Colors

Brand Colors

Primary brand colors are used for elements that must reflect brand. Each color has a darker and a lighter shade.

Primary/Dark 100	#0D2C70	Primary/Dark 75	#0F3C9A	Primary/Dark 50	#1A5CD7	Primary/Dark 25	#1A7AFF	Primary/Dark 10	#4D9AFF	Primary/Dark 5	#80B8FF

Guidelines

- Adhere to WCAG 2.1 Level AA accessibility standards to ensure inclusivity.
- Use strong contrast between text and backgrounds for better readability.
- Establish a clear typographic hierarchy using size, weight, and spacing (e.g., headings vs. paragraphs).
- Follow an 8px grid system for uniform spacing and alignment.
- Simplify navigation by reducing unnecessary clicks, scrolling, and effort.
- Place related actions and elements near each other to enhance usability.
- Avoid excessive animations or irrelevant elements that don't add value.
- Incorporate familiar design patterns to create an intuitive user experience.
- Use progressive disclosure to present less critical information gradually.
- Ensure consistent visual feedback for interactions (e.g., hover, active, focus).
- Prioritize mobile-first layouts, optimizing for smaller screens and touch gestures.

Typeface

Heading

Inter

Bold Medium Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0123456789

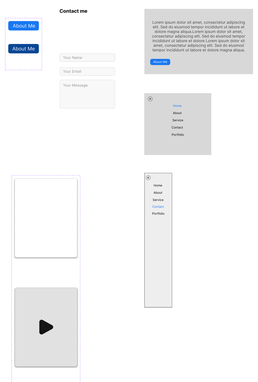
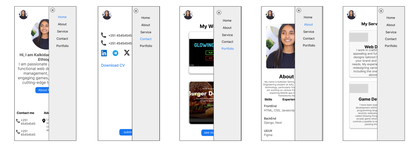
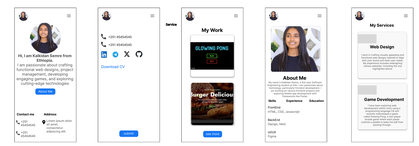
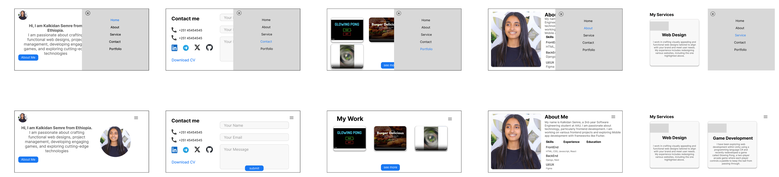
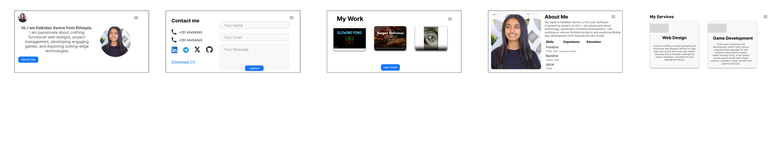
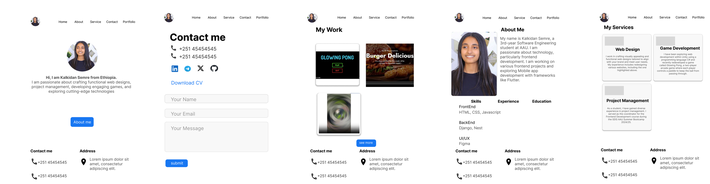
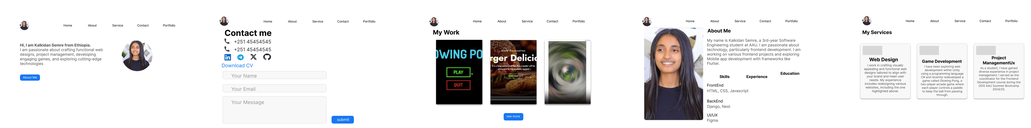
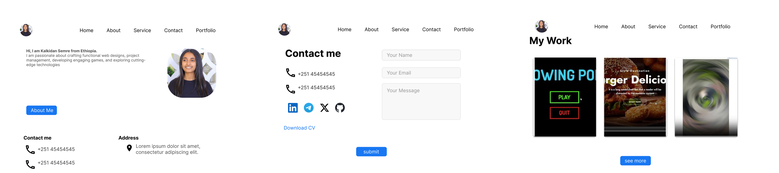
Name	Size	Line Height	Font Weight
Heading 1	48px	48px	Regular
Heading 2	40px	48px	Regular
Heading 3	34px	42px	Regular
Heading 4	28px	34px	Regular
Heading 5	24px	32px	Regular
Heading 6	20px	28px	Regular

Body

Inter

Bold Medium Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0123456789

Name	Size	Line Height	Font Weight
Body XLarge	20px	28px	Bold
Body XLarge	20px	28px	Medium
Body XLarge	20px	32px	Regular
Body Large	18px	28px	Bold
Body Large	18px	28px	Medium
Body Large	18px	28px	Regular
Body Medium	16px	24px	Bold
Body Medium	16px	24px	Medium
Body Medium	16px	24px	Regular
Body Small	14px	20px	Bold
Body Small	14px	20px	Medium
Body Small	14px	20px	Regular
Body Micro	12px	18px	Bold
Body Micro	12px	18px	Medium
Body Micro	12px	18px	Regular