

## Style Guides

### Examples

SUREPEOPLE

Typography

Museo Sans Medium  
Font Size: 35pt

The quick brown fox jumps over the lazy dog

Museo Sans Bold  
Font Size: 48pt

The quick brown fox jumps over the lazy dog

Museo Sans Medium  
Font Size: 42pt

The quick brown fox jumps over the lazy dog

Museo Sans Medium  
Font Size: 36pt

The quick brown fox jumps over the lazy dog

Museo Sans Regular  
Font Size: 20pt

Body  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi dictum mi in tortor lobortis, ut consectetur diam sollicitudin.

Museo Sans Regular  
Font Size: 16pt

Body 2  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi dictum mi in tortor lobortis, ut consectetur diam sollicitudin.

Color Palette

Prime Orange  
HEX: FF6633

Prime Gold  
HEX: FFAA2B

Prime White  
HEX: FFFFFF

Prime Grey  
HEX: F1F3F1

Prime Black

Deep Purple

50% Opacity Grey

Light Grey

[Project] StyleGuide

Color Palette

Brand #162838

Secondary #cc1d5e

Base #ffffff

Text #666666

Typography

Headline 1 <h1> 50px  
Font: Montserrat Bold, 50px, Color: Brand

Headline 2 <h2> 38px  
Font: Montserrat Bold, 38px, Color: Brand

Headline 3 <h3> 32px  
Font: Montserrat Bold, 32px, Color: Brand

Headline 4 <h4> 28px  
Font: Montserrat Bold, 28px, Color: Brand

Headline 5 <h5> 22px  
Font: Montserrat Bold, 22px, Color: Brand

Headline 6 <h6> 20px  
Font: Montserrat Bold, 20px, Color: Brand

This is a body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do strong nunc line ut labore et dolore magna *italic*. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Font: Montserrat Regular, 18px, color: Text

Fonts

1. Montserrat (thin, regular, bold)  
- Montserrat Thin  
Example: The quick brown fox jumps over the lazy dog.!?#@;  
- Montserrat Regular  
Example: The quick brown fox jumps over the lazy dog.!?#@;  
- Montserrat Bold  
Example: The quick brown fox jumps over the lazy dog.!?#@;

2. Playfair Display (regular, black)  
- Playfair Display Regular  
Example: The quick brown fox jumps over the lazy dog.!?#@;  
- Playfair Display Black  
Example: The quick brown fox jumps over the lazy dog.!?#@;

Unordered List  
Font: Montserrat Regular, 18px, color: Text  
• Unordered list item  
• Unordered list item  
• Unordered list item  
• Unordered list item

Ordered List  
Font: Montserrat Regular, 18px, color: Text  
1. Ordered list item  
2. Ordered list item  
3. Ordered list item  
4. Ordered list item

Buttons: Font: Montserrat Bold, 18px  

Primary

button text  
Background: Brand  
Color: Base

button text  
Background: Secondary  
Color: Base

Primary: hover

button text  
Background: Brand  
Color: Base  
Opacity: 0.85

button text  
Background: Secondary  
Color: Base  
Opacity: 0.85

Secondary

button text  
Background: no  
Color: Brand  
Border: 1px solid Brand

button text  
Background: no  
Color: Secondary  
Border: 1px solid Secondary

VISION DAY

VISION DAY

VISION DAY

VISION DAY

COLOR PALETTE

SUNSET  
#f05f2b

CREAM  
#e7a5d7

LIGHT CREAM  
#edc9e6

SEA FOAM  
#55a0aa

MIDNIGHT  
#404040

GRAVEL  
#9b9b9b

TYPOGRAPHY

Header 1  
Font: TTC Lubalin Graph Std Bld / Color #404040

Header 2  
Font: TTC Lubalin Graph Std Bld / Color #404040

Header 3  
Font: TTC Lubalin Graph Std Bld / Color #404040

Header 4  
Font: Proxima Nova Bld / Color #f05f2b

Header 5  
Font: Proxima Nova Bld / Color #55a0aa

This is Body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent eu semper ligula, nec fermentum odio. Aenean non blandit neque, ac accumsan nibh. Morbi elementum neque id sodales blandit. Morbi eget turpis in urna sodales pharetra. Aenean quis pulvinar lacus, sed lacinia sem.

Font: Lora / Color #404040

This is an inline link  
Font: Lora / Color #f05f2b / Underline

BUTTONS

BUTTON

BUTTON

BUTTON

BUTTON

BUTTON


BUTTON


FORMS

YOUR EMAIL

SIGN UP

RANDOMS

ZECHARIAH NELSON  
Creative Designer

More detailed examples of Style Guides which cover all elements used to form a company's brand. 



Apple



McDonalds



Microsoft



Spotify



TikTok



Twitter