



# Miri-Brand Style Guide

A style guide for building awesome experiences

## Logo



miri-logo.png

## Basic Color Palette



**Heliotrope**

#EA80FC  
234, 128, 252  
\$heliotrope



**Mauve**

#B388FF  
179, 136, 255  
\$mauve



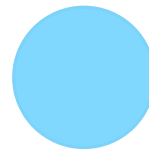
**Periwinkle**

#8C9EFF  
140, 158, 255  
\$periwinkle



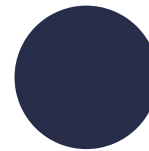
**Malibu**

#82B1FF  
130, 177, 255  
\$malibu



**Anakiwa**

#80D8FF  
128, 216, 255  
\$anakiwa




**Ebony Clay**


#282E4A  
40, 46, 74  
\$ebony-clay

## Colors


Dark Accents




**Electric Purple**  
#AA00FF  
170, 0, 255  
\$electric-purple



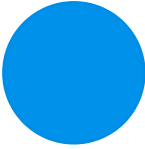
**Electric Violet**  
#6200EA  
98, 0, 234  
\$electric-violet



**Electric Indigo**  
#304FFE  
48, 79, 254  
\$electric-indigo









**Electric Blue**  
#2962FF  
41, 98, 255  
\$electric-blue









**Electric Anakiwa**  
#0091EA  
0, 145, 234  
\$electric-anakiwa







Additional Purples

	purple-900	HEX	#4A148C	RGB	74, 20, 140	SCSS	\$purple-900
	purple-700	HEX	#7B1FA2	RGB	123, 31, 162	SCSS	\$purple-700
	purple-500	HEX	#9C27B0	RGB	156, 39, 176	SCSS	\$purple-500
	purple-300	HEX	#BA68C8	RGB	186, 104, 200	SCSS	\$purple-300
	purple-100	HEX	#E1BEE7	RGB	225, 190, 231	SCSS	\$purple-100
	purple-50	HEX	#F3E5F5	RGB	243, 229, 245	SCSS	\$purple-50







Additional Deep Purples

	deep-purple-900	HEX	#311B92	RGB	49, 27, 146	SCSS	\$deep-purple-900
	deep-purple-700	HEX	#512DA8	RGB	81, 45, 168	SCSS	\$deep-purple-700
	deep-purple-500	HEX	#673AB7	RGB	103, 58, 183	SCSS	\$deep-purple-500
	deep-purple-300	HEX	#9575CD	RGB	149, 117, 205	SCSS	\$deep-purple-300
	deep-purple-100	HEX	#D1C4E9	RGB	209, 196, 233	SCSS	\$deep-purple-100
	deep-purple-50	HEX	#EDE7F6	RGB	237, 231, 246	SCSS	\$deep-purple-50







### Additional Indigos

	indigo-900	HEX	#1A237E	RGB	26, 35, 126	SCSS	\$indigo-900
	indigo-700	HEX	#303F9F	RGB	48, 63, 159	SCSS	\$indigo-700
	indigo-500	HEX	#3F51B5	RGB	63, 81, 181	SCSS	\$indigo-500
	indigo-300	HEX	#7986CB	RGB	121, 134, 203	SCSS	\$indigo-300
	indigo-100	HEX	#C5CAE9	RGB	197, 202, 233	SCSS	\$indigo-100
	indigo-50	HEX	#E8EAF6	RGB	232, 234, 246	SCSS	\$indigo-50

### Additional Blues

	blue-900	HEX	#0D47A1	RGB	13, 71, 161	SCSS	\$blue-900
	blue-700	HEX	#1976D2	RGB	25, 118, 210	SCSS	\$blue-700
	blue-500	HEX	#2196F3	RGB	33, 150, 243	SCSS	\$blue-500
	blue-300	HEX	#64B5F6	RGB	100, 181, 246	SCSS	\$blue-300
	blue-100	HEX	#BBDEFB	RGB	187, 222, 251	SCSS	\$blue-100
	blue-50	HEX	#E3F2FD	RGB	227, 242, 253	SCSS	\$blue-50

### Additional Light-Blues

	light-blue-900	HEX	#01579B	RGB	1, 87, 155	SCSS	\$light-blue-900
	light-blue-700	HEX	#0288D1	RGB	2, 136, 209	SCSS	\$light-blue-700
	light-blue-500	HEX	#03A9F4	RGB	3, 169, 244	SCSS	\$light-blue-500
	light-blue-300	HEX	#4FC3F7	RGB	79, 195, 247	SCSS	\$light-blue-300
	light-blue-100	HEX	#B3E5FC	RGB	179, 229, 252	SCSS	\$light-blue-100
	light-blue-50	HEX	#E1F5FE	RGB	225, 245, 254	SCSS	\$light-blue-50

## Typography

# Font

## Raleway WEB

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(,;:?!\$&')

Raleway  
Weight: 100  
Style: normal

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(,;:?!\$&')

Raleway  
Weight: 300  
Style: normal

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(,;:?!\$&')

Raleway  
Weight: 500  
Style: normal

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(,;:?!\$&')

Raleway  
Weight: 700  
Style: normal

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(,;:?!\$&')

Raleway  
Weight: 900  
Style: normal

## Usage

### HTML

```
1 <link href="http://fonts.googleapis.com/css?family=Raleway" rel="stylesheet" type="text/css">
```

### CSS

```
1 font-family: "Raleway", sans-serif;
```