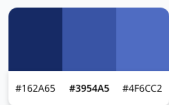




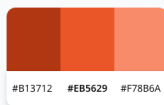
Save An Angel

UI Style Guide

Color palette



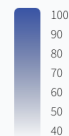
Blue is a color that symbolizes loyalty, strength, wisdom and trust. Blue color meaning is also known to have a calming effect on the psyche.



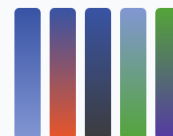
Orange combines the energy of red and the happiness of yellow. It is associated with joy, sunshine, and the tropics. Orange represents enthusiasm, fascination, happiness, creativity, determination, attraction, success, encouragement, and stimulation.



OPACITY



GRADIENTS



Typography

Logo - Helvetica Rounded LT Std

Save An
Angel

Helvetica Rounded LT Std
Bold Condensed - 25pt



Aa
Helvetica
Rounded LT Std

Open Sans - Body Text (Content)

Light

Regular

Italic

Semibold

Bold

Save-An-Angel's mission is to help save the lives of dogs diagnosed with lymphoma by funding cutting edge research and providing education, support and access to state of the art treatments that offer cures.

Paragraph Text | Open Sans - Regular - #3D3D3D - 24pt

Aa
Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
~!@#\$%^&*~_+=
[]{}| \<>";,./?

HEADING 1 Open Sans Regular 36

HEADING 2 Open Sans Light 30

HEADING 3 Open Sans Semibold 24

HEADING 4 Open Sans Regular 18

HEADING 5 Open Sans Regular 14

HEADING 6 Open Sans Regular 12

Roboto - Nav Text

Light

Regular

Italic

Medium

Bold

ADOPT | DONATE | GET INVOLVED | WHAT'S HAPPENING | FAQs & RESOURCES

NORMAL

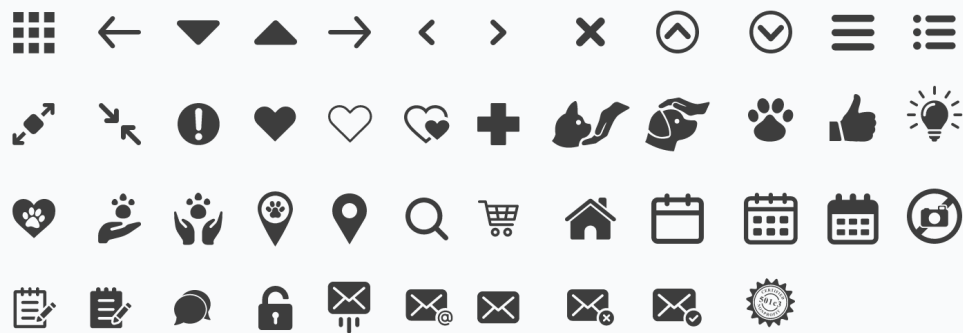
Search Active |



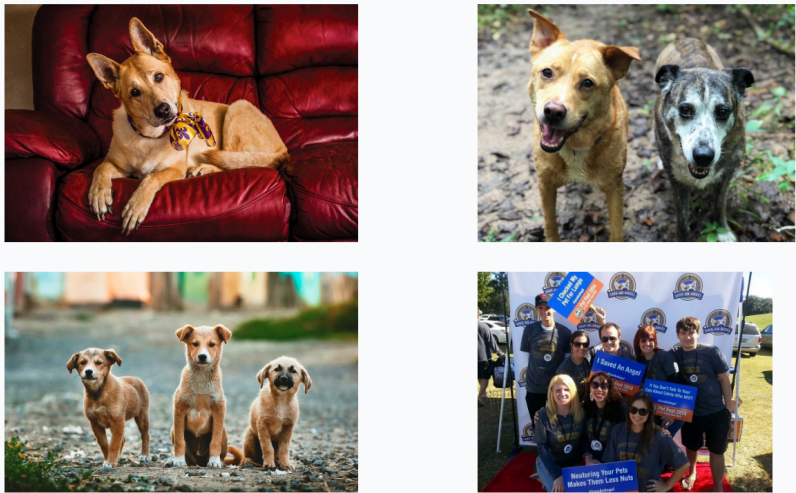
NORMAL

Aa
Roboto

Iconography

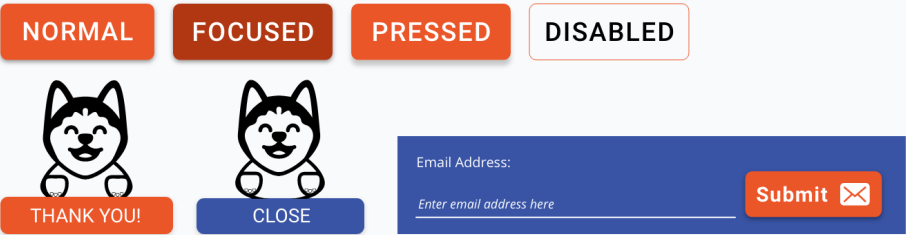


Photos to be used



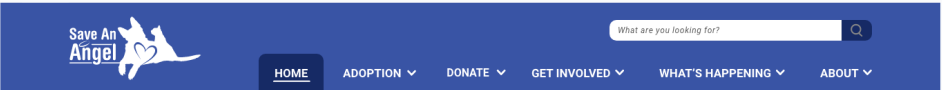
UI Elements

Buttons



Tabs

Web Header Nav



Web Footer Nav



UI Elements

FORM FILL EMPTY

FORM FILL ACTIVE

Search Inactive

Search Active

Mobile Menu Tab

MENU

DONATE

Money & Gifts

Impact

DONATE

Money & Gifts

Impact

CLOSE

HOME

ADOPTION

DONATE

GET INVOLVED

WHAT'S HAPPENING

RESOURCES

UI Elements

Primary Colors

f

o

t

f

o

t

f

o

t

f

o

t

Secondary Colors

f

o

t

f

o

t

f

o

t

f

o

t

Social Media Icon Rules:

Save An Angel, like any non-profit organization, depends on social media to attract visitors to their site and promote their mission. Social media icons will be promoted on saveanangel.com throughout the top and bottom navigation as-well-as within content where needed.

So as to not distract visitors from the pictures of animals to be adopted, social media icons will be silhouettes of contrasting color to their background to make them **POP**.