

# Gumroad Branding Kit

## Meta

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Title: Gumroad

## Colors

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#000000 (HEX: #000000, Primary)

ffffff (HEX: #ffffff, Secondary)



#23a094 (HEX: #23a094, Secondary)



#242423 (HEX: #242423, Secondary)



#ff90e8 (HEX: #ff90e8, Secondary)

## Fonts

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Times - 16px (400)

"ABC Favorit", Avenir, Montserrat, Corbel, "URW Gothic", source-sans-pro, sans-serif - 16px (400)

"ABC Favorit", Avenir, Montserrat, Corbel, "URW Gothic", source-sans-pro, sans-serif - 18px (400)

## Buttons

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Button 1: #000000, 0px

Button 2: #000000, 0px

## Imagery

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## Spacing

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Base spacing: 8px grid

## Assets

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Logo: See [logo.unknown](#)

Favicon: See [favicon.png](#)

Icons: See [icons/](#) folder

CSS: See [styles.css](#)