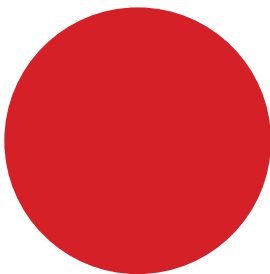# 01. COLOR
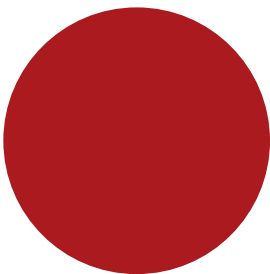
MAIN

#D62027
Red 100
Logo, nav bar line, error messages, invalid fields, or broken links

#AA1A1F
Red 200
Hover states

#2CB9FF
Blue 100
Main calls to action, active states, links, and filter selection highlights

#189CEC
Blue 200
Hover states, selected items, or to spotlight active input fields
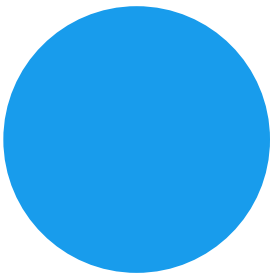
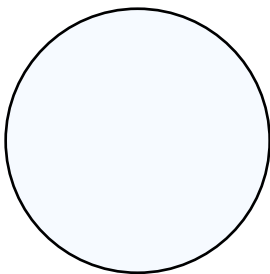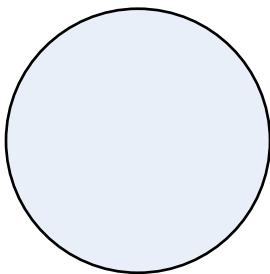## NEUTRALS
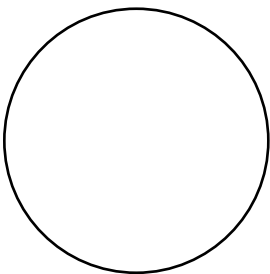
#FFFFFF
White
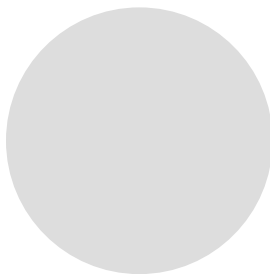Background color, logo on dark background, text on dark background

#F6FAFF
Gray 100
Backgrounds for different sections to subtly distinguish between parts of the layout without using harsh lines
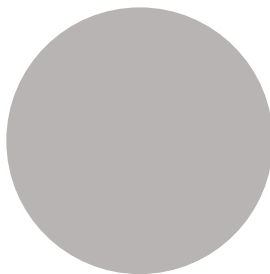
#E8EFF8
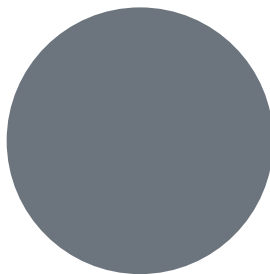Gray 200
Background for subtle distinction

#DDDDDD
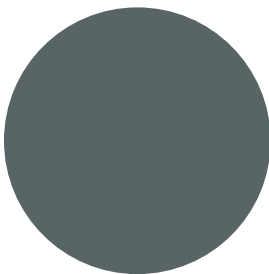Gray 300
Outlines for faded or secondary things

#B8B4B4
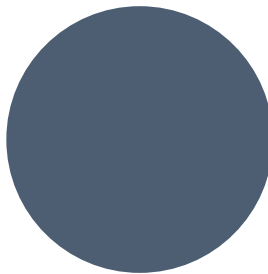Gray 400
"Contact Us" button hovered

#6C757D
Gray 500
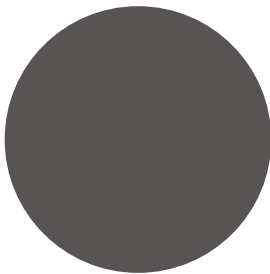"Clear Cart" button

#586466
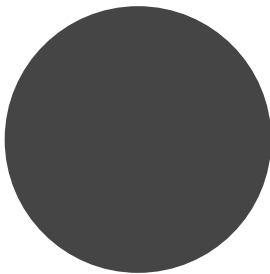Gray 600
"Clear Cart" button hovered
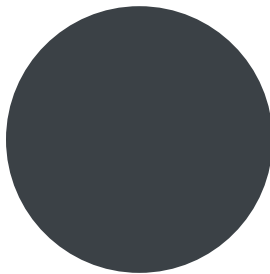
#4D5E72
Gray 700
Tertiary text

#585454
Gray 800
Logo, primary text to ensure legibility and headers to give weight to titles and important context
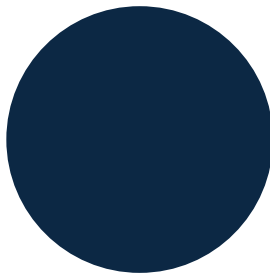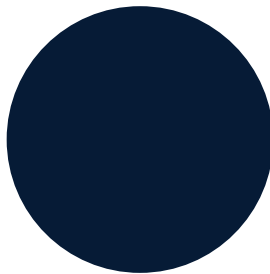
#454545
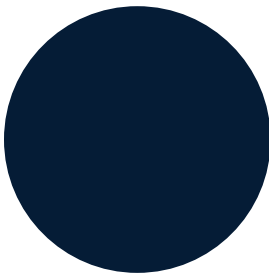Gray 900
"Contact Us" button

#3B4146
Gray 1000
Secondary text

#0C2844
Black 100
Background color 1

#061B36
Black 200
Background color 2

#051C36
Black 300
Main text color

02. TYPOGRAPHY

FONT

Inter

HEADLINES

Desktop

Headline 1
Bold, 34px
"Campaign Collections"
"Product Brands"

Headline 2
SemiBold, 32px
"Total Results:"

Headline 3
Medium, 24px
"Campaign Collections"
Filter Field

Headline 4
Regular, 16px
"Fall Colors"
"Vacation"
"Winter Campaign"

Tablet

Headline 1
Bold, 28px

Headline 2
SemiBold, 26px

Headline 3
Medium, 20px

Headline 4
Regular, 14px

Mobile

Headline 1
Bold, 24px

Headline 2
SemiBold, 22px

Headline 3
Medium, 18px

Headline 4
Regular, 12px

BUTTONS

Desktop
Medium, 19.2px
"Results per Page"
"Sort Alphabetically"

Tablet
Medium, 18px
"Results per Page"
"Sort Alphabetically"

Mobile
Medium, 16px
"Results per Page"
"Sort Alphabetically"

FIELDS

Desktop
Regular, 16px
Left Filter Fields

Tablet
Regular, 14px

Mobile
Regular, 12px

03. BUTTONS

Desktop
Bold
Font size 13
Button height: 35

Tablet
Bold
Font size 12
Button height: 30

Mobile
Bold
Font size 11
Button height: 25

Default

🛒 CART

BROWSE HUB →

🔍 SEARCH

⬇ DOWNLOAD ALL

🔄 CLEAR CART

CONTACT US

🗑

🔍 DETAILS

🛒 ADD TO CART

Hover

🛒 CART

BROWSE HUB →

🔍 SEARCH

⬇ DOWNLOAD ALL

🔄 CLEAR CART

CONTACT US

🗑

🔍 DETAILS

🛒 ADD TO CART

Default

🛒 CART

BROWSE HUB →

🔍 SEARCH

⬇ DOWNLOAD ALL

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CONTACT US

🗑

🔍 DETAILS

🛒 ADD TO CART

Hover

🛒 CART

BROWSE HUB →

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🔍 DETAILS

🛒 ADD TO CART

Default

🛒 CART

BROWSE HUB →

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CONTACT US

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🔍 DETAILS

🛒 ADD TO CART

Hover

🛒 CART

BROWSE HUB →

🔍 SEARCH

⬇ DOWNLOAD ALL

🔄 CLEAR CART

CONTACT US

🗑

🔍 DETAILS

🛒 ADD TO CART

04. TERTIARY / INPUT FORMAT

Desktop

Semi Bold
Font size 16

Empty

Search by Title

Search by Keyword

Search the Hub

Filled

Search by Title

Search by Keyword

Search the Hub

Tablet

Semi Bold
Font size 14

Empty

Search by Title

Search by Keyword

Search the Hub

Filled

Search by Title

Search by Keyword

Search the Hub

Mobile

Semi Bold
Font size 11

Empty

Search by Title

Search by Keyword

Search the Hub

Filled

Search by Title
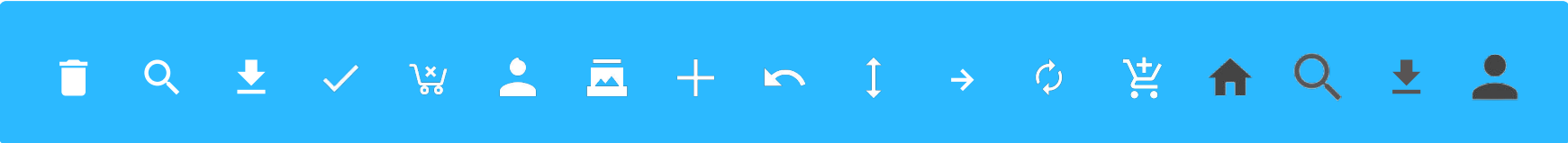
Search by Keyword

Search the Hub

05. FILTERS

CHECKBOX

	Desktop Height: 20 Width: 20 Corner radius: 3	**Tablet** Height: 18 Width: 18 Corner radius: 3	**Mobile** Height: 15 Width: 15 Corner radius: 3
Off	☐	☐	☐
On	☑	☑	☑

06. RULES / ICONS
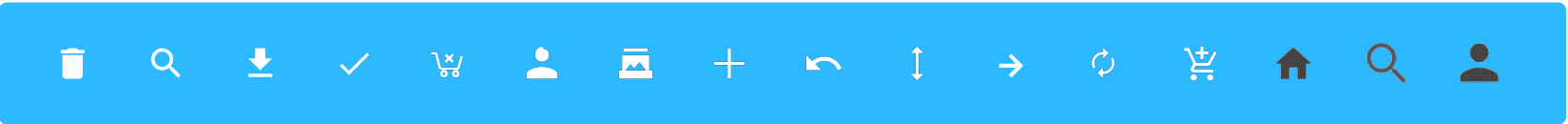
SIZE

20, 18, 16

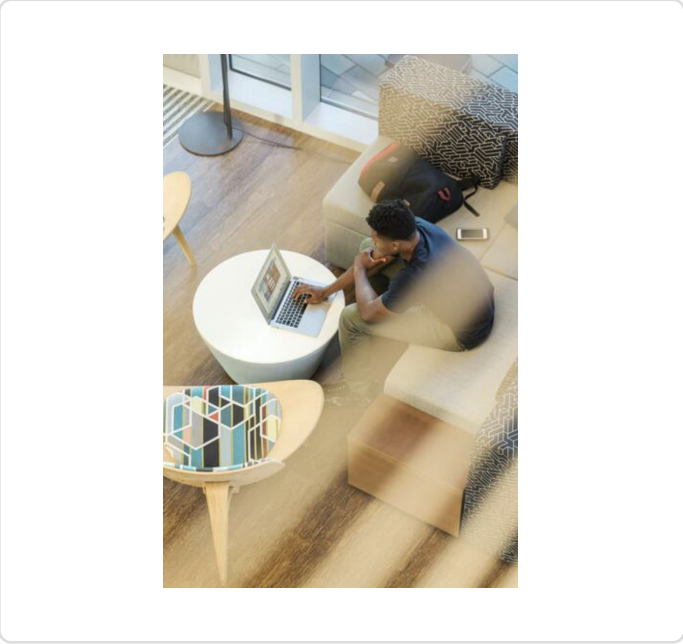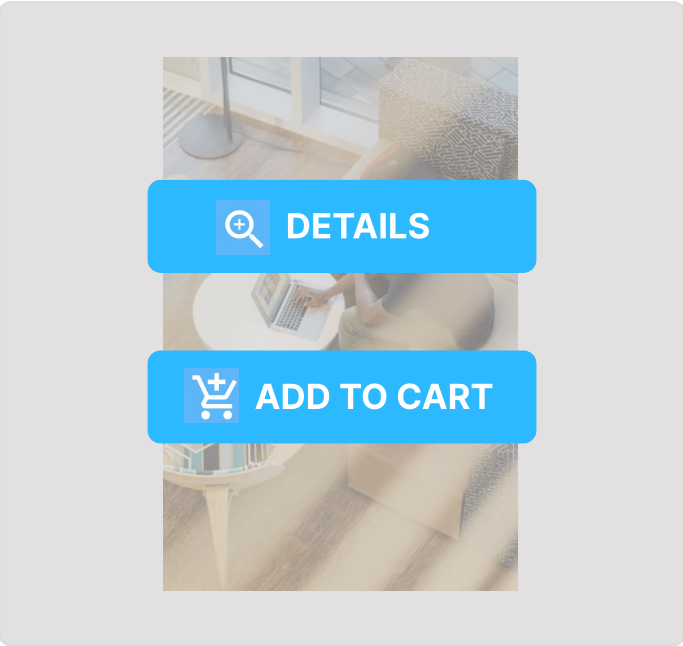**Desktop**

Tablet
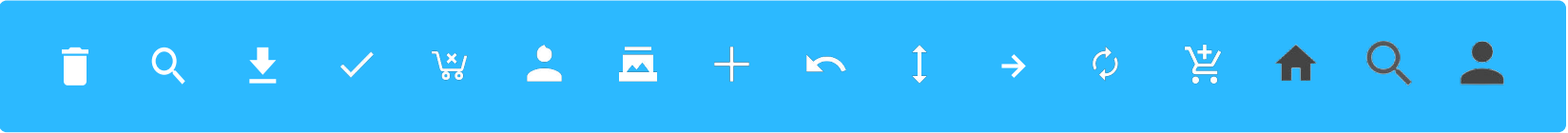
Mobile

07. ASSET CARDS

Desktop

Width: 258
Height: 242
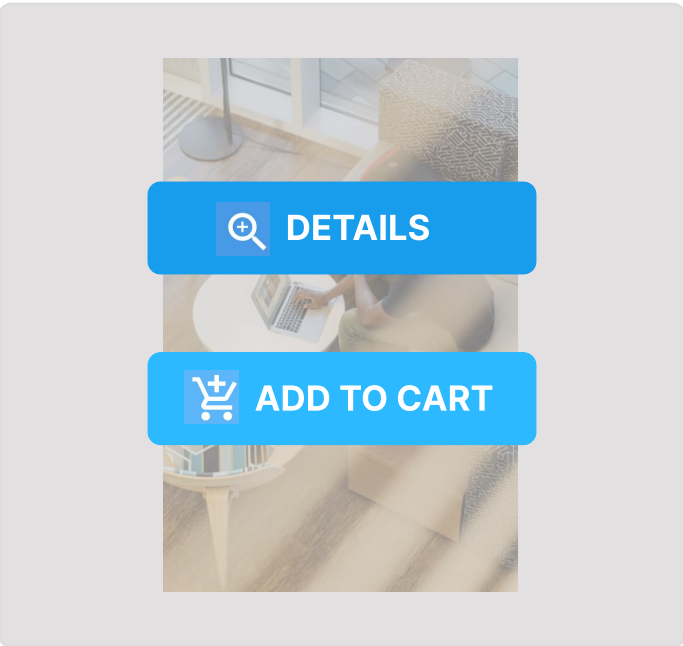Stroke: #DDDDDD
Corner radius: 5
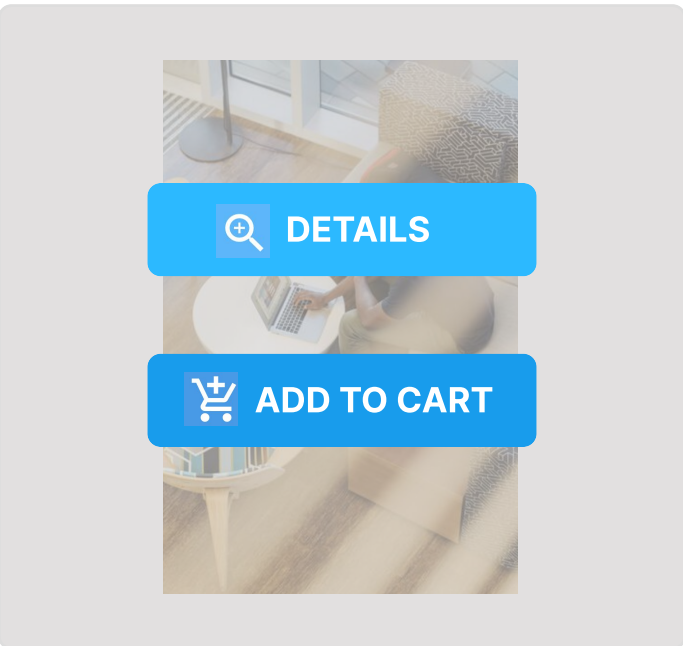
Default

Hover
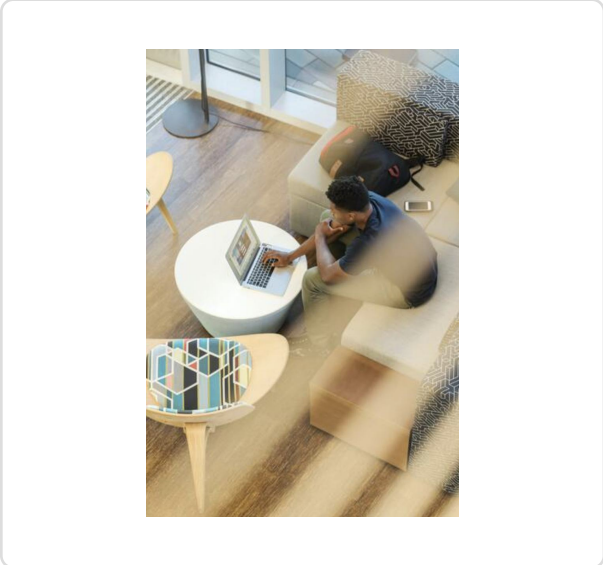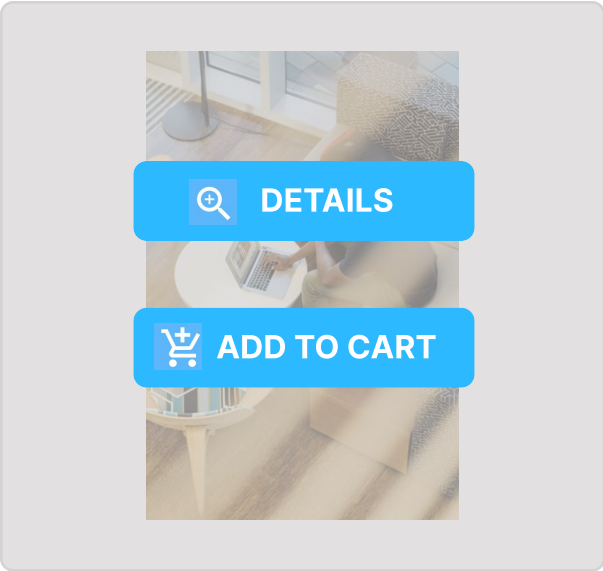

Details Hover

Add to Cart Hover

Tablet

Width: 227
Height: 214
Stroke: #DDDDDD
Corner radius: 5

Default

Hover

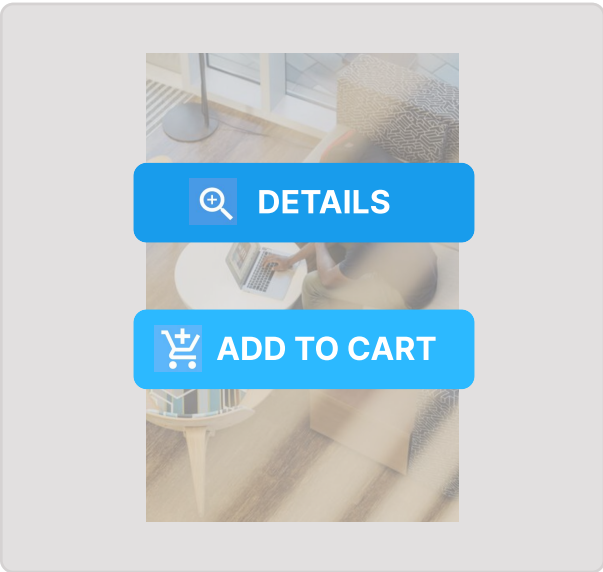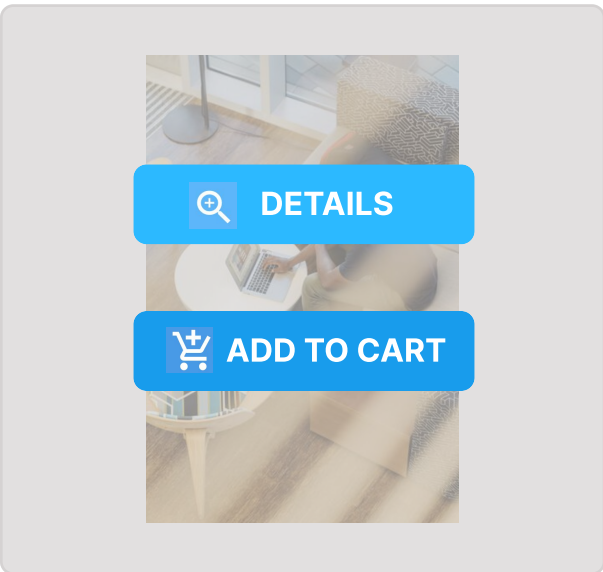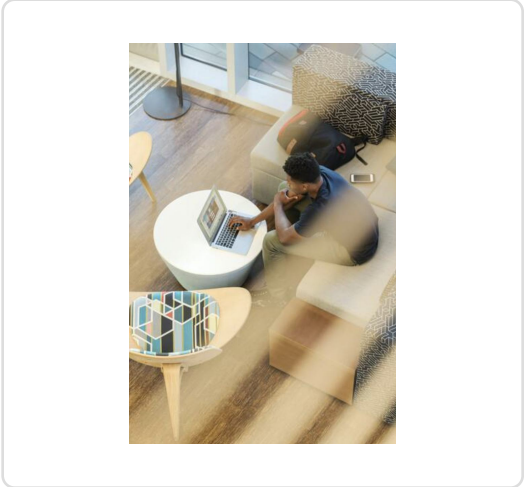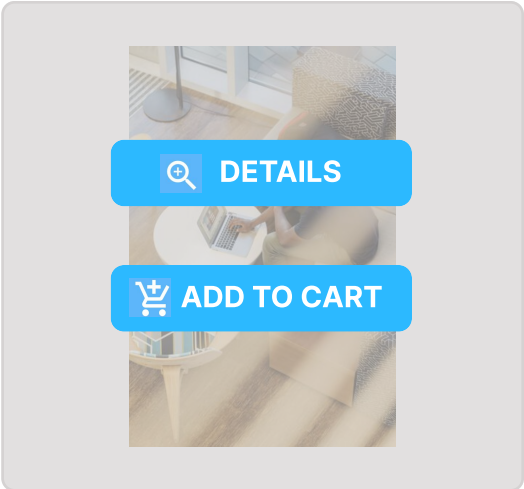### Details Hover

Add to Cart Hover

Mobile

Width: 196
Height: 184
Stroke: #DDDDDD
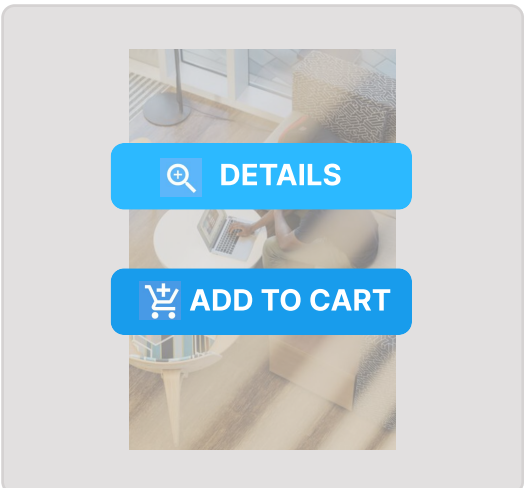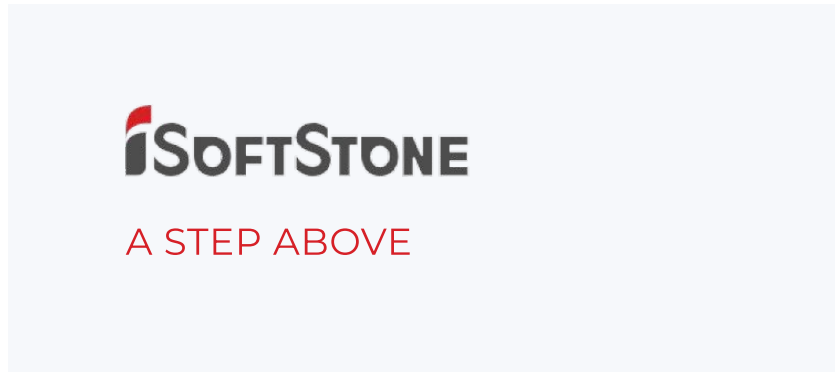Corner radius: 5

Default

Hover

Details Hover
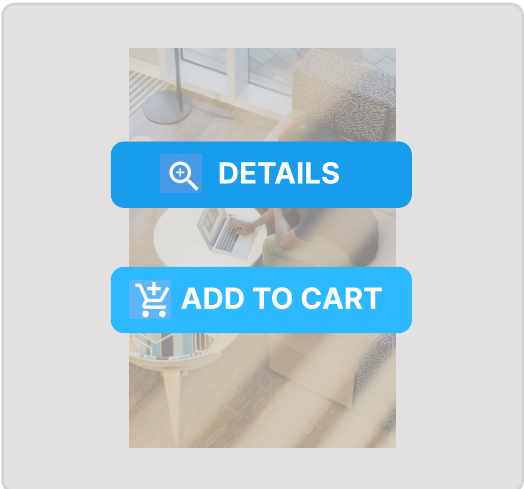
Add to Cart Hover

08. LOGOS

LIGHT

DARK