld door 85% van de medewerkers



Resultaten van Niels' webshop

Afgelopen jaren zijn de boxers geëxplodeerd. Een gerealiseerde groei van **350%**

