

Jürgen Späth

Design Language

Visual design communicates
messages and solves problems in
emotionally compelling ways.

Color Palette



Typography

Open Sans

H1 Header

H2 Paragraph

H3 Small Paragraph

H4 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut pretium tincidunt fermentum. Integer ut fermentum arcu.

H5 Aliquam iaculis lacus ut mauris blandit elementum. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

H6

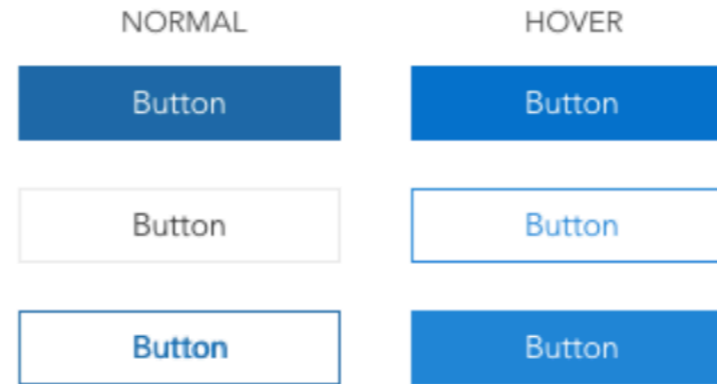
Notification

Welcome Back!

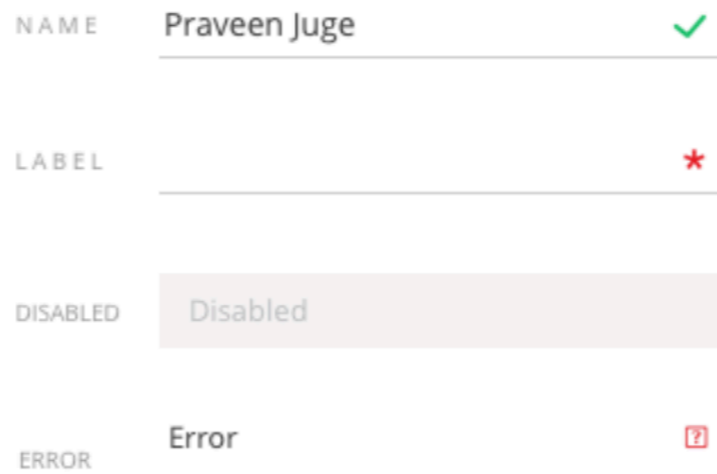
Notification Title →

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut pretium tincidunt fermentum. Integer ut fermentum arcu. Aliquam iaculis lacus ut mauris blandit elementum.

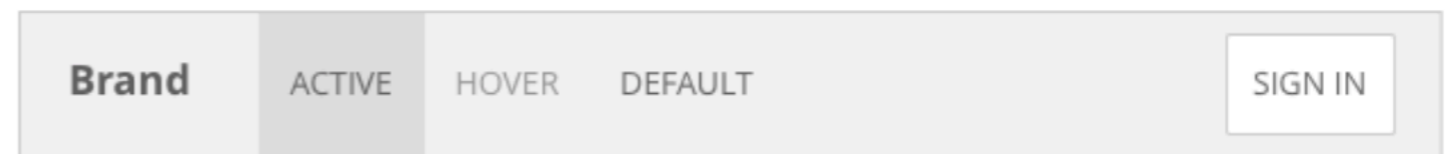
Form Elements



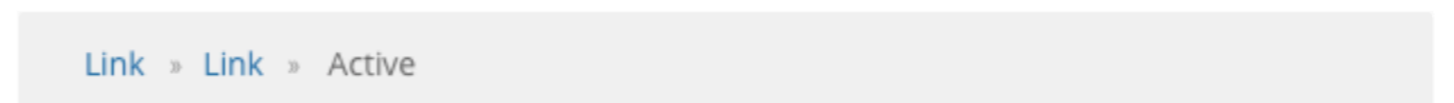
Text Form



Navbar



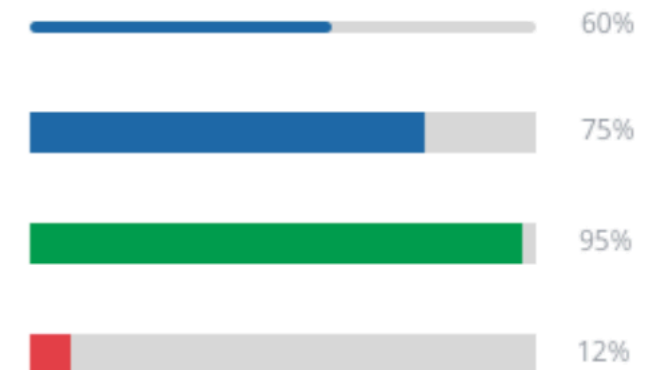
Breadcrumbs



Cards



Progress Bars



Colour palette

Lighter	#F9FAFB
Light	#F4F6F8
Sky	#DFE3E8
Dark	#C4CDD5

Lightest	#919EAB
Lighter	#637381
Light	#454F5B
Ink	#212B36

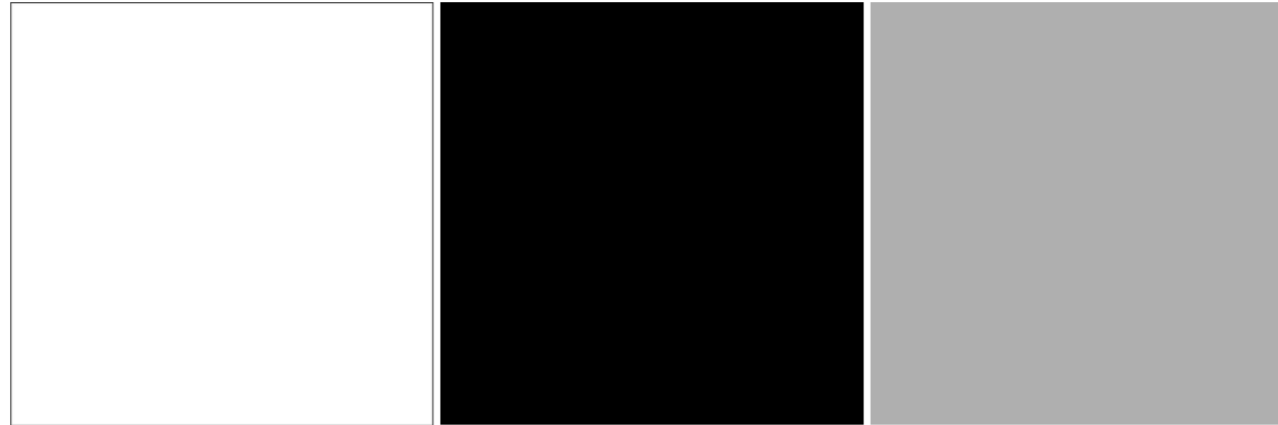
Light	#B3B5CB
Title bar	#43467F
Dark	#1C2260
Darker	#00044C

Lighter	#F6F0FD
Light	#E3D0FF
Purple	#9C6ADE
Dark	#50248F
Darker	#230051
Text	#50495A

Lighter	#F4F5FA
Light	#B3BCF5
Indigo	#5C6AC4
Dark	#202E78
Darker	#000639
Text	#3E4155

Lighter	#EBF5FA
Light	#B4E1FA
Blue	#007ACE
Dark	#084E8A
Darker	#001429
Text	#3E4E57

Colour palette



White

CMYK: 0/0/0/0
–
HEX: #ffffff
RGB: 255/255/255
RAL: 9010
NCS: S 0500-N
Avery 900: 900

Audi Black

CMYK: 60/50/50/100
Pantone Black
HEX: #000000
RGB: 0/0/0
RAL: 9005
NCS: S 9000-N
Avery 900: 901

Audi Aluminum Silver

CMYK: 30/20/20/10
Pantone 877
HEX: #b3b3b3
RGB: 179/179/179
RAL: 9006
–
Avery 900: 990



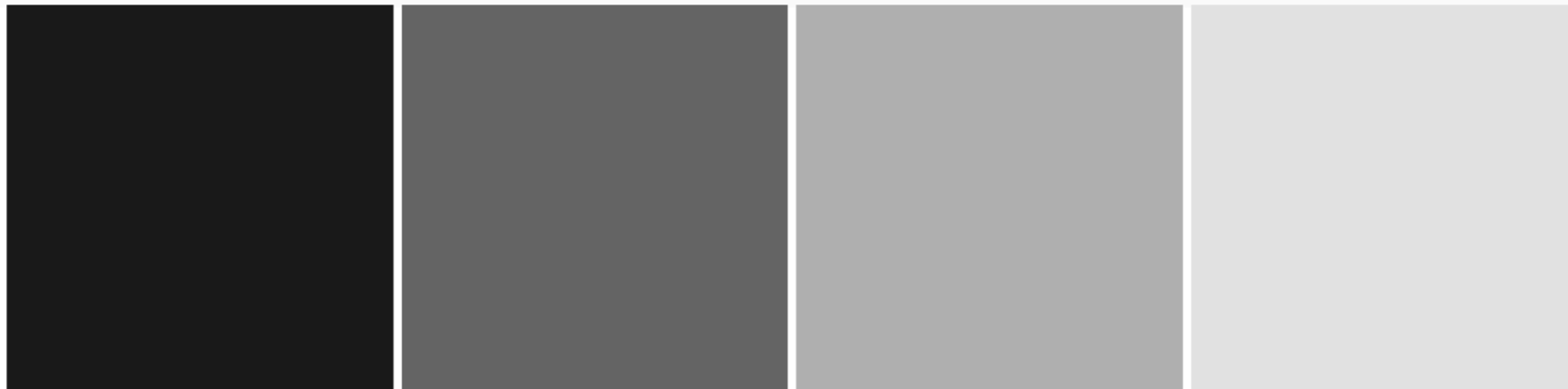
Audi Red

CMYK: 0/100/80/15
Pantone 200
HEX: #bb0a30
RGB: 187/10/48
RAL: 3001
NCS: S 2070-R
Avery 900: 981

Audi Warm Silver

CMYK: 10/12/16/27
Pantone 401
HEX: #b6b1a9
RGB: 182/177/169
RAL: 7044
NCS: S 2502-y
Avery 900: 960

Colour palette



CMYK: 0/0/0/90

HEX: #1a1a1a

RGB: 26/26/26

CMYK: 0/0/0/60

HEX: #666666

RGB: 102/102/102

CMYK: 0/0/0/30

HEX: #b3b3b3

RGB: 179/179/179

CMYK: 0/0/0/10

HEX: #e5e5e5

RGB: 229/229/229



CMYK: 0/0/0/80

HEX: #333333

RGB: 51/51/51

CMYK: 0/0/0/50

HEX: #808080

RGB: 128/128/128

CMYK: 0/0/0/20

HEX: #cccccc

RGB: 204/204/204

CMYK: 0/0/0/5

HEX: #f2f2f2

RGB: 242/242/242

Typography / Type scale

Make commerce better for everyone.

```
font-size: 17px;  
line-height: 24px;  
font-weight: 500;
```

Heading

MAKE COMMERCE BETTER FOR EVERYONE.

```
font-size: 13px;  
line-height: 16px;  
font-weight: 700;  
text-transform: uppercase;
```

Subheading

Make commerce better for everyone.

```
font-size: 15px;  
line-height: 20px;  
font-weight: 400;
```

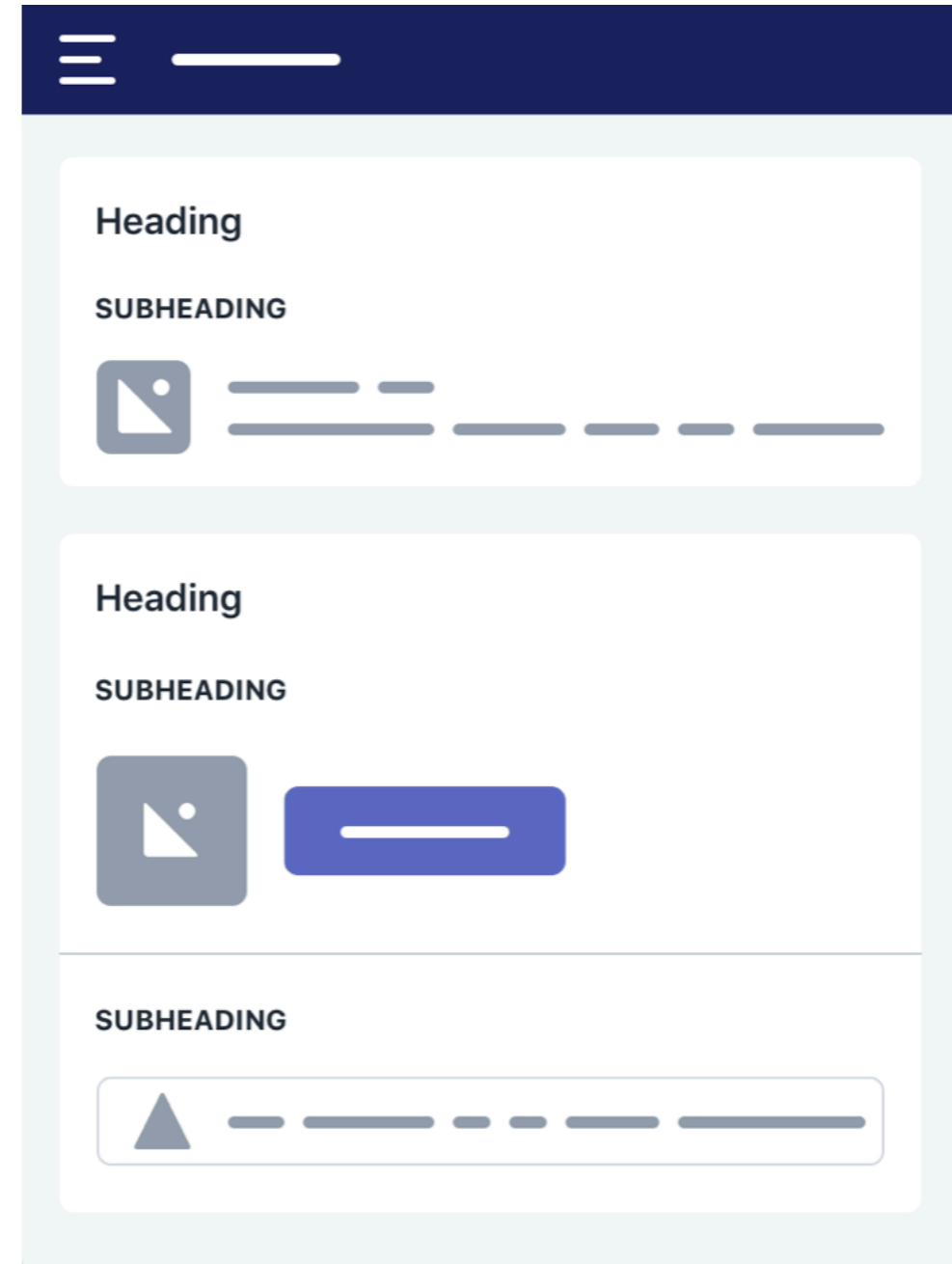
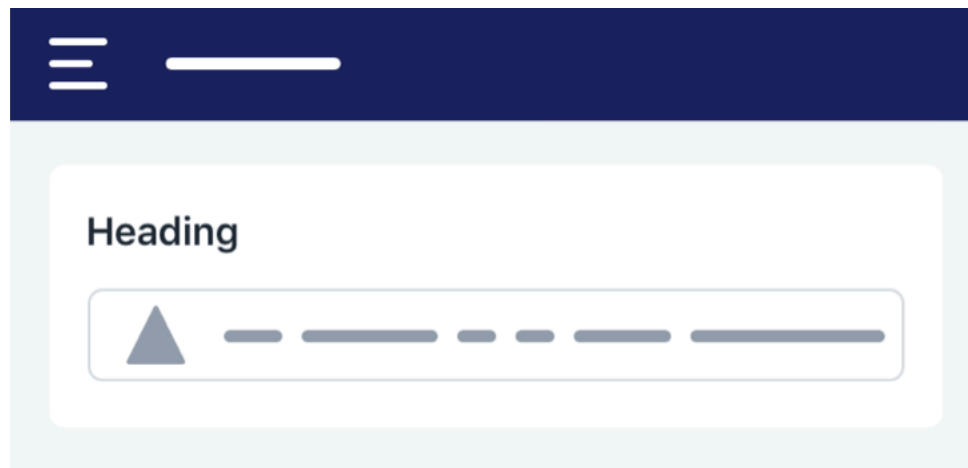
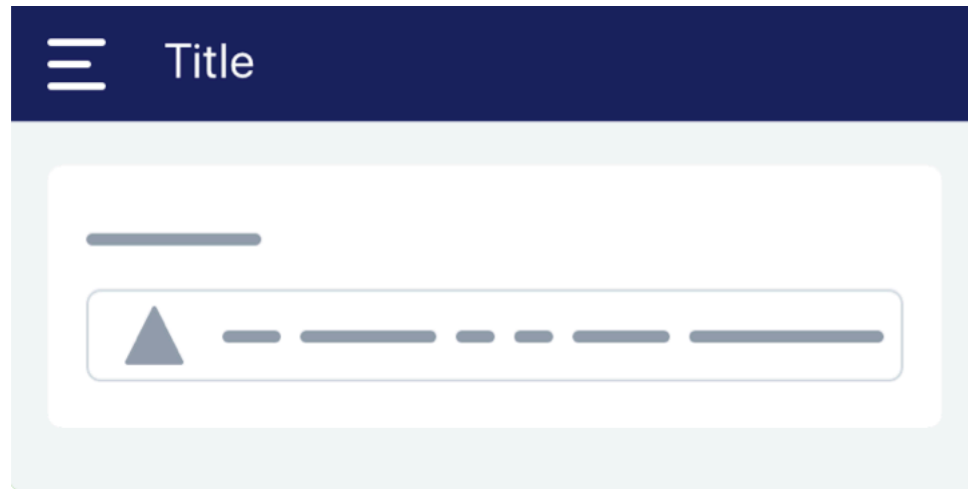
Body

Make commerce better for everyone.

```
font-size: 13px;  
line-height: 20px;  
font-weight: 400;
```

Caption

Typography / Display styles



Text styles

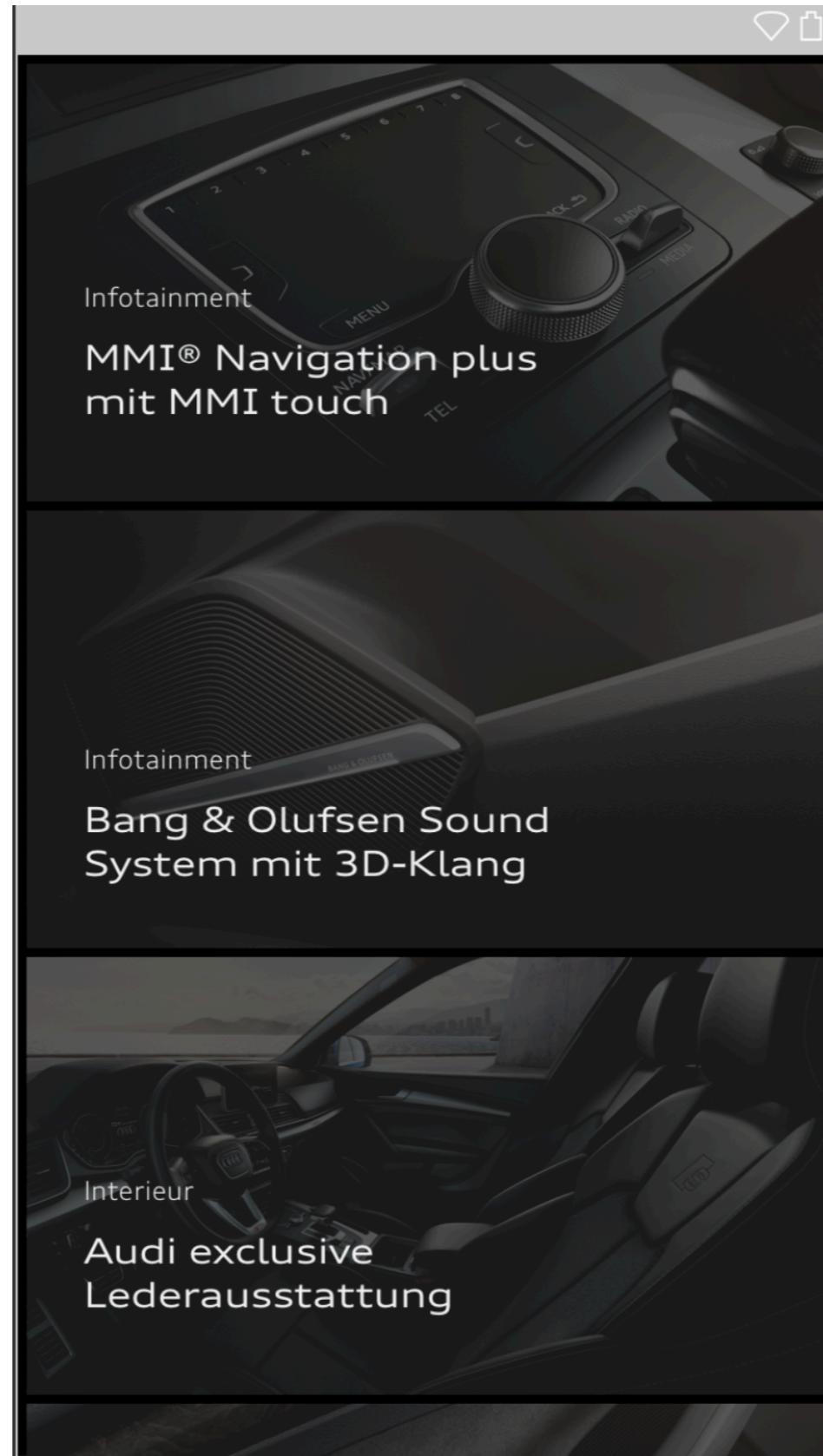
A7 Sportback

One thrilling vehicle combining the purist charm of a saloon, the distinct versatility of an Avant and the passionate dynamism of a coupé.

- › Top sporting performance.
- › Innovative technology.
- › An intelligent and user-friendly interior concept
- › Impressive efficiency.



Text styles



Text styles / Highlights

The Death Star plans are not in the main computer. Where are those transmissions you intercepted? What have you done with those plans? We intercepted no transmissions. Aah... This is a consular ship. Were on a diplomatic mission. If this is a consular ship... where is the **Ambassador**? Commander, tear this ship apart until you've found those plans and bring me the Ambassador. I want her alive! There she is! Set for stun! She'll be all right. Inform Lord Vader we have a prisoner.

And, now Your Highness, we will discuss the location of your hidden **Rebel base**.

This little one isn't worth the **effort**. Come let me buy you something.

This little one isn't worth the **effort**. Come let me buy you something.

The second **Death Star**, was a massive battle station with enough firepower to destroy an entire planet.

Layout / Grid system

Choose a model



Sedans



Coupes



Convertible



SUVs and crossovers

All models

Explore



Magazine

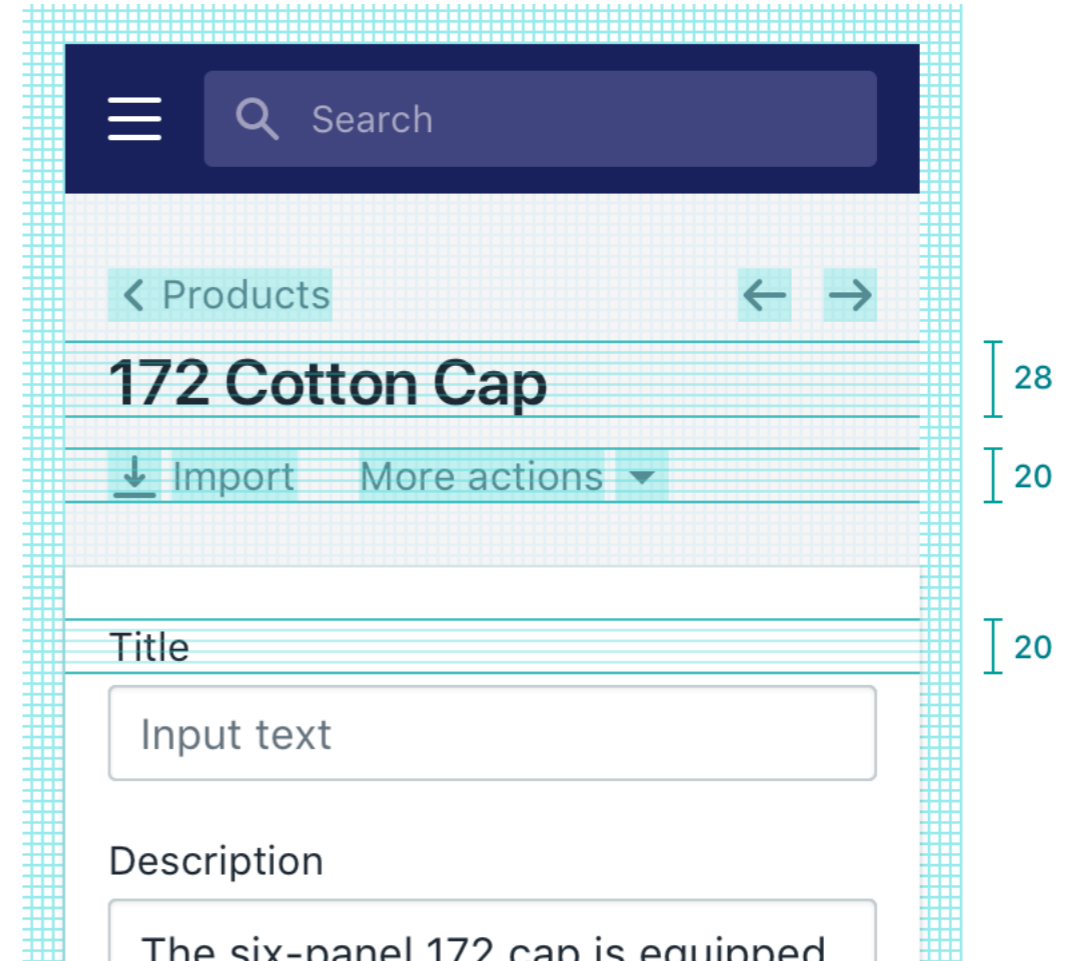
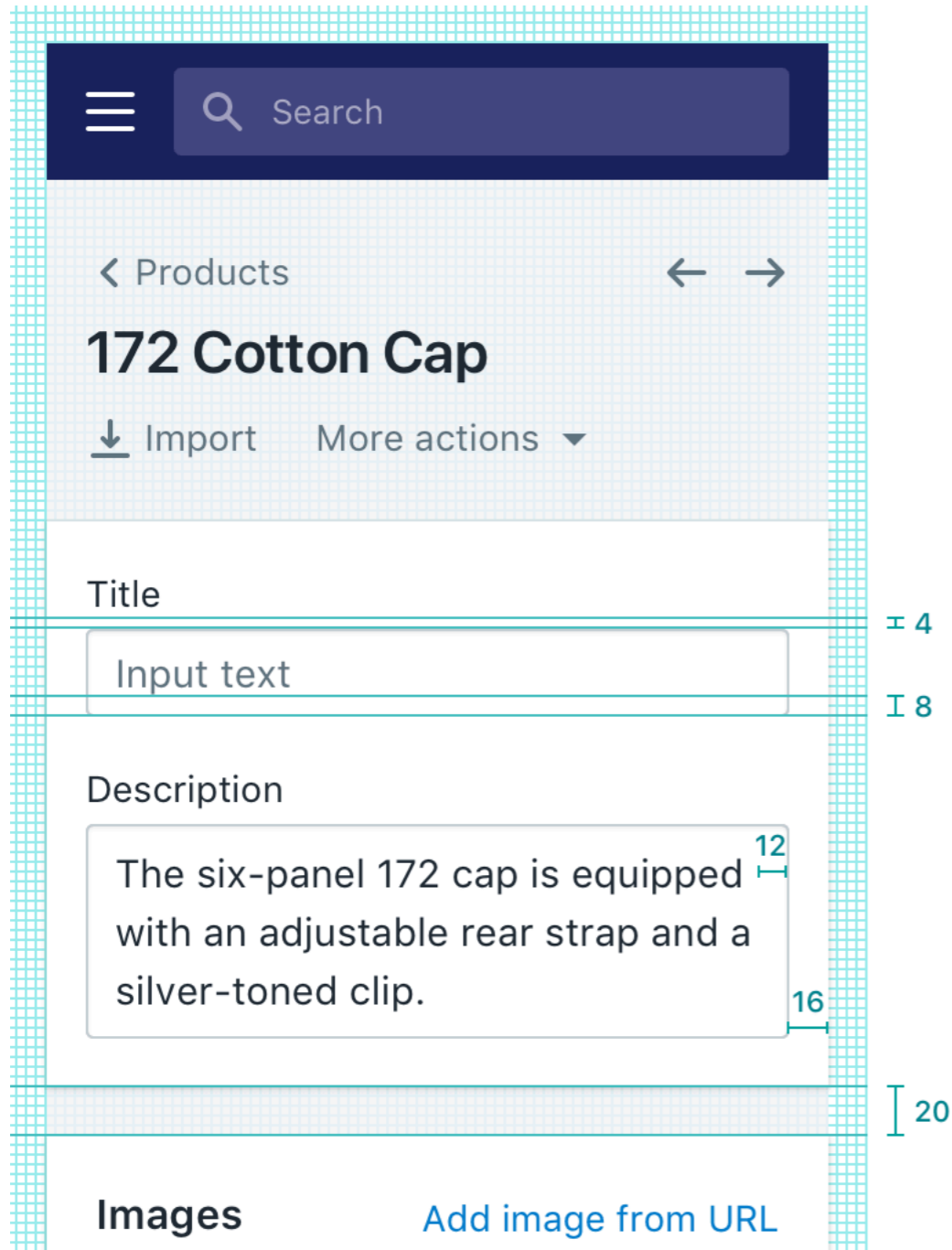


quattro



myAudi

Layout / Spacing



Layout / Spacing

A user profile card layout on a grid background. The card has a width of 40 units. It contains a circular profile picture on the left. To the right of the picture, the text is arranged in three lines: the name "Destiney O'Connor", the location "San Francisco, USA", and the order summary "2 orders • \$189.24 spent". Each line of text is 20 units high.

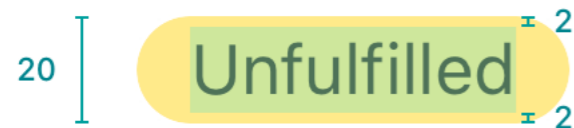
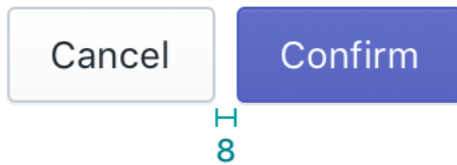
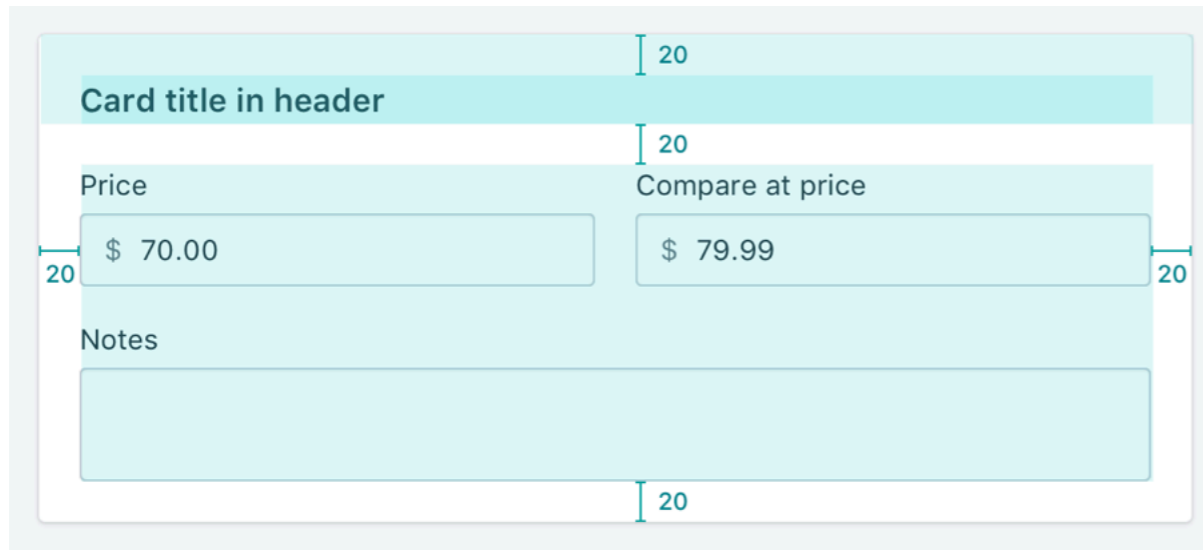
Two buttons: a light gray "Cancel" button and a dark blue "Confirm" button. The "Confirm" button is 8 units high.

A product card layout. It has a "Title" section with a height of 4 units containing the text "172 Cap, cotton". Below the title is a "Description" section with a height of 16 units containing the text "The six-panel 172 cap is equipped with an adjustable rear strap and a silver-toned clip, along with a custom embroidered Herschel supply aviation patch."

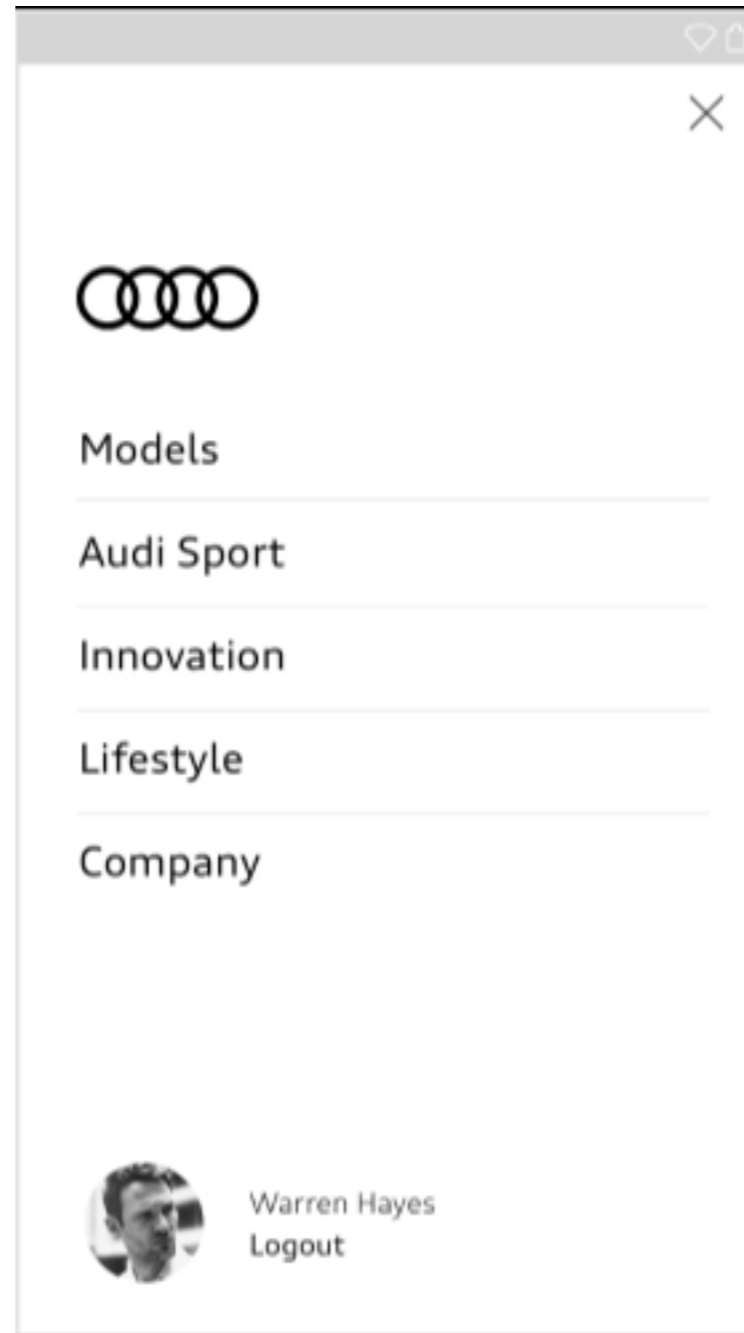
Two buttons: "Import" with an upward arrow icon and "More actions" with a downward arrow icon. Both buttons are 4 units high.

A text note with a document icon and the text "This customer is awesome." The note is 4 units high.

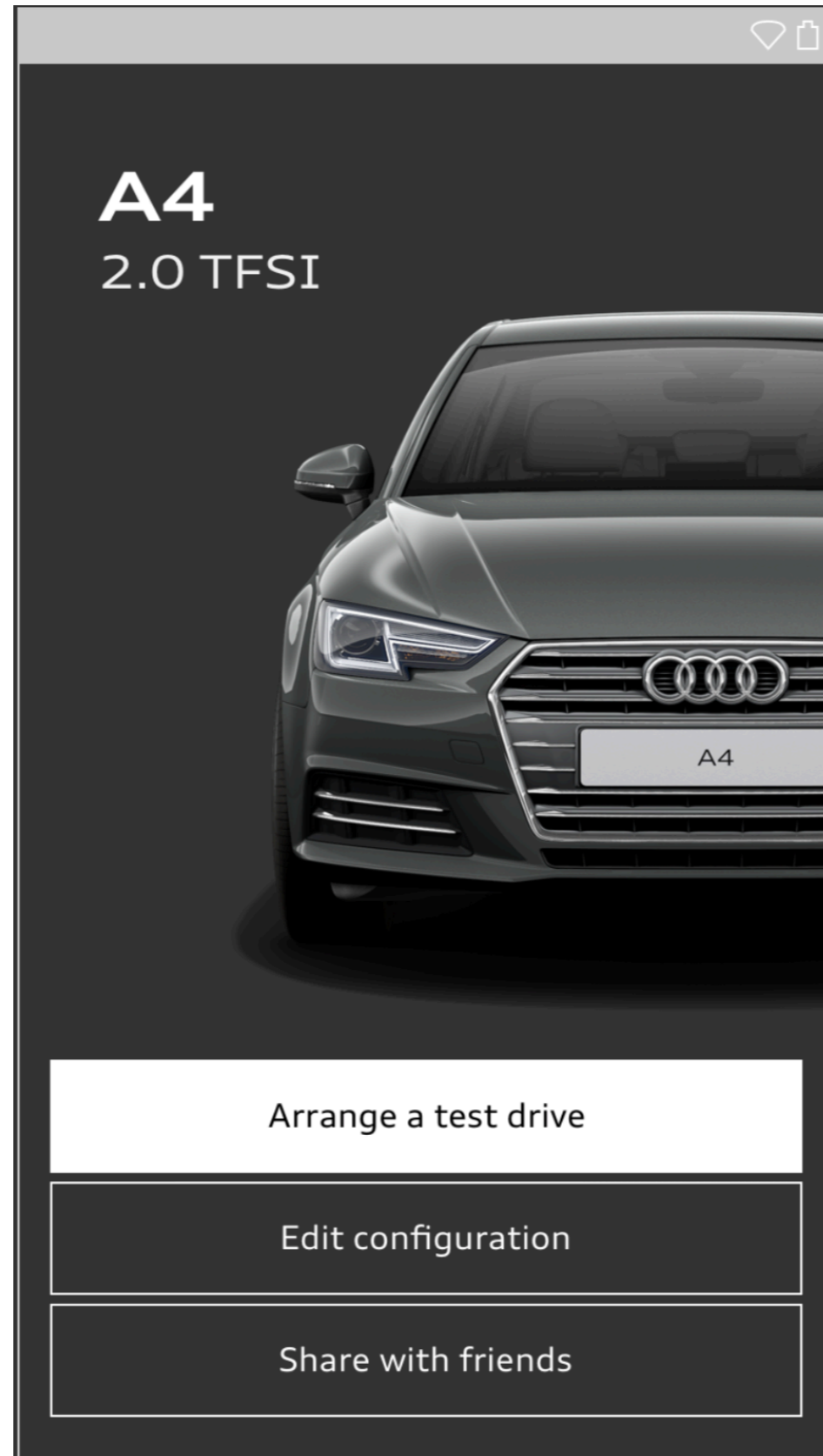
Layout / Spacing



Navigation



Button / Primary and secondary button



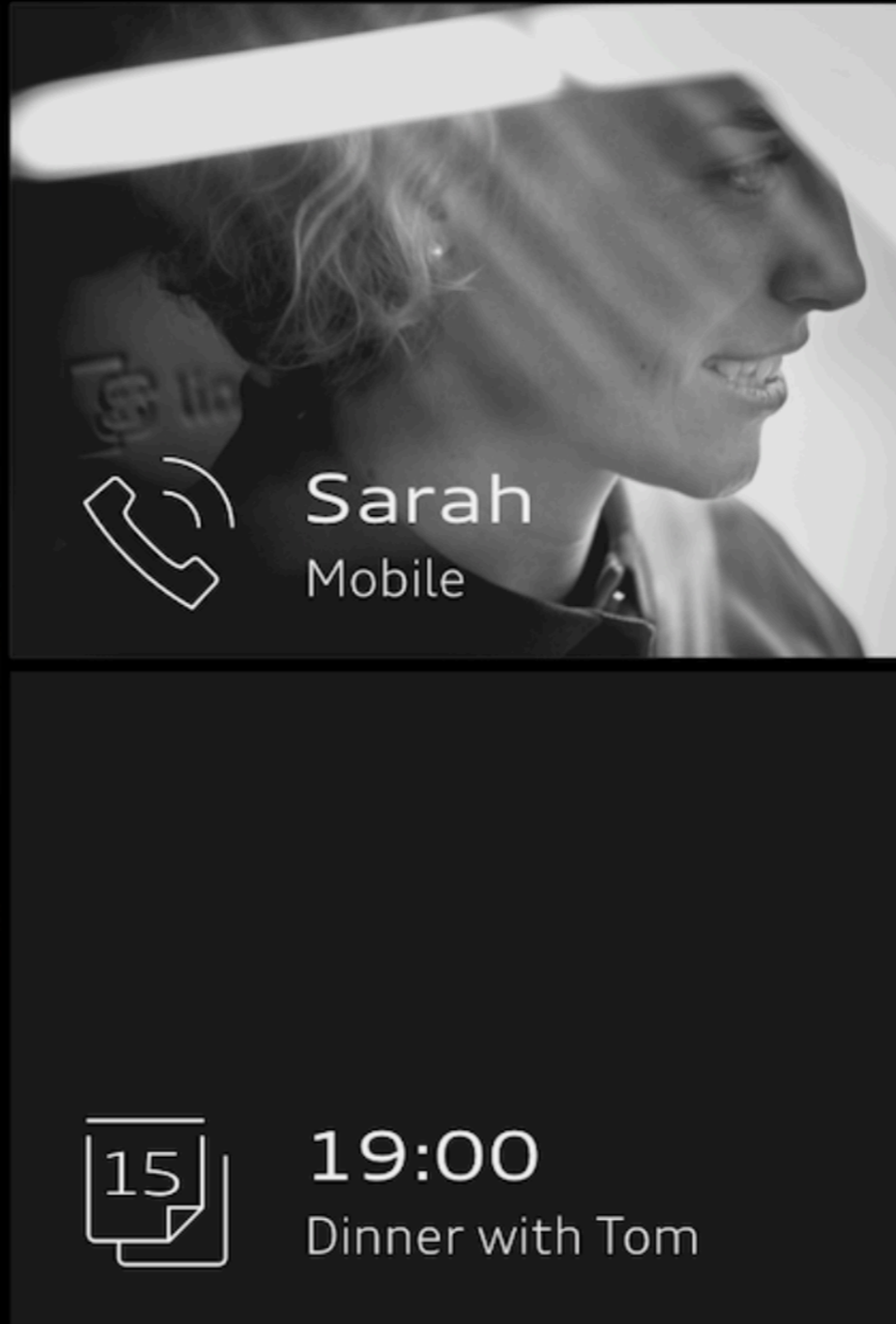
Button / Text button





Cards



 **Vehicle**
Status OK



 **Sarah**
Mobile

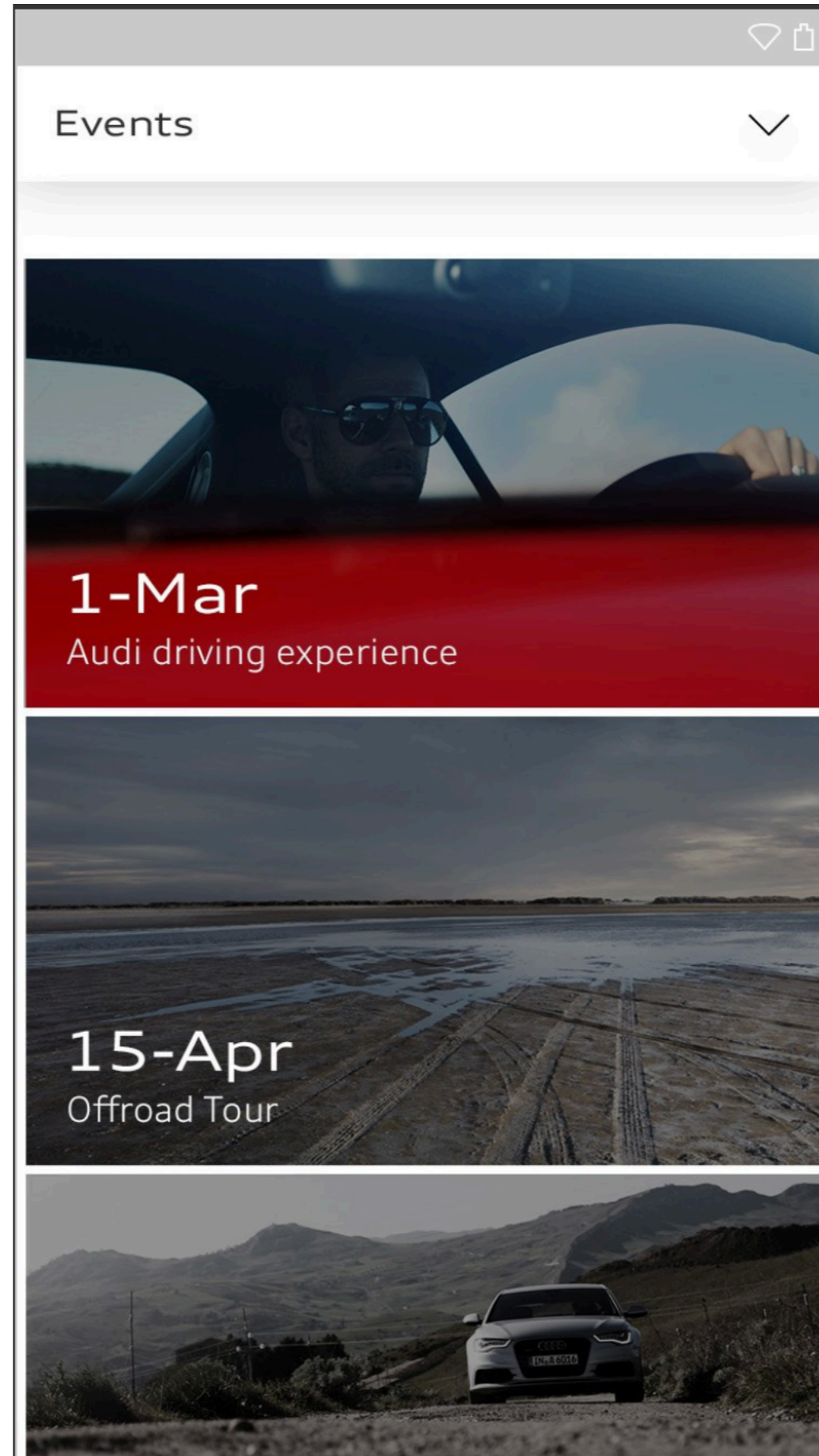
 **19:00**
Dinner with Tom



 **Destinat**
My favourites



Cards



Cards

Headline

And, now Your Highness, we will discuss the location of your hidden Rebel base.

Action

Action

Overlays



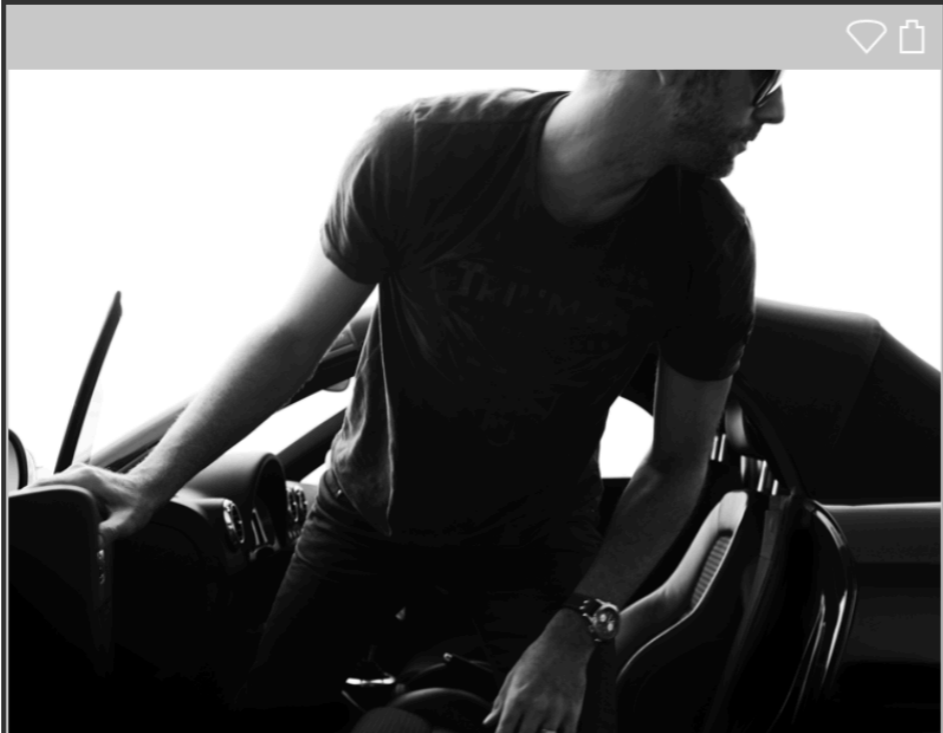
Fahrzeugprofil löschen



Durch die Löschung des Fahrzeugprofils werden sämtliche für die Statistik erhobenen Daten gelöscht. Dieser Vorgang kann nicht rückgängig gemacht werden. Sie haben jedoch jederzeit die Möglichkeit das Fahrzeug erneut unter „Meine Fahrzeuge“ anzulegen.



Overlays




The power of freedom.

Your pulse starts racing. Even just looking at it. The Audi TTS. Closed or open – created for the ultimate driving experience.

Audi Fuel consumption TTS Roadster maximum combined: 7.5–4.3l/100km, CO₂ emissions combined: 173–114 g/km (including accessories and optional equipment).

nothing but power. From the radiator grille to the diffuser. Waiting to be driven. Capturing the driver's attention. With every


Loader / Spinner



Experience has taught me how to build strong relationships with all departments at an organization.

I have the ability to work within a team as well as cross-team. I can work with web engineers to resolve technical issues and implement technical enhancements, work with the development department to implement design and functional enhancements, and monitor site statistics and conduct search engine optimization.

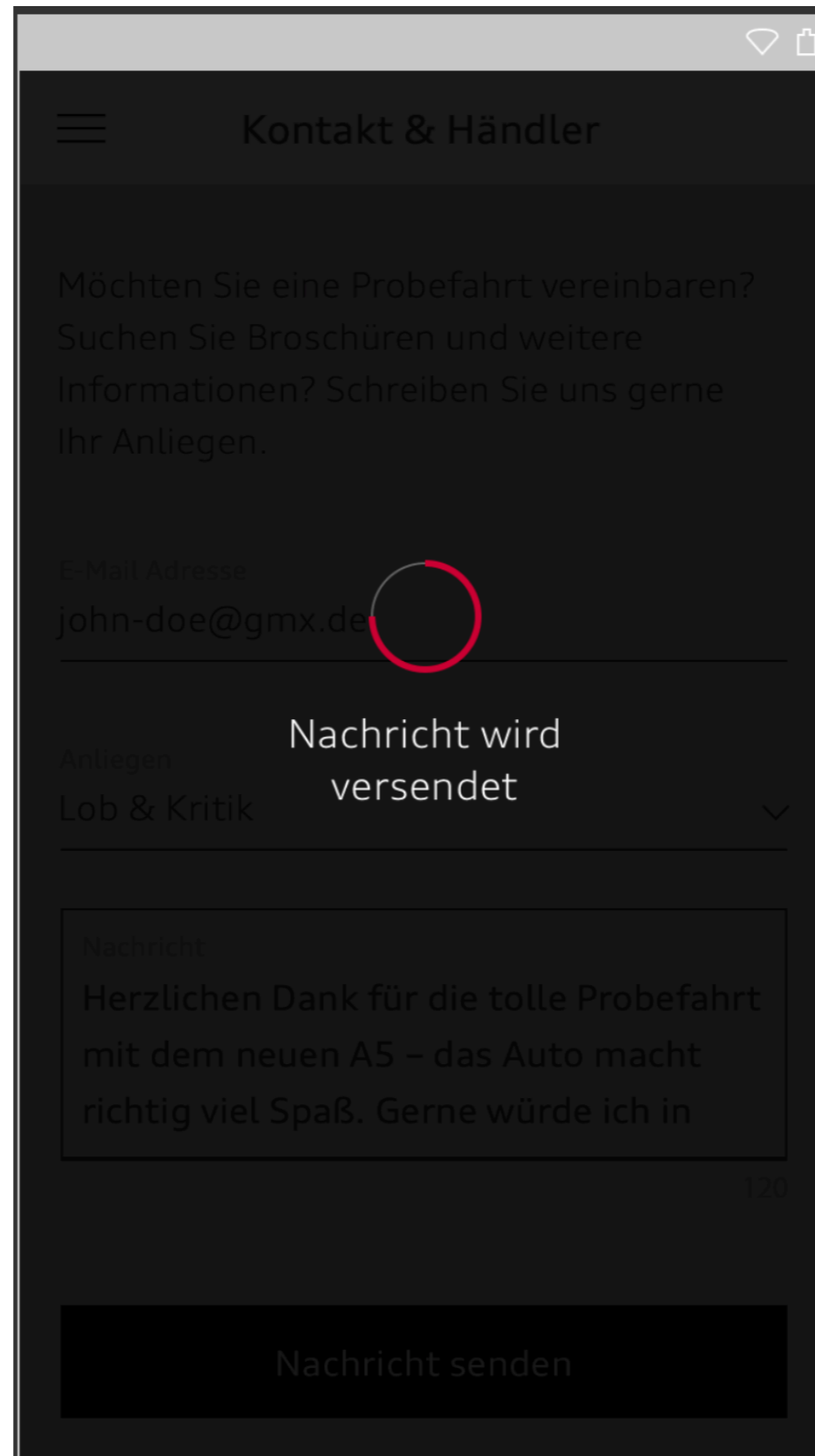
40

 75 Uploading "portrait.jpg"

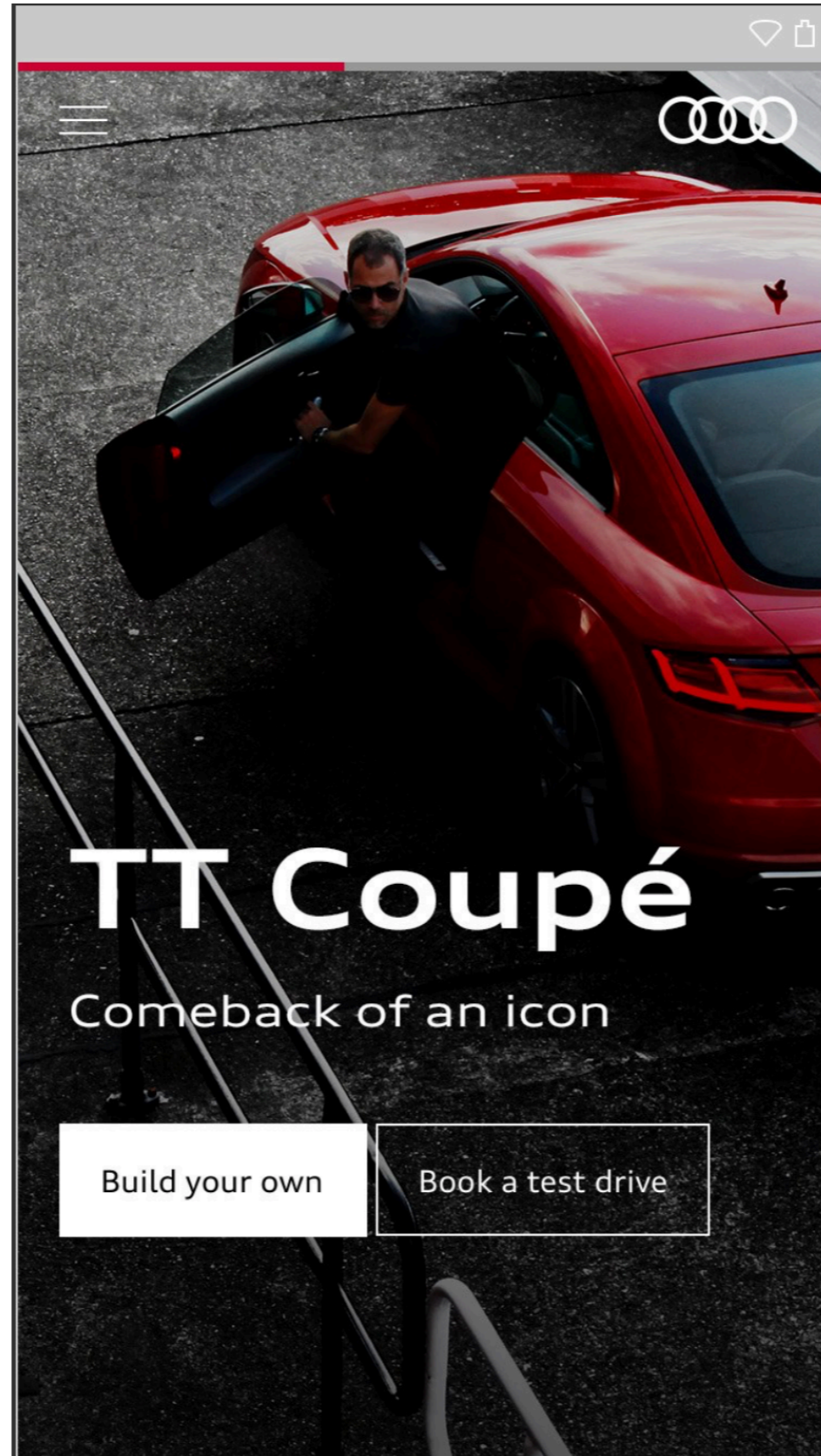
Upload another file

Send

Loader / Continuous spinner



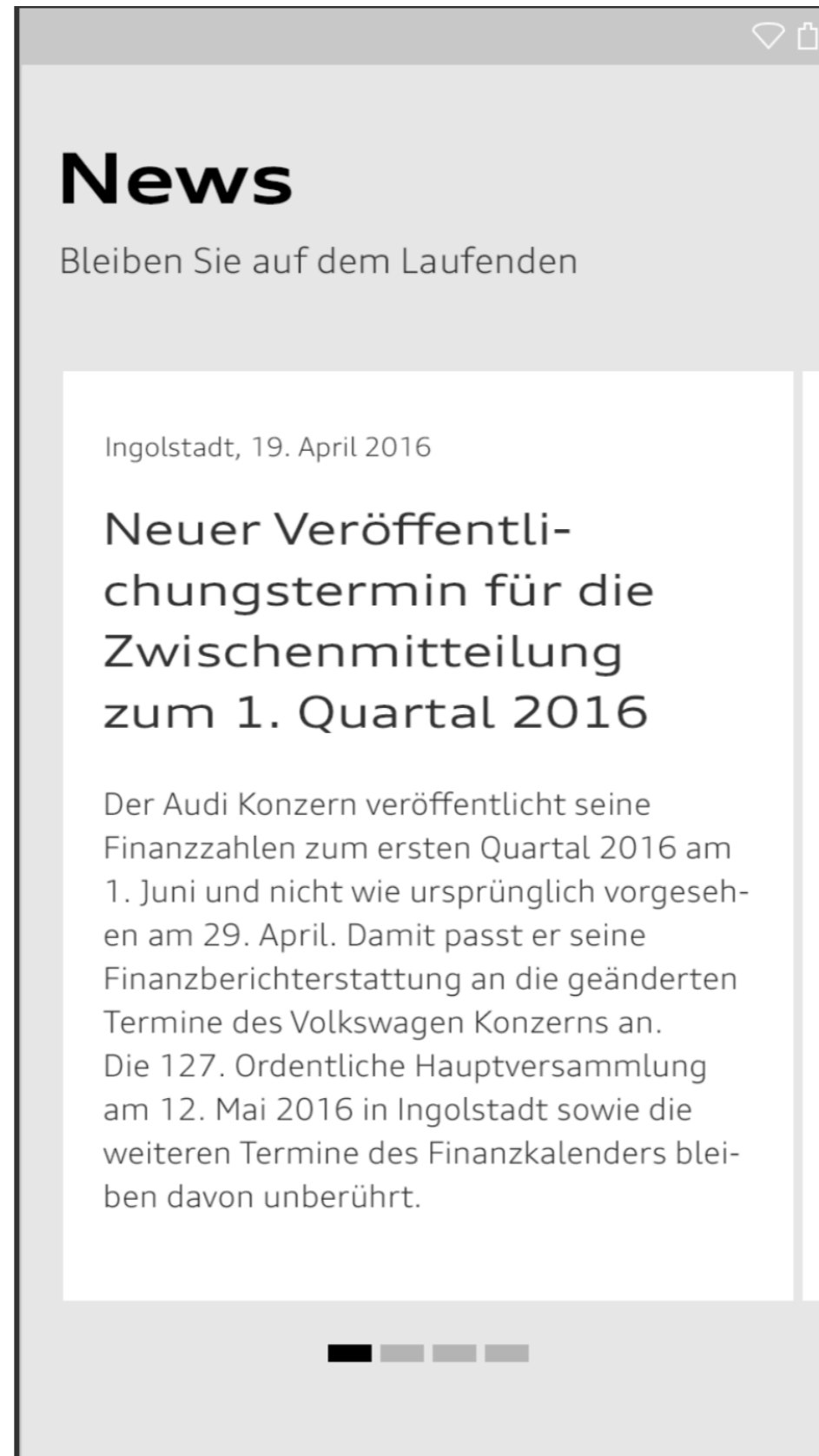
Loader / Progress bar



Loader / Continuous progress bar



Pagination



Pagination

🔍🔗✕

Audi A5 - Tour

Unterwegs in den Südtiroler Alpen

Der Audi A5 ist nicht nur Stilikone, er steht auch für das Unterwegssein. Dieses Lebensgefühl von Freiheit und Unabhängigkeit strahlt er in Kombination mit Sportlichkeit und Eleganz auch bei der Reise durch die Südtiroler Alpen aus. Bei der Fahrt über den Brennerpass tauchen langsam die Gipfel der Dolomiten auf. Sie gehören zu dem wohl beeindruckendsten Teil der Alpenregion.

Riesige Steinkolosse schieben sich mit ihren bizarren Felsformationen in den Himmel. Die Gipfel reihen sich majestätisch aneinander.

< 1/6 >

Pagination

Glossary

Galvanized Body

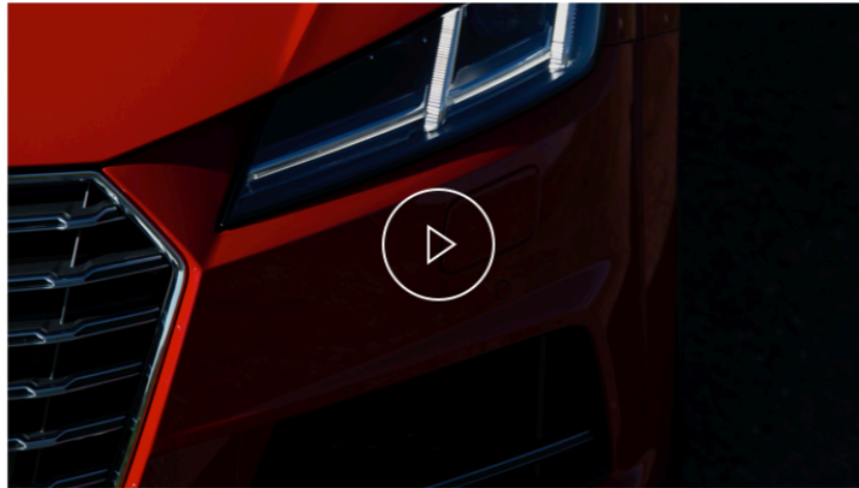
Only fully galvanized bodies offer optimum corrosion protection. This is the key to Audi's 12-year warranty against rust perforation. The floor pan, frame elements and internal elements not normally visible are partially hot-galvanised.

Global Positioning System (GPS)

The Global Positioning System (GPS) is a network of 24 satellites in high geo-synchronous orbit above the Earth. Only 12 of these satellites are above the horizon at a given time. Vehicles with Audi Navigation systems are equipped with an antenna capable of receiving these GPS signals, and converting them to precise latitude, longitude and altitude coordinates. These data are combined with vehicle speed and

< A ... F G H ... Z >

Ready for take-off.



Futuristic, progressive. Made up of single light emitting diodes, recognising oncoming traffic and optimising the illumination of the surrounding area. The Audi TT Coupé – one of the most progressive sports cars of our time.

Player

TT Coupé

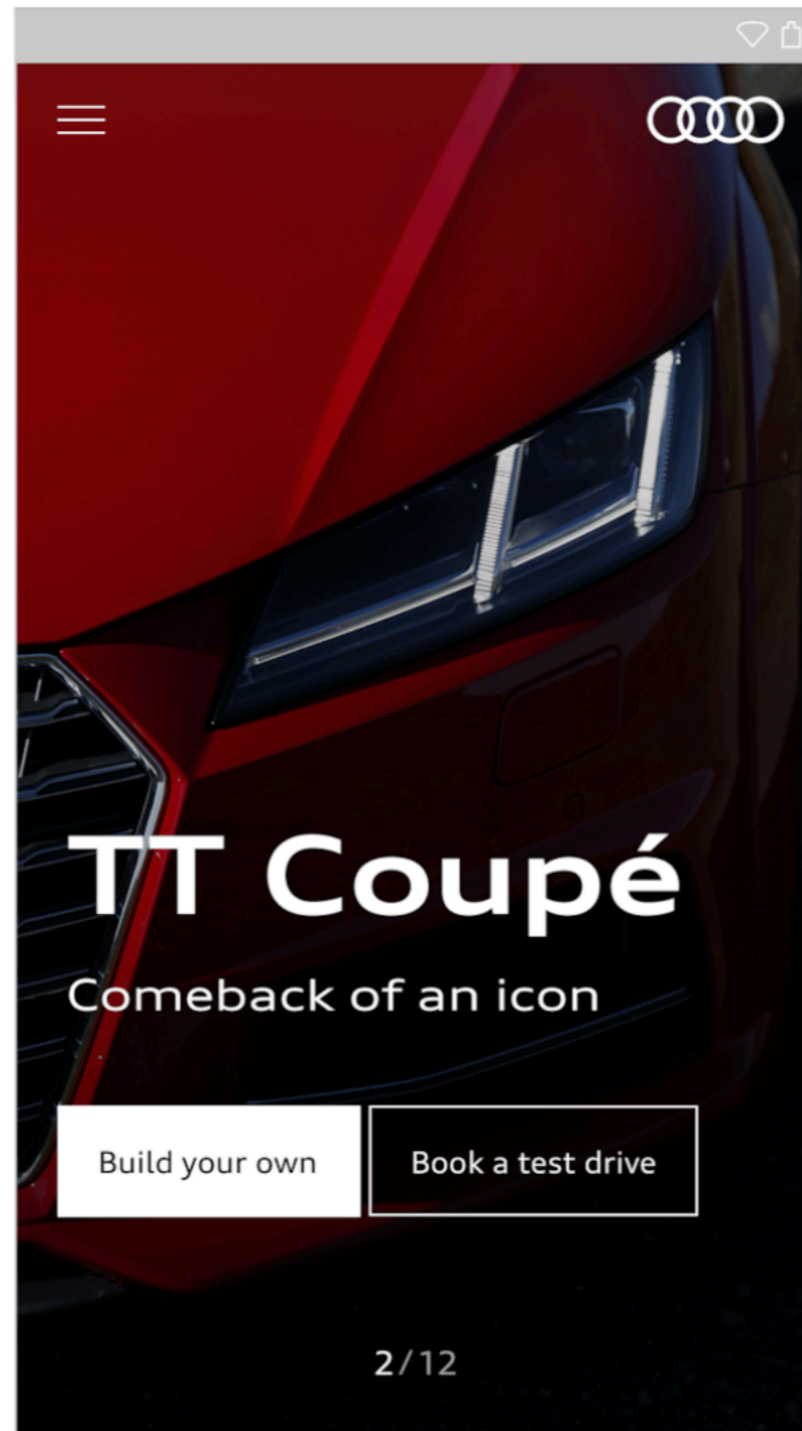
Its whole appearance is energetic. Visibly more expressive. Thanks to the optional Audi Matrix LED headlights in 3D design with characteristic horizontal and vertical elements.

Car Location Shopping Search

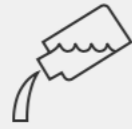
Slideshow



Slideshow



Icons



adblue



adblue-alert



anti-theft-alarm-system



anti-theft-alarm-system-alert



brake-pad



brake-pad-alert



caution



climate



climate-auto



climate-electric



co2-emission



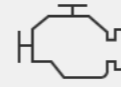
connect-key



consumption



cubic-capacity



engine



geofence



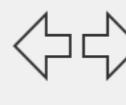
geofence-alert



honk



honk-and-flash



indicators

Icons



adblue



adblue-alert



anti-theft-alarm-system



anti-theft-alarm-system-alert



brake-pad



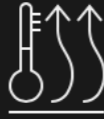
brake-pad-alert



caution



climate



climate-auto



climate-electric



co2-emission



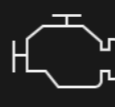
connect-key



consumption



cubic-capacity



engine



geofence



geofence-alert



honk



honk-and-flash

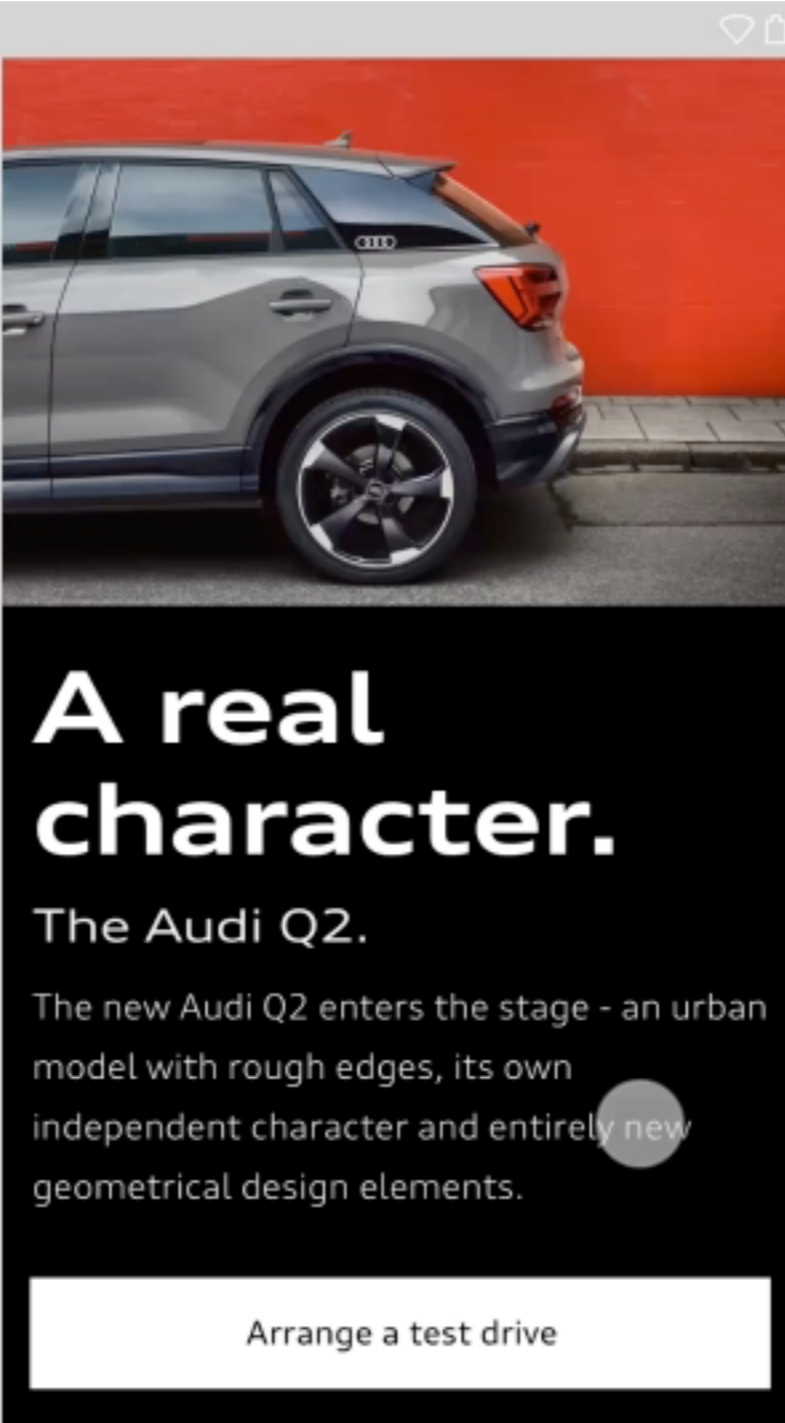


indicators

Highlights



Functional animation



The image shows a mobile advertisement for the Audi Q2. At the top, there is a photograph of the rear side of a silver Audi Q2 SUV parked on a street next to a bright orange wall. The car's rear wheel, taillight, and the Audi logo on the rear window are visible. In the top right corner of the image area, there are small icons for a heart and a share symbol. Below the image, the text is set against a black background. The headline 'A real character.' is in a large, bold, white sans-serif font. Below it, 'The Audi Q2.' is in a smaller white font. A paragraph of text follows: 'The new Audi Q2 enters the stage - an urban model with rough edges, its own independent character and entirely new geometrical design elements.' The word 'entirely' is highlighted with a grey circular background. At the bottom, a white rectangular button contains the text 'Arrange a test drive' in a dark grey font.

A real character.

The Audi Q2.

The new Audi Q2 enters the stage - an urban model with rough edges, its own independent character and entirely new geometrical design elements.

Arrange a test drive

Transition



Transition

A6 Avant



Das Exterieur des A6 Avant wird im neuen Modelljahr noch eine Spur schärfer: Kräftige Konturen fassen die Lufteinlässe der Frontschürze ein, Streben in hochglänzendem Schwarz unterteilen die