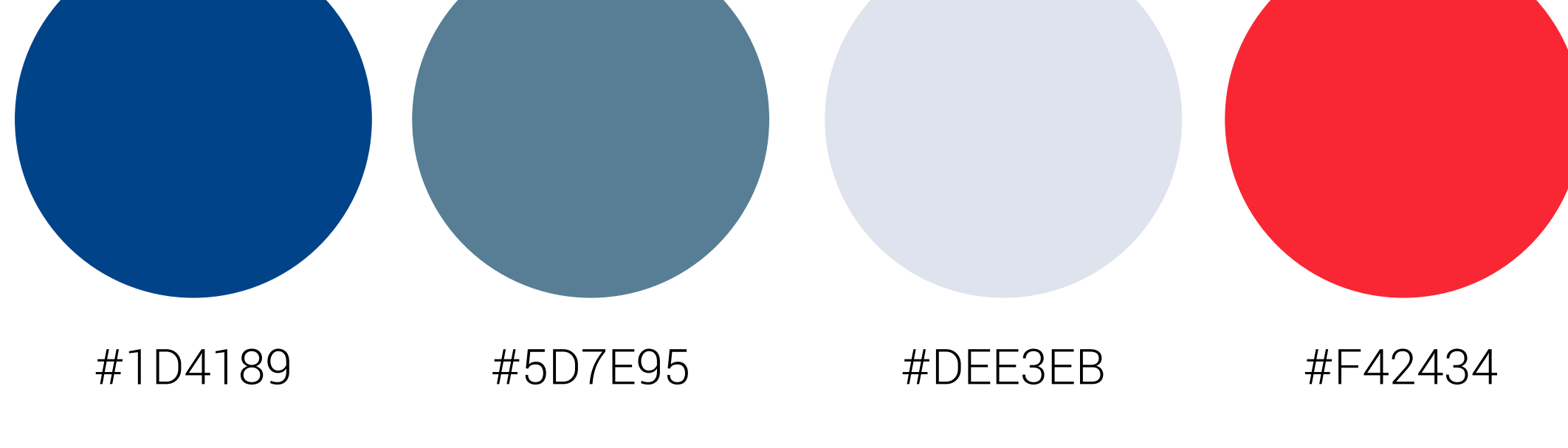


# WEB STYLE GUIDE

JANUARY 2018

## COLORS

PRIMARY COLOR PALETTE



#1D4189

#5D7E95

#DEE3EB

#F42434

## TYPOGRAPHY

FONTS



Aa Zz

Oswald Medium

Aa Zz

Oswald Regular

Aa Zz

Roboto Light

## STYLE HIERARCHY

<H1> LOREM IPSUM  
DOLOR SIT AMET

<H2> LOREM IPSUM DOLOR SIT AMET

<H3> LOREM IPSUM DOLOR SIT AMET

<H4> LOREM IPSUM DOLOR SIT AMET

<H5> Lorem Ipsum Dolor Sit Amet, An Usa Fabulas Veritus

<H6> LOREM IPSUM DOLOR SIT AMET, AN USA FABULAS VERITUS

<p> Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quisillum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

“<blockquote> Lorem ipsum dolor sit amet”

<Caption> In everti tistique phaedrum eam

- <Footnote> Lorem ipsum dolor sit amet, an usu fabulas veritus, qui ne modo aequae, alterum
- Recusabo ne eam. Doctus saperet fastidii usu ne, eum ex eros sadipscung. Ea hendrerit tem
- Poribus vix, no illum maluisset quo. Quo novum repudiare evertitur ad, paulo recusabo con



## CSS ATTRIBUTES

# H1

Oswald Medium / 54 px / 56 px Leading / All Caps / #000000

## H2

Oswald Medium / 32 px / 36 px Leading / All Caps / #000000

### H3

Oswald Medium / 20 px / 24 px Leading / All Caps / #000000

#### H4

Oswald Medium / 18 px / 24 px Leading / All Caps / #000000

##### H5

Oswald Medium / 16 px / 24 px Leading / All Caps / #000000

###### H6

Oswald Medium / 14 px / 24 px Leading / All Caps / #000000

Paragraph

Roboto Light / 16 px / 31 px Leading / #000000

Block Quote

Oswald Medium / 26 px / 36 px Leading / #000000

Image Caption

Roboto Light Italic / 14 px / 31 px Leading / #000000

Footer / Disclaimer

Roboto Light Italic / 12 px / 15 px Leading / #FFFFFF

## INTERACTIVE ELEMENTS

BUTTONS & LINKS

### CALL-TO-ACTION BUTTON 1

Font  
Oswald Medium / 14 px / #000000

STATIC

HOVER / CLICK

Button  
Padding 30 px / Height 45 px



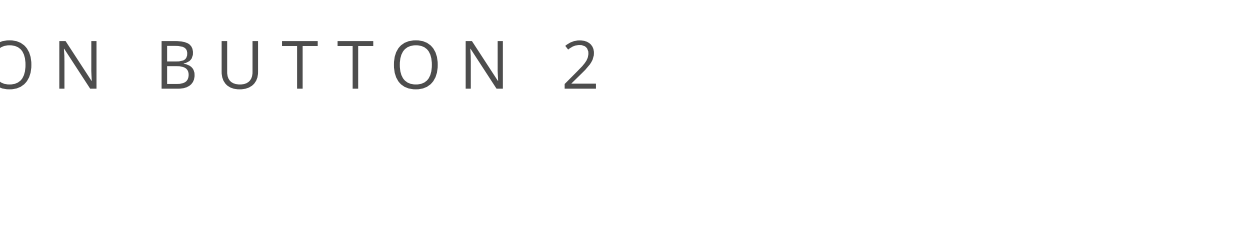
### CALL-TO-ACTION BUTTON 2

Font  
Oswald Medium / 14 px / #000000

STATIC

HOVER / CLICK

Button  
Padding 30 px / Height 45 px



### TERTIARY CALL-TO-ACTION

Font  
Roboto Italic /  
20 px / #F42534

STATIC

HOVER / CLICK

SHOP NOW

SHOP NOW

### HYPERLINKS

Underline / #1E428A

STATIC

HOVER / CLICK

as seen here.

as seen here.

### HYPERLINKS

Font  
Roboto Light / 16px

INACTIVE W/ PROMPT

INACTIVE W/ PROMPT

Field  
Padding 30 px / Height 45 px /  
Border 1 px



INACTIVE W/ PROMPT

ERROR

