Style Guide

Color Palette — Primary

Typography

Main Heading		Lexia Regular			
Subpage title	25px/36px	Lexia Regular	#1E2531	#EE2E68	
Section Header	21px/24px	Lexia Regular, 80% opacity	Color Pa	lette — Ac	tion
Sub Section Heading	17px/30px	Lexia Bold			
Bold content within body or form labels	15px/24px	Lexia Bold	#73B760	#4781DD	#E6CC58
Body content / copy	15px/24px	Lexia Regular			
BUTTON LABELS / META CONTENT	15px/22.5px	Proxima Nova Bold	#E8615F	#BAC5D8	

Example

Paragraphs

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.

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

Small Meta Text

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.

Action Buttons

Content Buttons Controls

ON HOVER

↓F SUBMIT

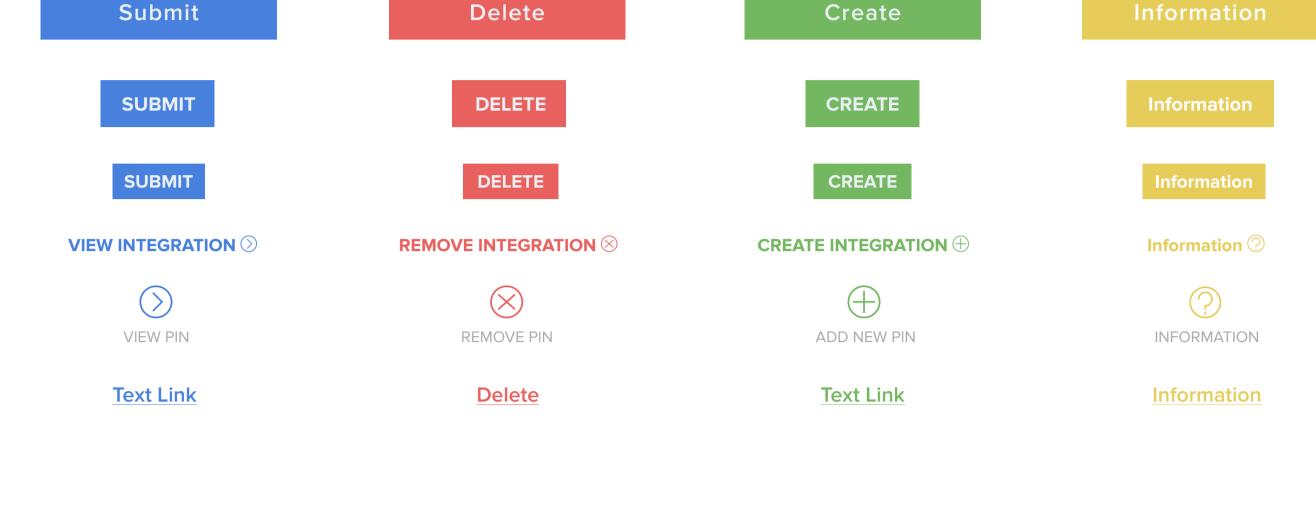
IDLE

↓**F** SUBMIT

IDLE

ON HOVER —

Button Examples



Solid Background Tabs

Content

Unselected

Selected

Action Icons

REFRESH

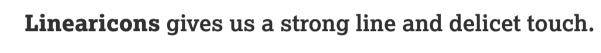
Side Bar Tabs

SELECTED

Content

ADD FILE

INFORMATION

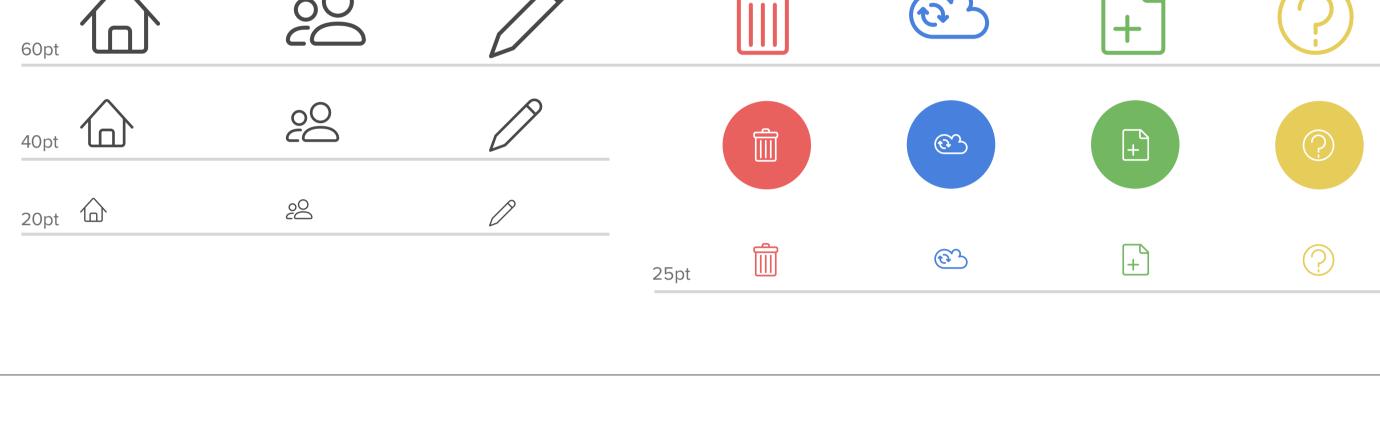


Forms

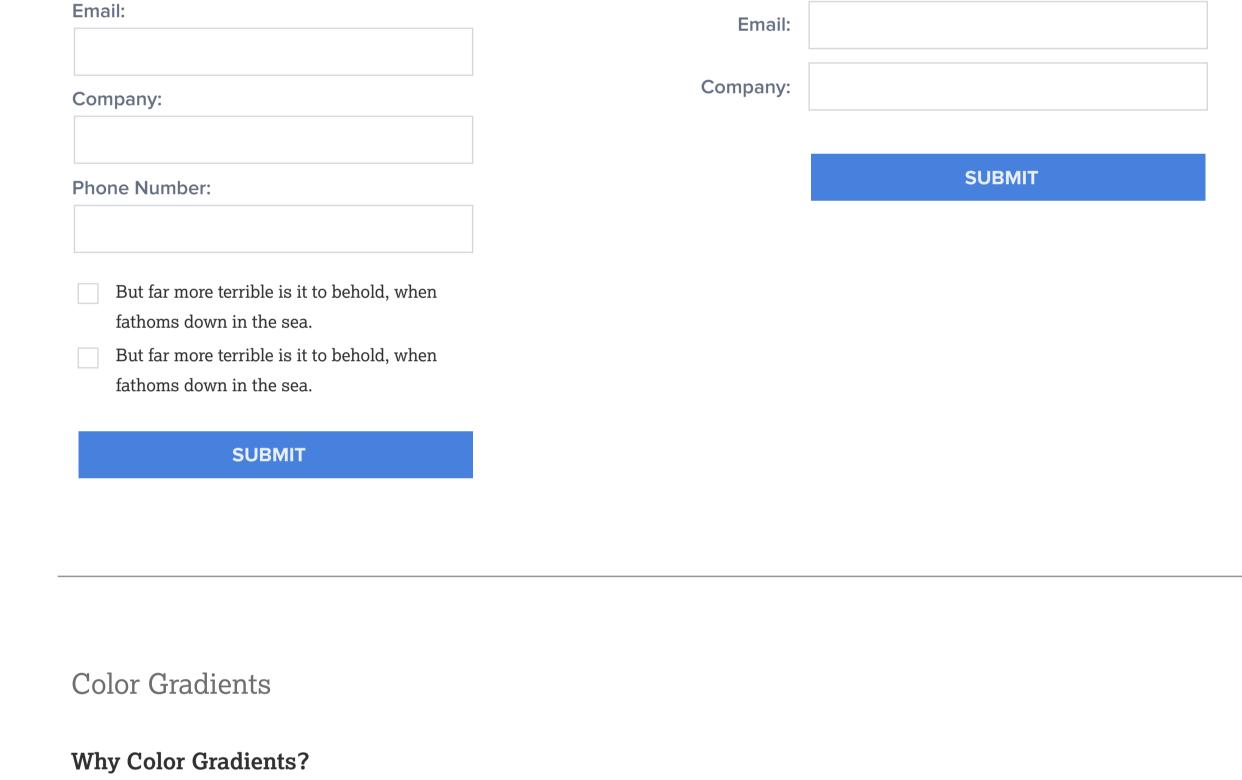
Name:

Icon Direction





Name:



creation of these core colour gradients we will ensure our colour pallets, expandability and visual unison.

HOT

Neon Sky Color palette in use Color palettes them selfes can be made into unique gradients #FF5B62 #0093c9 #5600A6 #08043D

Creativity

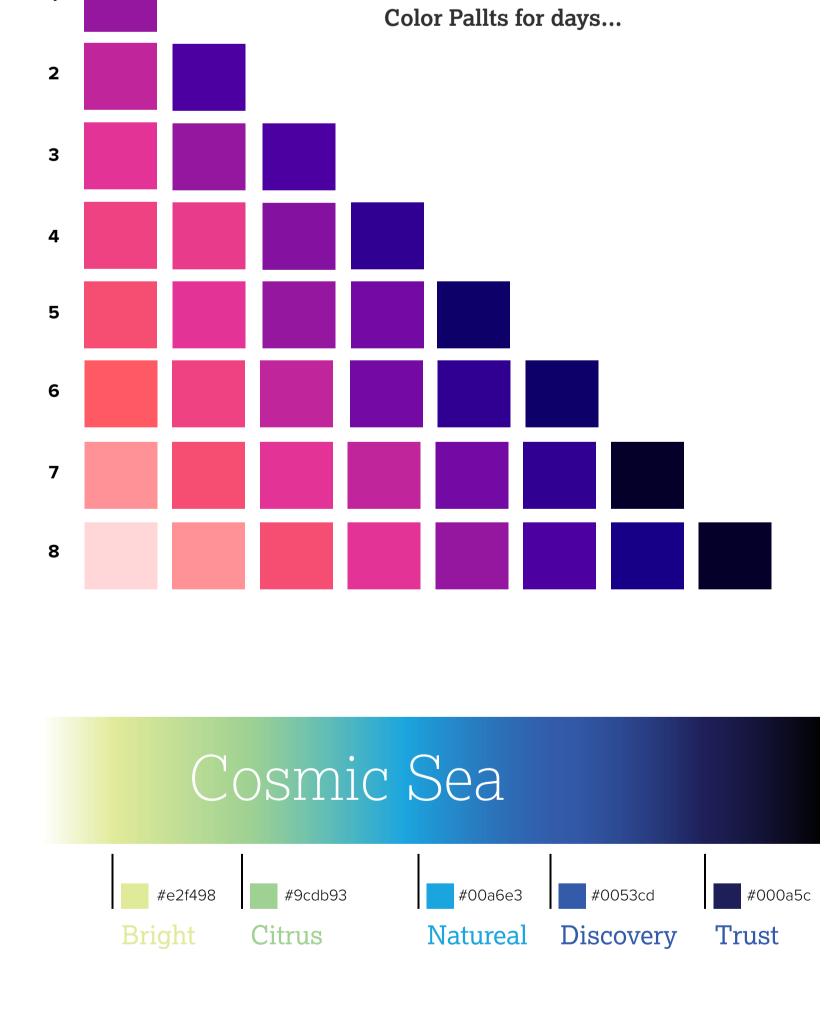
Soothing

Swatch Making Made Easy

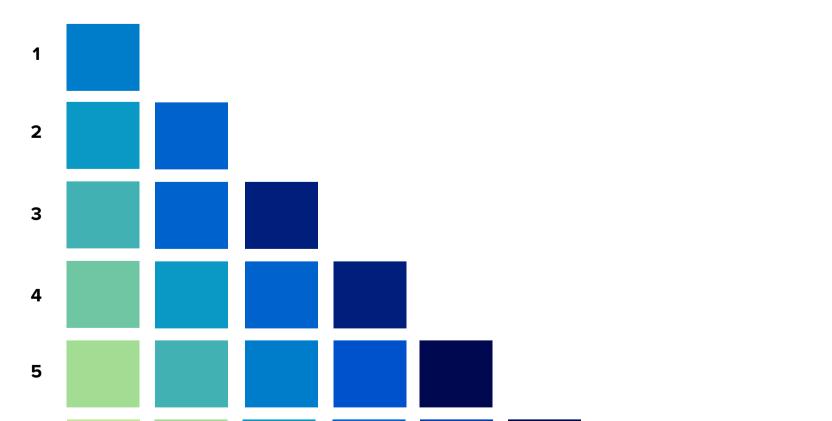
With all the lovely data comes the task of representing them individually. We need a solution that can give our platform

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



Energy



Buttons using a 2 pallet color gradient STATIC CLICKED **Button Text Button Text** HOVER DISABLED **Button Text Button Text** Color will be used for data points and not an over all body color Unsubscribes Subscribers ^ 3,000 Subscribers Unsubscribes Our Colors are **Deep, Creativity & Vibrent.** OVERLAPPING IS ENCOURAGED 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 Tagga 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**

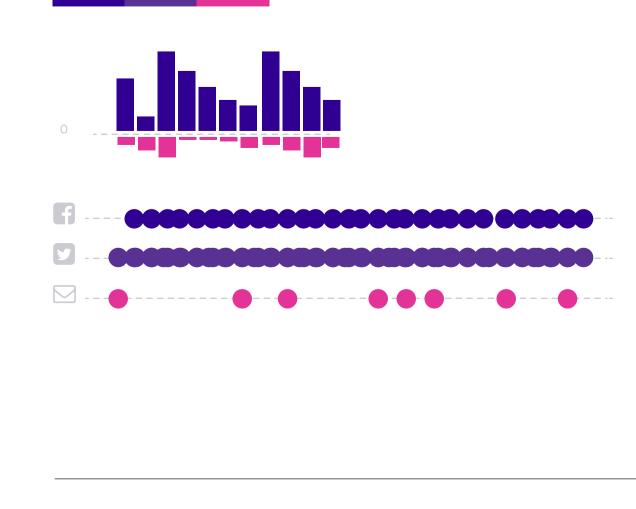
<hr> Brakes After Titles

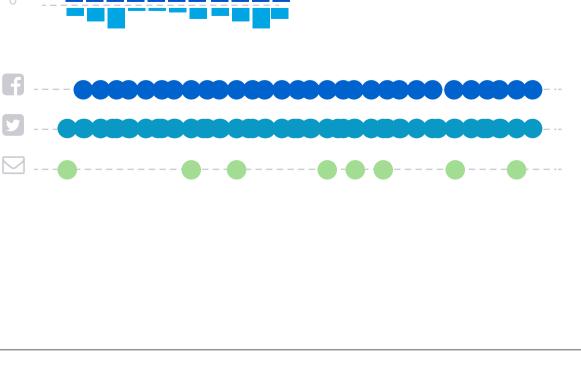
ICONS

Icons using a 5 pallet color



Button Text





HOVER

CLICKED

6

7

8