COLORS

PRIMARY COLORS
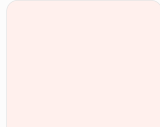
#5BACC3	#FFF0ED
Nitro-Blue	Nitro-Pink

NEUTRAL COLORS
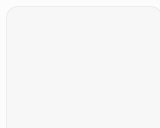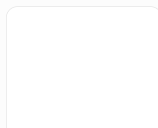
#393939	#F7F7F7	#FFF
Graphite	Light Gray	White

TYPOGRAPHY

FONT STYLES & WEIGHTS

Open Sans Light 300

Open Sans Regular 400

Open Sans Regular Italic 400

Open Sans Bold 700
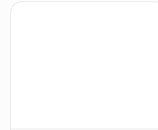
FONT COLORS

Primary

#393939

Graphite

Secondary

#FFF

White

Highlight

#5BACC3

Nitro-Blue

TEXT STYLES

Heading 1
Heading 2

Text size: 60px | Text weight: Light 300

Heading 3
Nav Heading
Footer Heading

Text size: 33px | Text weight: Light 300

NAV LINK
BUTTON

Text size: 21px | Text weight: Regular 400

Paragraph Text - Regular

Text size: 18px | Text weight: Regular 400

Paragraph Text - Regular Italic

Text size: 18px | Text weight: Regular 400

Discount Text

Text size: 45px | Text weight: Regular 400 / Bold 700

ICONOGRAPHY

ICONS

Width: 50px

COMPONENTS

BUTTON

DEFAULT

Background color: Nitro-Blue
Text color: White

IMAGES

PRODUCTS

Height: 280px

UI ELEMENTS

DISCOUNT BANNER

Discount Text: **DiscountCode**

Width: 90%
Background color: Graphite
Text color: white

ICONOGRAPHY

ICONS

Width: 50px

COMPONENTS

TITLE BOX

Width: 300px
Height: 200px
Background color: Graphite

IMAGES

BACKGROUND

Width: 100%
Height: 700px
Background position: center
Background size: cover

UI ELEMENTS

SUB NAVIGATION

NAV LINK
NAV LINK

Width: 100%
Background color: Graphite
Text color: White