



## COLORS

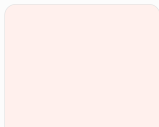
### PRIMARY COLORS

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#5BACC3

Nitro-Blue



#FFF0ED

Nitro-Pink

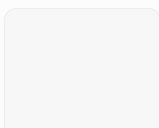
### NEUTRAL COLORS

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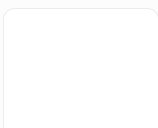
#393939

Graphite



#F7F7F7

Light Gray



#FFF

White

## | TYPOGRAPHY

## FONT STYLES &amp; WEIGHTS

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

## FONT COLORS

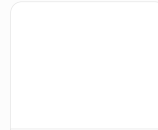
Primary



#393939

Graphite

Secondary



#FFF

White

Highlight



#5BACC3

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



Minimum width: 50px  
Maximum width: 120px

## COMPONENTS

### BUTTON

DEFAULT

Minimum width: 180px  
Maximum width: 80%  
Padding/Margin increments: 20px  
Background color: Nitro-Blue  
Text color: White

## IMAGES

### PRODUCTS



Minimum height: 240px  
Maximum height: 550px

## UI ELEMENTS

### PRIMARY NAVIGATION

Padding/Margin increments: 20px

### DISCOUNT BANNER

Discount Text: DiscountCode

Minimum width: size of text  
Maximum width: 90%  
Background color: Graphite  
Text color: white

ICONOGRAPHY

ICONS



Minimum width: 50px

Maximum width: 120px

COMPONENTS

TITLE BOX



Minimum width: 280px

Maximum width: 300px

Minimum height: 180px

Maximum height: 200px

Background color: Graphite

MENU SECTIONS

Padding/Margin increments: 20px

IMAGES

BACKGROUND



Minimum width: 100%

Maximum width: 100%

Minimum height: 575px

Maximum height: 600px

Background position: center

Background size: cover

UI ELEMENTS

PRIMARY NAVIGATION

Padding/Margin increments: 20px

SUB NAVIGATION



Minimum width: 100%

Maximum width: 100%

Minimum height: 60px

Maximum height: 80px

Padding/Margin increments: 20px

Background color: Graphite

Text color: White

Text border width: 4px

Text border color: Nitro-Blue