

COLORS



#ECA414



#FC4D40



#7A6956



#E8CFB1

BUTTON



BG color: #FC4D40
Corners: 4px radius
See below for font specs

FONTS

1em = 16px

MOBILE

DESKTOP

H1

FUTURA PT COND - EXTRA BOLD

#FFFFFF, 1.5em,
ALL CAPS

#FFFFFF, 3.875em/4em,
ALL CAPS

H2

Source Sans Pro - Bold

#FFFFFF, 1em/1.25em,
Sentence case, center aligned
*Add slight drop shadow

#FFFFFF, 2em/2.5em,
Sentence case, center aligned
*Add slight drop shadow

H3

SOURCE SANS PRO - BLACK

#000000, 1em/1.25em,
ALL CAPS, center aligned

#000000, 1.5em/1.75em,
ALL CAPS, center aligned

H4

FUTURA PT COND - EXTRA BOLD

Not needed

#FFFFFF, 2em/2.5em
ALL CAPS, center aligned

H5

Source Sans Pro - Regular

Not needed

#7A6956, 1.5em/2.5em
Sentence case, left aligned

Body

Source Sans Pro - Regular

#7A6956, 1em/1.5em
Sentence case, left aligned

#7A6956, 1.25em/1.75em
Sentence case, left aligned

Button

SOURCE SANS PRO - BLACK

#FFFFFF, 1em/1.25em,
ALL CAPS, center aligned

#FFFFFF, 1em/1.25em,
ALL CAPS, center aligned

Footnote

Source Sans Pro - Regular

#FFFFFF, .75em/1em,
Sentence case, center aligned

#FFFFFF, .75em/1em,
Sentence case, center aligned

Quote

Source Sans Pro - Black

#ECA414, 4.75em,
60% opacity, center aligned

#ECA414, 5.75em,
60% opacity, center aligned