Color Palette

Color Name / Hex Code / RGB Values

WHITESMOKE	GAINSBORO	DARKGRAY	DIMGRAY	STANDISHGRAY	BEIGE
#F5F5F5	#DCDCDC	#A9A9A9	#9B9B9B	#4D4D4D	#F5F5DC
245, 245, 245	220, 220, 220	169, 169, 169	255, 160, 122	77, 77, 77	245, 245, 220

STANDISHGREEN	SIENNA	LIGHTSALMON	CORAL	STANDISHYELLOW	STANDISHGOLD
#C2D38D	#A0522D	#FFA07A	#FF7F50	#CCD18D	#CCD38D
197, 211, 189	160, 82, 45	255, 160, 122	255, 127, 80	197, 211, 189	197, 211, 189

Typography

Font Stacks–Webfonts via Google / Style Samples / CSS Properties & Values

PT Serif

Normal 400, Normal 400 Italic, Bold 700

google.com/fonts/specimen/PT+Serif

Grumpy wizards make *toxic brew for the evil* **Queen and Jack.**

FONT STACK
Times New Roman, Times, serif

PT Sans

Normal 400, Normal 400 Italic, Bold 700

google.com/fonts/specimen/PT+Sans

Grumpy wizards make *toxic brew for the evil* **Queen and Jack.**

FONT STACK
Arial, Helvetica, sans-serif

PT Sans Narrow

Normal 400, Bold 700

google.com/fonts/specimen/PT+Sans+Narrow

Grumpy wizards make toxic brew **for the evil Queen and Jack.**

FONT STACK
Arial, Helvetica, sans-serif

Font Style Samples

<p> **14px / 1.25** unitless line-height

We're not just a bunch of big time salesmen, which actually works out a lot better for us because we don't have to stress out about making daily minimums or surviving on commissions. We just get to be nice to people. It's actually pretty fun.

Our team extends worldwide, from designers and manufacturing specialists, to quality assurance professionals. And if you call and talk to someone at Standish, then chances are you'll be working with someone from our retailer, front office team (featured below) who are each ridiculously fanatic about making sure your order goes perfectly. Ultimately, you'll be the judge of that, though...so go ahead, give us a shout!

<h1> **Salon / 44px**

<h2> **Salon / 32px**

<h3> **Salon / 24px**

<h4> **Salon / 18px**

<h5> **SALON / 14px**

<h6> **SALON / 12px**

CSS Properties & Values

```
p {
font-family: 'PT Sans', Arial, Helvetica, sans-serif;
font-size: 14px;
font-weight: 400;
line-height: 1.25;
}

h1 {
font-family: 'PT Serif', Times New Roman, Times, serif;
font-size: 44px;
font-weight: 700;
line-height: 1.25;
}

h2 {
font-family: 'PT Serif', Times New Roman, Times, serif;
font-size: 32px;
font-weight: 700;
line-height: 1.25;
}

h3 {
font-family: 'PT Serif', Times New Roman, Times, serif;
font-size: 24px;
font-weight: 700;
line-height: 1.25;
}

h4 {
font-family: 'PT Serif', Times New Roman, Times, serif;
font-size: 18px;
font-weight: 700;
line-height: 1.25;
}

h5 {
font-family: 'PT Serif', Times New Roman, Times, serif;
font-size: 14px;
font-weight: 700;
letter-spacing: 1px;
line-height: 1.25;
text-transform: uppercase;
}

h6 {
font-family: 'PT Serif', Times New Roman, Times, serif;
font-size: 12px;
font-weight: 700;
letter-spacing: 1px;
line-height: 1.25;
text-transform: uppercase;
}
```

Grid System

12 columns / 960px container / 60px columns / 20px gutters / Download code at http://960.gs/

960 GRID SYSTEM

1 1 1 1 1 1 1 1 1 1 1 1

2 2 2 2 2 2

3 3 3 3

4 4 4

5 7

6 6

12

Buttons

Style Samples / Sizes / CSS Properties & Values

Small – 50px Height

Add to Cart
Chat Now
Continue Shopping
Update Cart

Medium – 40px Height

Add to Cart
Chat Now
Continue Shopping
Update Cart

Large – 50px Height

Add to Cart
Chat Now
Continue Shopping
Update Cart

CSS Properties & Values

```
button.small {
  border-radius: 2px;
  bottom-border: 1px solid #A0522D;
  font-family: 'PT Sans';
  font-size: 14px;
  font-weight: 400;
  }
```

Standish Green Button Border: #BF998C

```
button.medium {
  border-radius: 2px;
  bottom-border: 1px solid #A0522D;
  font-family: 'PT Sans';
  font-size: 15px;
  font-weight: 400;
  }
```

Standish Gray Button Border: #000000

```
button.large {
  border-radius: 2px;
  bottom-border: 1px solid #A0522D;
  font-family: 'PT Sans';
  font-size: 16px;
  font-weight: 400;
  }
```

Gainsboro Button Border: #A9A9A9

Badges

Icons with Title

FREE SHIPPING
0% NO SALES TAX
PERSONAL SERVICE
REAL HARDWOOD
FIRE RETARDANT
10k 10,000 RUB COUNT
2-5 YR WARRANTY
EXTRA WIDE
HEAVY DUTY HARDWARE
SWAPPABLE BASES FOR FREE
FREE COLOR VARIATIONS
DOUBLE STITCHING
10% LONGER IRON LIFE
NEW ARRIVAL
NO HASSLE RETURN POLICY
GUARANTEED TO PASS INSPECTION

Icons

Version 3.2.1 / http://fontawesome.io

FontAwesome Regular