PRICEYAK

PRICEYAK

01 color systems

02 logo + marks
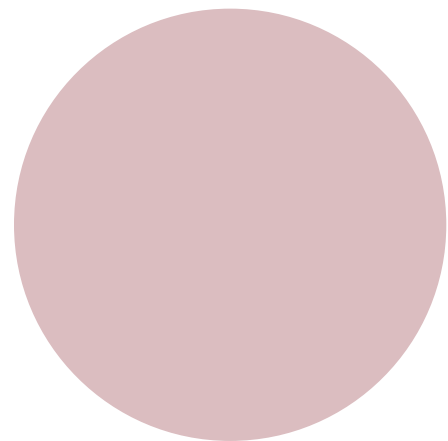
03 typography

04 iconography

05 www + mobile

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.
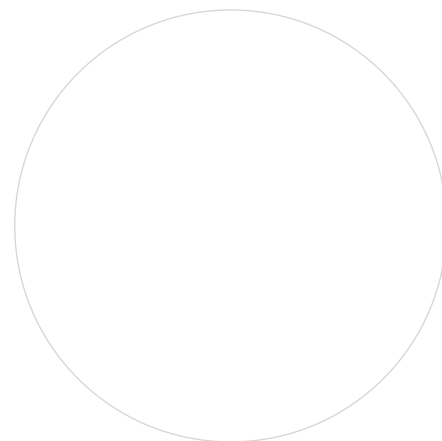
PRIMARY COLOR PALETTE

ROSE SILVER

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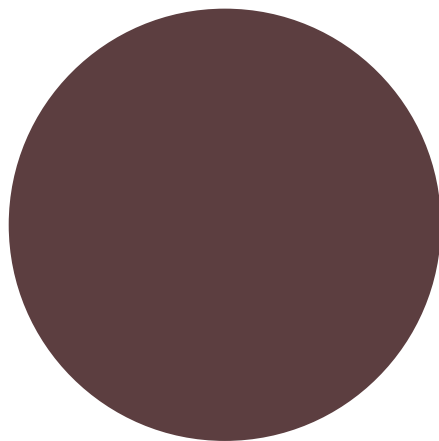
DARK PUCE

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

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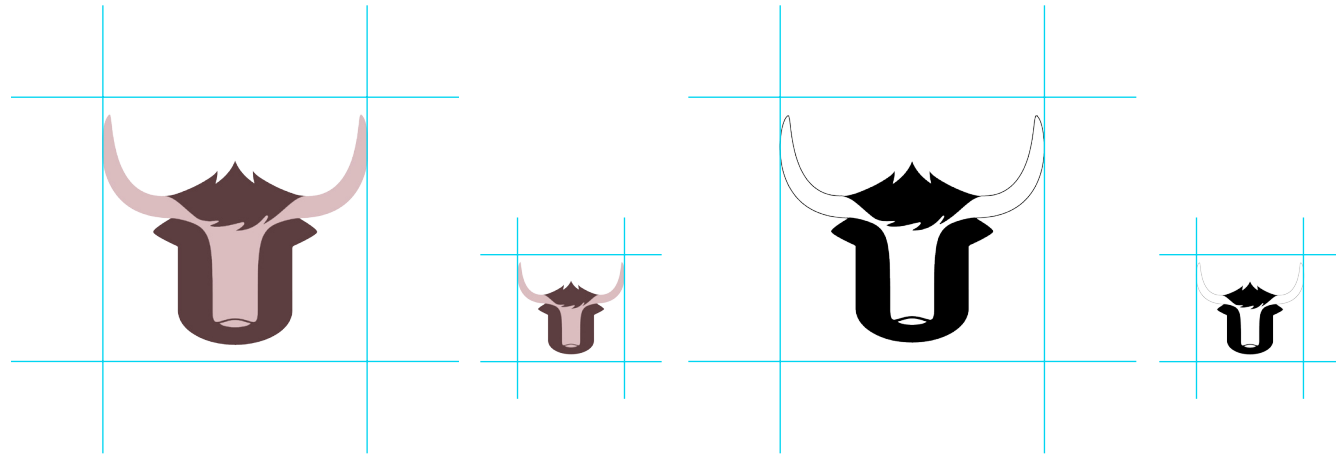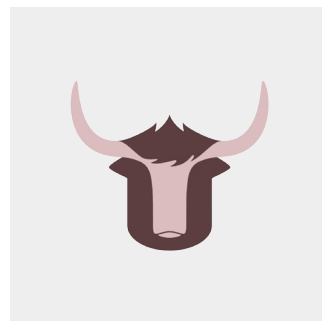
The only color variations of the logo should be using **#5C3E40/#DBBDC0, #000000** or **#FFFFFF**, unless placed on a colored background (see **Alternative Color Backgrounds**).

ALTERNATIVE COLOR BACKGROUNDS
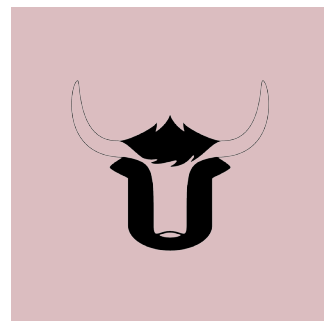
Background: #DBBDC0
Content: Black

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.

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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
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
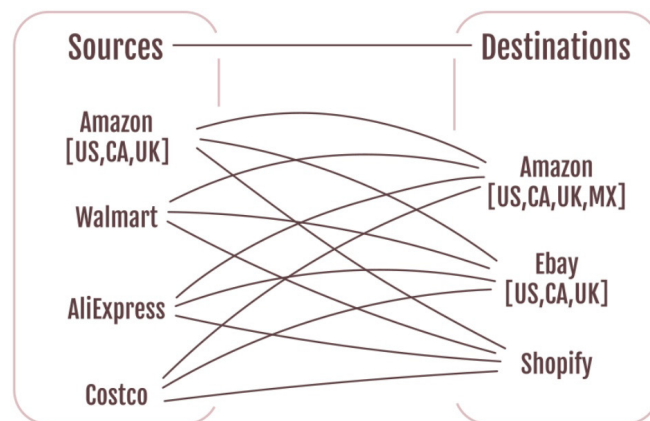
1 Listing Creation

2 Repricing

3 AutoOrdering®

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).

Placeholder Text Label

input...

Submit

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.

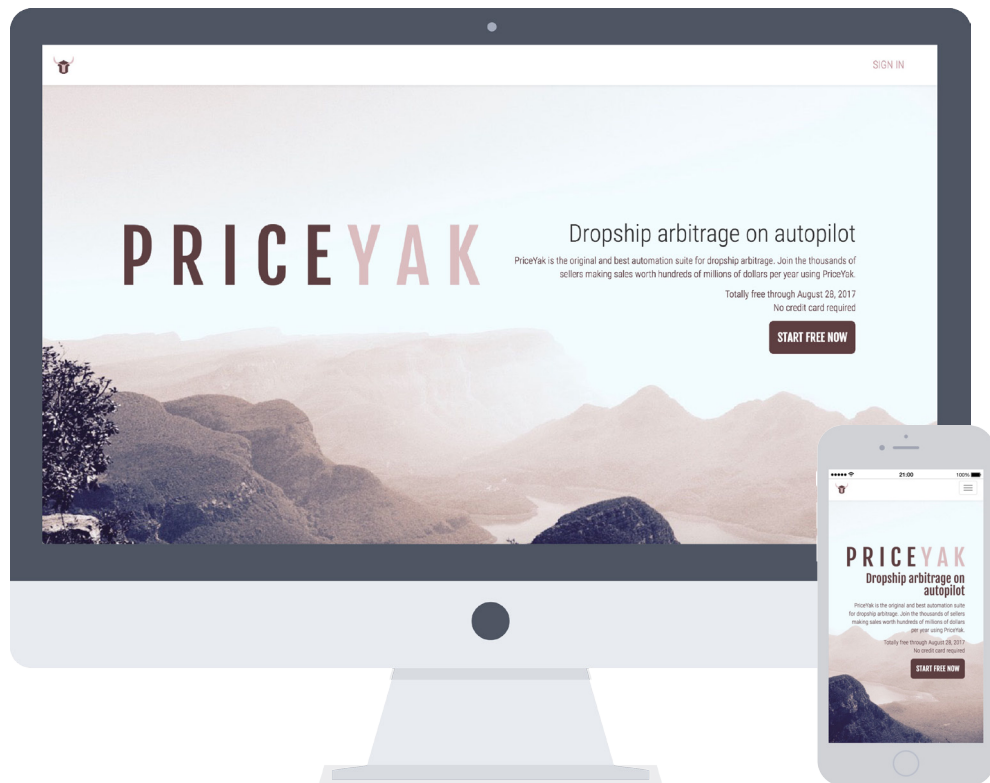PRICEYAK

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