

Global Style:

Scientific & High Tech Feel — blue tones with a hint of soft green.
Blue is a technologic colour & the colour of science.
Modern & technologic look.

Headings: Arimo Regular/Bold

Heading 1 — 60pt

Heading 2 — 36pt

Heading 3 — 21pt

Text Hierachy

Heading 1 — 60pt

Heading 2 — 36pt

Arimo Regular, 14pt, line-height: 24pt Quisque aliquam. Donec faucibus. Nunc iaculis suscipit dui. Nam sit amet II sem. Donec sed tellus eget sapien fringilla nonummy adipiscing elit. Nullam dignissim convallis est. Mauris a ante. Suspendisse quam sem, consequat at, commodo.

Ordered List

- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Pellentesque in erat quis massa volutpat congue id vel ante.
- In fermentum nisl eu elit bibendum, malesuada fermentum nisi Suspendisse pharetra lorem quis eros imperdiet consectetur.

Unordered List

1. Lorem ipsum dolor sit amet, consectetur adipiscing elit.
 1. Nullam dignissim convallis est. Mauris a ante.
2. Pellentesque in erat quis massa volutpat congue id vel ante.
3. In fermentum nisl eu elit bibendum, malesuada fermentum nisi Suspendisse pharetra lorem quis eros imperdiet consectetur.

Strong CTAs

[Arimo Bold 24pt, default](#)
[Arimo Bold 24pt, hover/pressed](#)

Emphasized Copy

Arimo Bold Italic 22pt, line-height 42pt.
Arimo Italic 22pt, line-height 42pt.

Paragraphs

Arimo Regular/ Bold, 14pt, line-height: 24pt, font-colour: #101A21 Quisque aliquam. Donec faucibus. Nunc iaculis suscipit dui. Nam sit amet sem.Donec sed tellus eget sapien fringilla nonummy.

Arimo Regular, 14pt, line-height: 24pt Quisque aliquam. Donec faucibus. Nunc iaculis suscipit dui. Nam sit amet sem.Donec sed tellus eget sapien fringilla nonummy.

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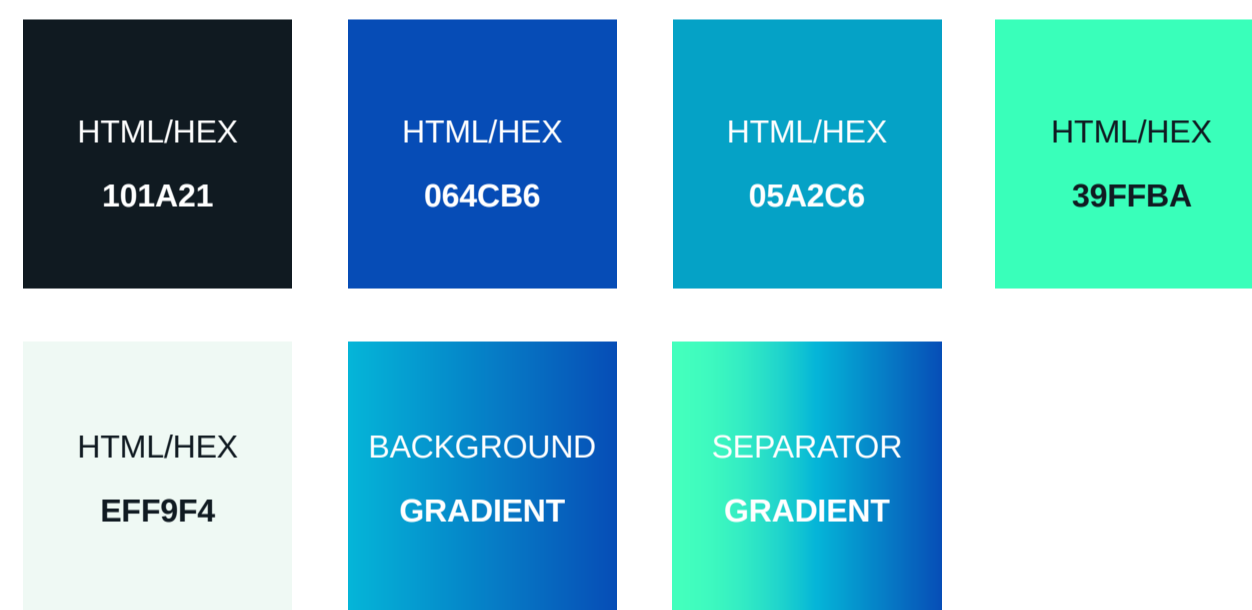
Small Type

ARIMO BOLD, ALL CAPS, 12PT, 200PT LETTER SPACING, BLACK & WHITE

Arimo Regular, lowercase 12pt, Black & White

Arimo Regular, lowercase 10pt, HEX/HTML: BCBCBC

Colours (copy, links, backgrounds & accents)



Headings Links

H2 Links > — 26pt, default
H2 Links > — 26pt, hover/pressed

H3 Links > — 24pt, default
H3 Links > — 24pt, hover/pressed

Button Primary Default



Button Secondary Default



Button Tertiary Default (Nav)



Button Primary Hover/Pressed



Button Secondary Hover/Pressed



Button Tertiary Hover/Pressed (Nav)



Social Media Buttons Default #313D44



Social Media Buttons Hover/Pressed #000



Investigation Types Icons



Training Icon



Footer separator - height: 6 px



Banner Header Checkmark Icon (possibly html5/css animated)



We provide world-class fact based answers.

We review, design, build, bend, break, shoot, deconstruct and reconstruct while objectively analyzing critical information to provide answers for our clients, internationally.

Heading 2 – 36pt



Injury Biomechanics >

Arimo Regular, 14pt, line-height 24pt quisque donec
Aliquam donec faucibus. Nunc iaculis suscipit dui. Nam sit amet II sem. Donec sed tellus eget.



The Science of Violence >

Arimo Regular, 14pt, line-height 24pt quisque donec
Aliquam donec faucibus. Nunc iaculis suscipit dui. Nam sit amet II sem. Donec sed tellus eget.



Incident Reconstruction >

Arimo Regular, 14pt, line-height 24pt quisque donec
Aliquam donec faucibus. Nunc iaculis suscipit dui. Nam sit amet II sem. Donec sed tellus eget.



Research and Development >

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Aliquam donec faucibus. Nunc iaculis suscipit dui. Nam sit amet II sem. Donec sed tellus eget.



Training >

Arimo Regular, 14pt, line-height 24pt quisque donec
Aliquam donec faucibus. Nunc iaculis suscipit dui. Nam sit amet II sem. Donec sed tellus eget.

Call To Action

Heading 2 – 36pt

Arimo Regular, 14pt, line-height: 24pt Quisque aliquam. Donec faucibus. Nunc iaculis suscipit dui. Nam sit amet II sem..



Call To Action

Follow us:



Global Style:

Minimalist Theme — black & white with a hint of blue.
Blue is a technologic colour & the colour of science.
That look gives a sense of cleanliness & professionalism.

Headings: Arimo Regular

H1 - 60pt

Heading 2 — 36pt

Heading 3 — 24pt

Text Hierachy

Heading 2

Heading 3

Arimo Regular, 14pt, line-height: 24pt Quisque aliquam. Donec faucibus. Nunc iaculis suscipit dui. Nam sit amet II sem. Donec sed tellus eget sapien fringilla nonummy adipiscing elit. Nullam dignissim convallis est. Mauris a ante. Suspendisse quam sem, consequat at, commodo vitae, feugiat in, nunc. Morbi imperdiet augue quis tellus.

Ordered List

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Unordered List

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Strong CTAs

[Arimo Bold 24pt, default](#)
[Arimo Bold 24pt, hover/pressed](#)

Button Primary CTA Default

Call To Action

Button Primary CTA Hover/Pressed

Call To Action

Button Tertiary CTA Default

CALL TO ACTION

Banner Header - Emphasized copy

Arimo Bold Italic 24pt, line-height 36pt.
Arimo Italic 24pt, line-height 36p.

Paragraphs

Arimo Regular/ Bold, 14pt, line-height: 24pt, font-colour: #101A21
 Quisque aliquam. Donec faucibus. Nunc iaculis suscipit dui. Nam sit amet sem.Donec sed tellus eget sapien fringilla nonummy.

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Small type

ARIMO BOLD, ALL CAPS, 12PT, 200PT LETTER SPACING, BLACK & WHITE

Arimo Regular, lowercase 12pt, Black & White

Arimo Regular, lowercase 10pt, HEX/HTML: BCBCBC

Colours (copy, links, backgrounds & accents)



Headings Links

H2 Links > — 26pt, default
H2 Links > — 26pt, hover/pressed

H3 Links > — 24pt, default
H3 Links > — 24pt, hover/pressed

Social Media Buttons — Default



Investigation type & training icons



We provide world-class fact based answers

We review, design, build, bend, break, shoot, deconstruct and reconstruct while objectively analyzing critical information to provide answers for our clients, internationally.

Heading 2 — 36pt

—
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat.



Injury Biomechanics >

Arimo Regular, 14pt, line-height: 24pt Quisque aliquam. Donec faucibus. Nunc iaculis suscipit dui. Nam sit amet II sem. Donec sed tellus eget.



The Science of Violence >

Arimo Regular, 14pt, line-height: 24pt Quisque aliquam. Donec faucibus. Nunc iaculis suscipit dui. Nam sit amet II sem. Donec sed tellus eget.



Incident Reconstruction >

Arimo Regular, 14pt, line-height: 24pt Quisque aliquam. Donec faucibus. Nunc iaculis suscipit dui.



Research and Development >

Arimo Regular, 14pt, line-height: 24pt Quisque aliquam. Donec faucibus. Nunc iaculis suscipit dui.



Training >

Arimo Regular, 14pt, line-height: 24pt Quisque aliquam. Donec faucibus. Nunc iaculis suscipit dui. Nam sit amet II sem. Donec sed tellus eget sapien .

Call To Action

Heading 2 — 36pt

Arimo Regular, 14pt, line-height: 24pt Quisque aliquam. Donec faucibus. Nunc iaculis suscipit dui. Nam sit amet II sem. Donec sed tellus eget sapien fringilla nonummy adipiscing elit. Nullam dignissim convallis est. Mauris a ante.



Call To Action

Follow us:



Global Style:

Theme with a Medical/X-Ray Feel — dark tones with hints of blue colour.
That theme wizzuse photographies to describe the *Investigation Types*.
These photos will be re-used on the *Investigation Types* web pages.

Headings: Arimo Regular/Bold

HEADING 1 — 30/48PT**HEADING 2 — 24PT****Heading 3 — 26pt**

Text Hierachy

HEADING 1 — 30/48PT**HEADING 2 — 24PT**

Arimo Regular, 14pt, line-height: 24pt Quisque aliquam. Donec faucibus. Nunc iaculis suscipit dui. Nam sit amet Il sem. Donec sed tellus eget sapien fringilla nonummy adipiscing elit. Nullam dignissim convallis est. Mauris a ante. Suspendisse quam sem, consequat.

Ordered List

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Strong CTAs

[Arimo Bold 24pt, default](#)
[Arimo Bold 24pt, hover/pressed](#)

Button Primary Default

CALL TO ACTION

Button Primary Hover/Pressed

CALL TO ACTION

Emphasized Copy

Arimo Bold 22pt, line-height 42pt.
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Paragraphs

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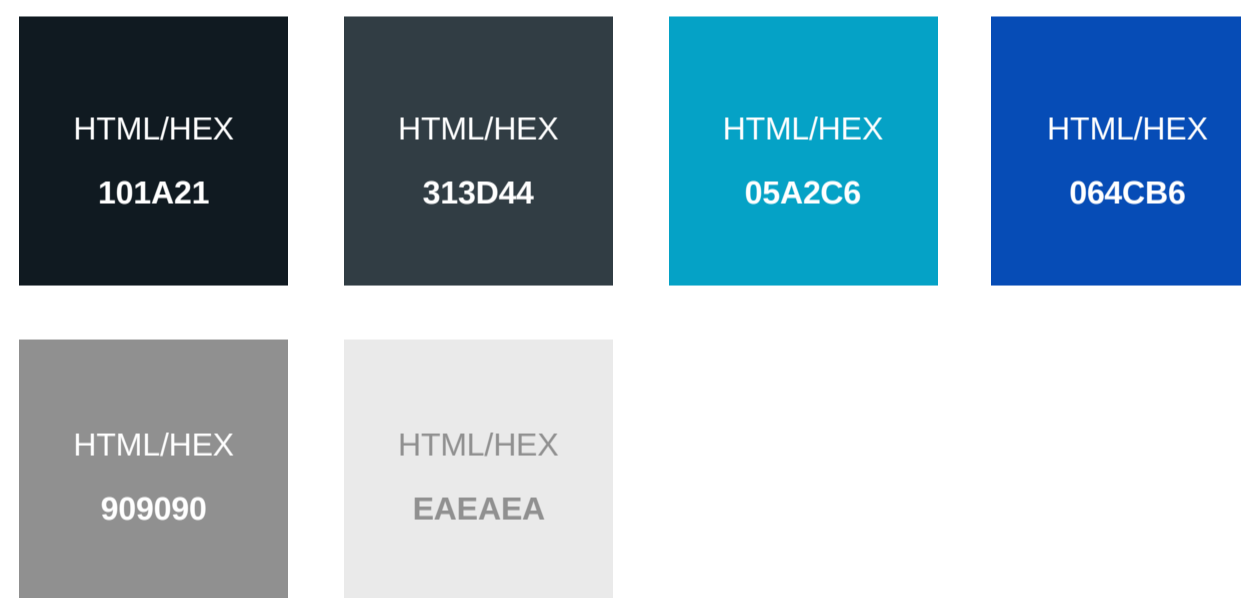
Small Type

ARIMO BOLD, ALL CAPS, 12PT, 200PT LETTER SPACING, BLACK & WHITE

Arimo Regular, lowercase 12pt, Black & White

Arimo Regular, lowercase 10pt, HEX/HTML: BCBCBC

Colours (copy, links, backgrounds & accents)



Headings Links

H2 Links → 26pt, default
H2 Links → 26pt, hover/pressed

H3 Links → 20pt, default
H3 Links → 20pt, hover/pressed

Button Primary Default

Button Secondary Default

CALL TO ACTION

Button Primary Hover/Pressed

Button Secondary Hover/Pressed

CALL TO ACTION

Social Media Buttons Default #313D44



Social Media Buttons Hover/Pressed #000



Investigation Types + Training Icon



"See our work in action" Video Icon



Banner Header Quote Icon



WE PROVIDE WORLD-CLASS FACT BASED ANSWERS

We review, design, build, bend, break, shoot, deconstruct and reconstruct while **objectively analyzing critical information** to provide answers for our clients, internationally.

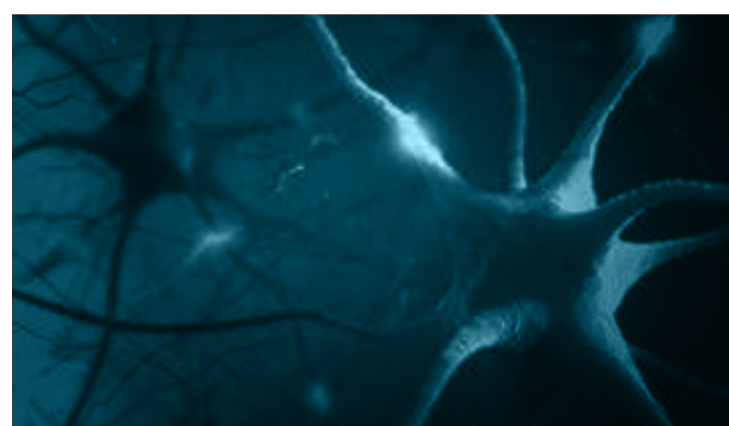


HEADING 2 - 24PT



Injury Biomechanics →

Arimo Regular, 14pt, line-height: 24pt
Quisque aliquam. Donec faucibus.
Nunc iaculis suscipit dui. Nam sit amet II sem. Donec sed tellus eget.



The Science of Violence →

Arimo Regular, 14pt, line-height: 24pt
Quisque aliquam. Donec faucibus.
Nunc iaculis suscipit dui. Nam sit amet II sem. Donec sed tellus eget.



Incident Reconstruction →

Arimo Regular, 14pt, line-height: 24pt
Quisque aliquam. Donec faucibus.
Nunc iaculis suscipit dui. Nam sit amet II sem. Donec sed tellus eget.



Research and Development →

Arimo Regular, 14pt, line-height: 24pt
Quisque aliquam. Donec faucibus.
Nunc iaculis suscipit dui. Nam sit amet II sem. Donec sed tellus eget.

CALL TO ACTION



HEADING 2 - 24PT

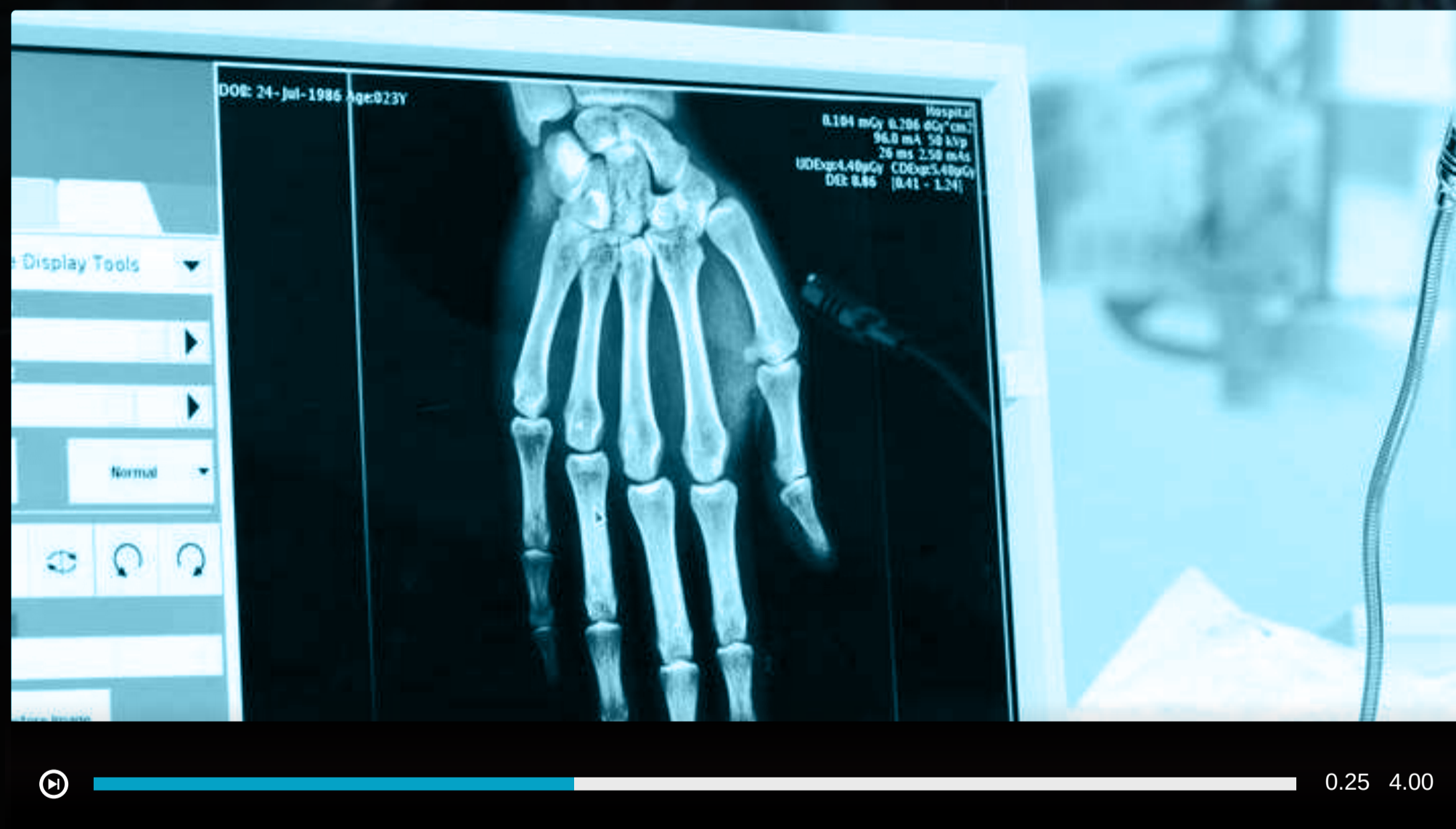
Arimo Regular, 14pt, line-height: 24pt Quisque aliquam. Donec faucibus. Nunc iaculis suscipit dui. Nam sit amet II sem. Donec sed tellus eget sapien .

CALL TO ACTION



HEADING 2 - 24PT

Arimo Regular, 14pt, line-height: 24pt Quisque aliquam. Donec faucibus. Nunc iaculis suscipit dui.



CALL TO ACTION

HEADING 2 - 24PT



GTD Scientific logotype:

We can keep the current GTD logotype for the website, but it will lose its readability on smaller screen sizes, such as mobile screens. Nowadays, all the biggest brands redesigned their logos for that reason. They came up with more simplified versions.

Example of current logotype on a desktop website header:

1st
option



Example of a readable logotype - soft redesign with GTD Scientific Corporate font 'News Gothic MT':

2nd
recommended
option



Example of an even more readable logotype - dramatic redesign:

3rd
option



GTD Scientific Corporate Font:

News Gothic MT
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

GTD Scientific Recommended Web Font:

For the website, we'll use a free web font that shares some of News Gothic MT characteristics without being a gothic font:

<https://fonts.google.com/specimen/Arimo>

Arimo
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

- or -

we could use the News Gothic MT font for web, but that font-family is not complete & will be harder to set up depending on which platform is used to create the website

<http://www.cufonfonts.com/fr/font/14z254/news-gothic-mt>