KITE Style Guide

LOGO VARIATIONS

Main logo

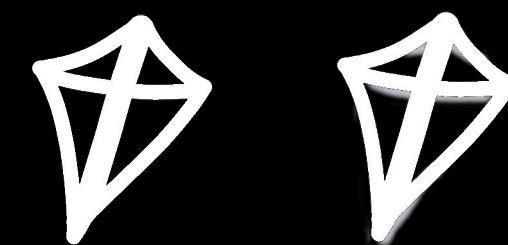*Kite*

Icon logo

Secondary logo

Kite

White logo

Kite

Icon logo

LOGO DO'S AND DON'TS

DO

Kite

Kite
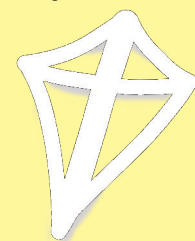
No smaller than 140x45 pixels

No smaller than 140x45 pixels

DON'T

Kite

Kite

Kite

Kite
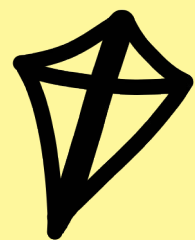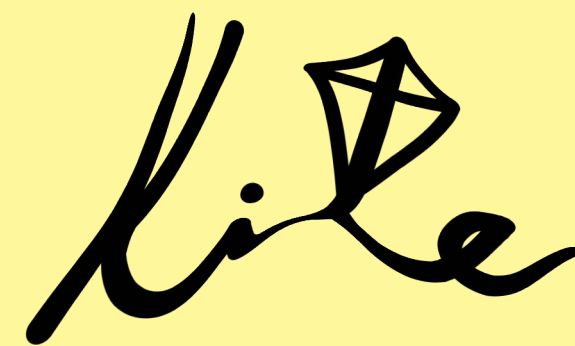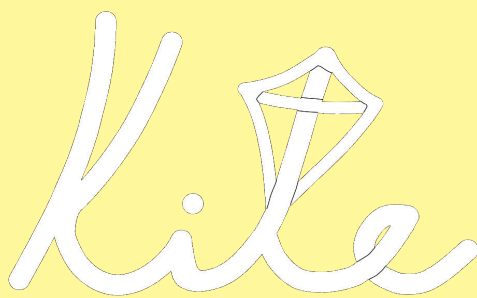
FONTS

Headlines

H1: Didact Gothic, 56px

H2: Didact Gothic, 45px

H3: Didact Gothic, 35px

H4: Didact Gothic, 27px
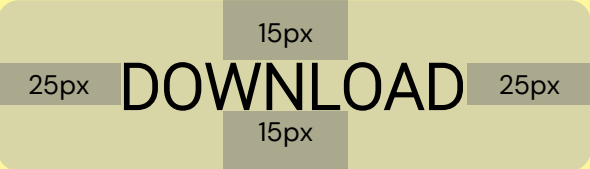
H5: Didact Gothic, 21px

H6: Didact Gothic, 16px

Body

B1: Roboto Light, 20px

B2: Roboto Light, 17px

B3: Roboto Light, 15px

BUTTONS

Regular Button

15px

25px **DOWNLOAD** 25px

15px

Font: Roboto Light, 24px
Button Color: #ABABAB
Text Color: #000000

Hover Button

DOWNLOAD

Font: Roboto Light, 24px
Button Color: #7A7A7A
Text Color: #FFFFFF

Outlined Button

DOWNLOAD

Font: Roboto Light, 24px
Stroke Color: #7A7A7A
Text Color: #000000
Stroke Size: 2px

Regular Text Button

Read More

Font: Didact Gothic, 24px
Button Color: #000000

Hover Text Button

Read More

Font: Didact Gothic, 24px
Button Color: ABABAB

Web Page Movement

Button

Interactive
Space

Kite

Button

Interactive
Space