GOLDZIP
數碼黃金

Design Guide

Design Guidelines
for your brand

Dark Design Guide v1

HERITAGE

Design should showcase the proud history of HKGX, a 115-year Legacy of Hong Kong sole gold exchange.

TRUST

Design should provide users with a level of trust and confidence in GOLDZIP product. In creating simple, clear, and concise visuals and representations, providing users with all relevant information.
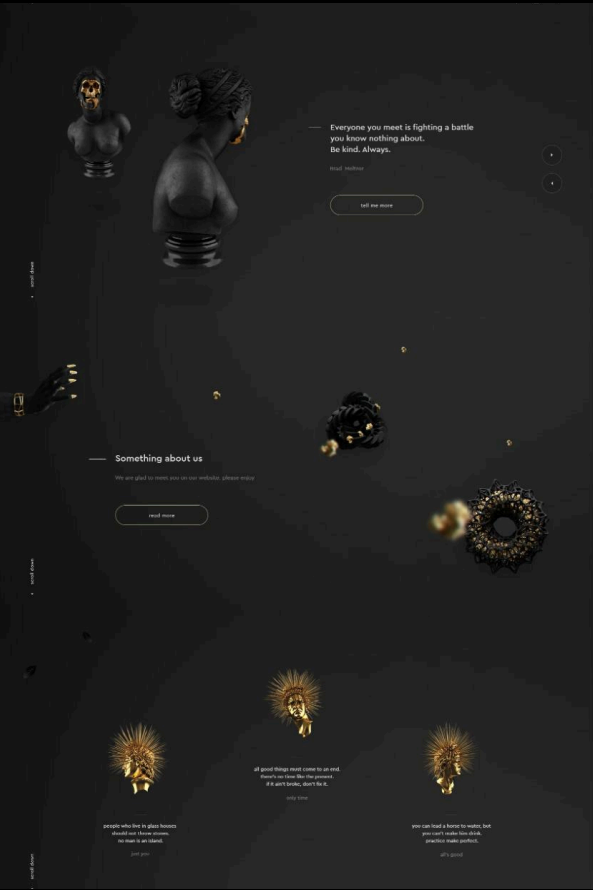
GOLD

Good design looks and feels good. Great design can solves problems. We must never forget the product we provide customers at the other end of our solutions.

Dark Theme

Everyone you meet is fighting a battle you know nothing about. Be kind. Always.

tell me more

Something about us

We are glad to meet you on our website, please enjoy

read more

all good things must come to an end. there's no time like the present. if it ain't broke, don't fix it.

only time

people who live in glass houses should not throw stones. no man is an island.

just you

you can lead a horse to water, but you can't make him drink. practice make perfect.

all's good

A company's logo is its face. Therefore you need to pay extreme attention to how and when it is used.

These are our guidelines for the GOLDZIP brand.

The primary logo should be used by default, where it's comparative height won't constrain the design.

This logo should always appear at the top left of the screen/page.

A full, lowercase d's width is required around the device.

Use the circular device for page images or as an actual icon.

If an abbreviated format is used in text, the lowercase d can be used.

Using typography correctly is foundational to whether the design will work or not, and it's also one of the easiest things to do consistently with most programs allowing for font themes to be loaded and use.

Here are some rules of thumb:

head

subhead

body

Limit your font classes to at most 3 headings and 2 bodies unless you have something specific in mind

Having very wide paragraphs can cause strain to users. Limit the maximum width of a paragraph to be equivalent to an A5 page at most

Do not overuse bold. Reserve these for emphatic points. Equally do not mix font classes and sizes in a single body of text *No need for italic font*

bold

italic

font

font

When setting up your styleguide try not to use more than two font families accross your classes - 1 is best!

Where the medium allows you should avoid widowed and orphaned lines

Think of pagaraghs and headings as blocks taking up space. Normal graphic and web design principles apply wrt alignment & spacing

Headings - keep them out the of the way (people can only concentrate on 3-6 things at a time, don't waste a slot on the heading).

Type system for slides and docs

It's really important to choose good type and use it consistently.

For that reason, keep it minimal, keep it clean. If you want to get fancy with your design, then don't do it here!

Headings
Fauna font type

Body
Approach Mono font type

Accent using big type where you need to.

Typography

Colour is an important design element which can easily be misused.

Use thes points and the specific guidelines that follow to correctly use colour.

Generally speaking, less is more. Don't use more than 2 or 3 colours on a page or in your primary colour palette

In addition to choosing a 'colour', you need to be very careful to make sure it contrasts with the background it is on - if you user is colour blind the saturation and luminosity of your colour, and the size of object are key

Make sure that both primary and secondary colour palletes are well balanced. You can use online palette generatos or apply colour science to pick appropriate

Remember that certain colours have cultural conotations (such as red for danger or stop). If your brand contains these, be sure to adapt supporting colours and make them clear

Try to use more subdued or greyed colours for text, in particular where the text is not bolded or has a large font size. This will help with accessibility and also make text more readable in general.

Your colours

Your primary colours are the personality of your brand and will be your most used colours.

Where possible stick to this palette (don't extend to secondary and tertiary palettes) except in very limited applications.

Your primary colours

F5C65D 1E1E1E FEFEFE 161B33

Backgrounds

1E1E1E 222222 FEFEFE

Text

FEFEFE 70% FEFEFE 40% FEFEFE 161B33 70% 161B33 40% 161B33

Greyscale colours

222222 444444 666666 888888 B0B0B0 DDDDDD EEEEEE

Tertiary colours & gradients

Sample design for social banners and use of
icon

"Asia's Timeless Gold Standard"

"Asia's Timeless Gold Standard"

"Asia's Timeless Gold Standard"