

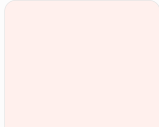
COLORS

PRIMARY COLORS



#5BACC3

Nitro-Blue



#FFF0ED

Nitro-Pink

NEUTRAL COLORS



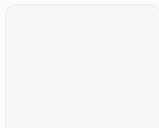
#393939

Graphite



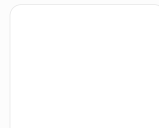
#909090

Gray



#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

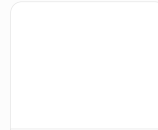
Primary



#393939

Graphite

Secondary



#FFF

White

Highlight



#5BACC3

Nitro-Blue

Alternate



#909090

Gray

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

PRODUCTS CARD



Minimum width: 330px
Maximum width: 350px
Minimum height: 440px
Maximum height: 460px
Padding/Margin increments: 20px;
Border radius: 10px
Box shadow: 0 5px 9px -1px
Box shadow color: rgba(0, 0, 0, 0.25)

PAGE SECTIONS

Padding/Margin increments: 20px

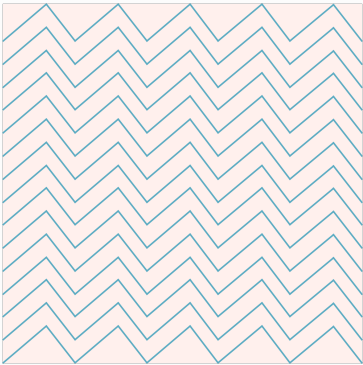
IMAGES

PRODUCTS



Minimum height: 240px
Maximum height: 550px
Padding/Margin increments: 20px

BACKGROUND



Minimum width: 400px
Maximum width: 500px
Padding/Margin increments: 20px

UI ELEMENTS

PRIMARY NAVIGATION

Padding/Margin increments: 20px

DISCOUNT BANNER



Minimum width: size of text
Maximum width: 90%
Padding/Margin increments: 20px
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