Iconic Icon Foundry Style Guide

# Brand

# Colour

### Greyscale

|  |  |  |  |
| --- | --- | --- | --- |
| Name | Hex | RGB | CMYK |
| greyscaleLevel0 | #070707 | 7, 7, 7 | 74%, 68%, 67%, 87% |
| greyscaleLevel1 | #202020 | 32, 32, 32 | 72%, 66%, 65%, 74% |
| greyscaleLevel2 | #3a3a3a | 58, 58, 58 | 69%, 62%, 61%, 52% |
| greyscaleLevel3 | #535353 | 83, 83, 83 | 64%, 56%, 56%, 32% |
| greyscaleLevel4 | #6d6d6d | 109, 109, 109 | 58%, 49%, 49%, 16% |
| greyscaleLevel5 | #868686 | 134, 134, 134 | 50%, 41%, 41%, 5% |
| greyscaleLevel6 | #9f9f9f | 159, 159, 159 | 40%, 33%, 33%, 1% |
| greyscaleLevel7 | #b9b9b9 | 185, 185, 185 | 28%, 22%, 22%, 0% |
| greyscaleLevel8 | #d2d2d2 | 210, 210, 210 | 17%, 13%, 13%, 0% |
| greyscaleLevel9 | #ececec | 236, 236, 236 | 6%, 4%, 5%, 0% |
| greyscaleLevel10 | #ffffff | 255, 255, 255 | 0%, 0%, 0%, 0% |

# Typograpy

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Type | Size (pt) | Size (em) | Font | Style | Colour |
| Header 1 | 24 | 2 |  | Bold |  |
| Header 2 | 18 | 1.5 |  | Bold |  |
| Header 3 | 14 | 1.17 |  | Bold |  |
| Header 4 | 12 | 1 |  | Bold |  |
| Header 5 | 10 | 0.83 |  | Bold |  |
| Header 6 | 9 | 0.75 |  | Bold |  |
| Paragraph | 12 | 1 |  | Regular |  |
| Anchor link | 12 | 1 |  | Regular |  |
| Address | 12 | 1 |  | Italic |  |

# Layout

**Width**: 60em

**Total Columns**: 16

**Column size**: 2.8125em

**Gutter size**: 1em

**Background colour**: # ececec

# Coding Convention

**Naming convention**: camel case