

About the templates

Flexible design

Our layout system is flexible, adaptable, and yet consistent. It offers enough freedom to create many different layout variations while maintaining unified look and feel.

The templates within this file serve as a starting point and can be freely adapted and modified.

For more information and downloads, visit markenportal.ruhr-uni-bochum.de



Tip 1: Use the flexible layout

We can freely choose how to arrange graphic blocks in our designs. The content determines the layout. What matters is that the graphic blocks build upon each other. A block can contain a color fill, a headline, a text block, or a photo. Using a photo or a solid color as the background for the entire design is also possible.



Template



Layout Options

Tip 2: Use color schemes

The color palette is freely selectable, depending on the purpose, theme, and desired effect. For example, a subtle, understated design works well with the light blue color scheme, while orange and yellow appear more vibrant.

For simplicity, the templates are set up in the light blue color scheme and can be changed.

We use only one color palette per page. Combining different color palettes looks too busy and is not permitted.



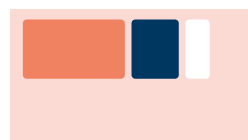
RUB Hellblau (light blue)



RUB Lila (purple)



RUB Rosa (rose)



RUB Orange (orange)



RUB Gelb (yellow)



RUB Grün (green)