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WEB 289 YD1

Style Guide *for* Apps.Beplace.com

Typography

All type settings are based relative to em (rem) of 10 pixel base size

Headings	Raleway typeface (served by Google) Base font weight light (300) Colors grey and white (#222222, #FFFFFF)

\<h1\> 4.0rem (400%)

\<h2\> 3.6rem (360%)

\<h3\> 3.0rem (300%)

\<h4\> 2.4rem (240%)

\<h5\> 1.8rem (180%)

\<h6\> 1.5rem (150%)

Logo	Raleway typeface (served by Google) Uppercase Base font weight semi-bold (600) 11 pixels in size Letter-spacing .2 relative to base "em" width Color light blue shade (#188AAE)

Navigation	Raleway typeface (served by Google) Uppercase Base font weight semi-bold (600) 11 pixels in size Letter-spacing .2 relative to base "em" width Color light blue (#1EAEDB) Hovering over: color light blue shade (#0FA0CE)

Body Text | Raleway typeface (served by Google)
Base font weight regular (400)
Size 1.5 times the document "em" width (15 pixels)
Line height 1.6 relative to "em" width (16 pixels)
Color dark grey (#222222)

Links | Raleway typeface (served by Google)
Links within body text (<a>) color light blue (#1EAEDB)
Base font weight regular (400)

Errors | Raleway typeface (served by Google)
Base font weight regular (400)
Size 1.5 times the base "em" width
Color salmon (#FA8072)

Button Text | Raleway typeface (served by Google)
Uppercase
Base font weight semi-bold (600)
Size 11 pixels
Letter-spacing 0.1 times the relative "em" width
Primary button text color white (#FFFFFF)
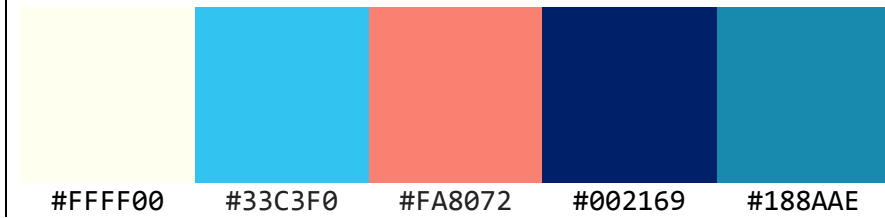Secondary button text color grey (#222222)

Borders

Dividers | 1 pixel wide solid light grey (#BBBBBB)

Navigation | 1 pixel solid ivory shade (#EEEEE0)

Buttons | 1 pixel solid light grey (#BBBBBB)
Hovering over: 1 pixel solid medium grey (#888888)
3 pixel radius rounded corners

App boxes | 1 pixel solid ivory shade (#EEEEE0)
Hovering over: 4 pixels light blue shade (#188AAE)

Forms | 1 pixel solid grey (#D1D1D1)
3 pixel radius rounded corners

Colors

Palette

#FFFF00   #33C3F0   #FA8072   #002169   #188AAE

#FFFF00   Background color

#33C3F0   Primary buttons backgrounds

#FA8072   Error message text color

#002169   Section heading background clouds

#188AAE   Logo text, app borders