**[ 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%

- 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) = 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%;

- 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 = 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