

TYPOGRAPHY

Avenir Next

This is the main typeface and used for all the text. Line height is 1.5 for body text and 1.2 for headings.

Heading 1

Bold / 36px

Heading 2

Bold / 24px

HEADING 3

Demi Bold / 14px / uppercase / letter-spacing 2px

Intro text

Demi Bold / 28px

Paragraph

Regular / 18px

Paragraph bold

Bold / 18px

BUTTON TEXT

Demi Bold / 14px / uppercase / letter-spacing 2px

COLOUR



Main
#93BB74
rgb(147,187,116)
cmyk(49,8,66,0)



Accent
#E35973
rgb(227,89,115)
cmyk(4,77,37,0)

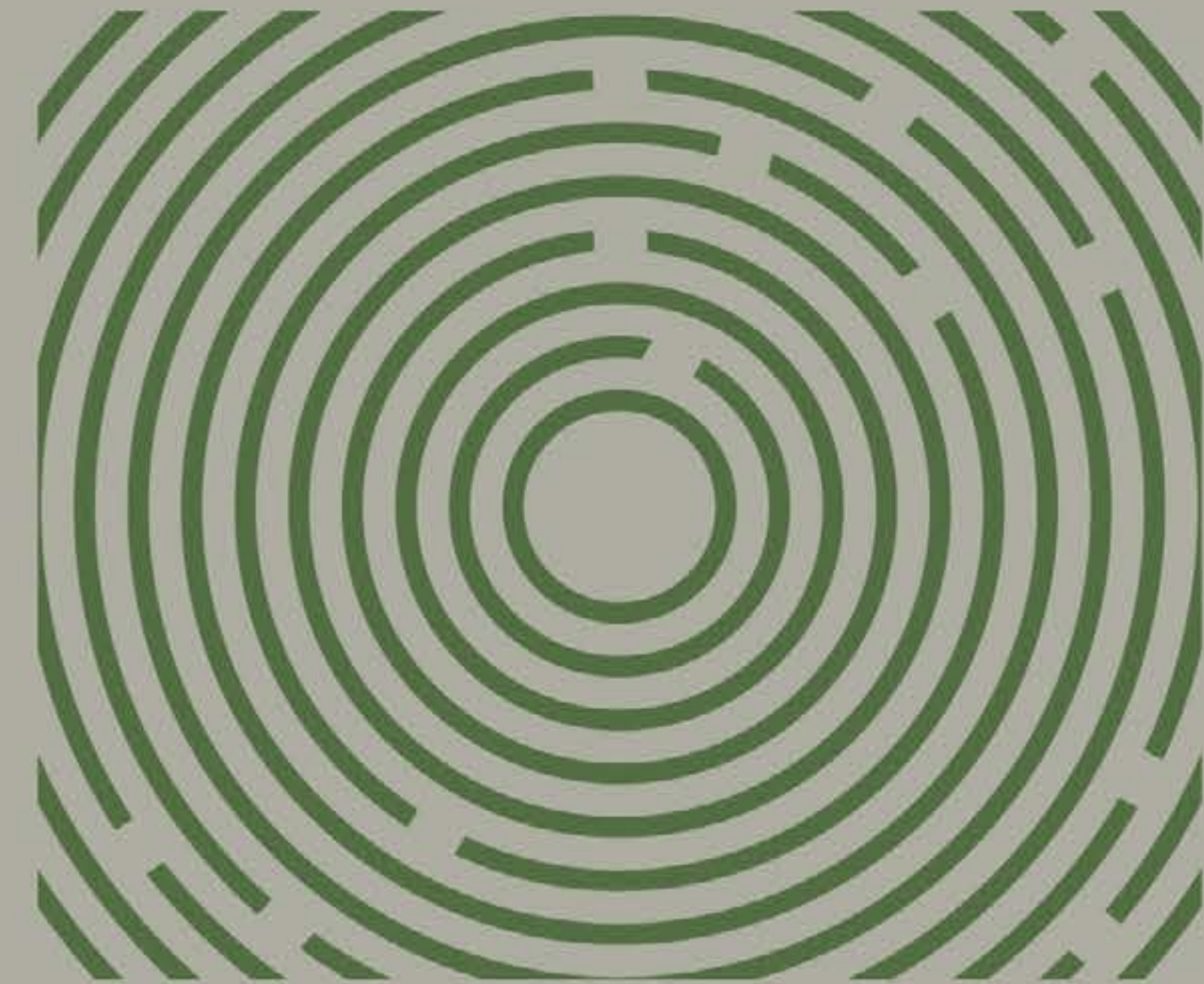


Background
#FFFFFF
rgb(255,255,255)
cmyk(0,0,0,0)



Text
#4A4A4A
rgb(74,74,74)
cmyk(63,53,51,50)

BACKGROUND ELEMENTS



BUTTONS

Standard button



Active button

