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!"#€%&/()=?

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

- **Labels: Helvetica Neue - Bold**
  - **abcdefghijklmnopqrstuvwxyz**
  - **1234567890!"#€%&/()=?**

- Bodycopy: Helvetica Neue - Medium
  - abcdefghijklmnopqrstuvwxyz
  - 1234567890!"#€%&/()=?

- Bodycopy: Helvetica Neue - Light
  - abcdefghijklmnopqrstuvwxyz
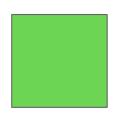 - 1234567890!"#€%&/()=?

Colors - Primary

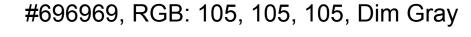#000000, RGB: 0, 0, 0, Solid Black
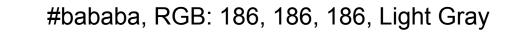
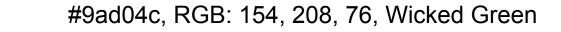#ffffffff, RGB: 255, 255, 255, Solid White

#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

Icons

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