### **COLOR PALETTE**

White #FFFFF 0-0-0-0 255-255-255



Firenze Red #82282e 130-42-46 31-90-77-34



**Stone Blue** #4B6A82 75-106-130 76-53-34-10



Navy Blue #1d4172 29-45-116 99-82-29-15



**Gray** #5e5e5e 94-94-94 62-53-53-25



**Black** #000000 35-31-32 0-0-0-100

# **TYPOGRAPHY**

The Blacoh homepage uses Helvetica Neue, along with the "Regular", "Bold" font weights. The following standards detail how text should be stylized and used on the Blacoh website.

NOTE: There are sections of the home page that are stylized for artistic effect (such as the carousel) and do not follow these branding guidelines. This should be done sparingly.

# Level 1 Heading Level 2 Heading Level 3 Heading

**Body Text** 

(48px, Bold)

(32px, Bold)

(28px, Bold)

(16px, Regular)

**CALL TO ACTION BUTTONS & LINKS** 

RED DEFAULT BUTTON

(16px, Bold, White)

**BLUE BUTTON** 

(16px, Bold, White)

# PRIMARY NAVIGATION MENU LINK (14px, Bold, Black)

PRIMARY NAVIGATION SUB MENU LINK (14px, Bold, Gray)

**Secondary Navigation Sub Menu Link** 

(14px, Bold, Gray)

**Secondary Navigation Sub Menu Hover** 

(14px, Bold, Firenze Red)

**MISCELLANEOUS ELEMENTS** 

Carousel Navigation (Default)

. . .

• • • • Carousel Navigation (Active)

Q

Search Icon



Shopping Cart Icon







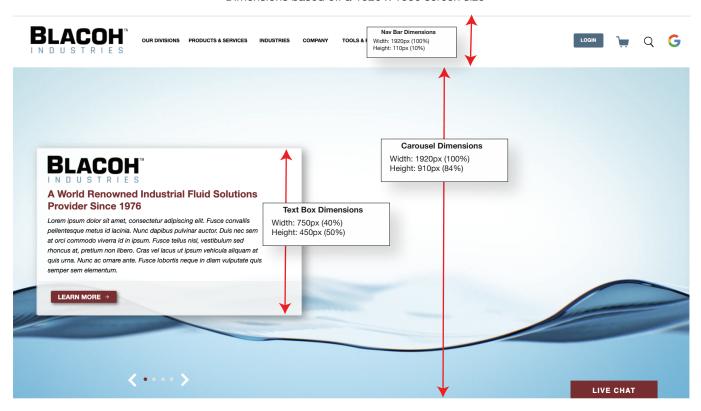


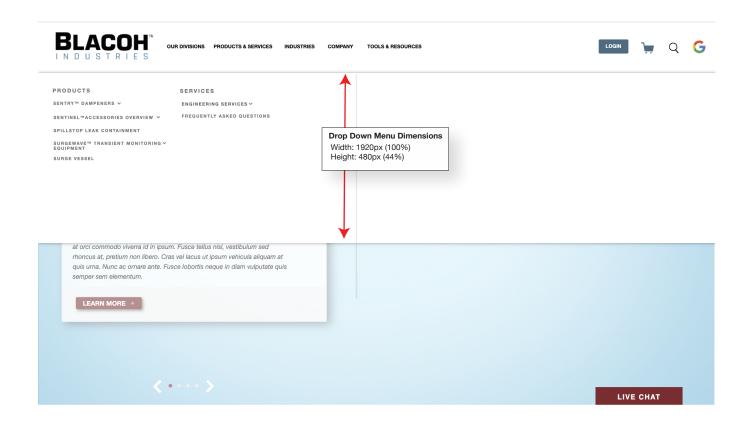




Secondary Menu Icons

# Dimensions based off a 1920 x 1080 screen size







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Blacoh has a solution to improve pump efficiency and increase the longevity of system components. Access this pump system overview for a product list and system diagram to find out how we can help you.

Pumping System Overview



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News & Updates



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Videos

Blacoh University



Blacoh Surge Control provides customized engineering solutions and ransient monitoring systems for large pressure vessels in surge protection, pressure regulation, storage, and pump control.

Surge

LIVE CHAT



