

## COLORS

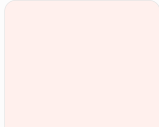
### PRIMARY COLORS

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#5BACC3

Nitro-Blue



#FF0ED

Nitro-Pink

### NEUTRAL COLORS

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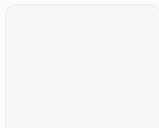
#393939

Graphite



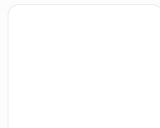
#909090

Gray



#F7F7F7

Light Gray



#FFF

White

## TYPOGRAPHY

### FONT STYLES & WEIGHTS

Open Sans Light 300  
Open Sans Regular 400  
*Open Sans Regular Italic 400*  
**Open Sans Bold 700**

### FONT COLORS

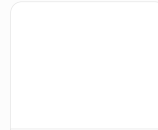
Primary



#393939

Graphite

Secondary



#FFF

White

Highlight



#5BACC3

Nitro-Blue

Alternate



#909090

Gray

### TEXT STYLES

# Heading 1

## Heading 2

Text size: 60px | Text weight: Light 300

### Heading 3

#### Nav Heading

#### Footer Heading

Text size: 33px | Text weight: Light 300

#### NAV LINK

#### BUTTON

Text size: 21px | Text weight: Regular 400

#### Paragraph Text - Regular

Text size: 18px | Text weight: Regular 400

#### *Paragraph Text - Regular Italic*

Text size: 18px | Text weight: Regular 400

## Discount Text

Text size: 45px | Text weight: Regular 400 / Bold 700

ICONOGRAPHY

ICONS



Minimum width: 50px  
Maximum width: 120px

BACKGROUND ICONS



Minimum width: 60px  
Maximum width: 120px  
Opacity: 25%  
Position/offset increments: 20px

COMPONENTS

BUTTON



Minimum width: 180px  
Maximum width: 80%  
Padding/Margin increments: 20px  
Background color: Nitro-Blue  
Text color: White  
Border width: 2px  
Border color: Graphite  
Position/offset increments: 5px

PRODUCTS CARD



Minimum width: 330px  
Maximum width: 350px  
Minimum height: 440px  
Maximum height: 460px  
Padding/Margin increments: 20px;  
Border radius: 10px  
Box shadow: 0 5px 9px -1px  
Box shadow color: rgba(0, 0, 0, 0.25)

PAGE SECTIONS

Padding/Margin increments: 20px

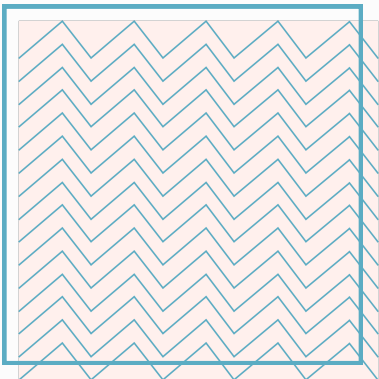
IMAGES

PRODUCTS



Minimum height: 240px  
Maximum height: 550px  
Padding/Margin increments: 20px

BACKGROUND



Minimum width: 400px  
Maximum width: 500px  
Padding/Margin increments: 20px  
Border width: 5px  
Border color: Nitro-Blue  
Position/offset increments: 20px

UI ELEMENTS

PRIMARY NAVIGATION

Padding/Margin increments: 20px

DISCOUNT BANNER



Minimum width: size of text  
Maximum width: 90%  
Padding/Margin increments: 20px  
Background color: Graphite  
Text color: white

ICONOGRAPHY

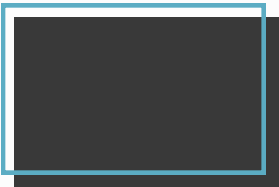
ICONS



Minimum width: 50px  
Maximum width: 120px

COMPONENTS

TITLE BOX



Minimum width: 280px  
Maximum width: 300px  
Minimum height: 180px  
Maximum height: 200px  
Background color: Graphite  
Border width: 5px  
Border color: Nitro-Blue  
Position/offset increments: 5px

MENU SECTIONS

Padding/Margin increments: 20px

IMAGES

BACKGROUND



Minimum width: 100%  
Maximum width: 100%  
Minimum height: 575px  
Maximum height: 600px  
Background position: center  
Background size: cover

UI ELEMENTS

PRIMARY NAVIGATION

Padding/Margin increments: 20px

SUB NAVIGATION



Minimum width: 100%  
Maximum width: 100%  
Minimum height: 60px  
Maximum height: 80px  
Padding/Margin increments: 20px  
Background color: Graphite

Text color: White  
Text border width: 4px  
Text border color: Nitro-Blue