SOUK

Colors

Red has been chosen as it represents Brown University's school spirit. The bright shade reflects the SOUK team's excitement to make students' lives easier!

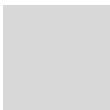Shades of gray are primarily used to display the varying prominence of UI elements.

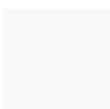|		
■	#C30000	Theme & Accent
■	#4A4A4A	Main Text
■	#979797	Sub-Text
■	#D8D8D8	Borders
■	#F8F8F8	Background

Typography

The typography is consistent with that of BSA's design language to highlight SOUK as a BSA-sponsored project.

TYPEFACE
Source Sans Pro Light
Source Sans Pro Regular

NAVIGATION ELEMENTS
Top Nav	LIGHT (ALL CAPS) 24pt	#FFFFFF
Side Nav	LIGHT (ALL CAPS) 22pt	#4A4A4A
Log Out	LIGHT (ALL CAPS) 18pt	#C30000

HEADERS
Titles	REGULAR (ALL CAPS) 24pt	#4A4A4A
Drop-down:	Light 24 pt	#4A4A4A

ITEM CARD
Item Name	Light 26pt	#4A4A4A
Price	Regular 24pt	#C30000

QUICK VIEW
Item Name	Light 24pt	#4A4A4A
Price	Regular 22pt	#C30000
Seller	Regular 16pt	#4A4A4A
Description	Light 16pt	#4A4A4A
Condition	Regular 16pt	#4A4A4A

DETAILS - *(eg. Add New, Profile)*
Subheader	Regular 24pt	#4A4A4A
Inner-Text	Light 24pt	#979797

Icons
(px)

52x52	52x52	53x53	56x48	23x23

Item Images
(px)

Regular	332x383
Sub-Category	280x324
Quick View	242x280

Buttons

Text	REGULAR (ALL CAPS) 22pt #FFFFFF
Background	#C30000

UPLOAD

Shadows

Layer #1	#000000
Layer #2	#9D9D9D

} X: 0   Y:2   Blur:4   Spread:0