

# KITE Style Guide



# LOGO VARIATIONS

Main logo



Icon logo



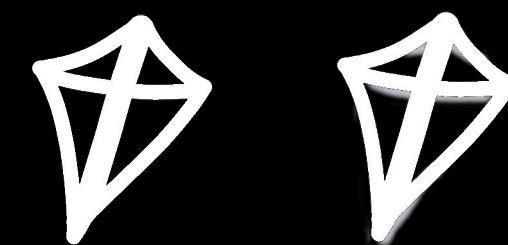
Secondary logo



White logo



Icon logo





# LOGO DO'S AND DON'TS

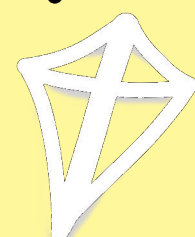
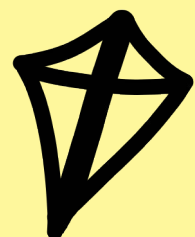
DO



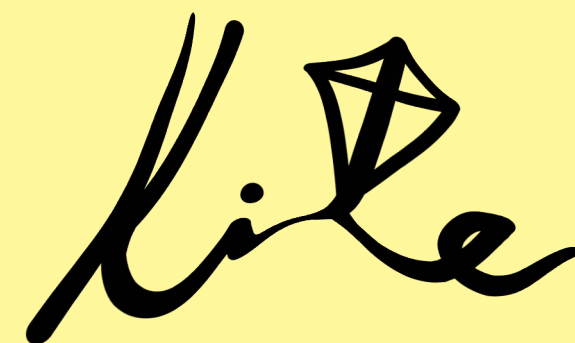
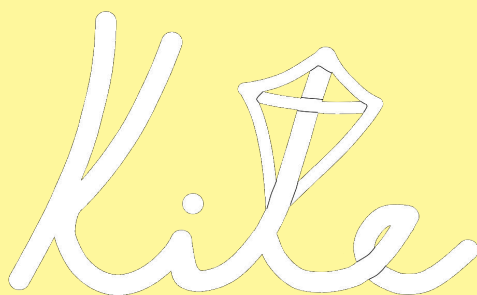
No smaller than 140x45 pixels



No smaller than 140x45 pixels



DON'T





# 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

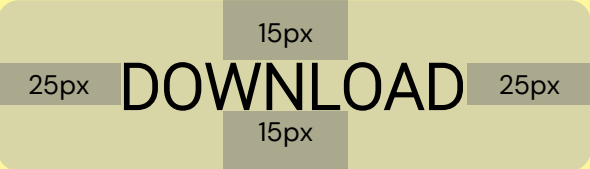
B2: Roboto Light, 17px

B3: Roboto Light, 15px



# BUTTONS

Regular Button



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

Hover Button



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

Outlined Button



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