

UI COLOUR

Hex: #242424
RGB: 36, 36, 36

Hex: #2d2d2d
RGB: 45, 45, 45

Hex: #969696
RGB: 150, 150, 150

Hex: #d7d7d7
RGB: 215, 215, 215

Hex: E2574C
RGB: 226, 87, 76

Hex: #b64036
RGB: 182, 64, 54

TYPOGRAPHY

Base Typography Size - 14pt (mobile), 16pt (desktop)

Font Family: Raleway

Font Styles: Light
Light Italic
Bold
Bold Italic

Font Family: Playfair Display

Font Styles: Regular
Italic
Bold
Bold Italic

Icon Family: Font Awesome

Icons Used: 




h1 – Playfair Display, 3 rem

*H1 only used once on page, for the logo screen reader fallback. For this website the H1 is ‘Aloha Aloha Apparel Co.’ and is not seen (see <https://webaim.org/techniques/css/invisiblecontent/>)

h2 – Playfair Display, 2.4 rem

h3 – Playfair Display, 1.5 rem

Body Copy - Raleway Light, Base Type Size

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis consectetur ligula nulla, a tincidunt massa lobortis in. Nulla et sapien at tortor porta semper et eget risus. Pellentesque fermentum gravida maximus. Praesent ultrices ligula eu vehicula iaculis. Integer dapibus malesuada rhoncus.

COMPONENT EXAMPLE

UI assets and Coding are built on the idea of **Component Driven Design or Atomic Design**. A layout is made up of components or peice, these components can be placed on many page(s) and in many locations within the layout of said page(s). <http://bradfrost.com/blog/post/atomic-web-design/>

Button *Component*

Label

Label

Default State Hover & Focus State

=

Different button uses within layout(s)

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What the Code could look like

HTML

<button class="round_btn">
Label
</button>

CSS

.round_btn {
background-color: #e2574c;
color: white;
border-radius: 50%;
padding: 1rem 2rem;
}

Button *Component* with color change option

Label

Label

Default State Hover & Focus State

What the Code could look like
Default Colour is overridden when colour class is added to the HTML tag

HTML

<button class="round_btn black">
Label
</button>

CSS

.round_btn {
background-color: #e2574c;
color: white;
border-radius: 50%;
padding: 1rem 2rem;
}

.round_btn.black {
background-color: #242424;
}