

Style Guide

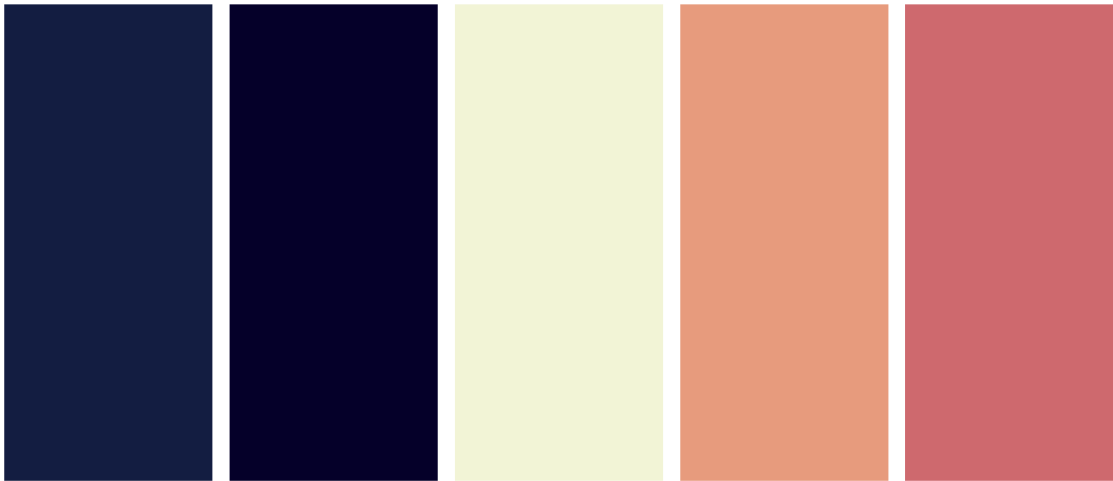
bionical

PT Serif

PT Serif was selected for the organizational guides, titles, headings, and key call to action texts.

PT Sans

PT Sans was selected as a pairing for the PT Serif. Sans was chosen as a simple, readable, printable medium to convey information but to keep a clean focus on the sales process, rather than as a design focus in itself.



HEX	#151e3f	HEX	#030027	HEX	#f2f3d9	HEX	#dc9e82	HEX	#c16e70
RGB	21 30 63	RGB	3 0 39	RGB	242 243 217	RGB	220 158 130	RGB	193 110 112
HSV	227 67 25	HSV	245 100 15	HSV	62 11 95	HSV	19 41 86	HSV	359 43 76
CMYK	67 52 0 75	CMYK	92 100 0 85	CMYK	0 0 11 5	CMYK	0 28 41 14	CMYK	0 43 42 24