Style Guide

STARTER TEMPLATE

Color

The color scheme for the new Endangered Species International website will include a range of greens (deep, normal, and sage), teal, burnt orange, and a range of browns/tans. This color scheme hopes to mimic the colors of our planet and evoke associations with water and land. In addition to the color scheme representing the colors of the world, the tones of green mixed with teal and sandy tans will remind users of the versatility in the animal kingdom and draw on common experiences like hiking, safaris, forests, etc..

PRIMARY

- Deep Green **#274029**
- Green **#335128**
- Sage Green **#71816D**
- Teal **#006466**

SECONDARY

- Burnt Orange **#BC6C25**
- Brown **#97694F**
- Tan **#C9B79C**
- Light Tan **#F1E0C5**

GRAYSCALE

- White **#FFFFFF**
- Gray 1 **#EEEEEE**
- Gray 2 **#DDDDDD**
- Med. Gray 1 **#BBBBBB**
- Med. Gray 2 **#888888**
- Dark Gray 1 **#777777**
- Dark Gray 2 **#454545**
- Black **#000000**

OPACITY

100 90 80 70 60 50 40 30 20 10 0

Typography

Typography will help create a consistent look and feel for the redesign of the Endangered Species International. Spartan provides the look of professionalism and feel of important, service - oriented work.

FONT STYLES

AaBbCc

Spartan

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
~%!@#$%^&*-_=+
[]{}()|\/<>'",.;:?

FONT WEIGHTS

ExtraLight
Light
Regular
Medium
Bold
Black

HEADINGS

HEADING 1 — Spartan Regular 36
HEADING 2 — Spartan Light 30
HEADING 3 — Spartan Medium 24
HEADING 4 — Spartan Regular 18
HEADING 5 — Spartan Regular 14
HEADING 6 — Spartan Regular 12

BODY COPY

Lorem ipsum dolor sit amet, vel accumsan liberavisse ex, ea nec elaboraret interpretaris, sed diceret concludaturque no. Verear habemus sea ut. His nibh

Paragraph Text | Spartan - Regular - #777777 - 14pt

> **Lorem ipsum dolor sit amet, vel accumsan liberavisse ex, ea nec elaboraret interpretaris, sed diceret concludaturque no. Verear habemus**

Quotation | Spartan - Bold - #777777 - 14pt

TEXT ALIGN

Lorem ipsum dolor
Left-aligned

Lorem ipsum dolor
Center-aligned

Lorem ipsum dolor
Right-aligned

Iconography

The icons selected will primarily help users navigate (arrows, Hamburger nav, etc.) and exit various sections of the website.

SYSTEM ICONS

Controls

Controls will mainly assist users with the donation workflow. Other controls will be placed to allow both users and the system to provide feedback.

AVATARS

Not applicable

BADGES

Not applicable

BUTTONS

SELECTED | SUCCESS | INFORMATION | DISABLED

JEALOUS | SUCCESS | INFORMATION | DISABLED

SELECTED | JEALOUS | JEALOUS | JEALOUS

TABS

ACTIVE INACTIVE INACTIVE INACTIVE INACTIVE

INACTIVE INACTIVE ACTIVE INACTIVE INACTIVE

TOOLTIPS

TOP | RIGHT | BOTTOM | LEFT

TOP | RIGHT | BOTTOM | LEFT

CHECKBOXES

- [ ] I am not checked
- [x] I am checked!
- [x] I am also checked!
- I can't make up my mind

RADIO BUTTONS

- I'm the only one!
- <jealous>
- <jealous>

TOGGLES

Off
On

SLIDERS

PROGRESS BAR

ALERTS

SUCCESS. Lorem ipsum dolor sit

INFORMATIONAL. Lorem ipsum dolor sit

WARNING. Lorem ipsum dolor sit

DROPDOWNS

Dropdown

Dropdown
- I've been chosen!
- What about me?
- And me?
- I'm nice, too!
- Don't pick me...

I've been chosen!

Tiny

Small

Sm-edium

Regular size

INPUT

Placeholder — Idle
Placeholder — Hover
Placeholder — Press
How does this wo — Focus
How does this work? — Filled
How does this work? — Success
How does this work? — Error

TABLE

#	HEADER 1	HEADER 2	HEADER 3	HEADER 4
1	A	1	a	II
2	B	2	b	22
3	C	3	c	33
4	D	4	d	44
5	E	5	e	55