Style Guide

Typography

Main Heading	30px/46px	Lexia Regular
Subpage title	25px/36px	Lexia Regular
Section Header	21px/24px	Lexia Regular, 80% opacity
Sub Section Heading	17px/30px	Lexia Bold
Bold content within body or form labels	15px/24px	Lexia Bold
Body content / copy	15px/24px	Lexia Regular
BUTTON LABELS / META CONTENT	15px/22.5px	Proxima Nova Bold

Color Palette — Primary

#B2253F #E12658

Color Palette — Action

#73B76D #478ED0 #E6CC58

#B86F5F #BAC5D8

Paragraphs

Example

Default Text

If you pry it up, so as to get it overhead, and expose its rows of teeth, it seems a terrific portcullis; and such, alas! it proves to many a poor wight in the fishery, upon whom these spikes fall with impaling force.

Small Meta Text

But far more terrible is it to behold, when fathoms down in the sea, you see some sulky whale, floating there suspended, with his prodigious jaw, some fifteen feet long, hanging straight down at right-angles with his body, for all the world like a ship's jib-boom.

Small Meta Text

But far more terrible is it to behold, when fathoms down in the sea, you see some sulky whale, floating there suspended, with his prodigious jaw, some fifteen feet long, hanging straight down at right-angles with his body, for all the world like a ship's jib-boom.

Button Examples

Action Buttons

Submit | Delete | Create | Information

SUBMIT | DELETE | CREATE | Information

SUBMIT | DELETE | CREATE | Information

VIEW INTEGRATION | REMOVE INTEGRATION | CREATE INTEGRATION | Information

VIEW PIN | REMOVE PIN | ADD NEW PIN | INFORMATION

Text Link | Delete | Text Link | Information

Content Buttons Controls

IDLE: SUBMIT | ON HOVER: SUBMIT

IDLE

ON HOVER

Solid Background Tabs

Unselected | Selected

Content

Side Bar Tabs

SELECTED | UNSELECTED

Content

Icon Direction

Linearicons gives us a strong line and delicet touch.

60px

40px

20px

Action Icons

DELETE | REFRESH | ADD FILE | INFORMATION

25pt

Forms

Name:

Email:

Company:

Phone Number:

But far more terrible is it to behold, when fathoms down in the sea.

But far more terrible is it to behold, when fathoms down in the sea.

SUBMIT

Name:

Email:

Company:

SUBMIT

Color Gradients

Why Color Gradients?

With all the lovely data comes the task of representing them individually. We need a solution that can give our platform expandability all the while maintaining core brand values. With gradients we create data points that look unique and at there best. Its our way of ensuring a pleasant & informative visual experience. Below are two examples of this Study, through the creation of these core colour gradients we will ensure our colour pallets, expandability and visual unison.

Neon Sky

#FF5862 HOT | #3093c9 Energy | #560046 Soothing | #08043D Creativity

1 2 3 4 5 6 7 8

Swatch Making Made Easy

Color Pallts for days....

Color palette in use

Color palettes them selles can be made into unique gradients

<hr> Brakes After Titles

Icons using a 5 pallet color

ICONS

Buttons using a 2 pallet color gradient

STATIC Button Text | CLICKED Button Text

HOVER Button Text | DISABLED Button Text

Color will be used for data points and not an over all body color

Subscribers | Unsubscribes

Unsubscribers 30

Subscribers 3,000

Our Colors are **Deep, Creativity & Vibrent.**

OVERLAPPING IS ENCOURAGED

Cosmic Sea

#e2f498 Bright | #bcd093 Citrus | #00a6e3 Natureal | #0053cc Discovery | #000e4c Trust

1 2 3 4 5 6 7 8

The two gradients that have currently been created are based on two of taigas core brand colors Neon Sky is created off our Hot pink and Cosmic Sea is created off our Taggs blue. These are a very solid starting point for our platform as we develop more complex graphs with multiple data points.

Buttons using a 2 pallet color gradient

STATIC Button Text

HOVER Button Text

CLICKED Button Text

DISABLED Button Text

Grafe & legend example using 3 color pallet

Any Latin 300123

Any Latin 300123

Any Latin 300123

Any Latin 300123

Any Latin 300123

Any Latin 300123

Any Latin 300123

Any Latin 300123

Warning Colors Must be used Sadly. We want these Color Gradients to be used for data representation and seperation only

Through this solution we are able to rest with new colors quickly and easily.