

Style Guide: Treasures Unearthed

Site/Brand overview:

fonts: helvetica, sans-serif
colors: primary - black/white/grey - #eaebec
hover state: aqua/blue - #2ab6bc, purple - #690052

Styles inherited from the original site:

small site icon
fonts
background colors

Tone:

Modern, sophisticated, fun

Logo:

modern, one color, incorporate some form of crystal

Fonts:

fonts: helvetica, sans-serif

h1 - 30px

h2 - 24px

h3 - 18px

p - 14px (22.4px line height)

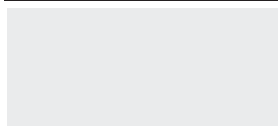
Color schemes:

primary:
white - #ffffff

black - #231f20



grey - #eaebec



hover states:

aqua/blue - #2ab6bc



purple - #690052



Layout:

margin: left/right - 10%

hero - 100% width

map - 100% width

Images/visual:

bright, clean, colorful, balanced, good quality

thumbnails

all jpegs

icons are all going to come from flaticon