











Color

These user interface colors were dynamically created to be used throughout prezzito.it. They are a defined fixed set of shades that can be used to create all the components. The sets are broken down by the three categories below.

Primary

These are the splashes of color that should appear the most in the UI, and are the ones that determine the overall "look" of prezzito.it. Use these for things like primary actions, links, navigation items, icons, accent borders, or text you want to emphasize.









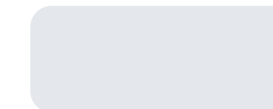
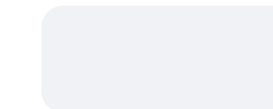


									
#05104D	#072779	#154193	#315896	#4371B1	#5D89C1	#86A9D5	#A1C3E3	#C4DFF3	#F0FBFF
hsl(231, 88%, 16%)	hsl(223, 89%, 25%)	hsl(219, 75%, 33%)	hsl(217, 51%, 39%)	hsl(215, 45%, 48%)	hsl(214, 45%, 56%)	hsl(213, 48%, 68%)	hsl(209, 54%, 76%)	hsl(206, 66%, 86%)	hsl(196, 100%, 97%)

Neutrals

These are the colors you will use the most and will make up the majority of your UI. Use them for most of your text, backgrounds, and borders, as well as for things like secondary buttons and links.













									
#1F2933	#323F4B	#3E4C59	#52606D	#606D7B	#7B8794	#9AA5B1	#CBD2D9	#E4E7EB	#F1F2F5
hsl(210, 24%, 16%)	hsl(209, 20%, 25%)	hsl(209, 18%, 30%)	hsl(209, 14%, 37%)	hsl(211, 12%, 43%)	hsl(211, 10%, 53%)	hsl(211, 13%, 65%)	hsl(210, 16%, 82%)	hsl(214, 15%, 91%)	hsl(225, 17%, 95%)











Supporting

These colors should be used fairly conservatively throughout prezzito.it to avoid overpowering your primary colors. Use them when you need an element to stand out, or to reinforce things like error states or positive trends with the appropriate semantic color.













	#FFFCED	hsl(52, 98%, 96%)
	#FDF1C4	hsl(48, 92%, 88%)
	#F8E7B0	hsl(46, 83%, 83%)
	#F1D388	hsl(43, 79%, 74%)
	#E1BA61	hsl(42, 68%, 63%)
	#B98B18	hsl(43, 77%, 41%)
	#8A630F	hsl(41, 80%, 30%)
	#764C05	hsl(38, 92%, 24%)
	#5A3502	hsl(35, 95%, 18%)
	#3C2101	hsl(32, 96%, 12%)













	#E6FFF5	hsl(156, 100%, 95%)
	#BEFEE8	hsl(159, 97%, 87%)
	#9FF9DD	hsl(161, 88%, 80%)
	#11D4C1	hsl(174, 85%, 45%)
	#12A19A	hsl(177, 80%, 35%)
	#0B8E89	hsl(178, 86%, 30%)
	#07797D	hsl(182, 89%, 26%)
	#045F67	hsl(185, 93%, 21%)
	#02515A	hsl(186, 96%, 18%)
	#013A42	hsl(187, 97%, 13%)













	#FFE4E0	hsl(8, 100%, 94%)
	#FED6D2	hsl(5, 96%, 91%)
	#FBB7B1	hsl(5, 90%, 84%)
	#F5A39E	hsl(3, 81%, 79%)
	#EE706A	hsl(3, 80%, 67%)
	#EC4741	hsl(2, 82%, 59%)
	#BA0F0D	hsl(1, 87%, 39%)
	#A10A08	hsl(1, 91%, 33%)
	#680503	hsl(1, 94%, 21%)
	#4B0101	hsl(0, 97%, 15%)



	#FBEBFF	hsl(288, 100%, 96%)
	#E8B8F9	hsl(284, 84%, 85%)
	#CF8AF0	hsl(281, 77%, 74%)
	#BC68E3	hsl(281, 69%, 65%)
	#AB50DC	hsl(279, 67%, 59%)
	#9143D0	hsl(273, 60%, 54%)
	#6B21B5	hsl(270, 69%, 42%)
	#4D158A	hsl(269, 74%, 31%)
	#350A67	hsl(268, 82%, 22%)
	#1D013C	hsl(268, 97%, 12%)



	#FFF0F9	hsl(324, 100%, 97%)
	#FCCAE9	hsl(323, 89%, 89%)
	#F9A4D7	hsl(324, 88%, 81%)
	#E977B9	hsl(325, 72%, 69%)
	#DB489B	hsl(326, 67%, 57%)
	#BE1971	hsl(328, 77%, 42%)
	#991459	hsl(329, 77%, 34%)
	#7D1247	hsl(330, 75%, 28%)
	#5E0832	hsl(331, 84%, 20%)
	#460221	hsl(333, 94%, 14%)

Typeface

Work sans is a sans-serif typeface that is trendy, modern, and flexible. The wide range of font variants will work well for prezzo.it online marketing strategy both in headers and body text.

12px The quick brown fox jumps over the lazy dog

14px The quick brown fox jumps over the lazy dog

16px The quick brown fox jumps over the lazy dog

18px The quick brown fox jumps over the lazy dog

20px The quick brown fox jumps over the lazy dog

24px The quick brown fox jumps over the lazy dog

30px The quick brown fox jumps over the...

36px The quick brown fox jumps
ove...

48px The quick brown fox...

60px The quick brow...

72px The quick...

Example

For those who love shopping

Prezzo.it recommends the best products for you

Prezzo.it recommends the best products for you, and tells you where to buy them online or in the shops near you.

Do you want to be one of the first to experience price.it? Leave us your email and you will be included in the list of first to test the innovative service!

For Dealers

Prezzo.it intercepts consumers interested in the products you sell in your shop and directs them towards you , generating visits to your shop and sales. If you want to find out how price.it can help you win new customers and increase your sales , leave us your email and you will be contacted shortly.

Spacing and Sizing System

Simiarly to not wanting to have to think about color, and typography choices, we don't want to arbitrarily choose sizing, and spacing. We'll start the system with a base of 16px, the default font size.

