DESIGN AND BRAND IDENTITY GUIDELINES

ZINC TECHNOLOGIES INC.

TABLE OF CONTENTS

02 INTRODUCTION

04 ZINC.IO

05 color systems

07 logo + marks

09 typography

11 iconography

13 www + mobile

16 LIONFISH DATA

17 color systems

19 logo + marks

21 typography

23 iconography

25 www + mobile

28 PRICEYAK

29 color systems

31 logo + marks

33 typography

35 iconography

37 www + mobile

40 SUBTOTAL

41 color systems

43 logo + marks

45 typography

47 iconography

49 www + mobile

INTRODUCTION

Zinc is the secret backbone of e-commerce. Our team has built listing creation, inventory management, repricing, and fulfillment software currently used by tens of thousands of the top Amazon and eBay sellers. We power the entire product catalog for dozens of US and international e-commerce sites.

Our founders and lead engineers hail from MIT and have worked at top-tier Silicon Valley companies including Palantir, Stripe, Dropbox, Nest, and Optimizely.

All design documentation is used as a guideline; however, careful consideration of these guidelines will improve overall design and branding for the company and its products.

Design and Brand Identity Guidelines created and designed by Selena Zhen.

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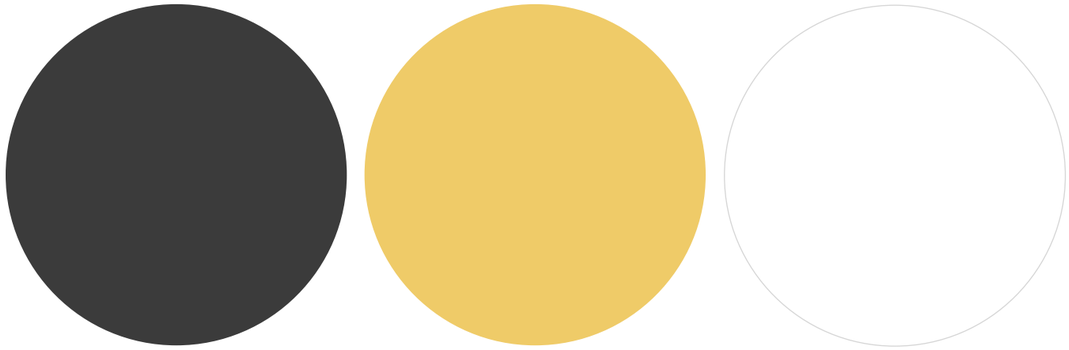
ZINC.IO

SECTION 01
COLOR SYSTEMS

The palette consists of three colors. The primary color is a dandelion yellow with hints of orange, which compliment the simplicity of the two neutral colors. A consistent consideration towards maintenance of these colors will create a unified brand across all communications.

PRIMARY COLOR PALETTE



CHARCOAL

Hex: #3A3A3A
RGB: (58, 58, 58)
CMYK: (0, 0, 0, 0.77)
Web Safe Color: #333333

DANDELION

Hex: #EFCB68
RGB: (239, 203, 104)
CMYK: (0, 0.15, 0.56, 0.06)
Web Safe Color: #FFCC66

WHITE

Hex: #FFFFFF
RGB: (255, 255, 255)
CMYK: (0, 0, 0, 0)
Web Safe Color: #FFFFFF

GRADIENT

COLOR TINTS

A color *tint* is the mixture of a color with white, increasing its lightness. These colors should be used where the full saturation color would be too strong or distracting.

#3A3A3A	#616161	#888888	#B0B0B0	#D7D7D7	#FFFFFF
#EFCB68	#F2D586	#F5DFA4	#F8EAC2	#FBF4E0	#FFFFFF
#FFFFFF	#FFFFFF	#FFFFFF	#FFFFFF	#FFFFFF	#FFFFFF

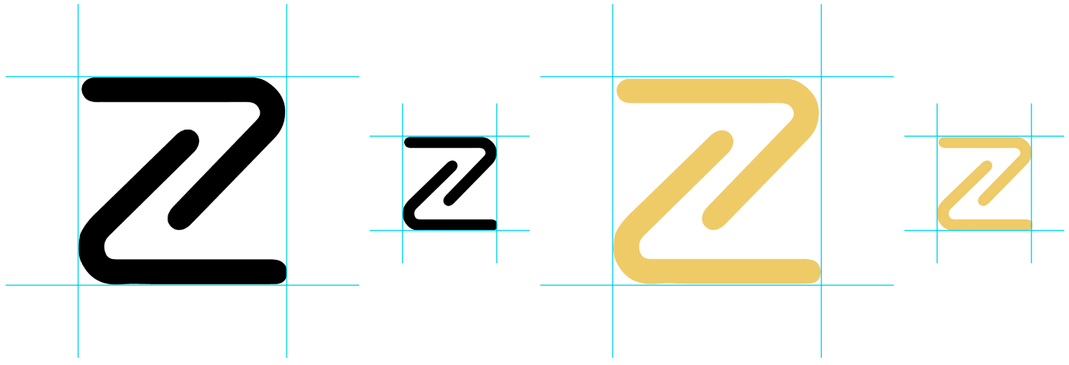
COLOR SHADES

A color *shade* is the mixture of a color with black, increasing its darkness. These colors should be used rarely and with caution. It may cause distraction or confustion from the main color palette.

#3A3A3A	#343434	#2E2E2E	#282828	#222222	#1D1D1D
#EFCB68	#D7B65D	#BFA253	#A78E48	#8F793E	#776534
#FFFFFF	#E5E5E5	#CCCCCC	#B2B2B2	#999999	#7F7F7F

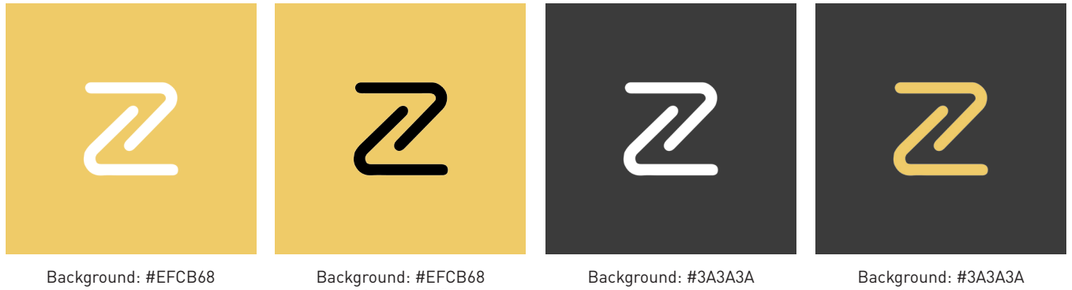
SECTION 02
LOGO AND MARKS

The Zinc logo is representative of Zinc Technologies Inc, and should be used only to represent the company and not its products. Derived from the "Z" letter, it is best used with padding separation from elements around it, and looks exceptionally well as a small to medium icon.



The only color variations of the logo should be using **#EFCB68 , #000000** or **#EFCB68**, unless placed on a colored background (see **Alternative Color Backgrounds**).

ALTERNATIVE COLOR BACKGROUNDS



Background: #EFCB68
Content: #FFFFFF

Background: #EFCB68
Content: #000000

Background: #3A3A3A
Content: #FFFFFF

Background: #3A3A3A
Content: #EFCB68

TITLE BLOCK

This style and type is to be used where the name of the company is desired instead of the branding. It is best used with padding separation from elements around it and with the font weight: Bold. See **The Font** in 03 Typography for font styles.

ZINC ZINC

ZINC

SECTION 03
TYPOGRAPHY

The same font should be used across all platforms in order to maintain consistency. Text color is **#000000**, with the exception of links and title blocks. **Font sizes** for varying content is flexible and is up to the user's discretion, but should maintain font weights (based on heading and paragraph hierarchy). In the case of a colored background, follow **Alternative Color Backgrounds** styles (Section 02 Logo + Marks).

THE FONT

The standard font for Zinc is Roboto. The only font weights it requires is Regular and Bold (400 and 500, respectively).

ROBOTO REGULAR (400)	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z 0 1 2 3 4 5 6 7 8 9
ROBOTO BOLD (500)	**A B C D E F G H I J K L M** **N O P Q R S T U V W X Y Z** **a b c d e f g h i j k l m n** **o p q r s t u v w x y z** **0 1 2 3 4 5 6 7 8 9**

HIERARCHY

Font weights should reflect the hierarchy of content.

Heading 1 Bold	**Zinc Technologies** ***Zinc Technologies***
Heading 2 Regular	Zinc Technologies *Zinc Technologies*
Heading 3 Regular	Zinc Technologies *Zinc Technologies*
Paragraph Regular	Zinc Technologies *Zinc Technologies*

TEXT EXAMPLES

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris nec elementum ex, quis luctus sapien. Morbi tortor ipsum, venenatis a cursus et, tempus non ligula. Integer a dolor convallis, venenatis velit vitae, laoreet nunc. Mauris in quam eros. Vivamus sed posuere est. Ut tempor orci nunc, at finibus mi vestibulum sit amet. Fusce iaculis tempus pretium. Pellentesque laoreet efficitur eros nec varius. Nam in ex mattis, varius dui non, laoreet urna. Sed id erat sit amet ante pretium consequat et et mauris.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris nec elementum ex, quis luctus sapien. Morbi tortor ipsum, venenatis a cursus et, tempus non ligula. Integer a dolor convallis, venenatis velit vitae, laoreet nunc. Mauris in quam eros. Vivamus sed posuere est. Ut tempor orci nunc, at finibus mi vestibulum sit amet. Fusce iaculis tempus pretium. Pellentesque laoreet efficitur eros nec varius. Nam in ex mattis, varius dui non, laoreet urna. Sed id erat sit amet ante pretium consequat et et mauris.

SECTION 04
ICONOGRAPHY

Any existing or future iconography must be in either **#000000** or **#EFCB68.** A tint of **#EFCB68** is acceptable but full saturation is preferable. In the case of a colored background, follow **Alternative Color Backgrounds** styles (Section 02 Logo + Marks).

ICONS

Successful Icon:
(shown after user successfully submits contact form)

Unsuccessful Icon:
(shown after user unsuccessfully submits contact form)

HYPERLINKS

All hyperlinks on a webpage should adhere to the following styles:

General Links:

:link This is a hyperlink.
:hover This is a hyperlink.
:active This is a hyperlink.

Email Links:

:link This is a hyperlink.
:hover This is a hyperlink.
:active This is a hyperlink.

FORMS

The contact form, tracking form, and any additional forms should adhere to a similar style.

All input boxes have a border radius of 3px and a border color of **#EFCB68**. All labels and text are consistent with paragraph styles (for specifics, see **The Font** in 03 Typography).

Label input...

Label

Label

Send

Call to action buttons have a background color of **#EFCB68.** On hover, animate the button to translate up 2 px and change the background color to **#F5DFA4.** On focus, use **#EFCB68** as the box-shadow color (a tint of **#EFCB68** is also acceptable).

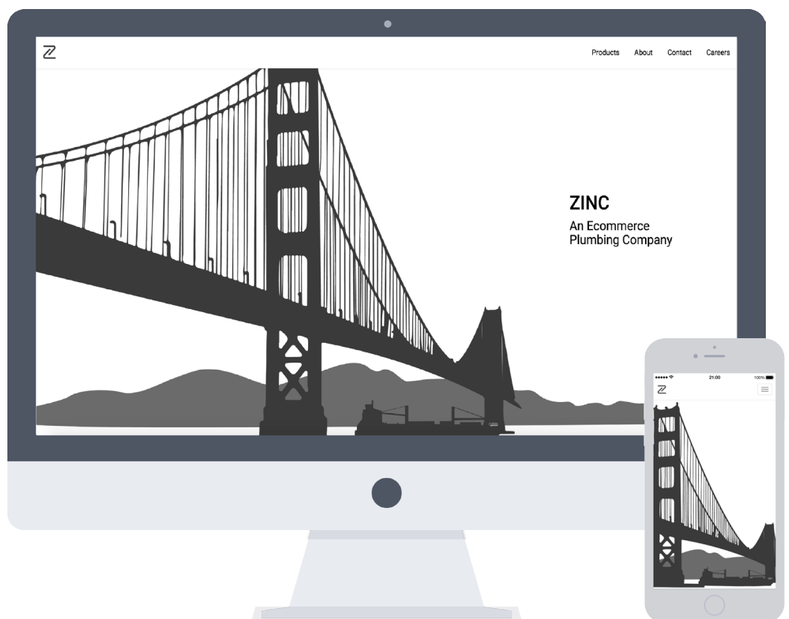
SECTION 05
WWW + MOBILE

The webpage for Zinc.io must be simple, with non-distracting elements. The principle background color is **#FFFFFF**, though sections with the background color **#EFCB68** is acceptable to highlight its content.

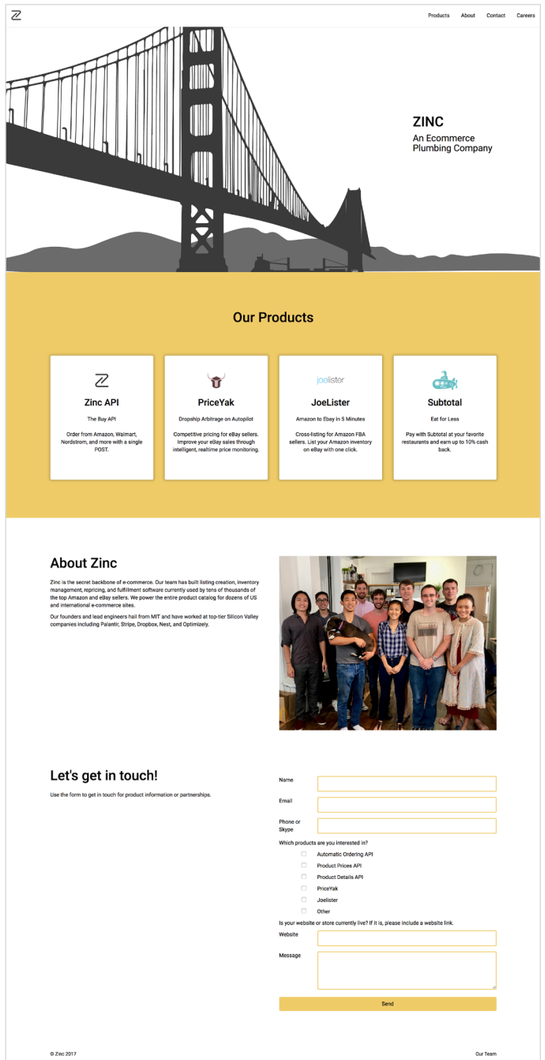
LANDING PAGE

The Golden Gate Bridge is representative of Zinc's location and culture in San Francisco, CA.

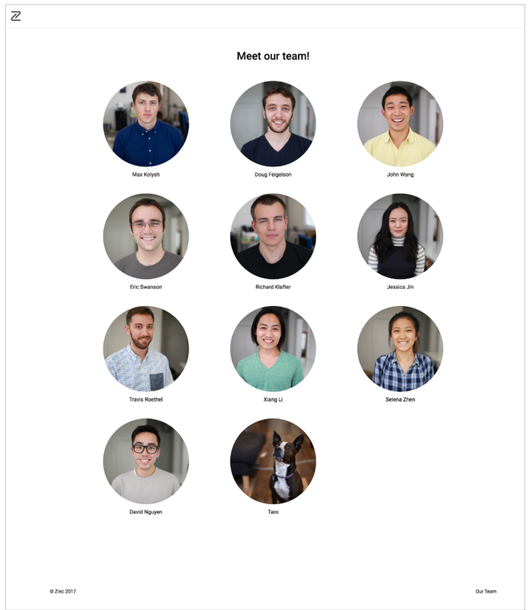
MOBILE AND DESKTOP



HOMEPAGE



ABOUT

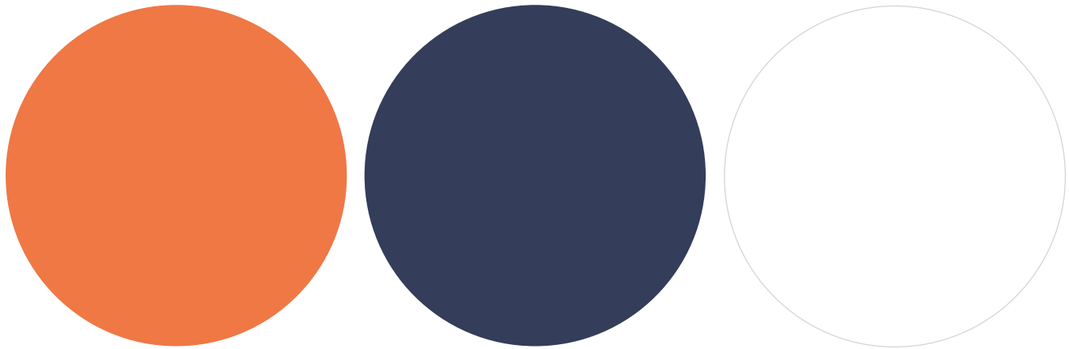


LIONFISH DATA

SECTION 01
COLOR SYSTEMS

The palette consists of three colors. The primary color is a navy with slate grey tones and is complimented with a bright tangerine orange. The tangerine orange is considered an accent color and should only be used when highlighting important content or used as a call to action button. A consistent consideration towards maintenance of these colors will create a unified brand across all communications.

PRIMARY COLOR PALETTE



TANGERINE

Hex: #EF7845
RGB: (239,120,69)
CMYK: (0, 0.5, 0.71, 0.06)
Web Safe Color:#FF6633

NAVY

Hex: #343D59
RGB: (52,61,89)
CMYK: (0.43, 0.31, 0, 0.65)
Web Safe Color: #333366.

WHITE

Hex: #FFFFFF
RGB: (255, 255, 255)
CMYK: (0, 0, 0, 0)
Web Safe Color: #FFFFFF

GRADIENT

COLOR TINTS

A color *tint* is the mixture of a color with white, increasing its lightness. These colors should be used where the full saturation color would be too strong or distracting.

#EF7845	#F2936A	#F5AE8F	#F8C9B4	#FBE4D9	#FFFFFF
#343D59	#5C637A	#858A9B	#ADB1BC	#D6D8DD	#FFFFFF
#FFFFFF	#FFFFFF	#FFFFFF	#FFFFFF	#FFFFFF	#FFFFFF

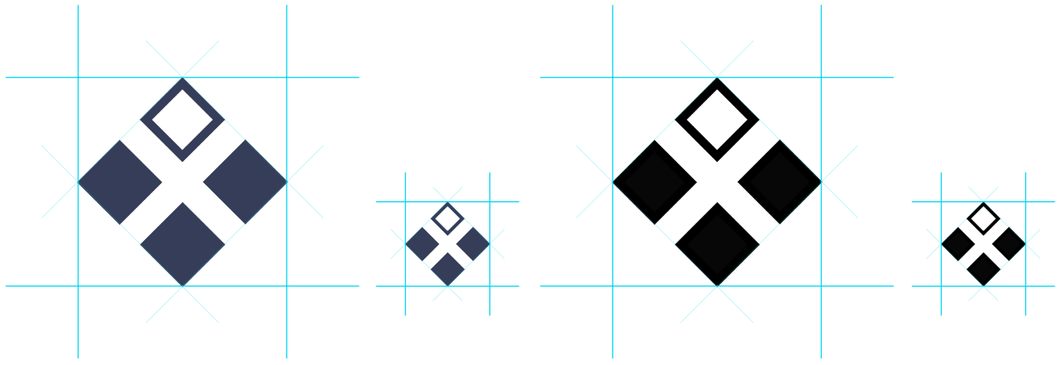
COLOR SHADES

A color *shade* is the mixture of a color with black, increasing its darkness. These colors should be used rarely and with caution. It may cause distraction or confustion from the main color palette.

#EF7845	#D76C3E	#BF6037	#A75430	#8F4829	#773C22
#343D59	#2E3650	#293047	#242A3E	#1F2435	#1A1E2C
#FFFFFF	#E5E5E5	#CCCCCC	#B2B2B2	#999999	#7F7F7F

SECTION 02
LOGO AND MARKS

The Lionfish Data logo is representative of Lionfish Data, and should be used only to represent the product. The rotated squares become diamonds that refer to abstract scales, and the filled diamonds follow the shape of an L. It is best used with padding separation from elements around it, and looks exceptionally well as a small to medium icon.



The only color variations of the logo should be using **#343D59**, **#000000**, or **#FFFFFF** unless placed on a colored background (see **Alternative Color Backgrounds**).

ALTERNATIVE COLOR BACKGROUNDS

Background: #EF7845
Content: #FFFFFF

Background: #EF7845
Content: #000000

Background: #343D59
Content: #FFFFFF

Background: #000000
Content: #FFFFFF

TITLE BLOCK

This style and type is to be used where the name of the company is desired instead of, or in addition to the branding. It is best used with padding separation from elements around it and with the Heading 1 font weight. Refrain from using the accent color, **#EF7845**, in the title block. See **The Font** in 03 Typography for font styles.

LIONFISH DATA

LIONFISH DATA

LIONFISH DATA

LIONFISH DATA

LIONFISH DATA

LIONFISH DATA

SECTION 03
TYPOGRAPHY

The same font should be used across all platforms in order to maintain consistency. Text color is **#000000**, with the exception of links and title blocks. **Font sizes** for varying content is flexible and is up to the user's discretion, but should maintain font weights (based on heading and paragraph hierarchy). In the case of a colored background, follow **Alternative Color Backgrounds** styles (Section 02 Logo + Marks).

THE FONT

The standard font for Zinc is Roboto. It uses Light, Medium and Bold (300, 500, and 700 respectively).

ROBOTO LIGHT (300)

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

ROBOTO BOLD (700)

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n
o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

HIERARCHY

Font weights should reflect the hierarchy of content.

Heading 1 **Bold: 700**	**Lionfish Data** ***Lionfish Data***	for use as company name or section title only
Heading 2 Medium: 500	Lionfish Data *Lionfish Data*	for use as company title subheading or tagline only
HEADING 3 **BOLD: 700**	**LIONFISH DATA** ***LIONFISH DATA***	uppercase for use as section subheadings and feature titles only
Paragraph Light: 300	Lionfish Data *Lionfish Data*	for paragraph and sentence use

TEXT EXAMPLES

FEATURE TITLE USING HEADING 3

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris nec elementum ex, quis luctus sapien. Morbi tortor ipsum, venenatis a cursus et, tempus non ligula. Integer a dolor convallis, venenatis velit vitae, laoreet nunc. Mauris in quam eros. Vivamus sed posuere est. Ut tempor orci nunc, at finibus mi vestibulum sit amet. Fusce iaculis tempus pretium. Pellentesque laoreet efficitur eros nec varius. Nam in ex mattis, varius dui non, laoreet urna. Sed id erat sit amet ante pretium consequat et et mauris.

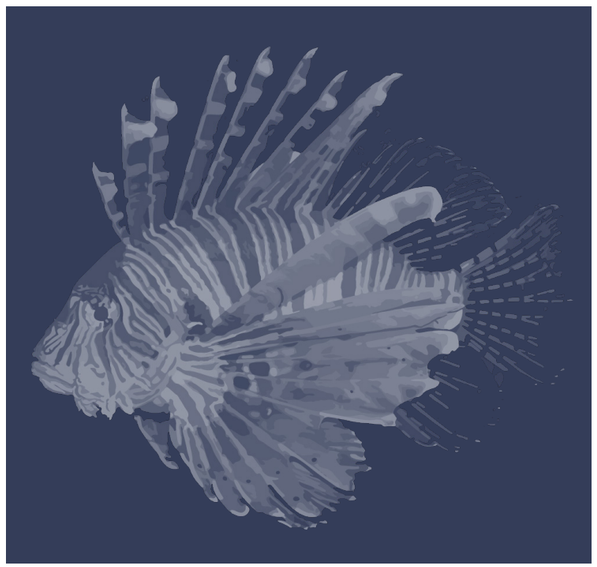
FEATURE TITLE USING HEADING 3

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris nec elementum ex, quis luctus sapien. Morbi tortor ipsum, venenatis a cursus et, tempus non ligula. Integer a dolor convallis, venenatis velit vitae, laoreet nunc. Mauris in quam eros. Vivamus sed posuere est. Ut tempor orci nunc, at finibus mi vestibulum sit amet. Fusce iaculis tempus pretium. Pellentesque laoreet efficitur eros nec varius. Nam in ex mattis, varius dui non, laoreet urna. Sed id erat sit amet ante pretium consequat et et mauris.

SECTION 04 ICONOGRAPHY

Any existing or future iconography must be in either **#343D59** or **#EF7845**. A tint of these colors is acceptable but full saturation is preferable. For drawn assets, the use of neutrals for fills and strokes is justifiable. In the case of a colored background, follow **Alternative Color Backgrounds** styles (Section 02 Logo + Marks).

ICONS



HYPERLINKS

All hyperlinks on a webpage should adhere to the following styles:

General Links	
:link	This is a hyperlink.
:hover	This is a hyperlink.
:active	This is a hyperlink.

Navigation Links	
:link	This is a hyperlink.
:hover	This is a hyperlink.
:active	This is a hyperlink.

FORMS

The contact form and any additional forms should adhere to a similar style.

All input boxes have a border radius of 5px and a border color of **#000000**. All labels and text are consistent with paragraph styles (for specifics, see **The Font** in 03 Typography).

Placeholder Text Label

input...

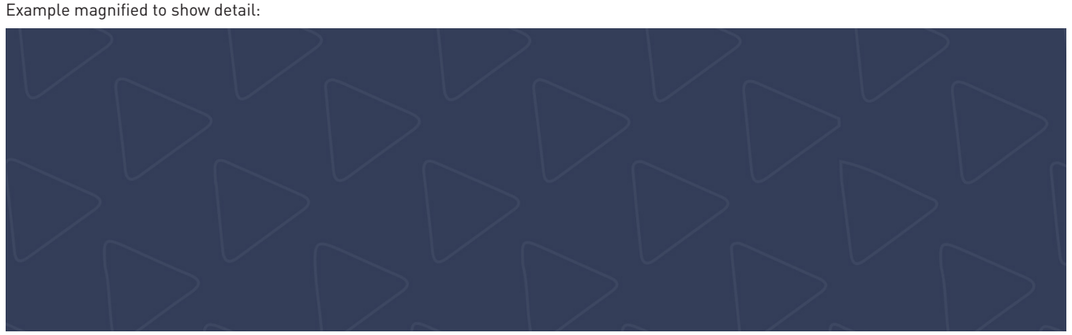
SUBMIT

Call to action buttons should use the accent color **#EF7845.** On hover, animate the button to translate up 2px and change the background color to **#F2936A**. On focus, use **#343D59** as the box-shadow color (a tint of **#343D59** is also acceptable).

BACKGROUND

The background pattern for Lionfish's landing page and login page is comprised of a series of rounded triangles (rotated at about 35 degrees). The triangles have a stroke of **#FFFFFF** at a 5% opacity against a **#343D59** background.

Example magnified to show detail:



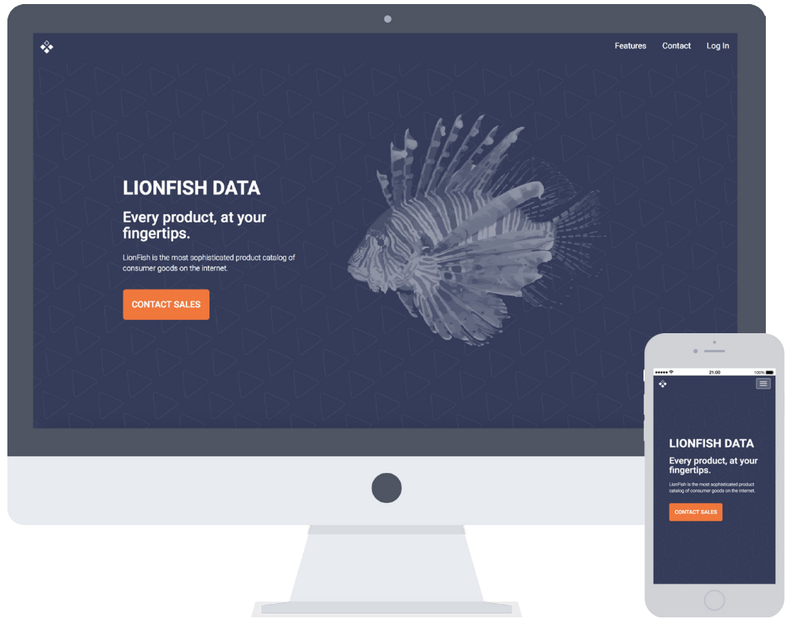
SECTION 05
WWW + MOBILE

The webpage for Zinc.io must be simple, with non-distracting elements. The principle background color is **#FFFFFF**, with the exception of the landing page.

LANDING PAGE

The lionfish image is representative of the product's name, with a large call to action using the accent color. The background is a subtle pattern of triangles as to not distract from the information on the page (see **Background** in Section 04 Iconography).

MOBILE AND DESKTOP



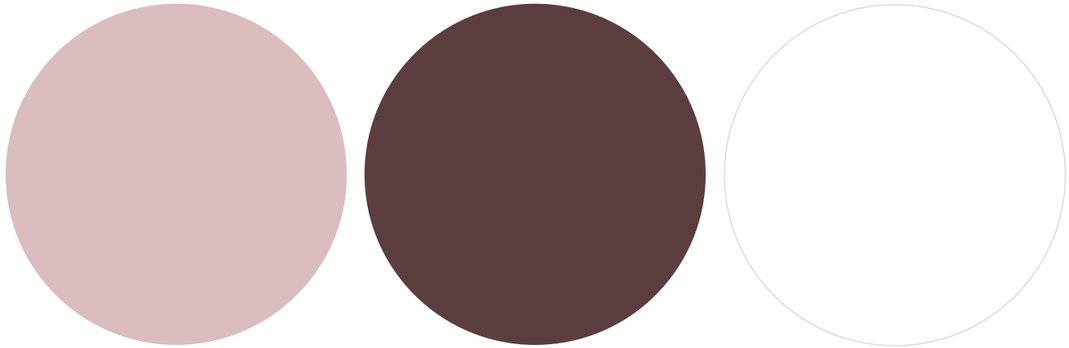
HOMEPAGE

PRICEYAK

SECTION 01
COLOR SYSTEMS

The palette consists of three colors. The primary color is a brown puce with red tones and is complimented with a light and airy rose silver. A consistent consideration towards maintenance of these colors will create a unified brand across all communications.

PRIMARY COLOR PALETTE



ROSE SILVER

Hex: #DBBDC0
RGB: (219,189,192)
CMYK: (0, 0.14, 0.12, 0.14)
Web Safe Color:#CCCCCC

DARK PUCE

Hex: #5C3E40
RGB: (92,62,64)
CMYK: (0, 0.33, 0.30, 0.64)
Web Safe Color: #663333.

WHITE

Hex: #FFFFFF
RGB: (255, 255, 255)
CMYK: (0, 0, 0, 0)
Web Safe Color: #FFFFFF

GRADIENT

COLOR TINTS

A color *tint* is the mixture of a color with white, increasing its lightness. These colors should be used where the full saturation color would be too strong or distracting.

#DBBDC0	#E2CACC	#E9D7D9	#F0E4E5	#F7F1F2	#FFFFFF
#5C3E40	#7C6466	#9D8B8C	#BDB1B2	#DED8D8	#FFFFFF
#FFFFFF	#FFFFFF	#FFFFFF	#FFFFFF	#FFFFFF	#FFFFFF

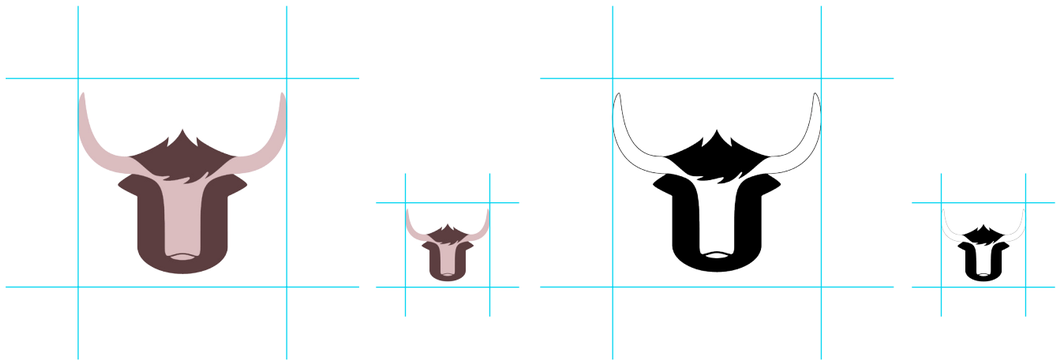
COLOR SHADES

A color *shade* is the mixture of a color with black, increasing its darkness. These colors should be used rarely and with caution. It may cause distraction or confustion from the main color palette.

#DBBDC0	#C5AAAC	#AF9799	#998486	#837173	#6D5E60
#5C3E40	#523739	#493133	#402B2C	#372526	#2E1F20
#FFFFFF	#E5E5E5	#CCCCCC	#B2B2B2	#999999	#7F7F7F

SECTION 02
LOGO AND MARKS

The PriceYak logo is representative of PriceYak, and should be used only to represent the product. The logo is modeled after a yak using the main colors, **#5C3E40** and **#DBBDC0.** It is best used with padding separation from elements around it, and looks exceptionally well as a small to medium icon.



The only color variations of the logo should be using **#5C3E40/#DBBDC0, #000000** or **#FFFFFF**, unless placed on a colored background (see **Alternative Color Backgrounds**).

ALTERNATIVE COLOR BACKGROUNDS

Background: #DBBDC0
Content: Black

Background: #EEEEEE
Content: Original

Background: #5C3E40
Content: Inverted

Background: #000000
Content: Inverted

TITLE BLOCK

This style and type is to be used where the name of the company is desired instead of, or in addition to the branding. It is best used with padding separation from elements around it and with the Heading 1 font weight. When using the original title block, use **#5C3E40** and **#DBBDC0**. See **The Font** in 03 Typography for font styles.

PRICEYAK

PRICEYAK

PRICEYAK

SECTION 03
TYPOGRAPHY

The same font should be used across all platforms in order to maintain consistency. Text color is **#5C3E40**, with the exception of links and title blocks. **Font sizes** for varying content is flexible and is up to the user's discretion, but should maintain font weights (based on heading and paragraph hierarchy). In the case of a colored background, follow **Alternative Color Backgrounds** styles (Section 02 Logo + Marks).

THE FONT

The standard fonts for Zinc is Fjalla One and Roboto Condensed. Fjalla One is used mainly for headings and titles and Roboto Condensed is used mainly for small headings and paragraphs.

FJALLA ONE REGULAR (400)

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

ROBOTO CONDENSED LIGHT (300)

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

HIERARCHY

Font weights should reflect the hierarchy of content.

Heading 1: Reg: 400	Dropship Arbitrage	for use as company name and taglines only
Heading 2 Reg: 400	Dropship Arbitrage	for use as section headings and subheadings only
Heading 3 Light: 300	Dropship Arbitrage *Dropship Arbitrage*	for use as small section headings only
Paragraph Light: 300	Dropship Arbitrage *Dropship Arbitrage*	for paragraph and sentence use

TEXT EXAMPLES

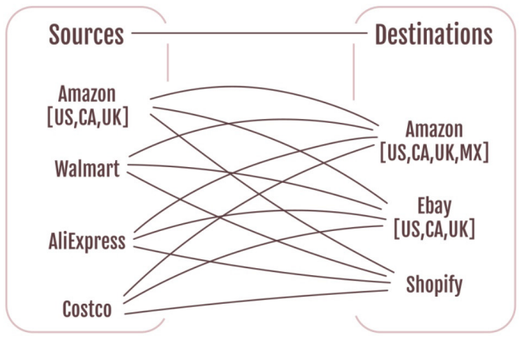
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris nec elementum ex, quis luctus sapien. Morbi tortor ipsum, venenatis a cursus et, tempus non ligula. Integer a dolor convallis, venenatis velit vitae, laoreet nunc. Mauris in quam eros. Vivamus sed posuere est. Ut tempor orci nunc, at finibus mi vestibulum sit amet. Fusce iaculis tempus pretium. Pellentesque laoreet efficitur eros nec varius. Nam in ex mattis, varius dui non, laoreet urna. Sed id erat sit amet ante pretium consequat et et mauris.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris nec elementum ex, quis luctus sapien. Morbi tortor ipsum, venenatis a cursus et, tempus non ligula. Integer a dolor convallis, venenatis velit vitae, laoreet nunc. Mauris in quam eros. Vivamus sed posuere est. Ut tempor orci nunc, at finibus mi vestibulum sit amet. Fusce iaculis tempus pretium. Pellentesque laoreet efficitur eros nec varius. Nam in ex mattis, varius dui non, laoreet urna. Sed id erat sit amet ante pretium consequat et et mauris.

SECTION 04
ICONOGRAPHY

Any existing or future iconography must be in either **#5C3E40** or **#DBBDC0**. A tint of these colors is acceptable but full saturation is preferable. For drawn assets, the use of neutrals for fills and strokes is justifiable. In the case of a colored background, follow **Alternative Color Backgrounds** styles (Section 02 Logo + Marks).

ICONS



HYPERLINKS

All hyperlinks on a webpage should adhere to the following styles:

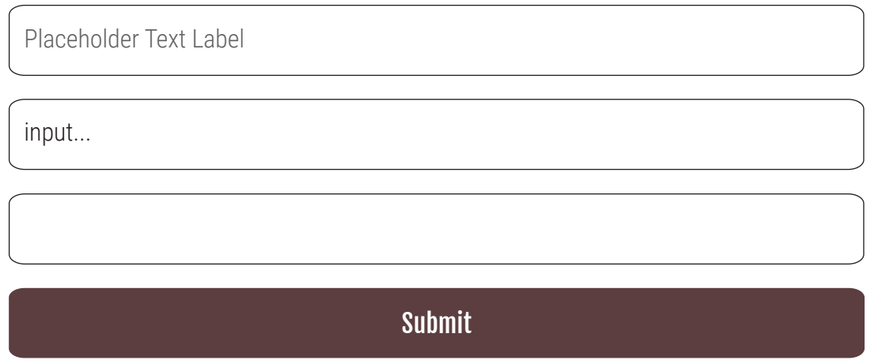
General Links

:link	This is a hyperlink.
:hover	This is a hyperlink.
:active	This is a hyperlink.

FORMS

The contact form and any additional forms should adhere to a similar style.

All input boxes have a border radius of 7px and a border color of **#000000**. All labels and text are consistent with paragraph styles (for specifics, see **The Font** in 03 Typography).

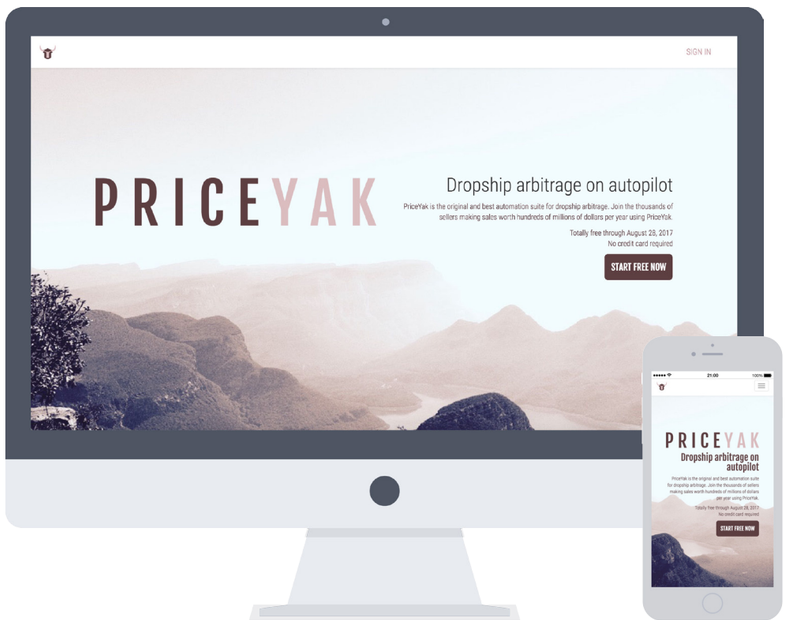


Call to Action Buttons have a background color of **#5C3E40.** On hover, change the background color of the button to **#7C6566** and animate the button to translate up 2 px. This applies to all form buttons and call to action buttons.

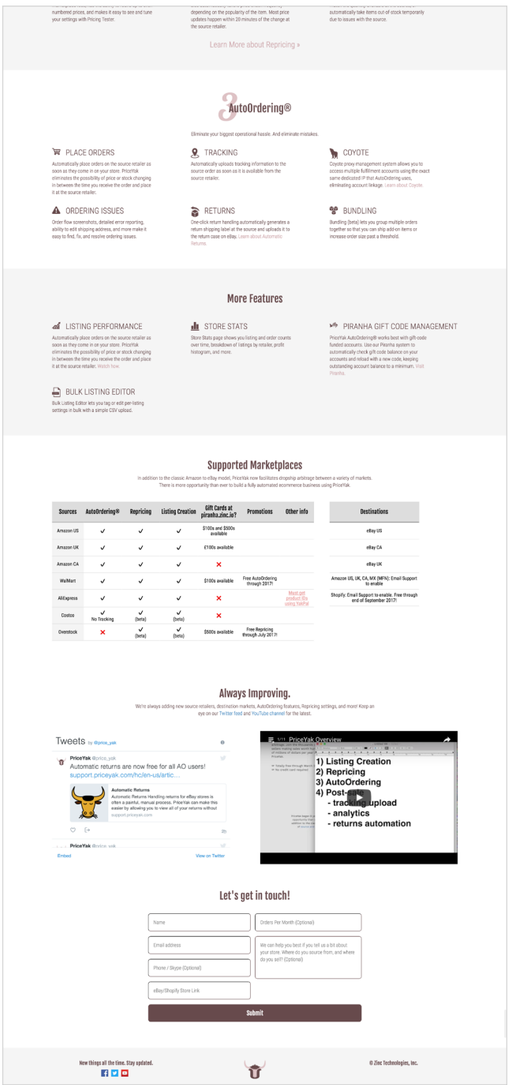
SECTION 05
WWW + MOBILE

The webpage for Zinc.io must be simple, with non-distracting elements. The principle background color is **#FFFFFF**, with the exception of the landing page. Sections with the background color **#EEEEEE** is used to separate content.

MOBILE AND DESKTOP



HOMEPAGE

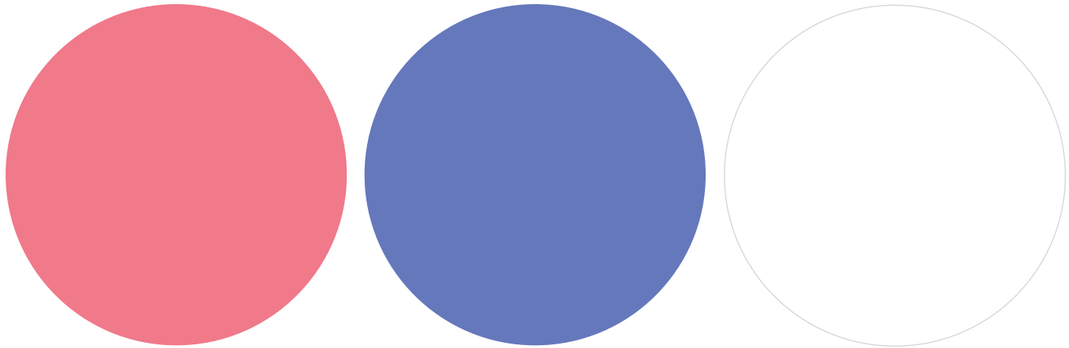


SUBTOTAL

SECTION 01
COLOR SYSTEMS

The palette consists of three colors. The primary accent color is a sapphire blue with grey-silver tones and is complimented with white and a light coral accent color. A consistent consideration towards maintenance of these colors will create a unified brand across all communications.

PRIMARY COLOR PALETTE



LIGHT CORAL

Hex: #EF798A
RGB: (239,121,138)
CMYK: (0,0.49,0.42,0.06)
Web Safe Color:#FF6699

SILVER SAPPHIRE

Hex: #6678B9
RGB: (102,120,185)
CMYK: (045, 0.35, 0, 0.27)
Web Safe Color: #6666CC

WHITE

Hex: #FFFFFF
RGB: (255, 255, 255)
CMYK: (0, 0, 0, 0)
Web Safe Color: #FFFFFF

GRADIENT

COLOR TINTS

A color *tint* is the mixture of a color with white, increasing its lightness. These colors should be used where the full saturation color would be too strong or distracting.

#EF798A	#F293A1	#F5AEB8	#F8C9D0	#FDF1F3	#FFFFFF
#6678B9	#8493C7	#A3AED5	#C1C9E3	#E0E4F1	#FFFFFF
#FFFFFF	#FFFFFF	#FFFFFF	#FFFFFF	#FFFFFF	#FFFFFF

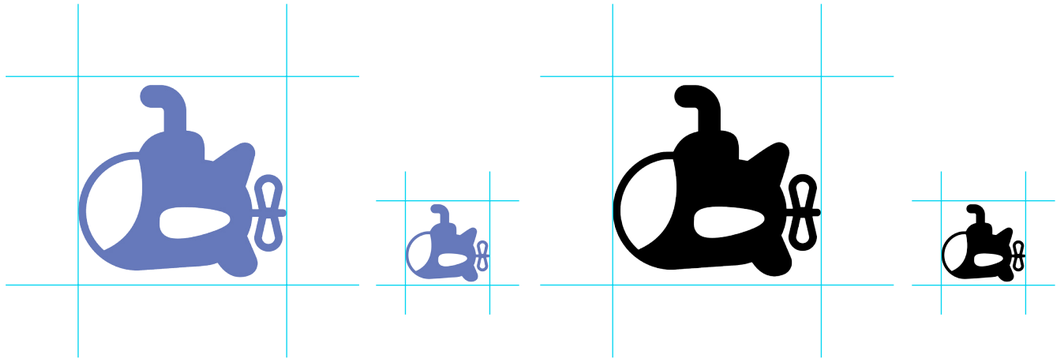
COLOR SHADES

A color *shade* is the mixture of a color with black, increasing its darkness. These colors should be used rarely and with caution. It may cause distraction or confustion from the main color palette.

#EF798A	#D76C7C	#BF606E	#A75460	#8F4852	#773C45
#6678B9	#5B6CA6	#516094	#475481	#3D486F	#333C5C
#FFFFFF	#E5E5E5	#CCCCCC	#B2B2B2	#999999	#7F7F7F

SECTION 02
LOGO AND MARKS

The Subtotal logo is representative of Subtotal, and should be used only to represent the website and its product. The logo is modeled after a submarine using the main colors, **#6678B9.** It is best used with padding separation from elements around it, and looks exceptionally well as a small to medium icon.



The only color variations of the logo should be using **#6678B9, #000000,** or **#FFFFFF**, unless placed on a colored background (see **Alternative Color Backgrounds**).

ALTERNATIVE COLOR BACKGROUNDS

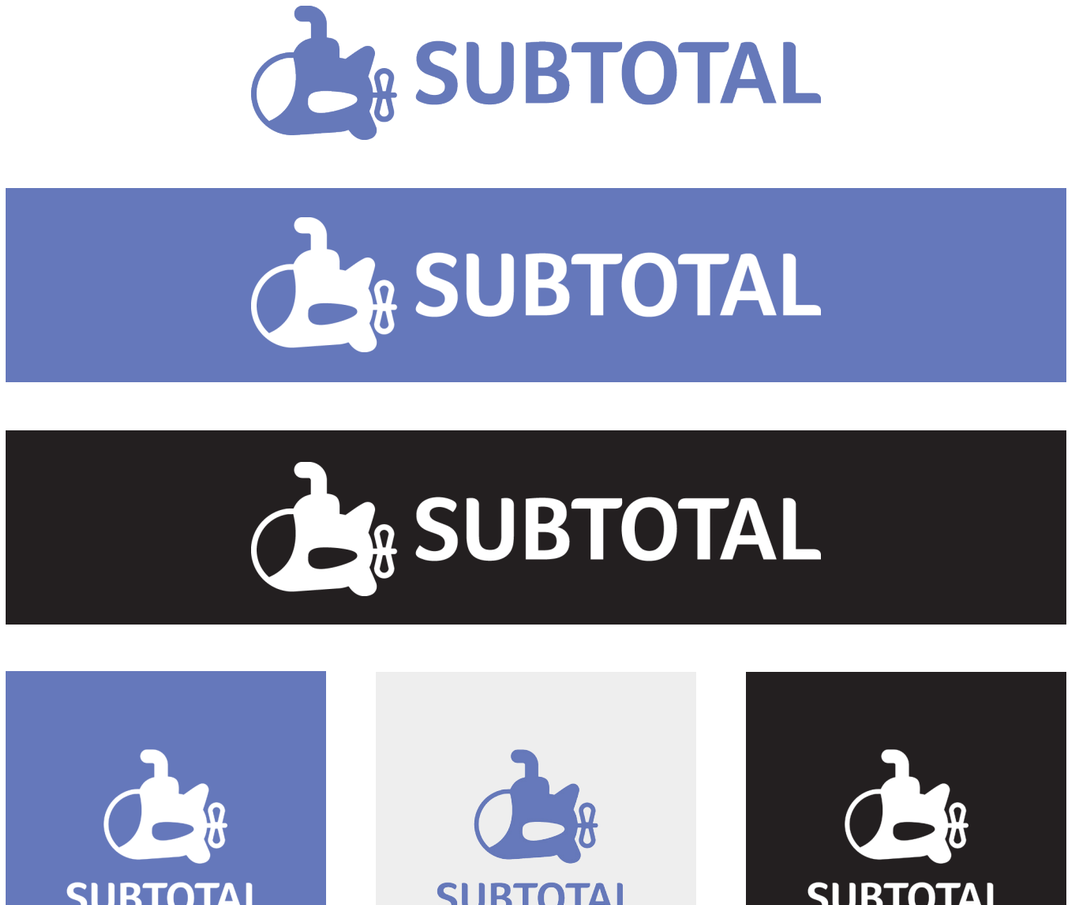
Background: #6678B9
Content: Inverted

Background: #EEEEEE
Content: Original

Background: #000000
Content: Inverted

TITLE BLOCK

This style and type is to be used where the name of the company is desired instead of, or in addition to the branding. It is best used with padding separation from elements around it and with the Heading 1 font weight. See **The Font** in 03 Typography for font styles.



SECTION 03
TYPOGRAPHY

The same font should be used across all platforms in order to maintain consistency. Text color is **#000000**, with the exception of links and title blocks. **Font sizes** for varying content is flexible and is up to the user's discretion, but should maintain font weights (based on heading and paragraph hierarchy). In the case of a colored background, follow **Alternative Color Backgrounds** styles (Section 02 Logo + Marks).

THE FONT

The standard fonts for Zinc is Foco and Karla. Foco is used mainly for headings and titles and Karla is used mainly for small headings and paragraphs. If Foco is unavailable, use Oswald.

FOCO BOLD (700)

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

KARLA REGULAR (400)

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n
o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

HIERARCHY

Font weights should reflect the hierarchy of content.

Heading 1: Bold: 700	**Eat out, save up.**	for use as company name and taglines only
Heading 2 Bold: 700	**Eat out, save up.**	for use as section headings and subheadings only
Heading 3 Regular: 400	Eat out, save up. *Eat out, save up.*	for use as small section headings only
Paragraph Regular: 400	Eat out, save up. *Eat out, save up.*	for paragraph and sentence use

TEXT EXAMPLES

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris nec elementum ex, quis luctus sapien. Morbi tortor ipsum, venenatis a cursus et, tempus non ligula. Integer a dolor convallis, venenatis velit vitae, laoreet nunc. Mauris in quam eros. Vivamus sed posuere est. Ut tempor orci nunc, at finibus mi vestibulum sit amet. Fusce iaculis tempus pretium. Pellentesque laoreet efficitur eros nec varius. Nam in ex mattis, varius dui non, laoreet urna. Sed id erat sit amet ante pretium consequat et et mauris.

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SECTION 04
ICONOGRAPHY

Any existing or future iconography must be in either **#6678B9** or **#FFFFFF**. A tint of these colors is acceptable but full saturation is preferable. For drawn assets, the use of neutrals for fills and strokes is justifiable. In the case of a colored background, follow **Alternative Color Backgrounds** styles (Section 02 Logo + Marks).

ICONS

PARTNER LOGOS

HYPERLINKS

All hyperlinks on a webpage should adhere to the following styles:

General Links

:link This is a hyperlink.

:hover This is a hyperlink.

:active This is a hyperlink.

CALL TO ACTION

Any existing and future call to action buttons should follow the **Alternative Color Backgrounds** guidelines. On hover, the background color should change to have an opacity of 80%.

Get Subtotal Now

Get Subtotal Now

Get Subtotal Now

Get Subtotal Now

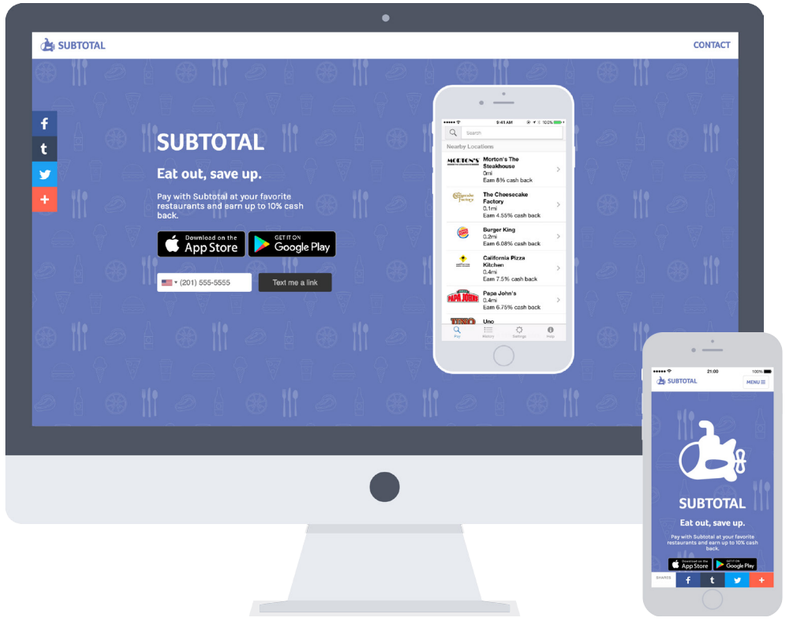
SECTION 05
WWW + MOBILE

The webpage for Zinc.io must be simple, with non-distracting elements. The principle background color is **#FFFFFF**, with the exception of the landing page. Sections with the background color **#EF798A** is used to separate content.

LANDING PAGE

The submarine image is representative of the product's name, with large call to action buttons leading to the app's download pages and a video demonstrating the use of the app.

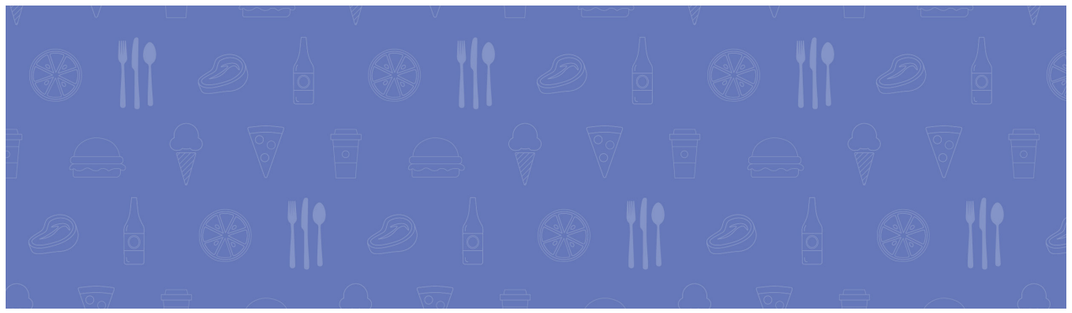
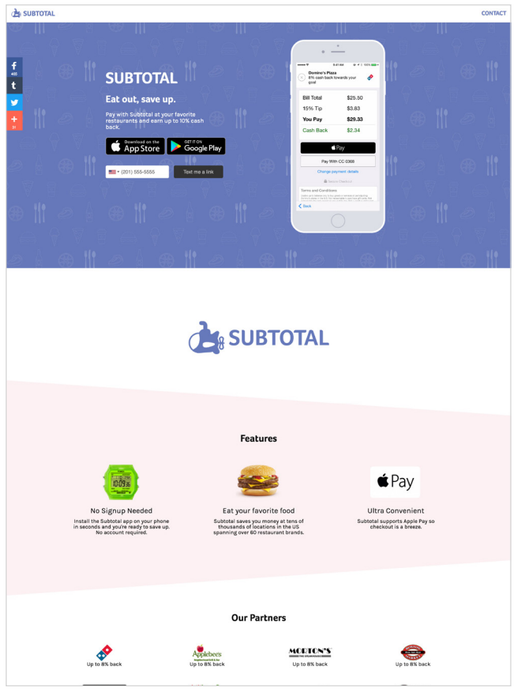
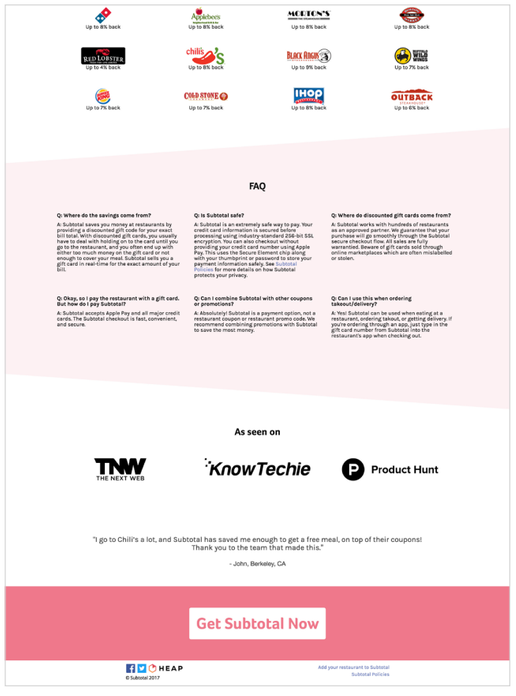
MOBILE AND DESKTOP



LANDING PAGE BACKGROUND

The background pattern for Lionfish's landing page and login page is designed as a series of food icons. The icons are **#8493C7** and the background color is **#343D59** background.

Example magnified to show detail:



HOMEPAGE