

## BRANDING

### Logo

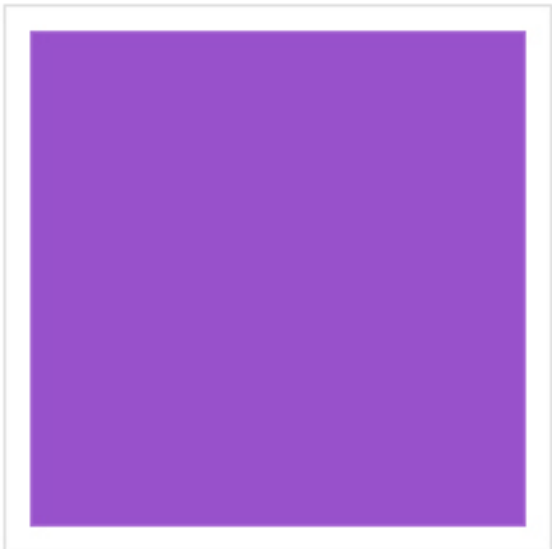
To preserve the Anti-Epileptic Drug Search logo's integrity, it should always be sized so that words are readable and include a minimum clear space around the logo. The minimum clear space is defined as the height of the capital "E" in the wordmark.



## COLORS

### Primary color

HEX: #9851cb  
RGB: 152 / 81 / 203  
CMYK: 53 / 76 / 0 / 0



shade



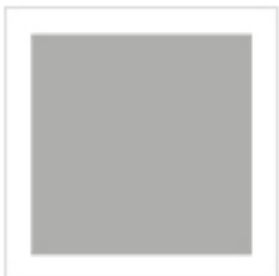
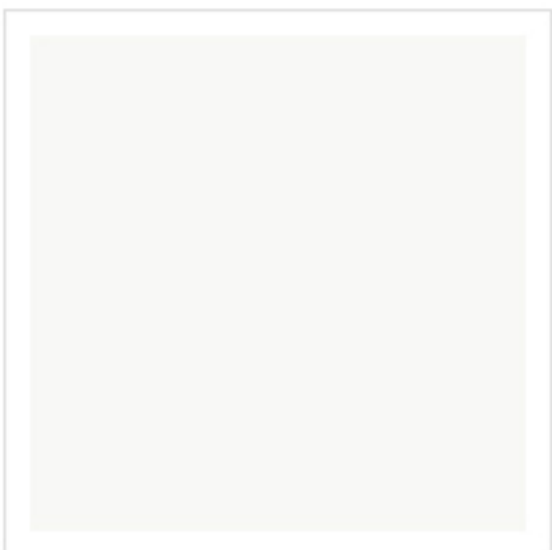
tint



pastel

### Secondary color

HEX: #f8f8f5  
RGB: 248 / 248 / 245  
CMYK: 2 / 1 / 2 / 0



shade



tint



pastel

### Accent color

HEX: #ee5f5c  
RGB: 238 / 95 / 92  
CMYK: 1 / 78 / 60 / 0



shade



tint



pastel

### Accent color

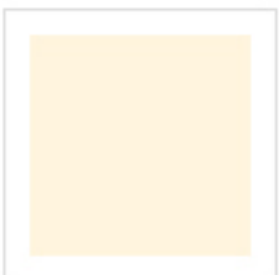
HEX: #fec954  
RGB: 254 / 201 / 84  
CMYK: 1 / 22 / 77 / 0



shade



tint



pastel

## FONT FAMILY

Font family: Open Sans (Google Font)  
Styles: Regular  
Semibold

Aa

Open Sans

## TYPOGRAPHY

### Heading 1

Font family: Open Sans  
Font style: Regular  
Font size: 32pt / 42px / 2.55em  
Color: #ffffff  
Leading: 36pt / 48px / 3em

The quick brown fox jumps over the lazy dog.

### Heading 2

Font family: Open Sans  
Font style: Regular  
Font size: 32pt / 42px / 2.55em  
Color: #ee5f5c  
Leading: 36pt / 48px / 3em

The quick brown fox jumps over the lazy dog.



Sub-Heading 1

Font family:	Open Sans
Font style:	Semibold
Font size:	24pt / 32px / 2em
Color:	#26272b
Leading:	34pt / 45px / 2.75em

The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.

Sub-Heading 2

Font family:	Open Sans
Font style:	Regular
Font size:	23pt / 31px / 1.9em
Color:	#ee5f5c
Leading:	28pt / 37px / 2.3em

The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.

Chart Labeling

Font family:	Open Sans
Font style:	Semibold
Font size:	14pt / 19px / 1.2em
Color:	#26272b
Leading:	17pt / 23px / 1.45em

The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.

Chart Data Details

Font family:	Open Sans
Font style:	Regular
Font size:	14pt / 19px / 1.2em
Color:	#26272b
Leading:	17pt / 23px / 1.45em

The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.

Paragraph

Font family:	Open Sans
Font style:	Regular
Font size:	15pt / 21px / 1.3em
Color:	#26272b
Leading:	26pt / 35px / 2.2em

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque interdum arcu eu velit consequat cursus. Suspendisse et quam id mauris pulvinar elementum. Donec blandit ante semper ligula feugiat, et pharetra diam lobortis. Mauris malesuada, mauris sit amet posuere ultricies, justo diam scelerisque massa, nec molestie nunc eros non lacus. In at sapien mauris.

Navigation Link Text

Font family:	Open Sans
Font style:	Regular
Font size:	15pt / 21px / 1.3em
Color:	#9851cb
Leading:	26pt / 35px / 2.2em

The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.

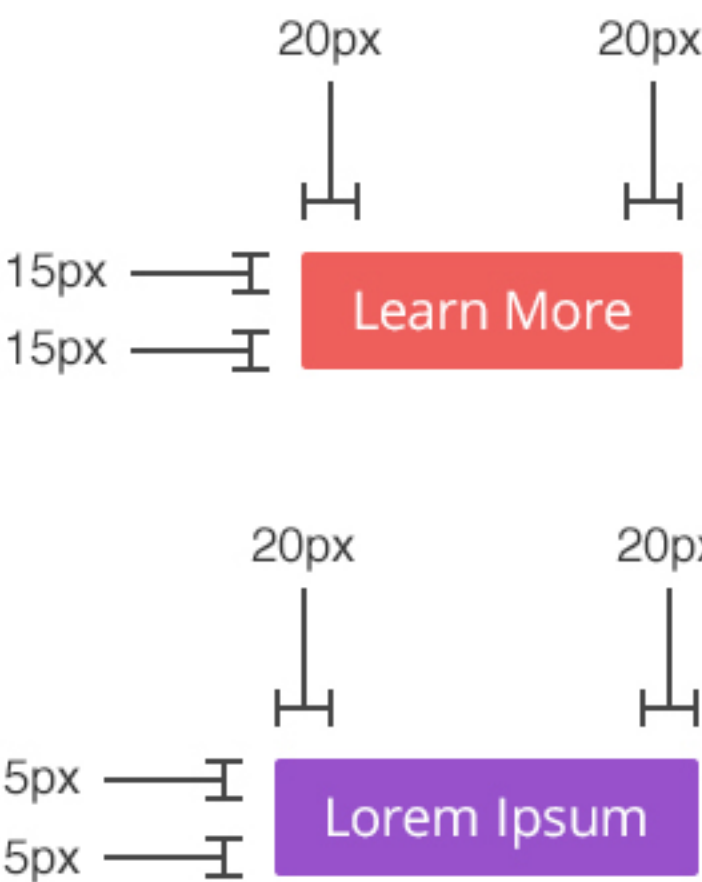
Link Text

Font family:	Open Sans
Font style:	Regular
Text-decoration:	Underlined
Font size:	15pt / 21px / 1.3em
Color:	#9851cb
Leading:	26pt / 35px / 2.2em

The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.

BUTTONS

Font family:	Open Sans
Font style:	Regular
Font size:	20pt / 26px / 1.6em
Font color:	#ffffff
Leading:	24pt / 32px / 2em
Primary button color:	#ee5f5c
Secondary button color:	#9851cb
Top margin:	15px
Bottom margin:	15px
Left margin:	20px
Right margin:	20px
Comer radius:	2px
Button height:	44px



ICONS

Colors:	#9851cb, #ee5f5c
Large icon height	57px
Small icon height	41px
# of icons:	TBD



PHOTOGRAPHY

The style of photography should incorporate family orientated imagery that gives the user a sense of helpfulness, calmness, friendly yet serious and educational feel.

