

## COLORS

### PRIMARY COLORS



#5BACC3

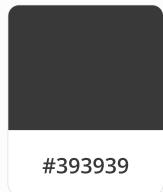
Nitro-Blue



#FFF0ED

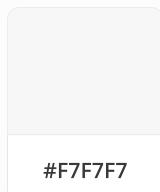
Nitro-Pink

### NEUTRAL COLORS



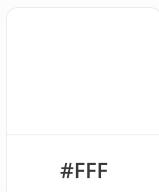
#393939

Graphite



#F7F7F7

Light Gray



#FFF

White

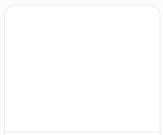


## TYPOGRAPHY

### FONT STYLES & WEIGHTS

Open Sans Light 300  
Open Sans Regular 400  
*Open Sans Regular Italic 400*  
**Open Sans Bold 700**

### FONT COLORS

| Primary   | Secondary  | Highlight   |
|---|--|---|
|  |  |  |
| #393939   | #FFF   | #5BACC3   |

Graphite      White      Nitro-Blue

### TEXT STYLES

# Heading 1

## Heading 2

Text size: 60px | Text weight: Light 300

### Heading 3

### Nav Heading

### Footer Heading

Text size: 33px | Text weight: Light 300

### NAV LINK

### BUTTON

Text size: 21px | Text weight: Regular 400

### Paragraph Text - Regular

Text size: 18px | Text weight: Regular 400

### *Paragraph Text - Regular Italic*

Text size: 18px | Text weight: Regular 400

# Discount Text

Text size: 45px | Text weight: Regular 400 / Bold 700



## ICONOGRAPHY

### ICONS



Width: 50px

## COMPONENTS

### BUTTON

#### DEFAULT

Width: 180px

Padding/Margin increments: 20px

Background color: Nitro-Blue

Text color: White

### PRODUCTS CARD



Coffee Beans

\$ 18.99

### PAGE SECTIONS

Padding/Margin increments: 20px

Width: 330px  
Height: 440px  
Padding/Margin increments: 20px;  
Border radius: 10px  
Box shadow: 0 5px 9px -1px  
Box shadow color: rgba(0, 0, 0, 0.25)

## IMAGES

### PRODUCTS



Height: 280px

## UI ELEMENTS

### PRIMARY NAVIGATION

Padding/Margin increments: 20px

### DISCOUNT BANNER

Discount Text: **DiscountCode**

Width: 90%  
Padding/Margin increments: 20px  
Background color: Graphite  
Text color: white



## ICONOGRAPHY

### ICONS



Width: 50px

## COMPONENTS

### TITLE BOX



Width: 300px

Height: 200px

Background color: Graphite

### MENU SECTIONS

Padding/Margin increments: 20px

## IMAGES

### BACKGROUND



Width: 100%

Height: 700px

Background position: center

Background size: cover

## UI ELEMENTS

### PRIMARY NAVIGATION

Padding/Margin increments: 20px

### SUB NAVIGATION



Width: 100%

Height: 80px

Padding/Margin increments: 20px

Background color: Graphite

Text color: White

Text border width: 4px

Text border color: Nitro-Blue