

Purple Pandas' Style Guide

For AeroMedic Project

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Fonts & Sizing

- Headlines & Subheadlines: Noto Serif Georgian is used. Available in Bold, the standard option for headlines, Medium for moderate headlines, and Regular for longer headlines and sub-headlines. If unavailable, Times New Roman and Georgia can work as replacement fonts.
 - Bodycopy & Labels: Helvetica is used. Available in Bold, the standard option for headlines, Medium for moderate headlines, and Regular for longer headlines and sub-headlines. If unavailable, Lato and Roboto work as replacement fonts.
1. Headline: Noto Serif Georgian Bold
 - a. Font size mobile: 24px and up
 - b. Text: Upper & Lowercase
 - c. Letter Spacing: 0
 2. Subheadline: Noto Serif Georgian Medium
 - a. Font size mobile: 18px and below
 - b. Text: Upper & Lowercase
 - c. Letter Spacing: 0
 3. Bodycopy: Helvetica Neue Regular
 - a. Font size mobile: 16px and below
 - b. Text: Upper & Lowercase
 - c. Letter Spacing: 0
 4. Labels: Helvetica Neue Bold
 - a. Font size mobile: 18px and below
 - b. Text: Upper & Lowercase
 - c. Letter Spacing: 0

Fonts & Sizing Cont.

- **Headlines: Noto Serif Georgian - Bold**
 - **abcdefghijklmnopqrstuvwxyz**
 - **1234567890!"#€%&/()=?**
- **Headlines: Noto Serif Georgian - Medium**
 - **abcdefghijklmnopqrstuvwxyz**
 - **1234567890!"#€%&/()=?**
- **Headlines: Noto Serif Georgian - Regular**
 - **abcdefghijklmnopqrstuvwxyz**
 - **1234567890!"#€%&/()=?**
- **Labels: Helvetica Neue - Bold**
 - **abcdefghijklmnopqrstuvwxyz**
 - **1234567890!"#€%&/()=?**
- **Bodycopy: Helvetica Neue - Medium**
 - **abcdefghijklmnopqrstuvwxyz**
 - **1234567890!"#€%&/()=?**
- **Bodycopy: Helvetica Neue - Light**
 - **abcdefghijklmnopqrstuvwxyz**
 - **1234567890!"#€%&/()=?**

Subheadlines would have the same sizing layout, but a lower font size on average.

Colors - Primary



#000000, RGB: 0, 0, 0, Solid Black



#ffffff, RGB: 255, 255, 255, Solid White



#6cd654, RGB: 108, 214, 84, Pastel Green

Colors - Secondary



#3b3b3b, RGB: 59, 59, 59, Dark Gray



#696969, RGB: 105, 105, 105, Dim Gray



#bababa, RGB: 186, 186, 186, Light Gray



#9ad04c, RGB: 154, 208, 76, Wicked Green



#47d666, RGB: 71, 214, 102, Emerald Green

Logo

The logo for AeroMedic is presented within a rectangular frame. The frame is divided into two equal vertical sections. The left section is white, and the right section is black. The word "AeroMedic" is written across the frame in a bold, sans-serif font. "Aero" is in black and is positioned within the white section. "Medic" is in white and is positioned within the black section. A small green dot is placed above the letter 'i' in "Medic".

AeroMedic

Icons

The primary icon library that should be used should come from the Xicons library on Figma. Example pictured to the right.

