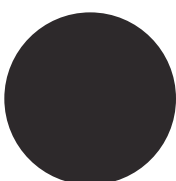# BROADWAY BRIDGES

## COLOR PALETTE

PRIMARY
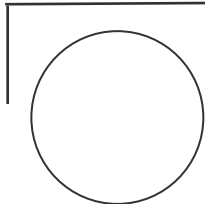
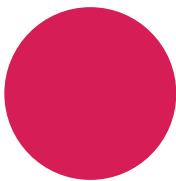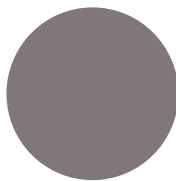SECONDARY

# ffffff

#2d292b

# d61d55

#80777a

#2d292b: The grey is used for text, buttons

#ffffff: The white is used for text, buttons

#d61d55: The red is the main accent color

#80777a: The grey is the secondary accent color

## FONTS

### MONTSERRAT BOLD ALL CAPS | HEADING

A B C D E F G H I J  K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

### FONT SIZE:  33 PT

### Montserrat Regular | Body

A B C D E F G H I J  K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

### FONT SIZE:  23PT

## LOGOS

### BROADWAY BRIDGES LOGO



Full logo



Abridged logo:
To be used as the home button



Black and White version

### BROADWAY LEAGUE LOGO



White logo



Red logo

## BUTTONS + OTHER ELEMENTS

### BUTTONS



REGISTER

Buttons should have  rounded corners, with text centered

### ANIMATION

- Pop-up when you press 'register' that presents a form
- slide element for the feedback box

### HOVER EFFECT

REGISTER

REGISTER

REGISTER

Main Call to Action

REGISTER

Smaller Buttons

ABOUT

ABOUT