

MESSAGE CENTRE

Buttons

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Examples

Primary CTA

Secondary CTA (S)

Tertiary CTA (D)

Primary CTA

Secondary CTA (S)

Tertiary CTA (L)

Primary CTA

Common Dimensions & Type Specifications

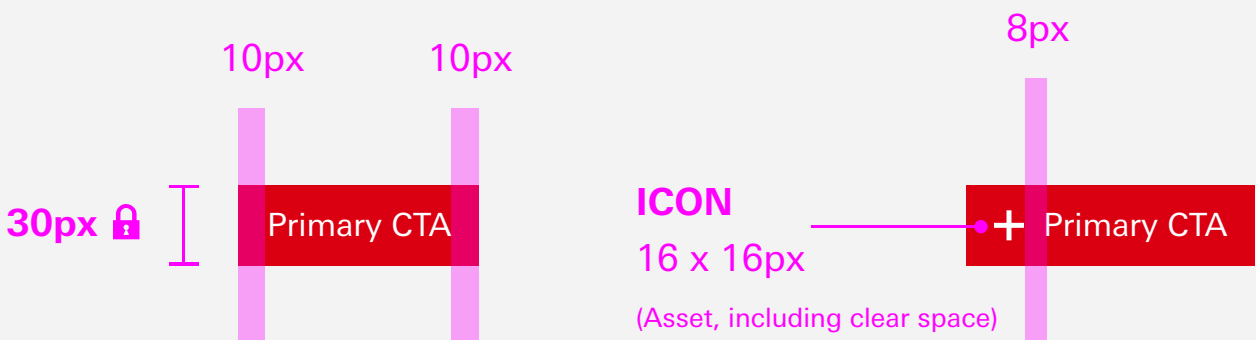
Regular (40px)

Text size: 14 / 18px
Text weight: Regular



Small (30px)

Text size: 12 / 15px
Text weight: Regular



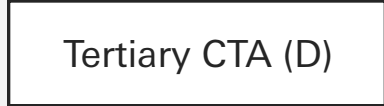
Primary & Secondary States

	Default	Hover	Active	Disabled
A. Primary	<div>Primary CTA</div> <p>Text colour: #FFFFFF (White) --- Border stroke: None Background colour: #DB0011 (Primary Red)</p>	<div>Primary CTA</div> <p>Text colour: #FFFFFF (White) --- Border stroke: None Background colour: #A4000D (Primary Red 20B)</p>	<div>Primary CTA</div> <p>Text colour: #FFFFFF (White) --- Border stroke: None Background colour: #83000A (Dark Red)</p>	<div>Primary CTA</div> <p>Tertiary CTA, Disabled state</p>
B. Secondary	<div>Secondary CTA (S)</div> <p>Text colour: #FFFFFF (White) --- Border stroke: None Background colour: #4D6474 (Light Slate)</p>	<div>Secondary CTA (S)</div> <p>Text colour: #FFFFFF (White) --- Border stroke: None Background colour: #3E505C (Slate)</p>	<div>Secondary CTA (S)</div> <p>Text colour: #FFFFFF (White) --- Border stroke: None Background colour: #31404A (Slate 20B)</p>	<div>Secondary CTA (S)</div> <p>Tertiary CTA, Disabled state</p>

Tertiary States

D. Tertiary (On Light)

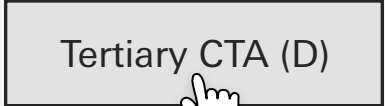
Default



Text colour: #252525 (Graphite)

Stroke: 1px solid #252525 (Graphite)
Background colour: #FFFFFF (White)

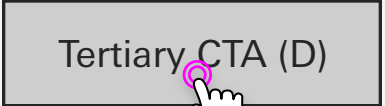
Hover



Text colour: #252525 (Graphite)

Stroke: 1px solid #252525 (Graphite)
Background colour: #000000, 7% opacity

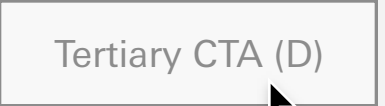
Active



Text colour: #252525 (Graphite)

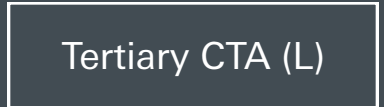
Stroke: 1px solid #252525 (Graphite)
Background colour: #000000, 15% Opacity

Disabled



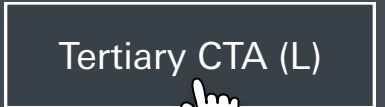
DEFAULT @ 50%

E. Tertiary (Light)



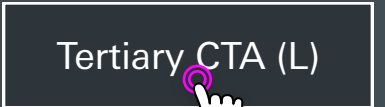
Text colour: #FFFFFF (White)

Border stroke: 1px, #FFFFFF (White)
Background colour: NONE



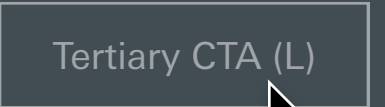
Text colour: #FFFFFF (White)

Border stroke: 1px, #FFFFFF (White)
Background colour: #000000 (Black) + 14% opacity



Text colour: #FFFFFF (White)

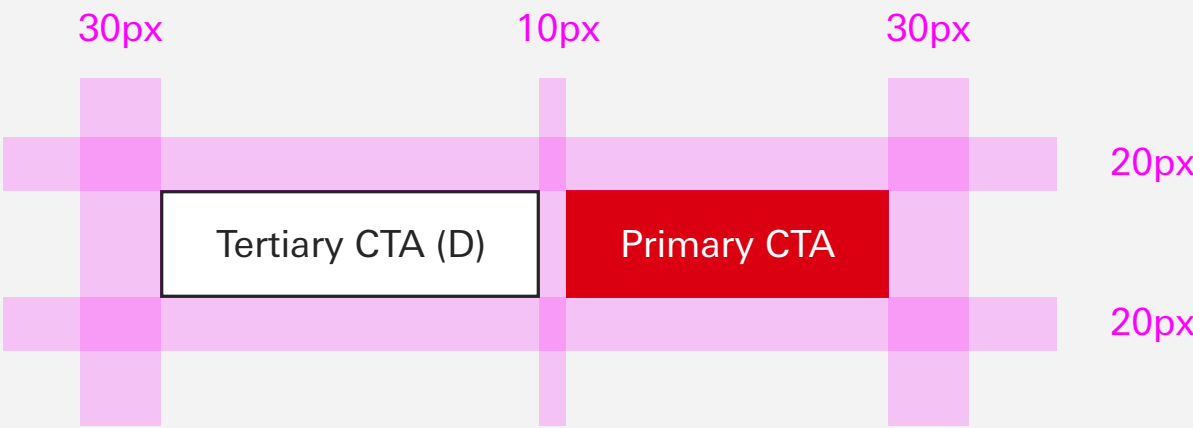
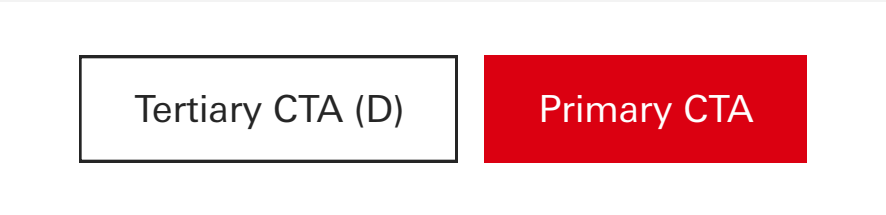
Border stroke: 1px, #FFFFFF (White)
Background colour: #000000 (Black) + 30% Opacity



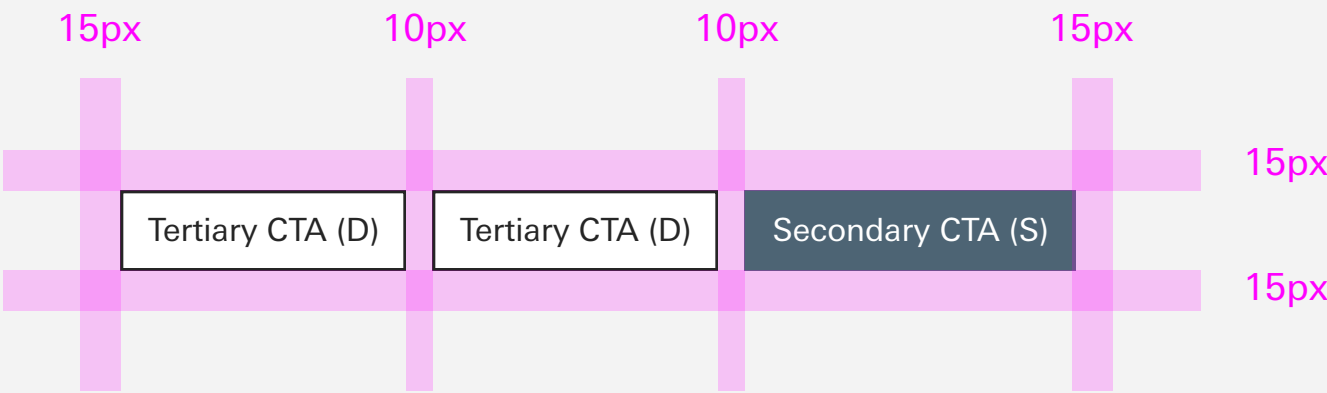
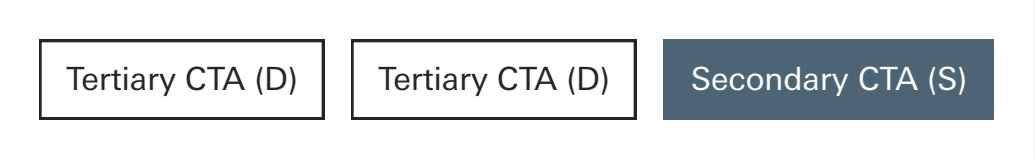
DEFAULT @ 50%

Button Groups

Large Buttons – Group



Small Buttons – Group



Block-Level Buttons – Group

