

[UNIVERSAL]

*9:16 ratio (mobile primary, some tablets and 2-in-1s)

Backgrounds

- full width & full height of screen (not browser)
- fixed ; (rest of page scrolls past it for depth)

[ATM / HOME / SPLASH]

Top Nav:

- Height: 100px or 7% of screen height
- background color: #363636
- Width: full
- box shadow: 5 5
- clear both:

Left Logo:

- height = full (100px or 7%);
- width = 3 col & 4 gut; or 226px or 15.89% of screen
- margin-left 1 col (no gutter) or
- text shadow 3 3 3
- font: oswald bold
- font size: 50px
- color: #ebc50e;

- float left
- margin-right: 1 col/1 gut or 8.522727%

Menu icon:

- width = 3 col/2 gut or 24.29545454%
- height = 100px or 7.03125%
- text-shadow: 3 3 3
- font : impact;
- font size: 72px

- rotated 90 degrees

- color: #ebc50e;
- float right
- margin-right: 1 col/1 gut or 8.522727%

Book:

- width: 8 col/7 gut or 65.909089%
- height = 693px or 48.72656258%
- margin-top = 75px or 5.27343751%
- margin-left/right = auto (but should come out to 30.090911%)
- box-shadow :5 5 5
- image (see files)
- clear: both

Body text:

- font: oswald
- font size: 36px; (54px line height)
- text-shadow: 5 5 5
- color: #ebebeb;
- margin-top = 75px or 5.27343751%
- margin-left/right = auto (but should come out to 30.090911%)
- clear: both; -- width: 8 col/7gut or 65.909089%)

Buy Buttons box:

- height: 63px or 4.429687%
- width: 8 col/7gut or 65.909089%)
- margin-top = 70px or 4.92187501%
- margin-left/right = auto (but should come out to 30.090911%)
- clear: both;

buy button 1 (custom):

- box-shadow :5 5 5
- float: left;;; width = 4 col/3 gut = 31.818181%;

buy button 2 (amazon):

- box-shadow :5 5 5
- float right;

Bottom Fader:

- height: 100px or 7.0312501099%;
- width: full width;
- vertical align = center OR
- -margin-top (from button box) = 0 OR
- position absolute; + margin-top (of page container) = 92%.96874989%

[PAGE 1 BODY]

Top Fader:

- margin-top: 0;
- width: full;
- height: 100px; or 7.03125011%;

Title:

- margin-top: 125px or 8.78906264%
- margih-left = 1 col/1 gut or 8.522727%
- float: left
- clear-right;
- font: oswald
- font-size: 60px;

- color: #ebc50e;
- text-shadow: 5 5 5

Left col -> top row 1:

- margin-top = 100px; or 7.03125011%;
- text shadow: 5 5 5;
- color: #ebebeb
- font family: oswald
- font-size: 30px;
- line-height: 45px
- width = 10 col/9gut or 82.954543%;;
- margin-left: auto;
- margin-right auto;

Right col -> bottom row 1:

- margin-top: 65px or 4.5%
- text shadow: 5 5 5;
- color: #ebebeb
- font family: oswald
- font-size: 30px;
- line-height: 45px
- width = 10 col/9gut or 82.954543%;;
- margin-left: auto;
- margin-right auto;
- justify: right;

Link in right col -> bottom row 1:

- text shadow: 5 5 5;
- color: #0000ff;
- font family: oswald
- font-size: 30px;
- line-height: 45px
- width = 10 col/9gut or 82.954543%;;
- margin-left: auto;
- margin-right auto;
- justify: right;
- text-decoration: underline

Bottom Fader:

- height: 100px or 7.0312501099%;
- width: full width;
- vertical align = center OR
- -margin-top (from text box) = 22.14847211% (or 315px)
- position absolute; + margin-top (of page container) = 92%.96874989%

[PAGE 2 BODY]

Top Fader:

- margin-top: 0;
- width: full;
- height: 100px; or 7.03125011%;

Title:

- margin-top: 125px or 8.78906264%
- margin-left = 1 col/1 gut or 8.522727%
- float: left
- clear-right;
- font: oswald
- font-size: 60px;
- color: #ebc50e;
- text-shadow: 5 5 5

Left col -> top row 1:

- margin-top = 100px; or 7.03125011%;
- text shadow: 5 5 5;
- color: #ebebeb
- font family: oswald
- font-size: 30px;
- line-height: 45px
- width = 10 col/9gut or 82.954543%;;
- margin-left: auto;
- margin-right auto;

Right col -> bottom row 1:

- margin-top: 65px or 4.5%
- text shadow: 5 5 5;
- color: #ebebeb
- font family: oswald
- font-size: 30px;
- line-height: 45px
- width = 10 col/9gut or 82.954543%;;
- margin-left: auto;
- margin-right auto;
- justify: right;

Link in right col -> bottom row 1:

- text shadow: 5 5 5;
- color: #0000ff;
- font family: oswald
- font-size: 30px;
- line-height: 45px
- width = 10 col/9gut or 82.954543%;;
- margin-left: auto;
- margin-right auto;
- justify: right;
- text-decoration: underline

Bottom Fader:

- height: 100px or 7.0312501099%;
- width: full width;
- vertical align = center OR
- -margin-top (from text box) = 100px or 7.0312501099%;
- position absolute; + margin-top (of page container) = 92%.96874989%

[PAGE 3 BODY]

Top Fader:

- margin-top: 0;
- width: full;
- height: 100px; or 7.03125011%;

Title:

- margin-top: 100px; or 7.03125011%;
- margin-left = 1 col/1 gut or 8.522727%
- float: left
- clear-right;
- font: oswald
- font-size: 60px;
- color: #ebc50e;

- text-shadow: 5 5 5

Left col -> top row 1:

- margin-top = 75px or 5.27344574%;
- text shadow: 5 5 5;
- color: #ebebeb
- font family: oswald
- font-size: 30px;
- line-height: 45px
- width = 10 col/9gut or 82.954543%;
- margin-left: auto;
- margin-right auto;

Right col -> bottom row 1:

- margin-top: 132px or 9.2812645%;
- text shadow: 5 5 5;
- color: #ebebeb
- font family: oswald
- font-size: 30px;
- line-height: 45px
- width = 10 col/9gut or 82.954543%;
- margin-left: auto;
- margin-right auto;
- justify: left;

Link in right col -> bottom row 1:

- text shadow: 5 5 5;
- color: #0000ff;
- font family: oswald
- font-size: 30px;
- line-height: 45px
- width = 10 col/9gut or 82.954543%;
- margin-left: auto;
- margin-right auto;
- justify: right;
- text-decoration: underline

Bottom Fader:

- height: 100px or 7.0312501099%;
- width: full width;
- vertical align = center OR
- margin-top (from last text box): 132px or 9.2812645%; - OR -
- position absolute; + margin-top (of page container) = 92%.96874989%

[FOOTER]

Top Fader:

- margin-top: 0;
- width: full;
- height: 100px; or 7.03125011%;

Column Group:

- Font family: oswald
- Font size: 36px;
- line-height: 54px;
- color: #ebebeb;
- text-shadow: 5 5 5;

Column Group (h2):

- UPPERCASE
- Color: #ebc50e;

Column Group (a):

- color: 0000ff;
- text decoration: underline;

Col 1 (left)

Col 2 (middle):

Col 3 (right):

Col 3 (right) (a):

- font-weight: bold