



## STYLE GUIDE

### COLOR PALETTE

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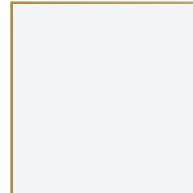
PLAIN GOLD  
RGB: 165 / 142 / 60



BLACK  
RGB: 33 / 34 / 33  
\*Text should always be black



GRADIENT GOLD  
LIGHT RGB: 165 / 142 / 60  
DARK RGB: 186 / 166 / 102



GRAY  
RGB: 241 / 241 / 242  
\*Just for pop-ups

### FONT

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TRADE GOTHIC LT STD.  
TYPE: CONDENSED NO.18



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IMAGE:

ORIGINAL COLORED PICTURE WAS EDITED TO B&W.

SOURCE:

<https://unsplash.com/>

\*According to the source users are free to use/adapt this picture  
freely and for any purpose