

**PRIMARY BUTTON** type: bold  
 Primary button type: Times Bold 18 px; primary color  
 BUTTON OFF type: Times Bold 18 px - white  
 Primary button type: Times Bold 18 px - white  
 button: medium gray

**SECONDARY BUTTON**

Secondary button type: Times Bold 18 px; dark gray  
 BUTTON OFF type: Times Bold 18 px; dark gray  
 Secondary button type: Times Bold 18 px; white  
 button: medium gray

## Header 1 - Franklin Gothic Compressed Demi 60/58 black - Lorem ipsum dolor amet

### Header 2 - Franklin Gothic Compressed Demi 42/42 black - Lorem ipsum dolor sit amet, consectetur adipisci, sed diam.

Header 3 - Franklin Gothic Compressed Demi 28/28px black - Lorem ipsum dolor sit amet, consectetur adipisci elit, sed diam nonumy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Header 4 - Times Bold 18/20 pt black - ta nobis eleifend option congue nihil imperd doming id quod mazim placet facer possim assum.

Body - Times Regular 18/28 black - Nam liber tempor cum soluta nobis eleifend option congue nihil imperd doming id quod mazim placet facer possim assum. Typi non habent claritatem instiam; est usus legimus et quinta decima. Eodem modo typi, qui nunc nobis videntur parum clari, fiant sollemnes.

note text - Times 18/28 pt italic black - a, quam nunc putamus parum claram, anteposuerit litterarum formas humanitatis per seacula quarta decima et quinta decima. Eodem modo typi, qui nunc nobis videntur parum clari, fiant sollemnes in futurum.

link off state - Times Regular 18 px; primary color

link over state - Times Regular 18 px; primary color; underline

link visited state - Times Regular 18 px; black; underline

#### Color

White HEX: #FFF

Light gray HEX: #E3E3DE

Medium gray HEX: #A7A5A0

Dark gray HEX: #535449

Black HEX: #000

HEX: #DC1944

HEX: #EDB521

HEX: #76546C

HEX: #EE9521

HEX: #2E9678

HEX: #3074A6

HEX: #A0BB3B

HEX: #B25294

#### TOP LEVEL NAV ITEM TOP LEVEL NAV ITEM: Franklin Gothic Book 16/18 black; all caps

T Online learning  
Document library  
Glossary  
 sub-item two  
 sub-item three  
 Activities

25% light gray  
100% light gray  
LEVEL 1 NAV ITEM  
OFF Times Regular 18/28; black  
OVER primary color

LEVEL 2 NAV ITEM  
OFF Times Italic 18/28; black  
OVER primary color

LEVEL 3 NAV ITEM  
OFF Times Italic 18/28; black  
OVER primary color

Terms & conditions FOOTER LINK OFF: Times regular 18/20 dark gray

Terms & conditions FOOTER LINK OVER: Times regular 18/20 primary color

Powered by Lootok FOOTER BY LINE: Times italic 18/20 dark gray

**LOREM IPSU**

HOME GRAPHIC TEXT: Franklin Gothic Compressed Demi 120px; white; all-caps

## LOREM IPSU DOLOR SIT

Augue duis dolore te feugait nulla facilisi?

HOME FEATURE HEADLINE: Franklin Gothic Compressed Demi 42/42; white; all-caps

HOME FEATURE TEXT: Times regular 18/20; white

## FAQs

FAQs GRAPHIC TEXT: Franklin Gothic Compressed Demi 120px; white

engaged CHART LABEL: Franklin Gothic Compressed Book 14px; black

88 CHART LABEL REVERSED: Franklin Gothic Compressed Book 14px; white

SLIDESHOW ARROWS - OVER  
3 px stroke; 60% primary color

SLIDESHOW ARROWS - OFF  
100% primary color

Euismod tincidunt ut laoreet dolore SERVICE LABEL - Franklin Gothic Compressed Demi 22/24; black; center-aligned

Error message lorem ipsum dolor sit amet, consectetur adipisci elit, sed diam nonumy nibh euismod tincidunt ut laoreet dolore magna aliqua. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis.

ERROR MESSAGE - Times Regular 18/28; primary color  
Background: 10% primary color

CLOSE BUTTON OFF: x white; bg primary color

CLOSE BUTTON OVER: x primary color; bg 3 px stroke 20% primary color

## Header 1 reversed - Franklin Gothic Compressed Demi 60/58 white - Lordolor amet

### Header 2 reversed - Franklin Gothic Compressed Demi 42/42 white - Lorem ipsum dolor sit amet, consectetur adipisci, diam.

Header 3 reversed - Franklin Gothic Compressed Demi 28/28px white - Lorem ipsum dolor sit amet, consectetur adipisci elit, sed diam nonumy nibh euismod tincidunt ut laoreet dolore magna aliqua

Munich > breadcrumb text - Franklin Gothic Compressed Demi 20/20px white - Lorem ipsum dolor sit amet, consectetur adipisci elit, sed diam nonumy nibh euismod tincidunt ut laoreet dolore magna aliqua

Leadership TAB LABEL - Franklin Gothic Compressed Book 16/18; black

CHECK MARK OFF: bg 20% medium gray

CHECK MARK ON: bg 20% primary color; checkmark 100% primary color

Primary function leader LEADER LABEL - Franklin Gothic Compressed Book 18px; (add letter-spacing to match design); medium gray

Franklin Gothic Compressed Demi 54px; white

Munich > Business recovery plans >

Account management

3 px stroke; 10% white

88

88% Complete Center text top to bottom

Franklin Gothic Compressed Demi 20px; white  
Transparent bar 20% white

100% Complete Submit for approval

bg: 20% white  
checkmark: 100% of bg color

Submitted for approval

bg: primary color  
checkmark: white

Approved!

Close

100% Complete Submit for approval

Approved!

## Brand sample: Nielsen

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 button: medium gray

## Header 1 - Brandon Grotesque Bold 60/64 black - Lorem

### Header 2 - Brandon Grotesque Bold 42/46 black - Lorem ipsum dolor sit amet

Header 3 - Brandon Grotesque Bold 26/30px black - Lorem ipsum dolor sit amet, consectetur adipisci elit, sed diam nonumy nibh euismod tincidunt ut laoreet dolore magna aliqua erat volutpat.

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Body - Times Regular 18/28 black - Nam liber tempor cum soluta nobis eleifend option congue nihil imperd doming id quod mazim placet facer possim assum. Typi non habent claritatem instiam; est usus legimus et quinta decima. Eodem modo typi, qui nunc nobis videntur parum clari, fiant sollemnes.

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Black HEX: #000

HEX: #0099DD9

HEX: #D60037

HEX: #9E28B5

HEX: #FF8300

HEX: #85C63F

HEX: #FFCD04

HEX: #

HEX: #

#### TOP LEVEL NAV ITEM TOP LEVEL NAV ITEM

Online learning  
Document library  
Glossary  
sub-item two  
sub-item three

Activities

Terms & conditions  
Terms & conditions

Powered by Lootok

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SLIDESHOW ARROWS - OFF  
100% primary color

Euismod tincidunt ut laoreet dolore SERVICE LABEL - Franklin Gothic Compressed Demi 22/24; black; center-aligned

Error message lorem ipsum dolor sit amet, consectetur adipisci elit, sed diam nonumy nibh euismod tincidunt ut laoreet dolore magna aliqua. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis.

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Franklin Gothic Compressed Demi 54px; white

Munich > Business recovery plans >

Account management

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88

88% Complete Center text top to bottom

Franklin Gothic Compressed Demi 20px; white  
Transparent bar 20% white

100% Complete Submit for approval

bg: 20% white  
checkmark: 100% of bg color

Submitted for approval

bg: primary color  
checkmark: white

Approved!

Close

100% Complete Submit for approval

Approved!

LOOTOK

LOOTOK

LOOTOK

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