TYPOGRAPHY

MANTRA

Classic, Sport, Reliable

HIERARCHY

HEADING 1

Syncopate Regular 30px, caps, letter spacing 0.5px

HEADING 2

Syncopate Regular 21px, caps, letter spacing 0.5px

SPECIFICATIONS HEADING 3

Proxima Nova Bold 16px, letter spacing 1px

TECHNICAL HEADING 4

Proxima Nova Regular 16px, letter spacing 1px

Wishing you a Happy Thanksgiving

Use Sensations and Qualities for Salutations

$7,195

Use Arial for prices

Bob's / Rolex Watches / Daytona / Model Ref. No. 116500

MOBILE HIERARCHY

HEADING 1

Heading 1: Syncopate 24px, caps, #353535.

Paragraph: 16px Regular for paragraph type. Leading is 1.5em or 24px. Paragraph color is #555555.

HEADING 2

Heading 2: Syncopate 18px, caps.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Donec odio. Quisque volutpat mattis eros. Nullam malesuada erat ut turpis. Suspendisse urna nibh, viverra non, semper suscipit, posuere a, pede.

SPECIFICATIONS HEADING 3

Morbi in sem quis dui placerat ornare. Pellentesque odio nisi, euismod in, pharetra a, ultricies in, diam. Sed arcu. Cras consequat.
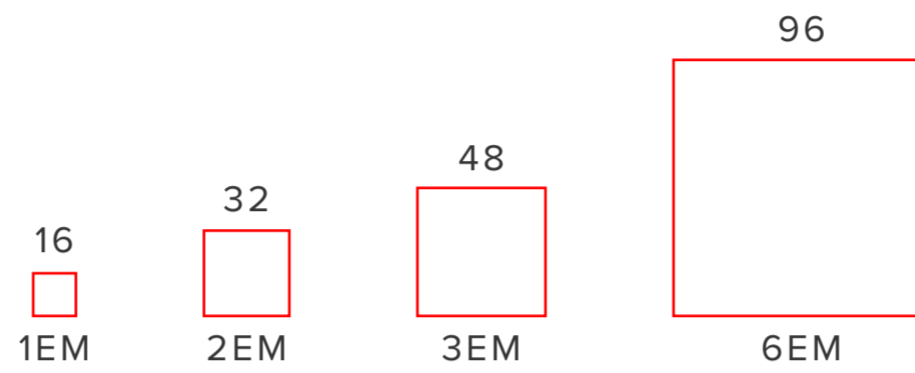
TECHNICAL HEADING 4

Morbi in sem quis dui placerat ornare. Pellentesque odio nisi, euismod in, pharetra a, ultricies in, diam. Sed arcu. Cras consequat.

LAYOUT

MANTRA
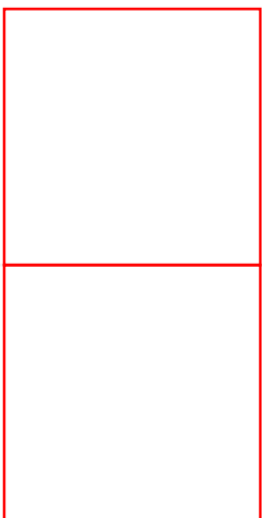
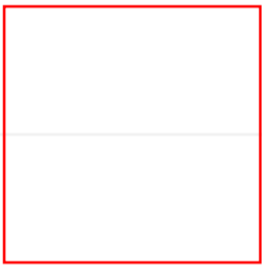Classic, Sport, Reliable

SIZERS

16
1EM

32
2EM

48
3EM

96
6EM

1EM

Designs are sized on ems based on a foundation of 16px.

FOR INSTANCE

The squares on the margin show the use of sizers.

EXAMPLE SECTION HEADING

HEADING 1

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Donec odio. Quisque volutpat mattis eros. Nullam malesuada erat ut turpis. Suspendisse urna nibh, viverra non, semper suscipit, posuere a, pede.

Donec nec justo eget felis facilisis fermentum. Aliquam porttitor mauris sit amet orci. Aenean dignissim pellentesque felis.

HEADING 2

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Donec odio. Quisque volutpat mattis eros. Nullam malesuada erat ut turpis. Suspendisse urna nibh, viverra non, semper suscipit, posuere a, pede.

Donec nec justo eget felis facilisis fermentum. Aliquam porttitor mauris sit amet orci. Aenean dignissim pellentesque felis.

HEADING 3

Morbi in sem quis dui placerat ornare. Pellentesque odio nisi, euismod in, pharetra a, ultricies in, diam. Sed arcu. Cras consequat.

TECHNICAL HEADING 4

Morbi in sem quis dui placerat ornare. Pellentesque odio nisi, euismod in, pharetra a, ultricies in, diam. Sed arcu. Cras consequat.

EXTRA SPACE SECTIONS

WHEN YOU NEED A SECTION THAT IS IRRELEVANT

Sometimes a page needs to introduce 'other' sections. These sections are extra sections that may or may not be relevant to the user. Use extra space to separate the content and give the user a sense that they are entering something new.

BOB'S
W A T C H E S

COLOR STORY

MANTRA

Classic, Sport, Reliable

ON WHITE

Cash Green

#b0c11d
R: 176
G: 193
B: 29
PMS 583

Apple Blue

#41a1ec
R: 65
G: 161
B: 236
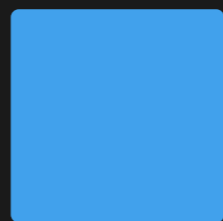PMS 583

Shipping Orange

Cash Green

Gap colors

Link Blue

ON BLACK

Cash Green

#b0c11d
R: 176
G: 193
B: 29
PMS 583

Apple Blue

#41a1ec
R: 65
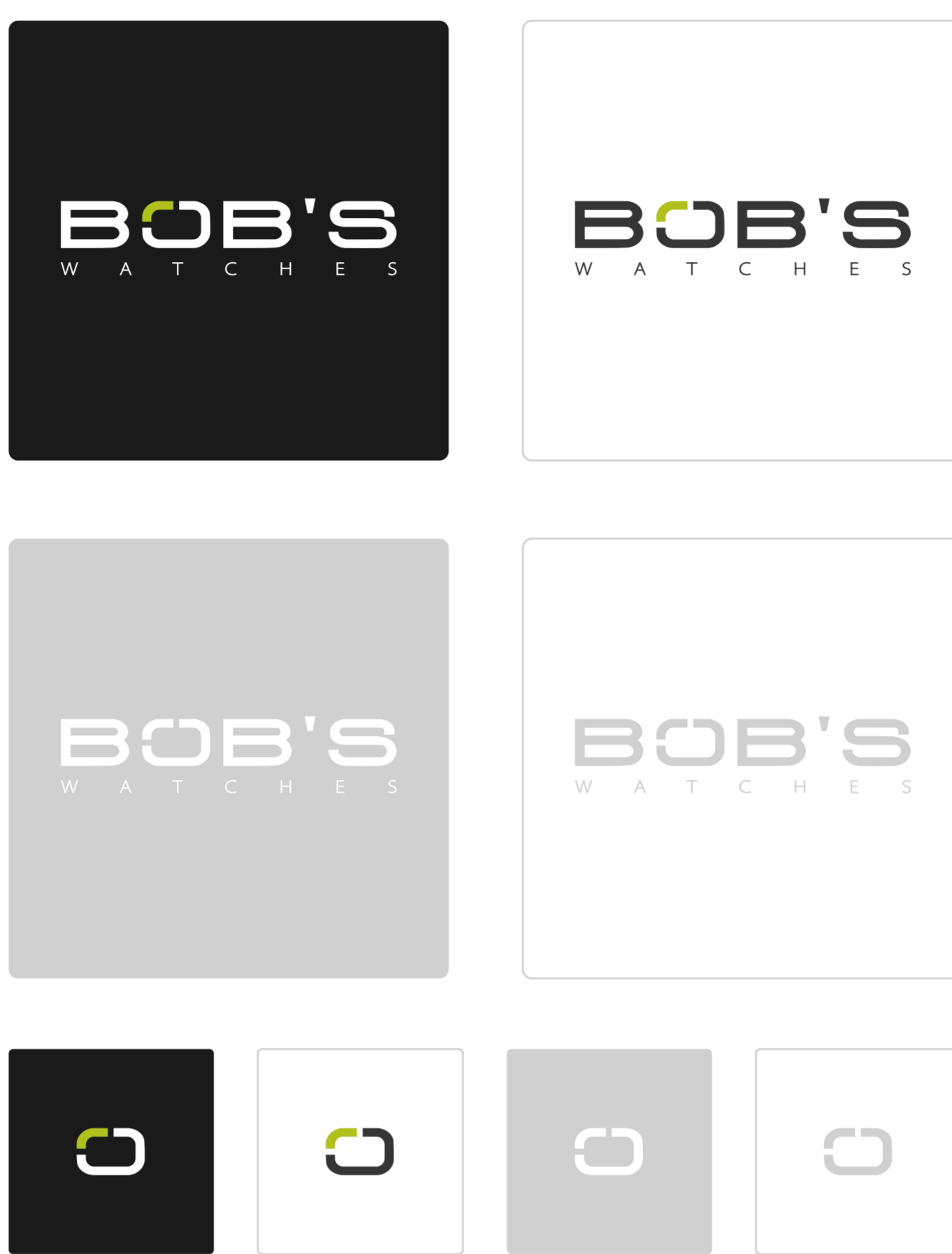G: 161
B: 236
PMS 583

Shipping Orange

Cash Green

Gap colors

Link Blue

SHAPE

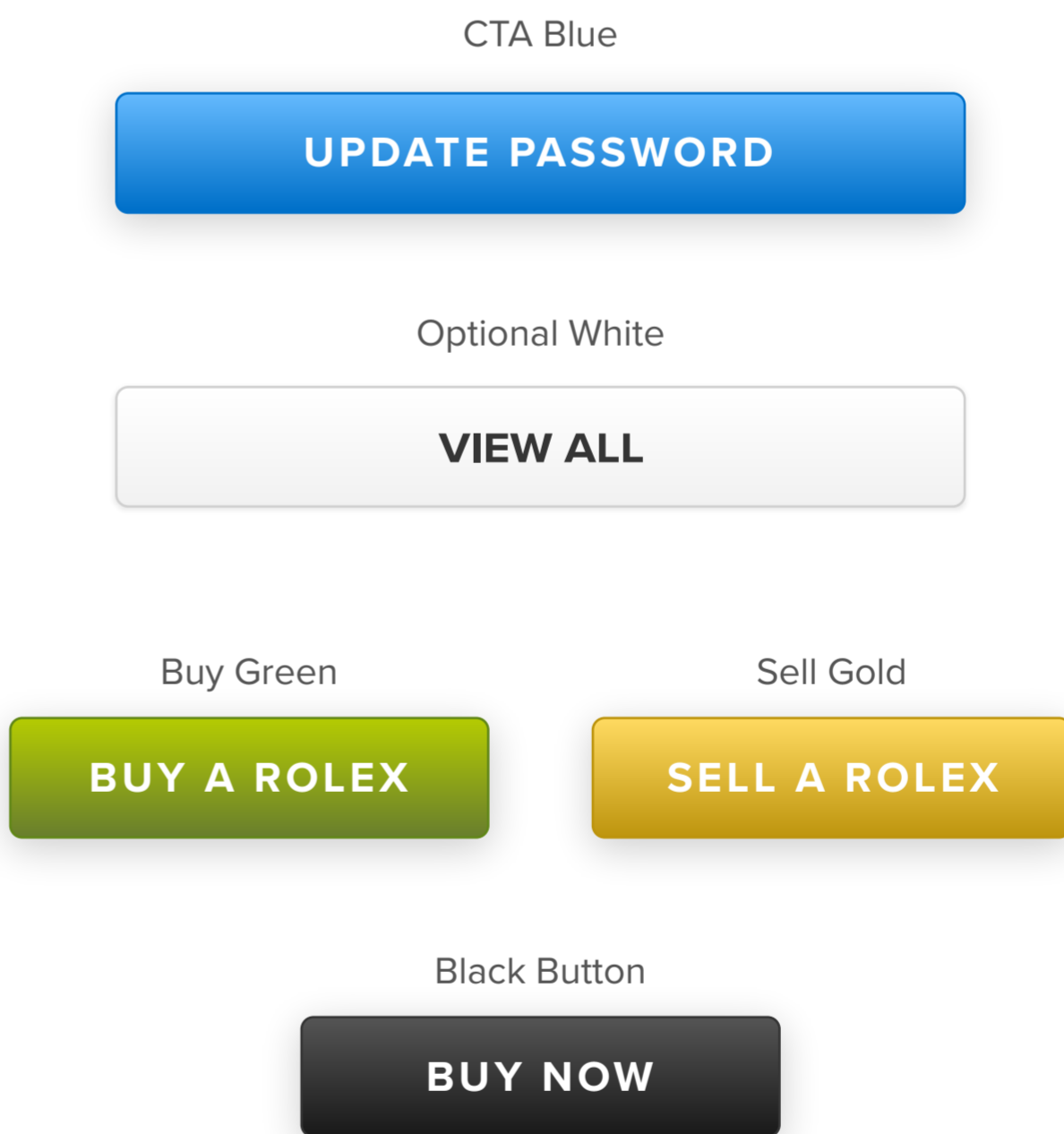## MANTRA
Classic, Sport, Reliable

LOGO

ICONOGRAPHY

EXCLUSIVE SALES   **NEW ARRIVALS**   **INDUSTRY NEWS**

Use subtle thin line icons. Apply an angle for edge.

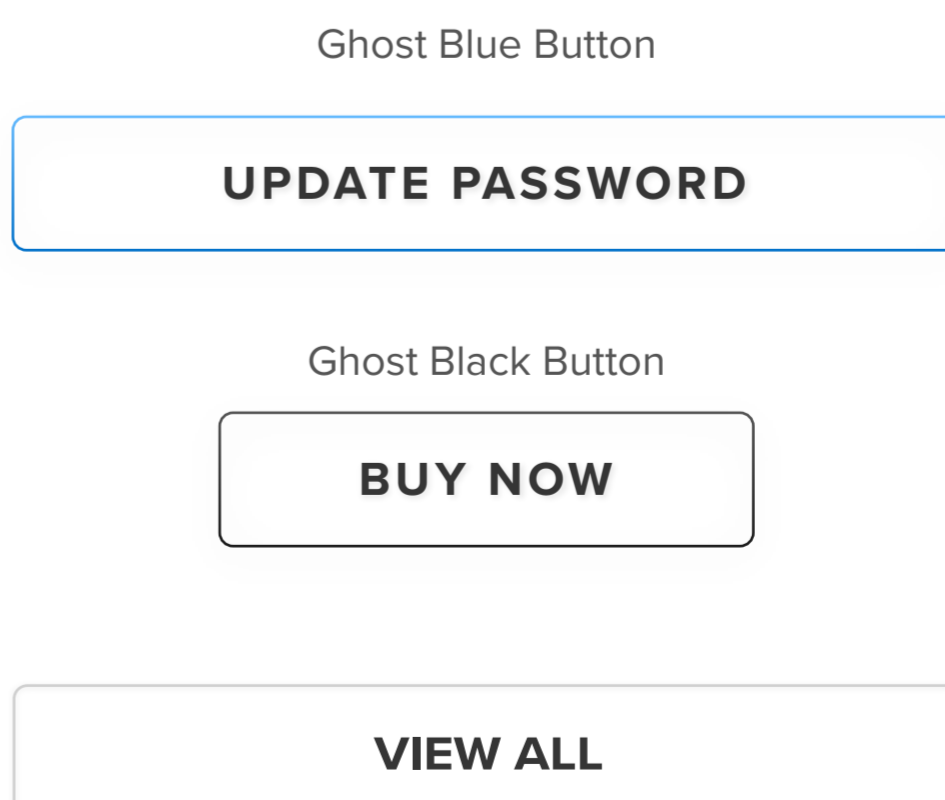✓ CERTIFIED AUTHENTIC   ✓ LOW PRICE GUARANTEE   ✓ FREE OVERNIGHT DELIVERY

BUTTONS

RAISED BUTTONS

These strong buttons call attention. They have hover and action interactions. Ask designer for the Codepen.

CTA Blue

UPDATE PASSWORD

Optional White

VIEW ALL

Buy Green

BUY A ROLEX

Sell Gold

SELL A ROLEX

Black Button

BUY NOW

GHOST BUTTONS

These low profile buttons blend in with photos. These are used on top of compelling background images.

Ghost Blue Button

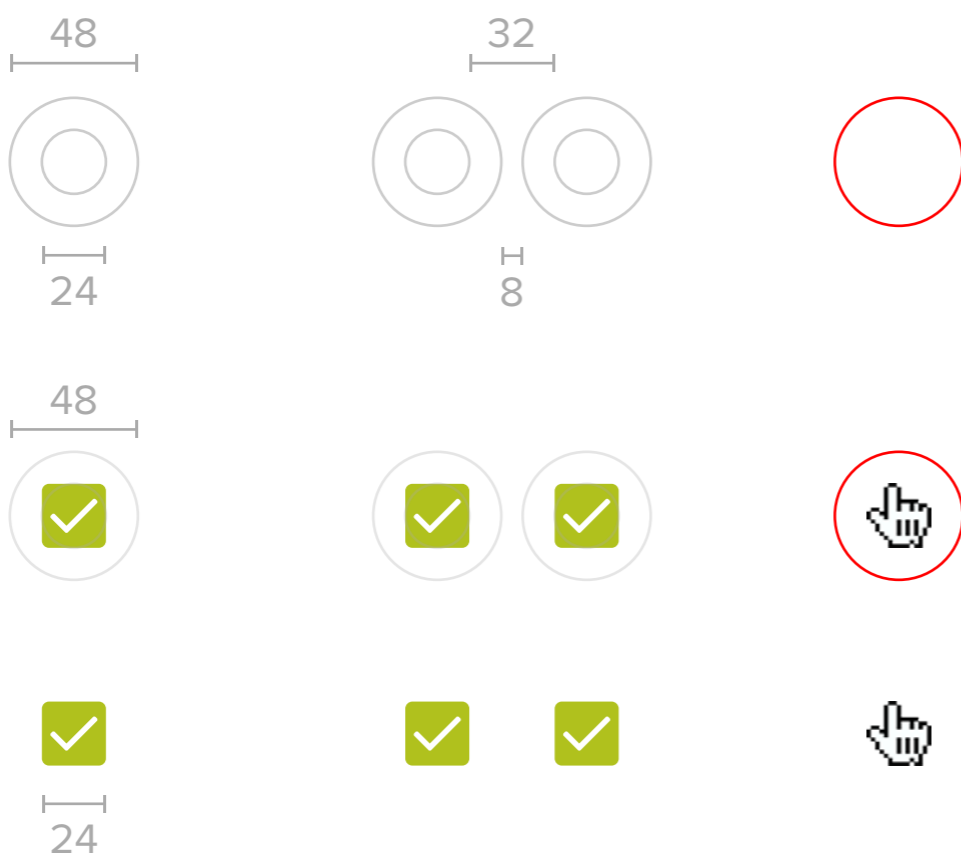**UPDATE PASSWORD**

Ghost Black Button

BUY NOW

VIEW ALL

SPACE

MANTRA
Classic, Sport, Reliable

TAP TARGETS

48
24
32
8

48

24

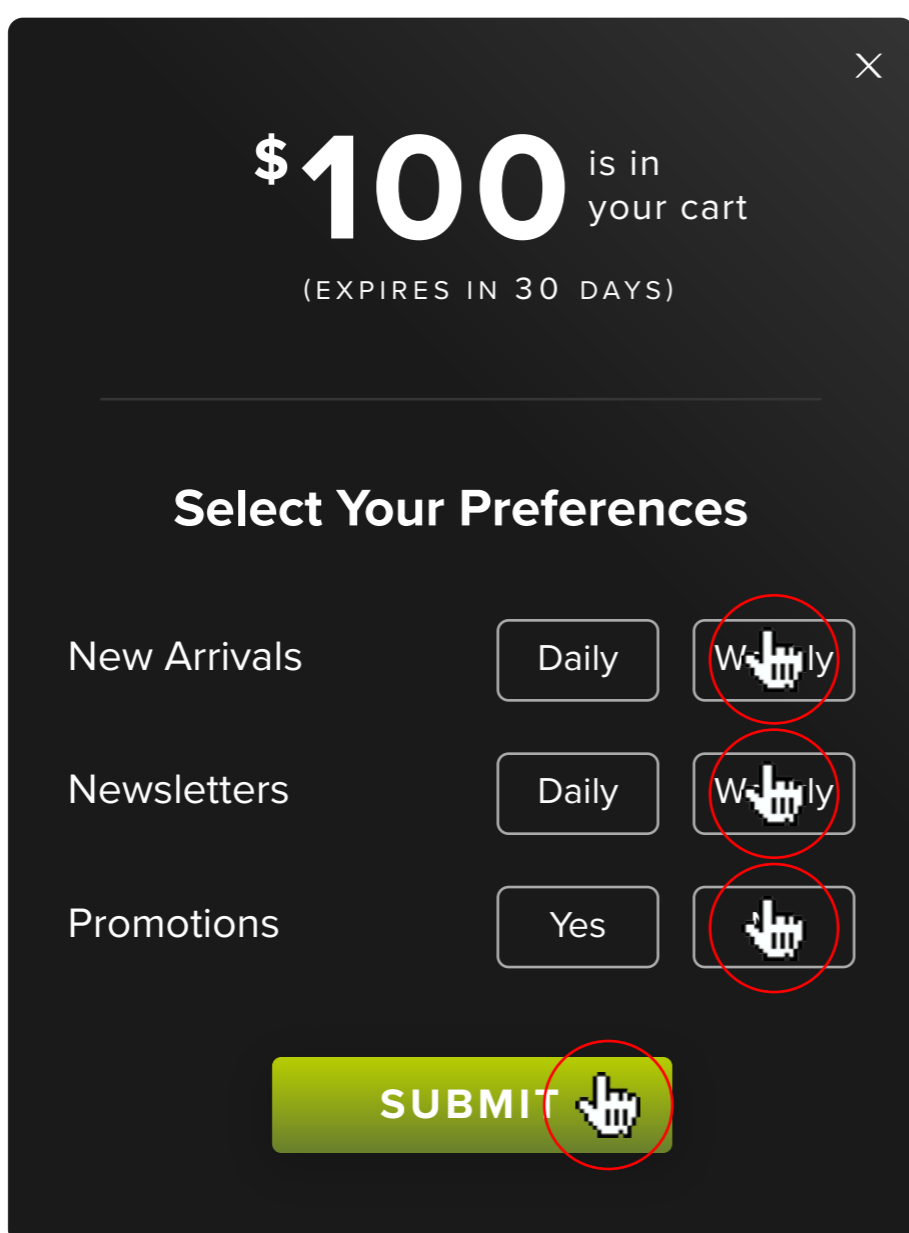### TAPPING A BUTTON
Tap targets should be 44 to 48px square.

ACTION ICONS
The actionable icons should at least be 24px square.

$100 is in your cart
(EXPIRES IN 30 DAYS)

Select Your Preferences

New Arrivals	Daily	Weekly
Newsletters	Daily	Weekly
Promotions	Yes	

SUBMIT

$100 is in your cart
(EXPIRES IN 30 DAYS)

Select your Preferences

New Arrivals
Weekly | Daily

Watch Industry Articles
Weekly | Daily

SUBMIT

GOOD ENOUGH
The distance between the tap targets here are far enough to avoid mistaken taps. The buttons could be larger in height, but the container does not offer that luxury.

TOO DIFFICULT TO TAP
The distance between the tap targets here are far enough to avoid mistaken taps. However, the buttons need to be larger in height.