

OPG 01

BANG & OLUFSEN

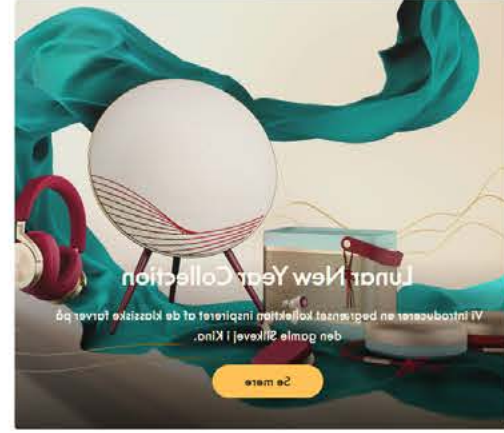
Website





Agenda

- » Research
- » Design guide
- » Typografi
- » Heatmap
- » Website



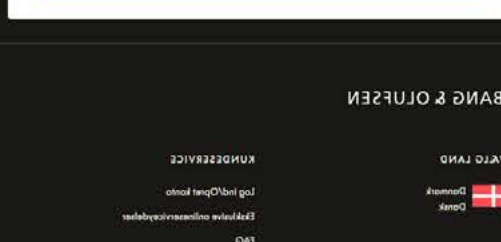
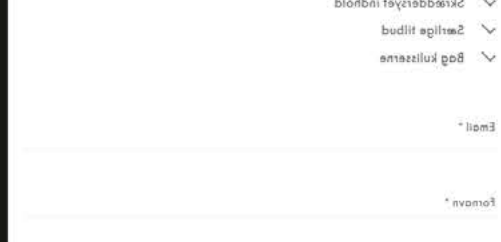
Your senses. Set free.



Your senses. Set free.



Your senses. Set free.

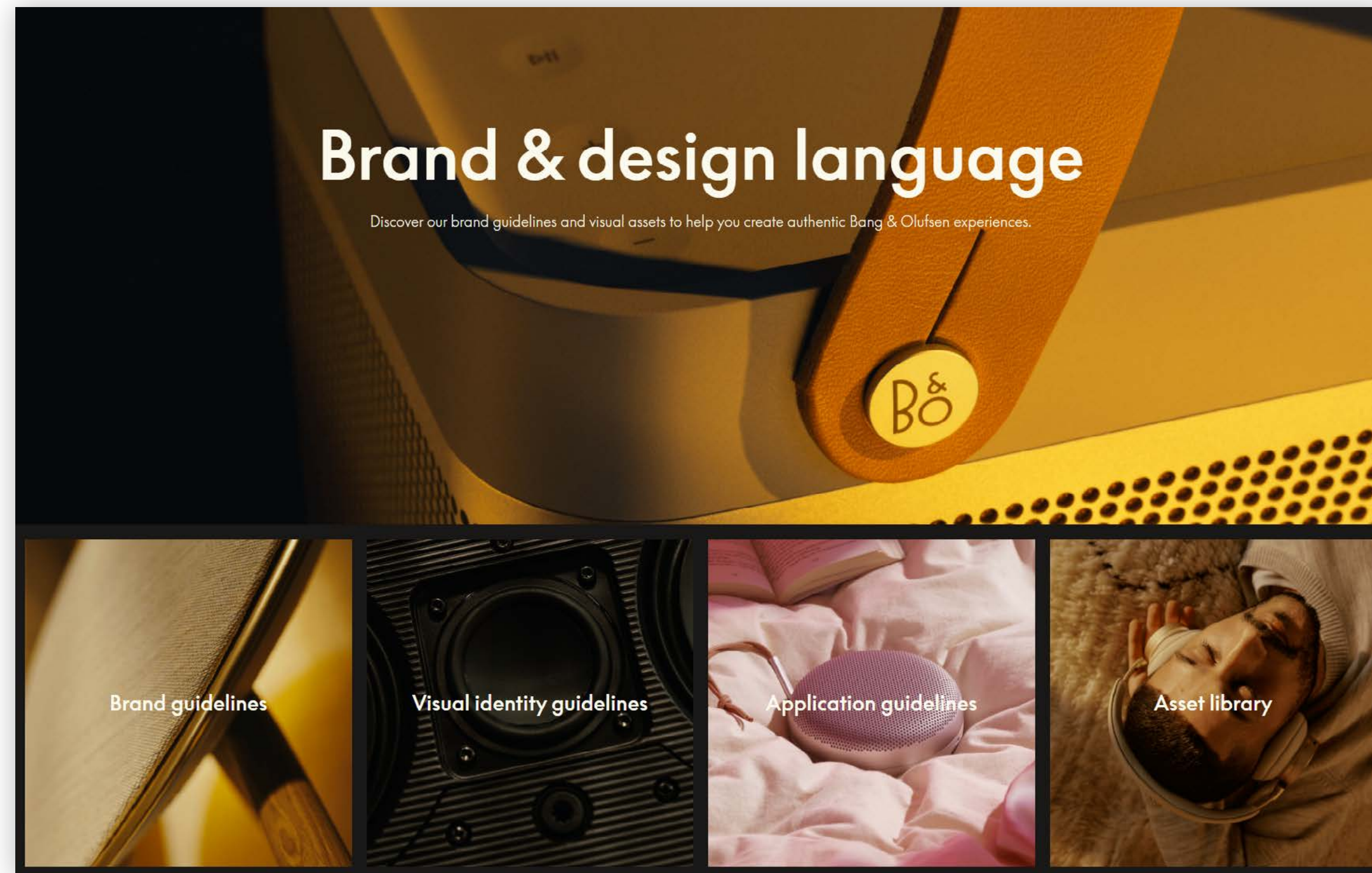


Research

- » Intet flow
- » kasser
- » Blødt
- » Varmt
- » Karaktertræk
- » Selvforkælelse

Design guide

<https://brand.bang-olufsen.com/d/Ru5FEYLvTFtL>



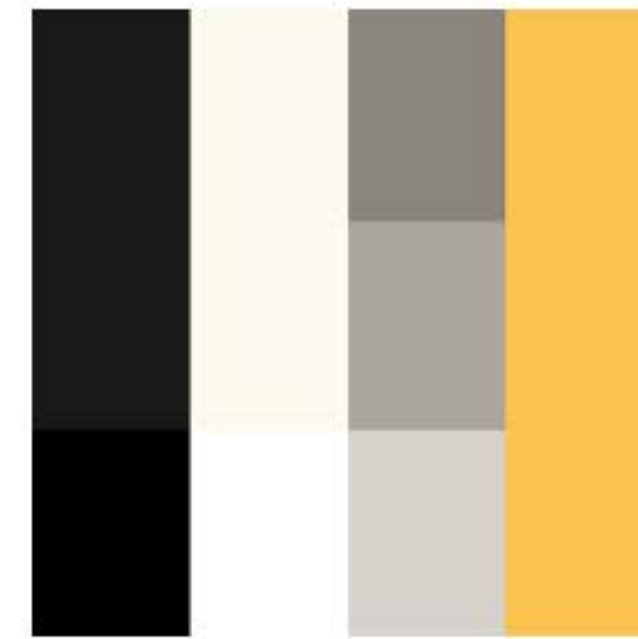
DISCOVER THE FOUNDATION



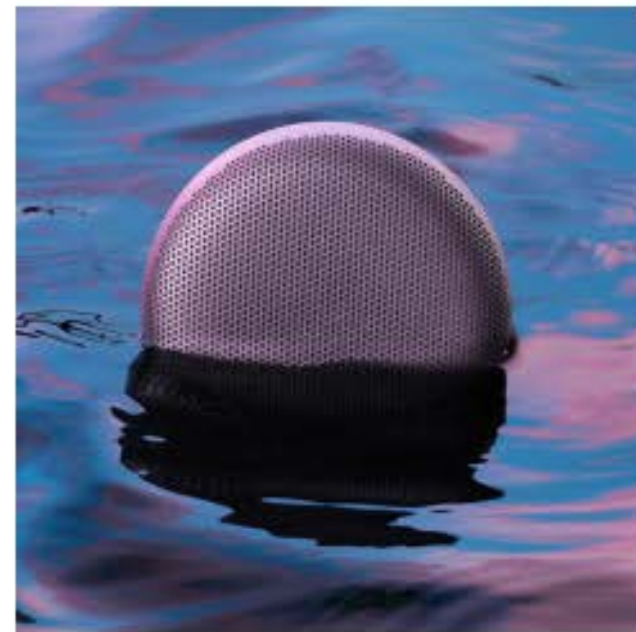
LOGO



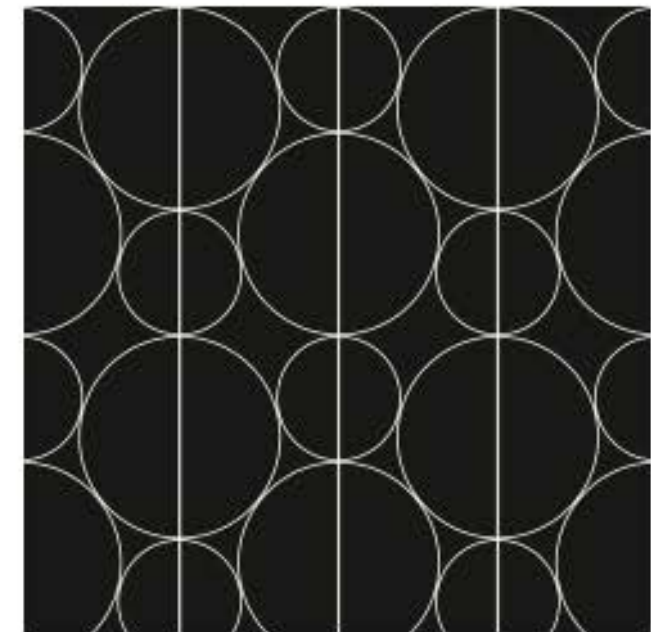
TYPOGRAPHY



COLOURS



IMAGERY



PATTERN



ICONOGRAPHY

Typografi

```
h1, .h1 {  
  font-size: 2.5rem;  
  line-height: 3rem;  
  letter-spacing: -0.5px;  
  font-weight: 500;  
}  
  
h2, .h2 {  
  font-size: 2.25rem;  
  line-height: 3rem;  
}  
  
.b3 {  
  font-size: 0.75rem;  
  line-height: 1.25rem;  
  letter-spacing: 0.1px;  
  font-weight: 400;  
}
```

Sizing cheat sheet

No one-size-fits-all when it comes to typography. All screens and mediums need to have their sizing adjusted accordingly. This is an example of a simple hierarchy that can be used as a reference for most digital desktop screens.

WEIGHT: MEDIUM
SIZE/LEADING: 96 / 112 PX
TRACKING: -5%

WEIGHT: MEDIUM
SIZE/LEADING: 60 / 72 PX
TRACKING: -2%

WEIGHT: MEDIUM
SIZE/LEADING: 32 / 40 PX
TRACKING: -1%

WEIGHT: MEDIUM
SIZE/LEADING: 18 / 30 PX
TRACKING: 15%

WEIGHT: REGULAR
SIZE/LEADING: 20 / 30 PX
TRACKING: 0.5%

WEIGHT: REGULAR
SIZE/LEADING: 16 / 24 PX
TRACKING: 0.5%

WEIGHT: REGULAR
SIZE/LEADING: 12 / 20 PX
TRACKING: 10%

Extra large headline

Large headline

Medium headline

SUB HEADLINE

Body normal - Dictumst aliquet quis augue quam a sit ullamcorper. Ac sed faucibus senectus aliquet volutpat. Odio varius auctor non enim, viverra tempor tristique sagittis.

Body small - Dictumst aliquet quis augue quam a sit ullamcorper. Ac sed faucibus senectus aliquet volutpat. Odio varius auctor non enim, viverra tempor tristique sagittis.

DETAIL TEXT / CAPTIONS

The Responsive Website Font Size Guidelines

Erik D. Kennedy · Updated Aug 7, 2021

You're reading Font Sizes in UI Design: The Complete Guide. Quickly navigate to other chapters: [Intro](#) · [iOS](#) · [Android](#) · [Web](#) · [Principles](#)

In this post, we'll cover **what font size** to use for a responsive website. First we'll cover [mobile guidelines](#), then [desktop](#) guidelines. Ready?

Mobile Web Typography Guidelines

Picking font sizes for a mobile site is not an exact science. Instead, I will give a few guidelines (with *rationales*) to help you in your own design process.

1. Body fonts should be about 16px

16px Proxima Nova

Frequently the messages have meaning; that is they refer to or are correlated according to some system with certain physical or conceptual entities. These semantic aspects of communication are irrelevant to the engineering problem.

16px Caslon Pro

Frequently the messages have meaning; that is they refer to or are correlated according to some system with certain physical or conceptual entities. These semantic aspects of communication are irrelevant to the engineering problem.

16px Futura

Frequently the messages have meaning; that is they refer to or are correlated according to some system with certain physical or conceptual entities. These semantic aspects of communication are irrelevant to the engineering problem.

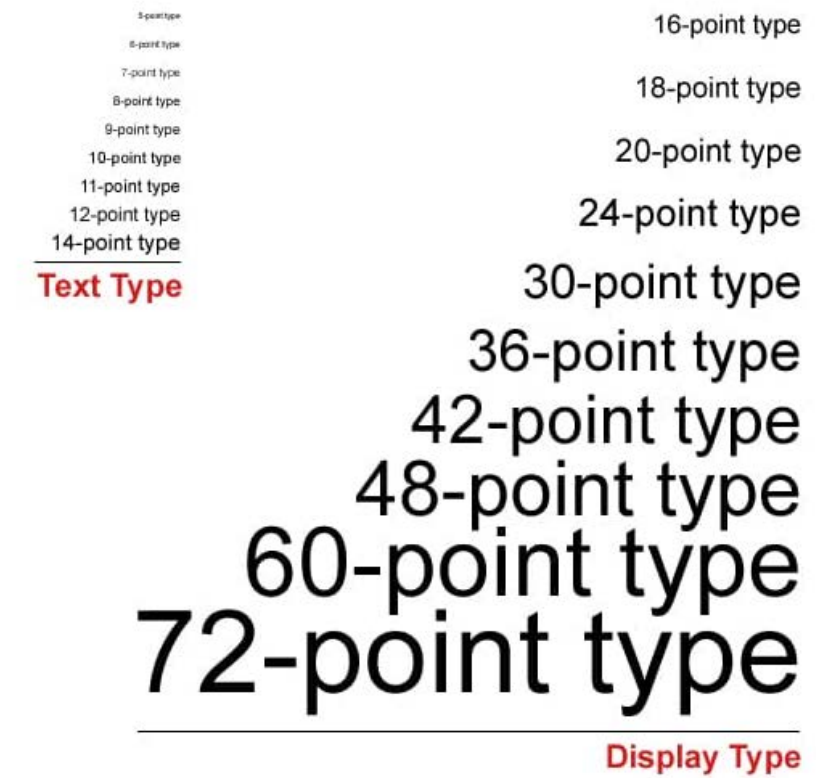
Text-heavy pages

Text-heavy pages are, as the name suggests, web pages that have a ton of text on them, like this article you're reading right now. Their purpose is to be read and they don't have a lot of interaction.

Since people are visiting text-heavy pages with the goal of learning something, you don't want to make them strain their eyes, so bigger font sizes are what you want. 16px is the minimum size for these pages, while 18px is a great size. If you want to go bigger, you can try it out, because there are a lot of websites out there that make bigger font sizes work.

Why 16 pixels for body text?

We mentioned that 16px is the minimum size for body text when it comes to most websites. It is the text size browsers display by default and 16-pixel text on a screen is about the same size as text printed in a book.



Font size is important!

Kilde:

<https://www.learnui.design/blog/mobile-desktop-website-font-size-guidelines.html>

Kilde:

<https://w3-lab.com/website-font-size-guidelines/>

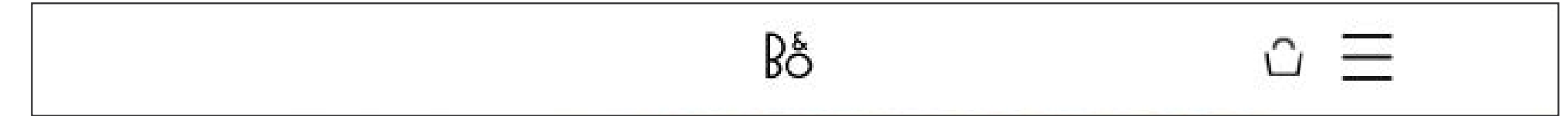


”Everything we’ve done
has led to this moment”

Heatmap

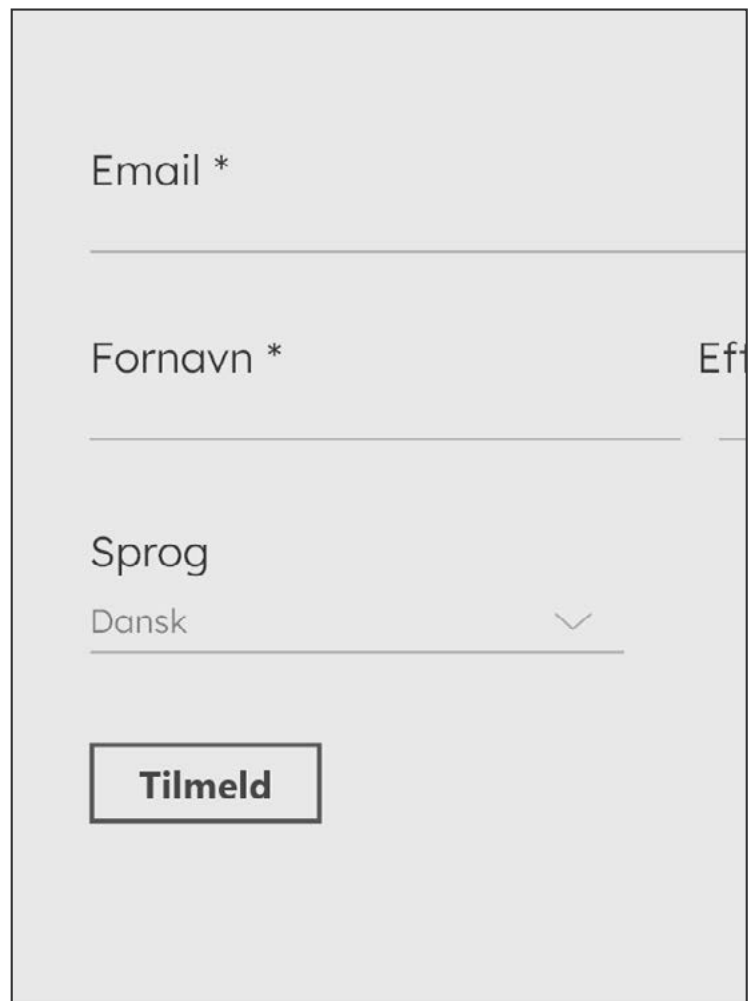
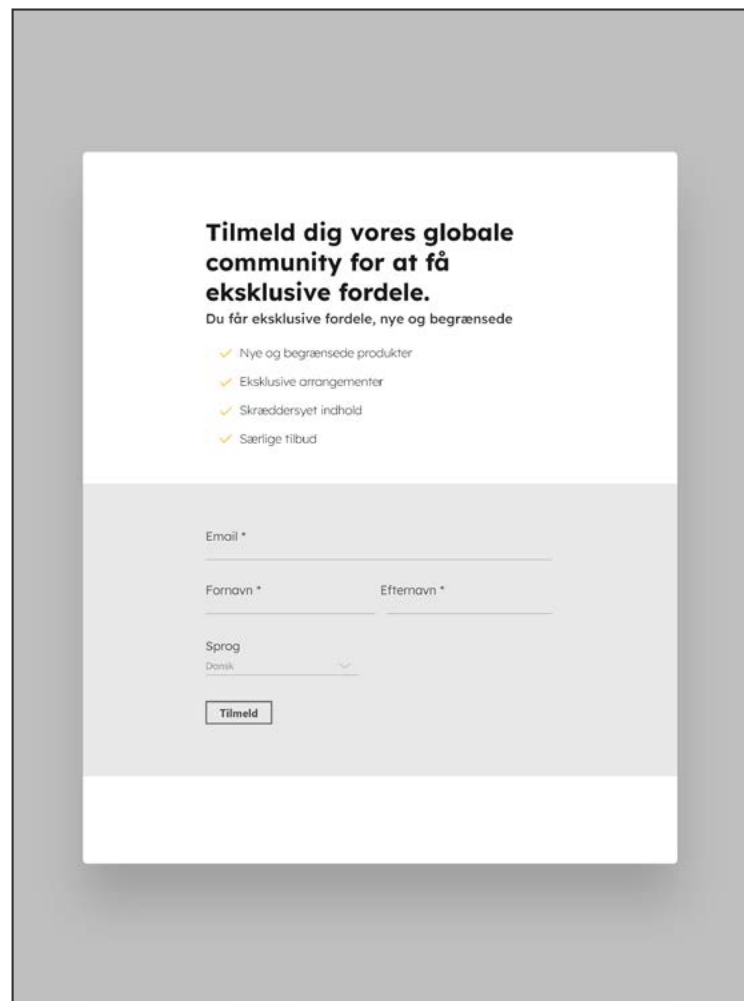
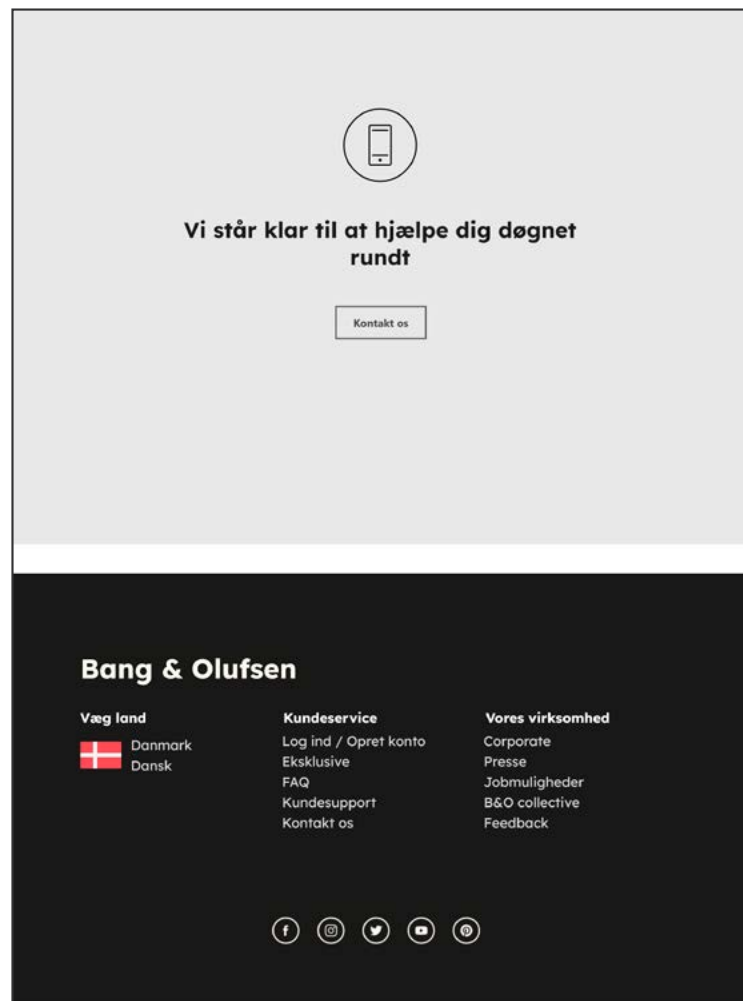
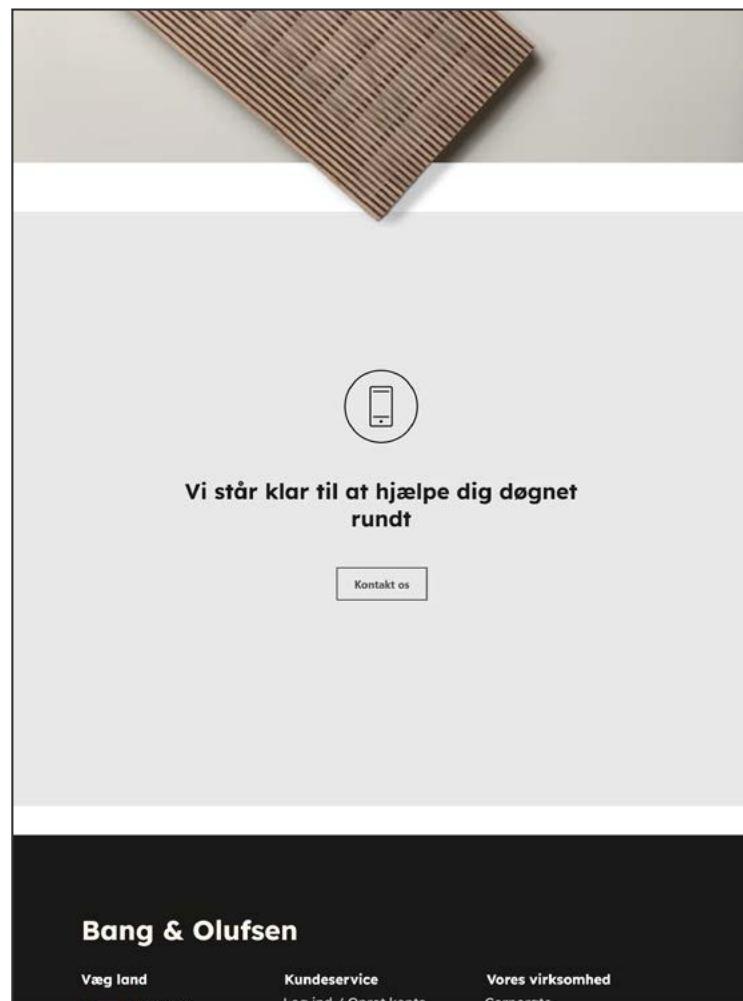
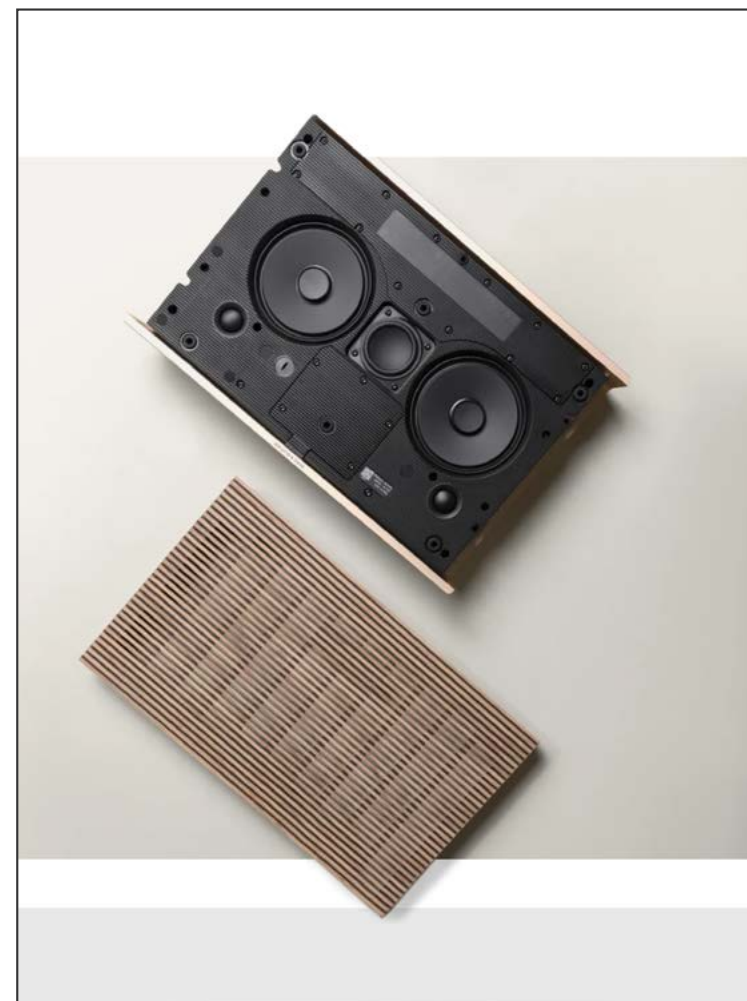
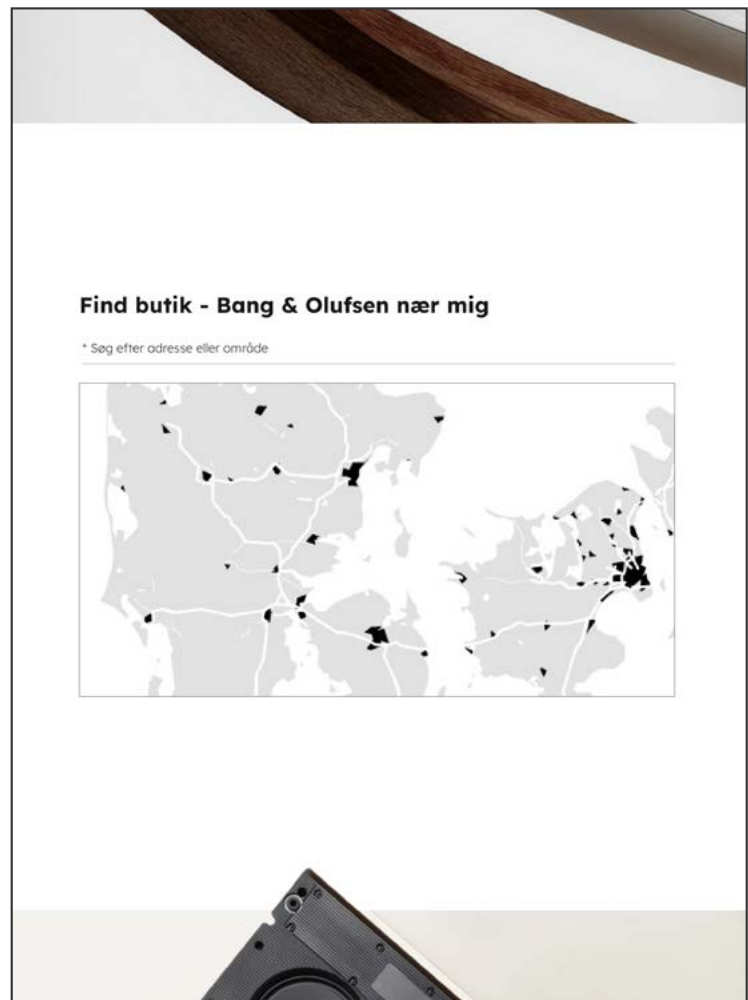
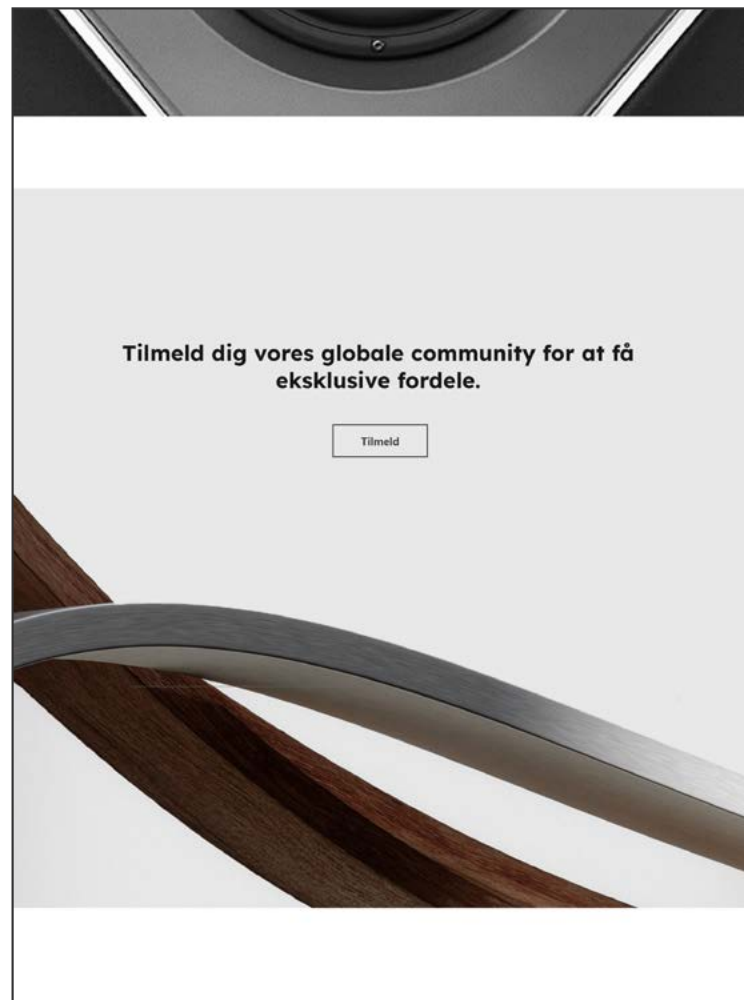
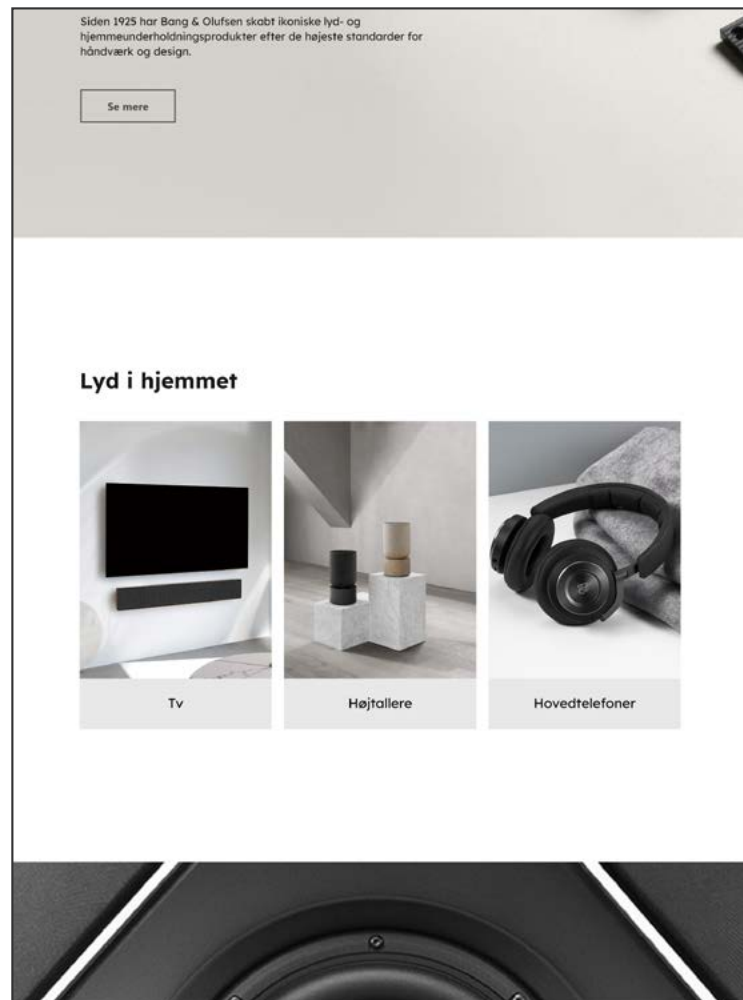


Kilde:
<https://uxplanet.org/the-ultimate-guide-to-the-hamburger-menu-and-its-alternatives-e2da8dc7f1db>



Click Rates for Hamburger Menus in the Top Left Are Low

The top left of a phone screen is generally reserved for meta information (name of device, wifi indicator, back navigational button, apps running in the background, battery life, search, etc.). It's not a core section of the screen like the center (where your eyes naturally fall) or at the bottom (which are the easiest spots to reach with your fingers). Naturally, the implied message is that things at the top of the screen are to be glanced at, not clicked on.



Website

<https://xd.adobe.com/view/c55e5010-bac0-4797-a675-147f8a71a748-900d/>

OPG 02

BANG & OLUFSEN

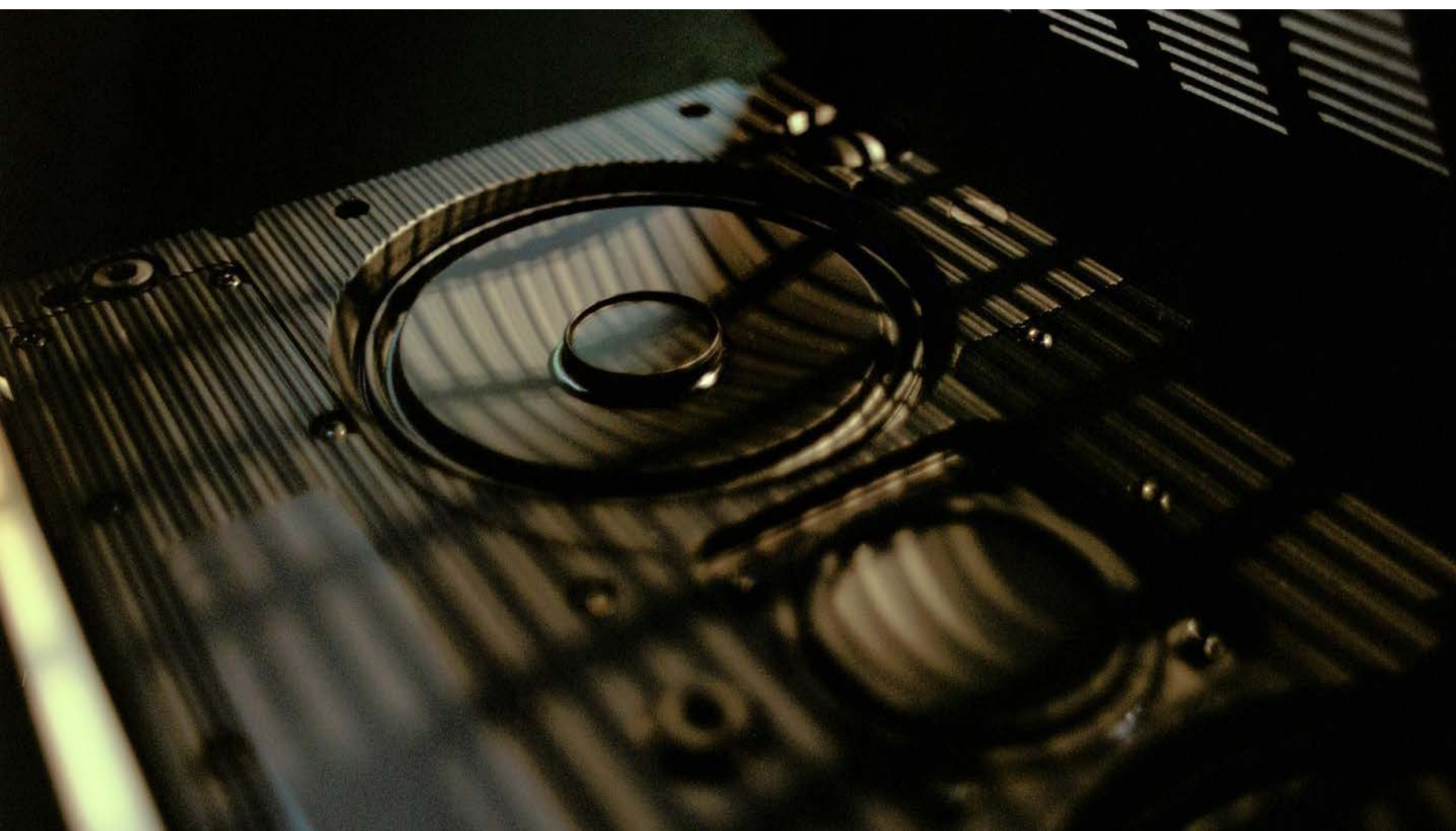
Instagram story





Agenda

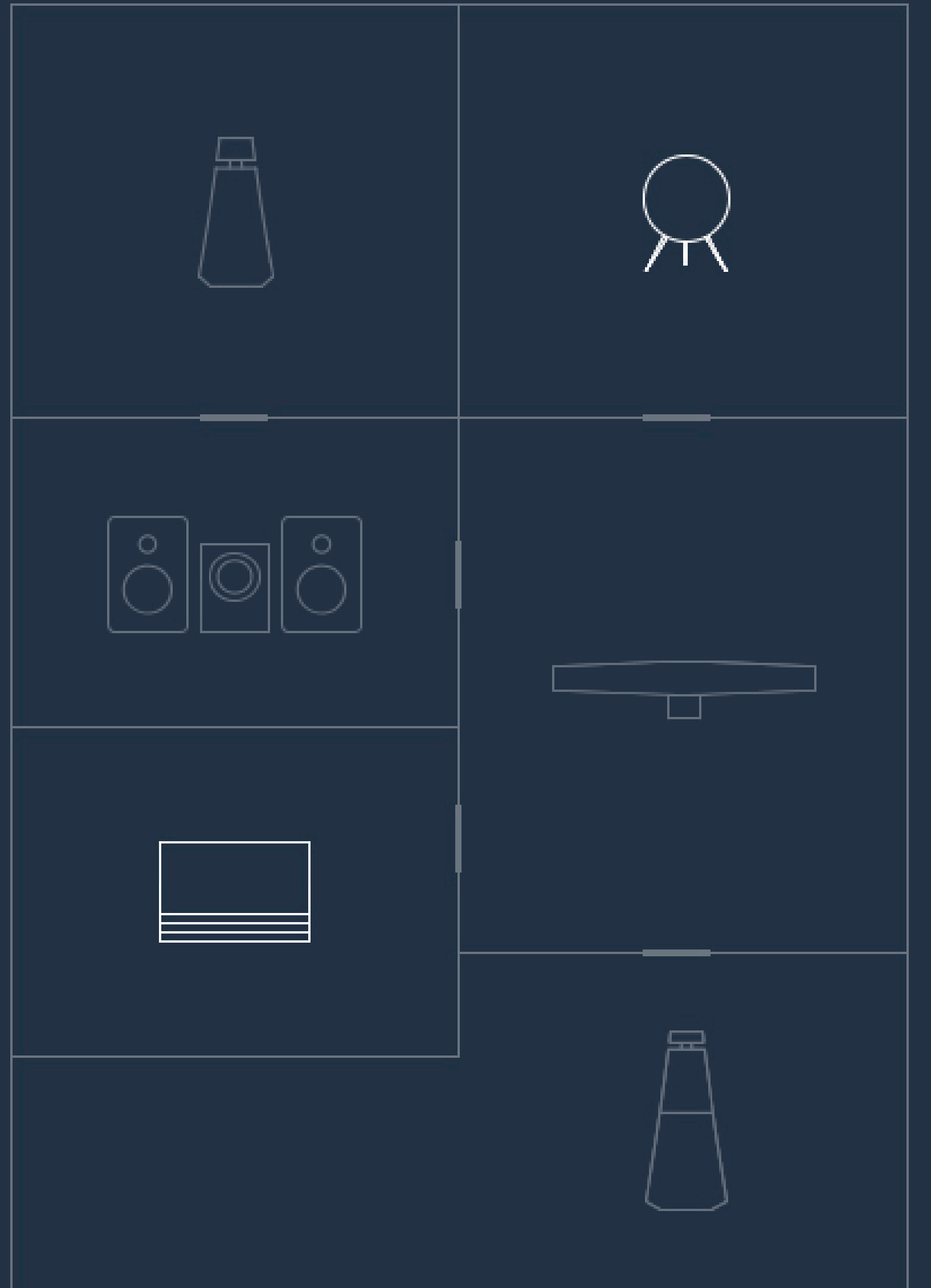
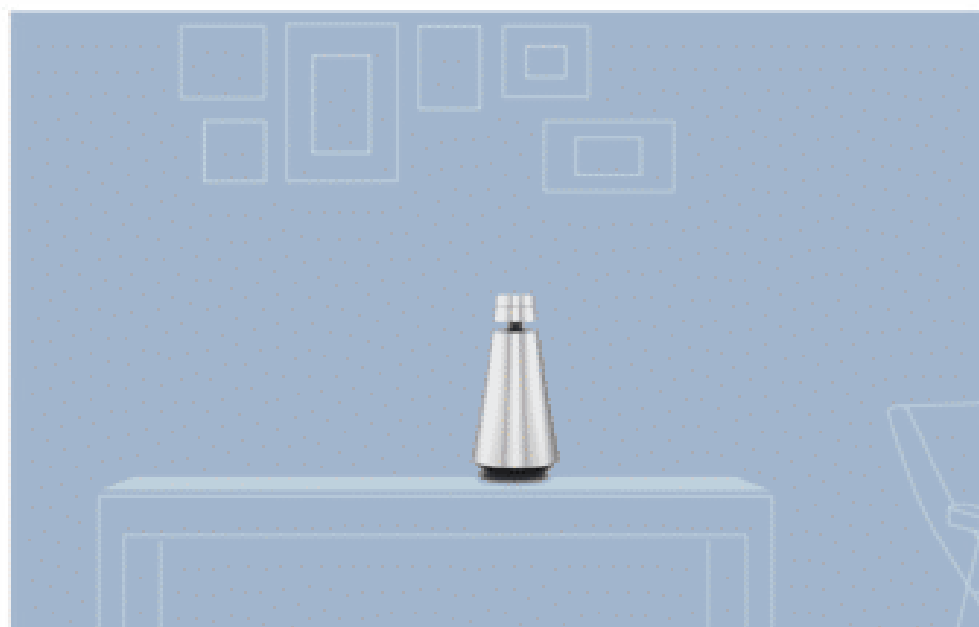
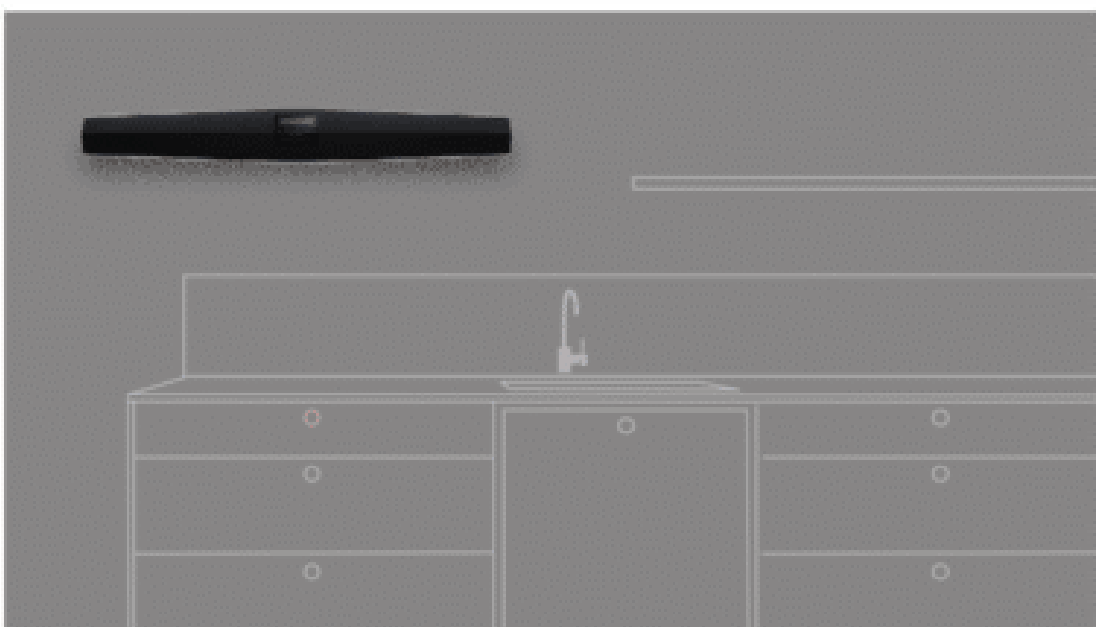
- » Stemning
- » Inspiration
- » Billeder
- » Content plan

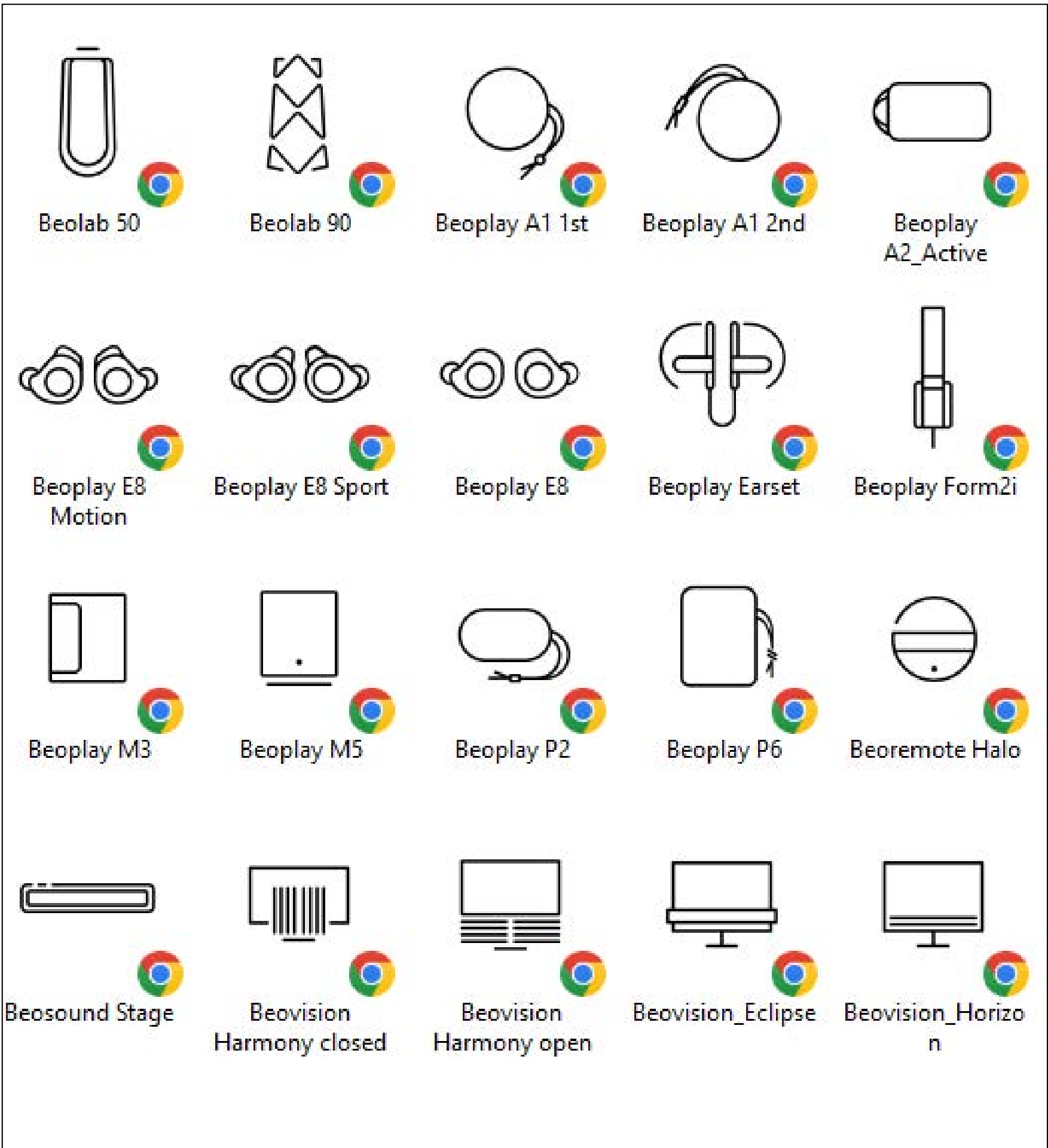
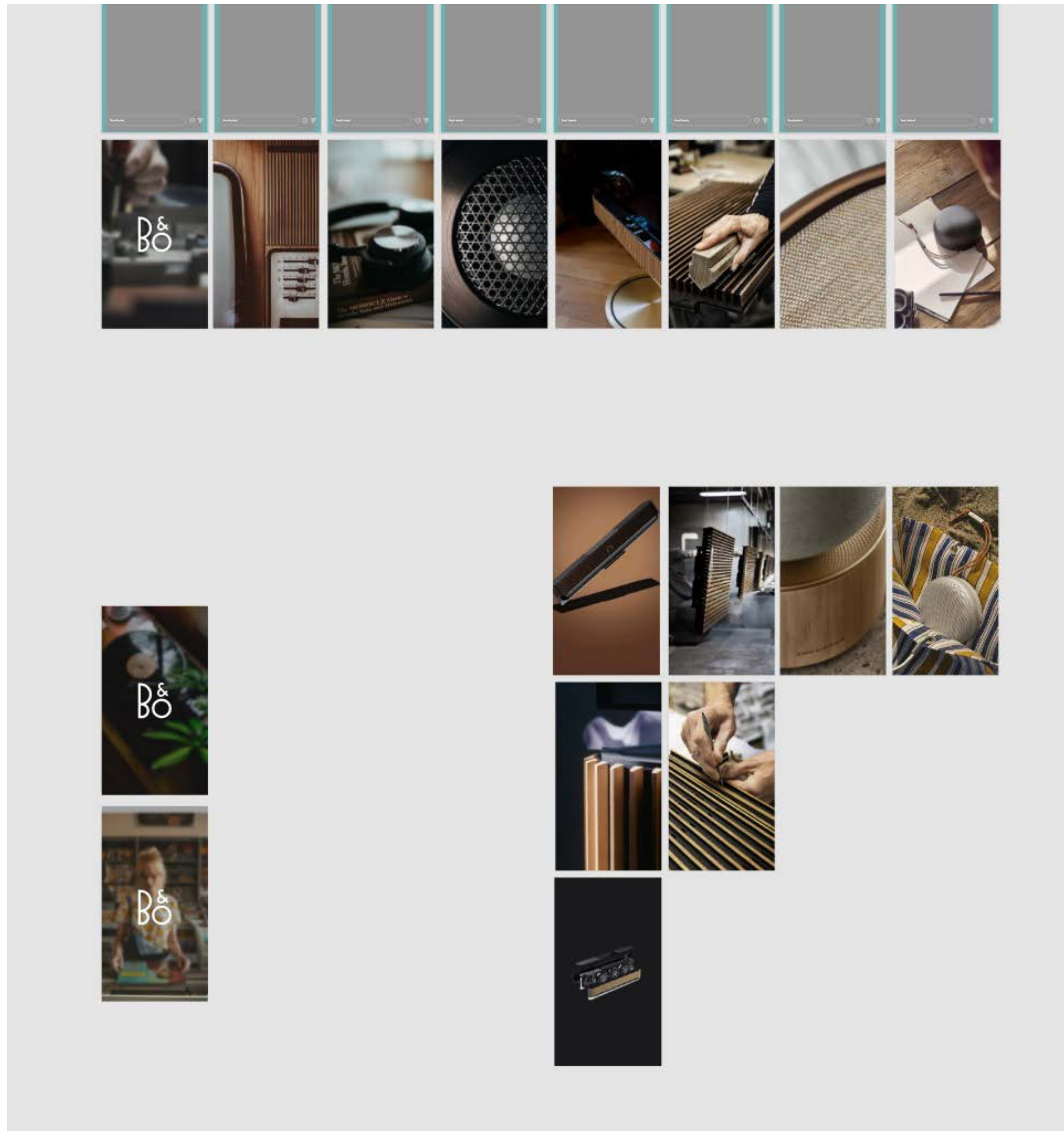


B&O

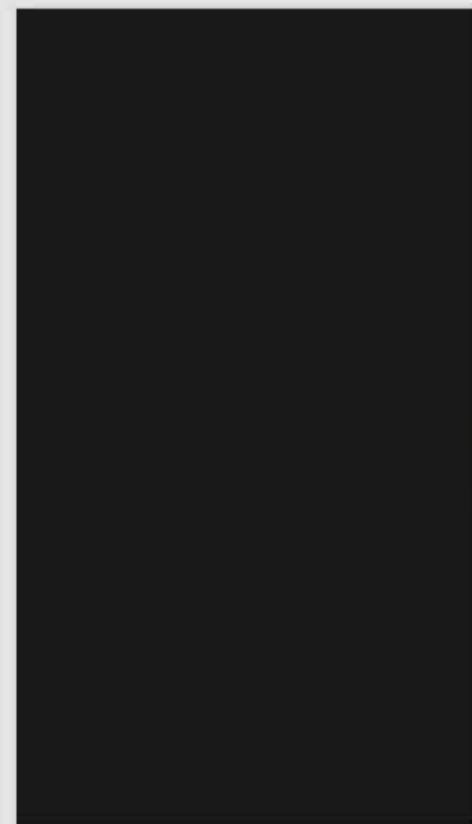
HOW TO

Setup your Beosound Explore





Instagram Story – Intro



Instagram Story – Forside



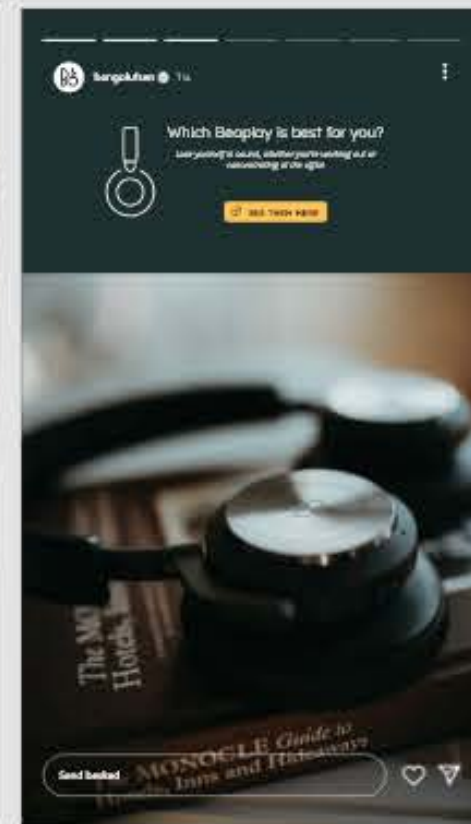
Instagram Story – TV



Instagram Story – Harmony – 1



Instagram Story – Hovedtelefoner



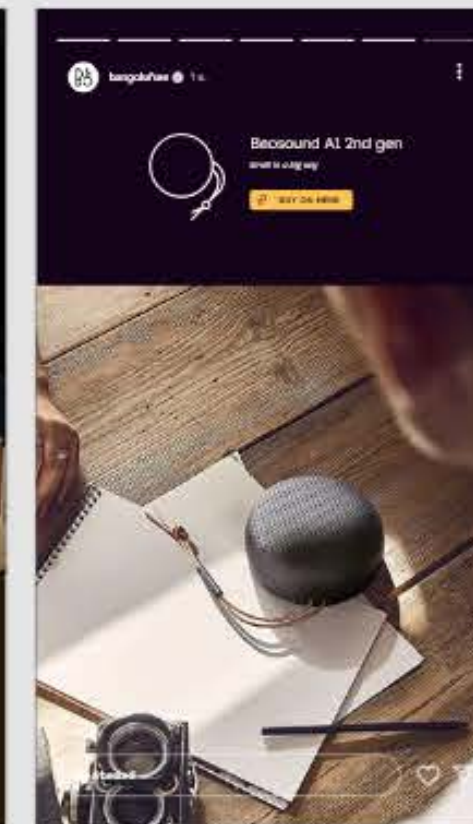
Instagram Story – Højttalere



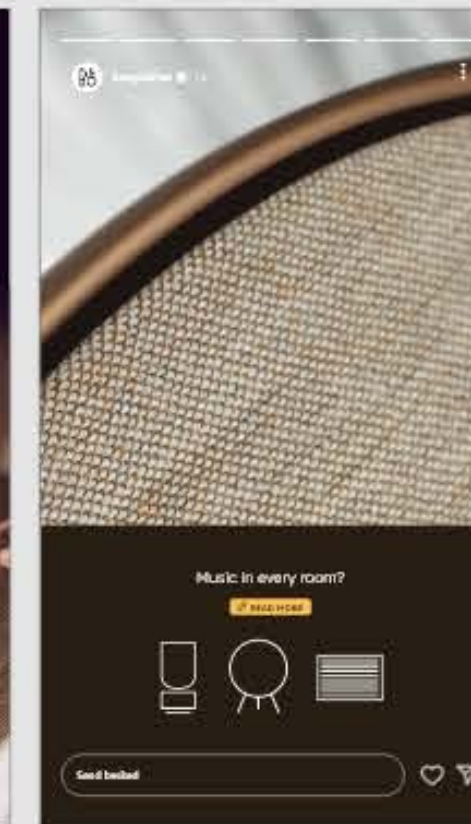
Instagram Story – Theatre



Instagram Story – Beosound 2. gen



Instagram Story – Til 3 rum



Content plan

Thursday

10:00 - Forside
10:00 - Tv
11:00 - Harmony

Friday

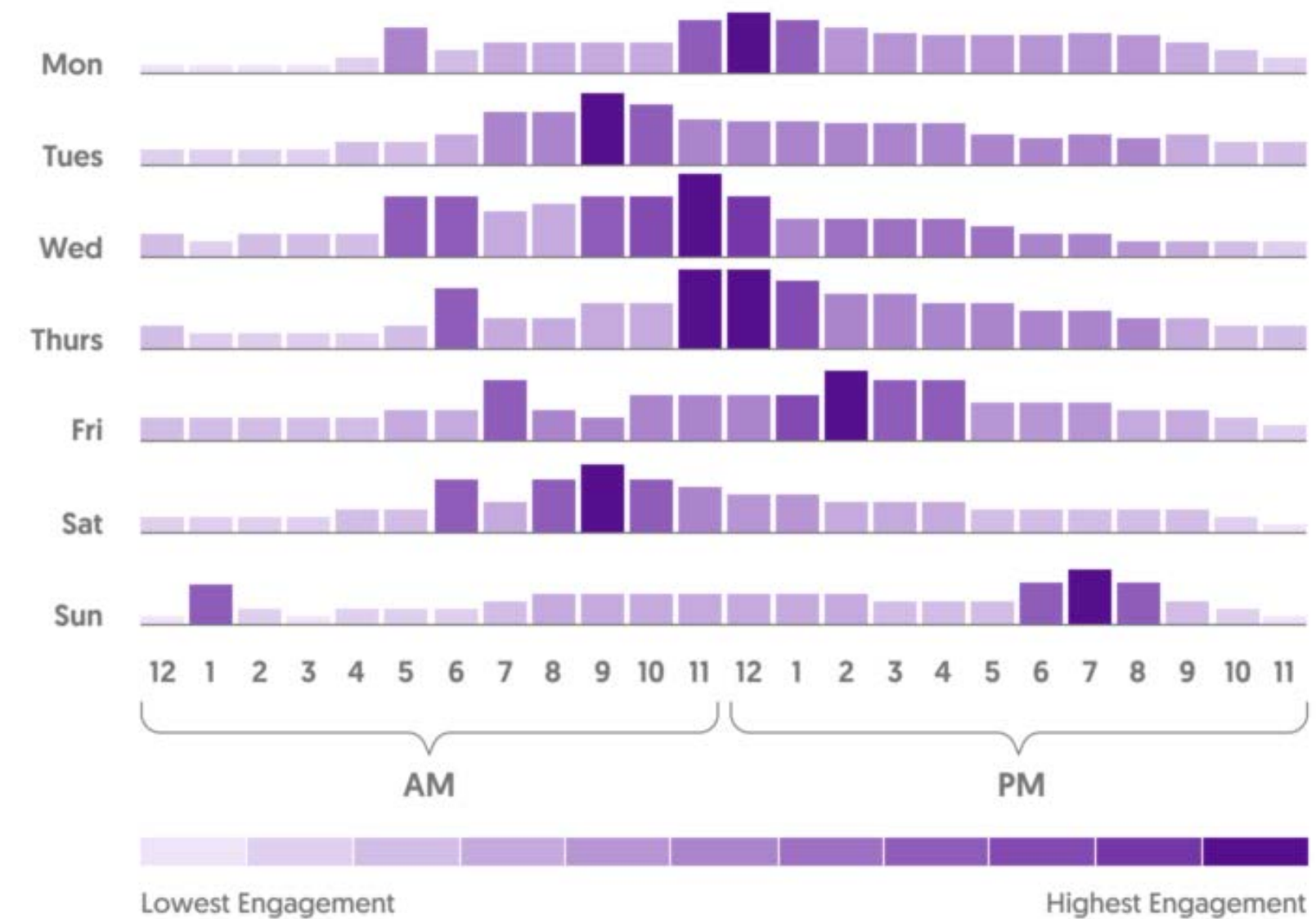
13:00 - Hovedtelefoner

Sunday

17:00 - Højtallere
18:00 - Theatre
19:00 - Beosound 2. gen
20:00 - Til tre rum



Instagram Global Engagement



Kilde:

<https://influencermarketinghub.com/best-time-to-post-on-instagram/>

De 7 stories

<https://xd.adobe.com/view/94e8266a-eb05-4819-a63c-2ab970e3b5f8-c1bb/>