

Charmed Life Pet Spa & Hotel

Style Guide

Logo

Primary



Secondary



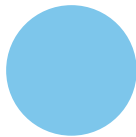
Colors



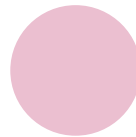
RGB: 34, 41, 61
CMYK: 87, 77, 49, 53
HTML: #22293d



RGB: 207, 96, 96
CMYK: 15, 75, 58, 1
HTML: #cf6060



RGB: 125, 198, 235
CMYK: 47, 6, 1, 0
HTML: #7dc6eb



RGB: 235, 191, 208
CMYK: 5, 29, 5, 0
HTML: #ebbfd0



RGB: 106, 111, 124
CMYK: 62, 51, 40, 11
HTML: #6a6f7c



RGB: 247, 247, 247
CMYK: 2, 1, 1, 0
HTML: #f7f7f7

Primary

Secondary

Neutrals

Typography

All Round Gothic Bold

ABCDEF
abcd1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

Headline H1

Font Family: All Round Gothic Bold
Font Size: 2.5rem mobile, 3.4rem tablet, 4rem desktop

Headline H2

Font Family: All Round Gothic Bold
Font Size: 2.5 mobile/tablet, 3.4rem desktop

Nanum Gothic ExtraBold

ABCDEF
abcd1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

Headline H3

Font Family: All Round Gothic Bold
Font Size: 2.5rem

Headline H4

Font Family: All Round Gothic Bold
Font Size: 1.5rem

Nanum Gothic Regular

ABCDEF
abcd1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

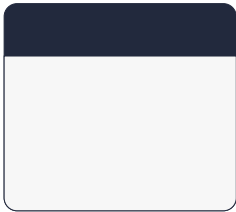
Headline H5

Font Family: Nanum Gothic ExtraBold
Font Size: 1.25rem

Paragraph

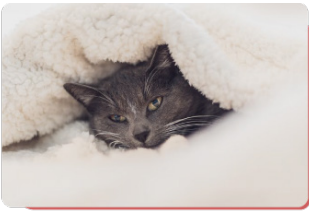
Font Family: Nanum Gothic Regular
Font Size: 1.2rem

Shapes & Images



Rounded corners

Border-radius: 8px



Buttons & Links



Button Color: #cf6060
Text Color: #f7f7f7
Font:
Nanum Gothic ExtraBold
Uppercase
Border-radius: 8px
Hover
Text Color: #cf6060
Border: 1px solid #cf6060

Link

Hover

Color: #cf6060
Font:
Nanum Gothic ExtraBold
Underlined
Hover
No underline

Additional Elements

Bubbles



Icons

