

UI Style Tile: USDA Redesign

UI Style Direction

The USDA is a resources for a very broad subject, agriculture. The style of the current website is a mix a formal and professional, yet a little playful. Blue skies, green fields, and majestic mountains. Which is the same direction we went for the redesign -- serious and professional, with a hint of freshness and consistency.

UI Style Adjectives

Clean, breathe of fresh air, professional, open, colorful, easy/simple.

Typography

H1 Large ABRIL FATEFACE

Regular, 50pt, 2% Kerning

H1 Medium ABRIL FATEFACE

Regular, 40pt

H1 Small ABRIL FATEFACE

Regular, 35pt

H2 Large Khula

Bold, 25pt, 2% Kerning

H2 Medium Khula

Bold, 20pt, 2% Kerning

H2 Small Khula

Bold, 18pt, 2% Kerning

H3 Larga Khula

Bold, 20pt, 2% Kerning

H3 Medium Khula

Bold, 18pt, 2% Kerning

H3 Small Khula

Bold, 16pt, 2% Kerning

P1 Large Khula

Regular, 18pt

P1 Medium Khula

Regular, 16pt

P1 Small Khula

Regular, 14pt

Typography Body Copy

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Typography Body Copy with Headers

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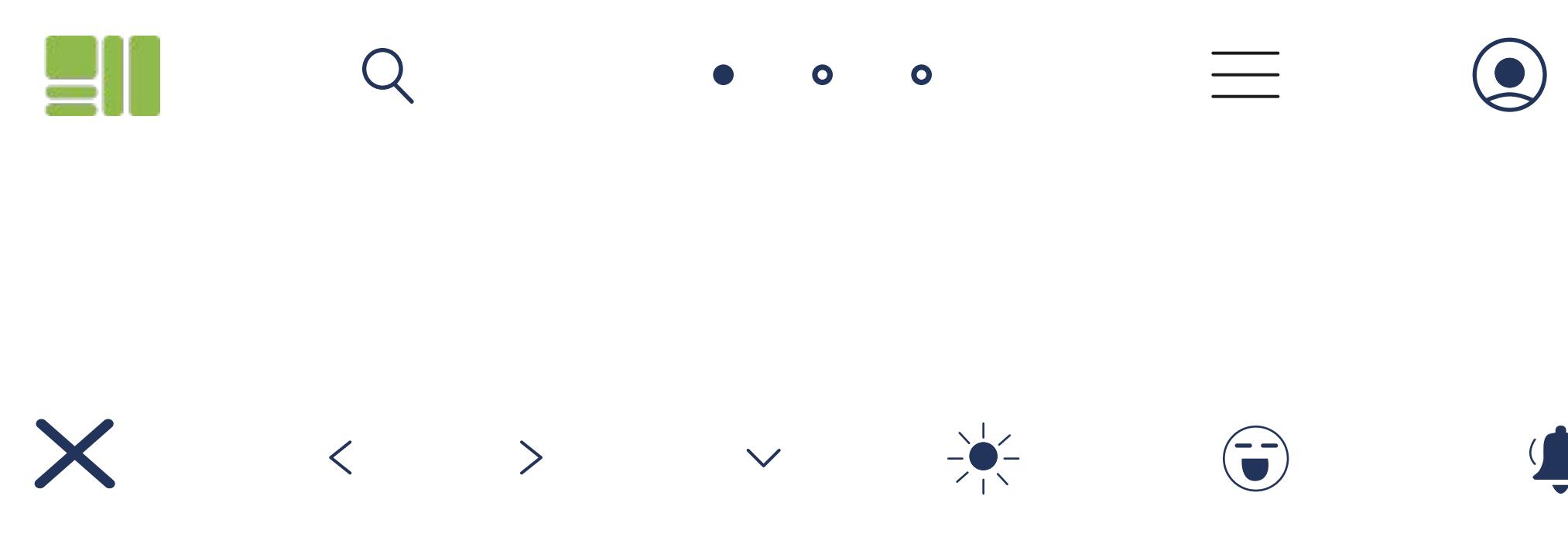
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Brand Logo



Iconography



Button Styles

Default

Default

Default

Nav Tabs

Continue

Button States

Hover

Hover

Hover

Hover

Hover

Active

Active

Active

Components

Responsive Cards



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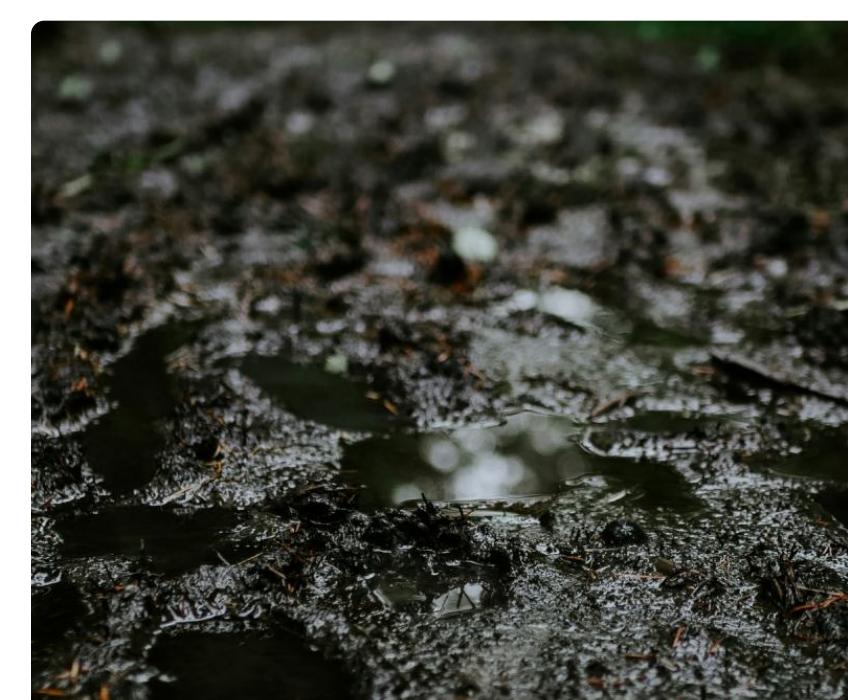
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Dropdown Menu

- Menu item 1
- Menu Item 2
- Menu Item 3



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Header

Sunny with a chance of 90% Denver, CO

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