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# PART 1: THE MOCKUP

ADVANCED WEB TOPICS II  
MMC 6278

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# MOOD BOARD



# STYLE GUIDE



FUNDRISE

## COLOR PALETTE



### SECONDARY



Primary  
«Black»  
Hex #252525



Light  
«Grey»  
Hex #d7d7d7



Lighter  
«White»  
Hex #ffffff



Highlight  
«Orange»  
Hex #F26A3F



Secondary  
«Yellow»  
Hex #f99d21



Secondary  
«Red»  
Hex #e03d52

## LOGO

Dark Logo in light background



Light Logo in dark background



Dark Logo in white background



## TYPOGRAPHY

**header 1**

Font - Futura PT Bold - 30px

**HEADER 2**

Font - Futura PT Demi - 24px

**header 3**

Font - Futura PT Condensed Bold - 24px

This is body copy. Lorem ipsum  
dolor sit amet, consectetur  
adipiscing

Font - Futura PT Book - 20px

### BUTTON

Button

background #F26A3F  
outline 5px #e03d52  
text #f8f8f8

**This is bold.**

Font - Futura PT Demi - 20px

This is subtext

Font - Futura PT Condensed Bold - 8px - color: Primary Black

**This is a link.**

Futura PT Book - 20px

color: Highlight Red

# WIREFRAME



# WEBSITE MOCKUPS

## DESKTOP

Build Your Financial Future



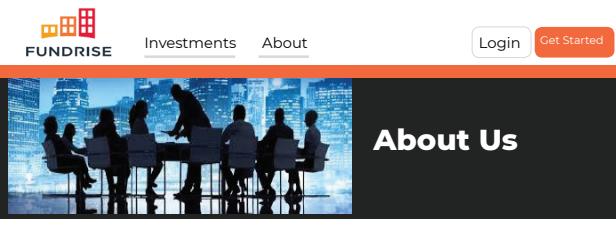
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## ABOUT US



## MOBILE VIEW



## INVESTMENTS



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&  
Discover Real Estate Investing