

Colors:

Redish
Hex: #e05e60
RGB: 224, 94, 96

Mint
HEX: 3ac397
RGB: 47, 196, 150

Text Grey
HEX: 52595d
RGB: 81, 89, 93

Light Background Grey
Hex: #f2f3f3
RGB: 224, 243, 243

Dark Footer Grey
Hex: #272b32
RGB: 39, 43, 50

Icon(ic) Element Grey
Hex: #969b9d
RGB: 150, 155, 157

Hover Mint
Hex: #31aa84
RGB: 49, 170, 132

White
Hex: #ffffff
RGB: 255, 255, 255

Hover Grey
Hex: #7f8486
RGB: 127, 132, 134

Logo:

BOTSY

Font: Lato Bold
Font size: 20
Font Weight: 700
Color: #e05d44

Font:

Lato

Embed this into head of HTML document:

```
<link href="https://fonts.googleapis.com/css?family=Lato" rel="stylesheet">
```

Or use the CSS rule:

```
font-family: 'Lato', sans-serif;
```

General Design Principle Checklist:

1. Is there sufficient negative space in my design?
2. Are the large ideas/section titles in Redish?
3. Are structural elements and text in grey?
4. Are accent elements and actionable buttons in Mint?
5. Do actionable elements implement color + hover color to indication action availability?
6. Does the weighting of my text (e.g. bold, regular, light) convey the importance of what I've created?
7. Is there minimal, but sufficient padding around the edges of my webpage
8. If my webpage is blocked into different sections, have I alternated with white/grey backgrounds to show the break in ideas?

Overarching question: does this page look like it extends botsy.com rather than being separate from it?