

NewYou

A style guide for building awesome experiences

BASICS

- Logo
- Colors
- Typography
- Icons





VISUAL LANGUAGE

- Photography
- Illustrations

Logo

Colors

Colour Palette

			
White	Charade	Tiara	Sunset Ora...
#FFFFFF	#292931	#D8DFDE	#F55150
255,255,255	41,41,49	216,223,222	245,81,80

Colour Scheme

Clean and professional with soft blues, greys and whites. This colour palette has been highlighted with focal elements by placing vibrant feature colours in. A punchier tones of red and dark blues for a nice contract and modern look.

	Charade	HEX #292931	RGB 41,41,49
	Tiara	HEX #D8DFDE	RGB 216,223,222
	Sunset Orange	HEX #F55150	RGB 245,81,80
	Faded Jade	HEX #FFFFFF	RGB 255,255,255

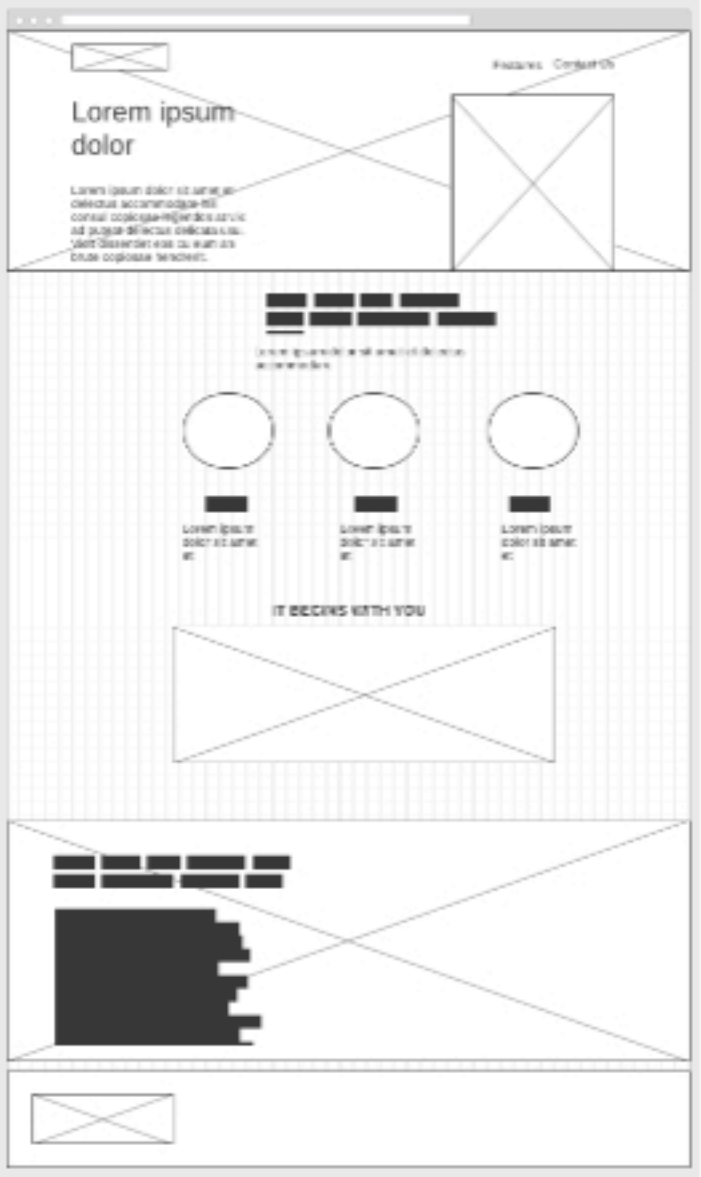
Montserrat ^{Web}

Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,.;?!\$&*)	Montserrat Weight:100 Style:normal
Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,.;?!\$&*)	Montserrat Weight:400 Style:normal
Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(,.;?!\$&*)	Montserrat Weight:700 Style:normal

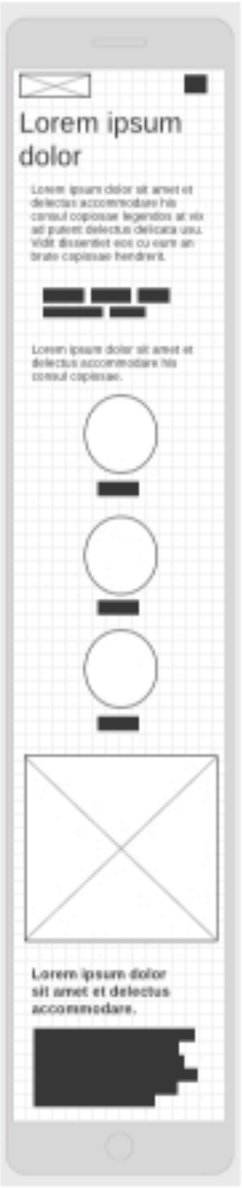
Usage

HTML	
1	<link href='http://fonts.googleapis.com/css?family=Montserrat' rel='s
CSS	
1	font-family: 'Montserrat', sans-serif;

Wireframe



Desktop



Mobile & Tablet