

COLORS

PRIMARY COLORS

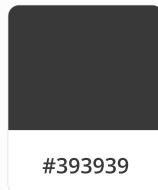


Nitro-Blue

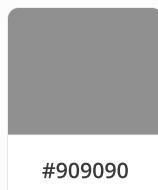


Nitro-Pink

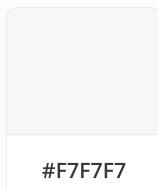
NEUTRAL COLORS



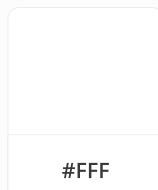
Graphite



Gray



Light Gray



White



TYPOGRAPHY

FONT STYLES & WEIGHTS

Open Sans Light 300
Open Sans Regular 400
Open Sans Regular Italic 400
Open Sans Bold 700

FONT COLORS

Primary	Secondary	Highlight	Alternate
#393939	#FFF	#5BACC3	#909090
Graphite	White	Nitro-Blue	Gray

TEXT STYLES

Heading 1

Heading 2

Text size: 60px | Text weight: Light 300

Heading 3

Nav Heading

Footer Heading

Text size: 33px | Text weight: Light 300

NAV LINK

BUTTON

Text size: 21px | Text weight: Regular 400

Paragraph Text - Regular

Text size: 18px | Text weight: Regular 400

Paragraph Text - Regular Italic

Text size: 18px | Text weight: Regular 400

Discount Text

Text size: 45px | Text weight: Regular 400 / Bold 700



ICONOGRAPHY

ICONS



Width: 50px

BACKGROUND ICONS



Width: 120px
Opacity: 25%
Position/offset increments: 20px

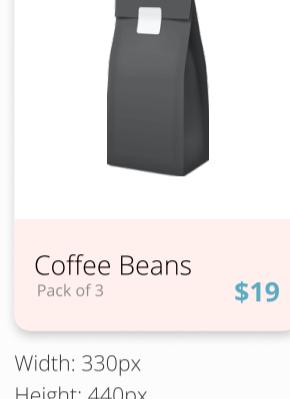
COMPONENTS

BUTTON

DEFAULT

Width: 180px
Padding/Margin increments: 20px
Background color: Nitro-Blue
Text color: White
Border width: 2px
Border color: Graphite
Position/offset increments: 15px

PRODUCTS CARD



Width: 330px
Height: 440px
Padding/Margin increments: 20px;
Border radius: 10px
Box shadow: 0 5px 9px -1px
Box shadow color: rgba(0, 0, 0, 0.25)

PAGE SECTIONS

Padding/Margin increments: 20px

IMAGES

PRODUCTS



Height: 280px
Padding/Margin increments: 20px

BACKGROUND



Width: 400px
Padding/Margin increments: 20px
Border width: 5px
Border color: Nitro-Blue
Position/offset increments: 20px

UI ELEMENTS

PRIMARY NAVIGATION

Padding/Margin increments: 20px

DISCOUNT BANNER

Discount Text: **DiscountCode**

Width: 90%
Padding/Margin increments: 20px
Background color: Graphite
Text color: white

ICONOGRAPHY

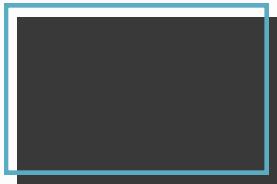
ICONS



Width: 50px

COMPONENTS

TITLE BOX



Width: 300px

Height: 200px

Background color: Graphite

Border width: 5px

Border color: Nitro-Blue

Position/offset increments: 5px

MENU SECTIONS

Padding/Margin increments: 20px

IMAGES

BACKGROUND



Width: 100%

Height: 700px

Background position: center

Background size: cover

UI ELEMENTS

PRIMARY NAVIGATION

Padding/Margin increments: 20px

SUB NAVIGATION



Width: 100%

Height: 80px

Padding/Margin increments: 20px

Background color: Graphite

Text color: White

Text border width: 4px

Text border color: Nitro-Blue