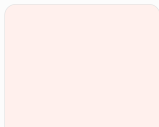# COLORS

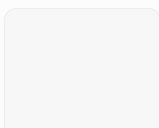## PRIMARY COLORS

#5BACC3

Nitro-Blue

#FFF0ED

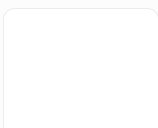Nitro-Pink

NEUTRAL COLORS

#393939

Graphite

#F7F7F7

Light Gray

#FFF

White

TYPOGRAPHY

FONT STYLES & WEIGHTS

Open Sans Light 300
Open Sans Regular 400
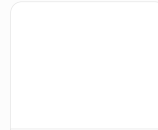*Open Sans Regular Italic 400*
Open Sans Bold 700

FONT COLORS

Primary	Secondary	Highlight
#393939	#FFF	#5BACC3
Graphite	White	Nitro-Blue

TEXT STYLES

Heading 1
Heading 2

Text size: 60px | Text weight: Light 300

Heading 3
Nav Heading
Footer Heading

Text size: 33px | Text weight: Light 300

NAV LINK
BUTTON

Text size: 21px | Text weight: Regular 400

Paragraph Text - Regular

Text size: 18px | Text weight: Regular 400

Paragraph Text - Regular Italic

Text size: 18px | Text weight: Regular 400

Discount Text

Text size: 45px | Text weight: Regular 400 / Bold 700

ICONOGRAPHY

ICONS

Width: 50px

COMPONENTS

BUTTON

DEFAULT

Width: 180px
Padding/Margin increments: 20px
Background color: Nitro-Blue
Text color: White

IMAGES

PRODUCTS

Height: 280px

UI ELEMENTS

PRIMARY NAVIGATION

Padding/Margin increments: 20px

DISCOUNT BANNER

Discount Text: **DiscountCode**

Width: 90%
Background color: Graphite
Text color: white

ICONOGRAPHY

ICONS

Width: 50px

COMPONENTS

TITLE BOX

Width: 300px
Height: 200px
Background color: Graphite

MENU SECTIONS

Padding/Margin increments: 20px

IMAGES

BACKGROUND

Width: 100%
Height: 700px
Background position: center
Background size: cover

UI ELEMENTS

PRIMARY NAVIGATION

Padding/Margin increments: 20px

SUB NAVIGATION

NAV LINK   NAV LINK

Width: 100%   Text color: White
Height: 80px   Text border width: 4px
Padding/Margin increments: 20px   Text border color: Nitro-Blue
Background color: Graphite