

# Guide to Iceland Style Guide

## For print product and digital marketing

### Purpose

This short mag publication will be located in key tourist locations (Icelandair flight seat pockets, Keflavík airport, BSÍ, Hlemmur, Grandi Mathöll, HARPA, etc.) offering valuable, practical information for average tourists. It will be appended to an advertising and informational directory.

### Color



**Moss**

60 10 100 20  
96 147 54  
#609336



**Basalt**

30 10 10 80  
58 71 77  
#39464d



**Magma**

0 70 100 10  
220 102 30  
#dc651d

### Typography

**Article Titles** - Source Serif Bold Italic: 30+pt

**Large Heading** - Source Sans Bold: 18/21pt, .125in space after

**Section/Subheading** - Source Sans Bold: 14/18pt,  
.0625in space before, .035 space after

Body - Source Serif Regular: 10/14pt, .125in space after

Caption - Source Sans Regular: 8/10pt

**All text on white background to have Basalt as its color.**

### Masthead

Title: Source Serif SemiBold 64pt, .75in from top edge and side margins

Rule: 1px line in between title and subtitle

Subtitle: Source Sans Semibold 12pt

Reference the attached example.

### Folios

Vertically centered in top and bottom margins.

Bottom type - Source Sans Medium: 10pt with Basalt 1pt line between boxes.

Knockout bottom type to be white, with no central line.

Top type - Source Sans Medium: 14pt with alternating Moss and Magma boxes behind white type.

Reference the attached example.

### Structure

8.25" wide x 10.5" tall facing pages.

.75in margins to allow for maximal ease of holding and marking passages.

Top and bottom folios to rest in the vertical middle of this space.

5 column layout with two columns of content stretching across allowed.

1 column of the grid may be used for false margins, captions, disclaimers, etc.

### Imagery

No rounded corners.

No heavy editing with goals of color and contrast as-shot.

No overlays or faded edges.

### Line Elements in Titles and Articles

1pt with solid square end, always bleeding off the page.

Green for starts of articles (if used) and orange for ends.

Otherwise alternate and consider distribution of color.

# Guide to Iceland

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Topic • Topic • Topic

Issue #/Season 20XX

## Masthead Template

See above for specifications.

Background image to be full bleed.

Masthead/blurb text may adjust color depending on background.

Drop shadows with 0 x/y offset with a rich black are allowable in order to gain strong contrast.

Cover blurb text may be a mix of both font families in this guide.

Rule between lines may change; standard color palette defined here preferred.

