



AKROS Marketplace Style Guide

Version 1.0, March 2022



Logo

Primary example:



Logo

The logo consists of a graphic sign and word mark. Colors and typography symbolize belonging to AKROS.

Always keep the aspect ratio 35:12.

The graphic sign is used separately as an icon of the app.

Monochrome example (special use):



Colors



#9c132c

- link color
- button background



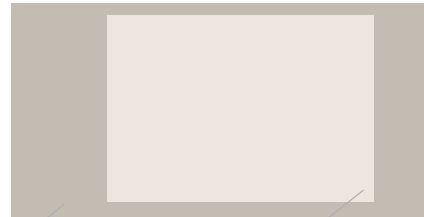
#d60929

- link hover color
- button hover background



#ff0029

- error color



- colored container



#635c53

- category active title / button background



#938c83

- category title background
- footer background



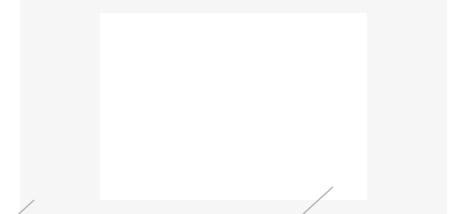
#c3bcb3

- container outer background (optional)

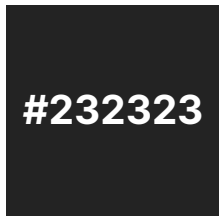


#ece6df

- container inner background (optional)
- form background



- simple container



#232323

- H2 - H6 color



#464646

- text color
- nav link color



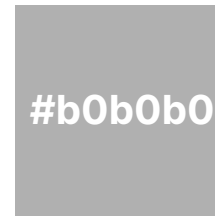
#5c5c5c

- form fields text color



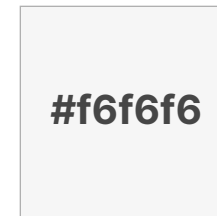
#868686

- header icons and buttons color



#b0b0b0

- disabled button background



#f6f6f6

- body background
- form field background



#ffffff

- H1 color
- text background
- focused form field background

Typography

Inter, Regular
Inter, Medium
Inter, Bold

About Inter

Inter is a variable font family carefully crafted & designed for computer screens.

Inter features a tall x-height to aid in readability of mixed-case and lower-case text. Several OpenType features are provided as well, like contextual alternates that adjusts punctuation depending on the shape of surrounding glyphs, slashed zero for when you need to disambiguate "0" from "o", tabular numbers, etc.

The Inter project is led by Rasmus Andersson, a Swedish maker-of-software living in San Francisco.

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