

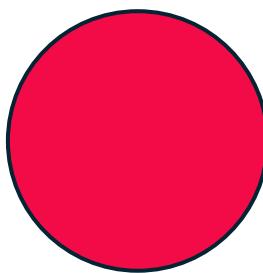
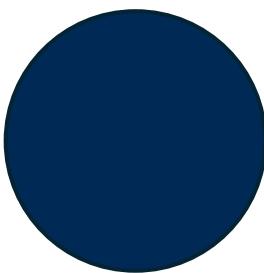
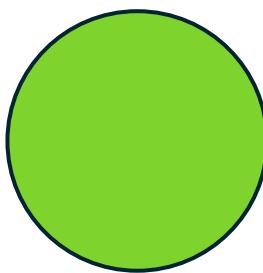
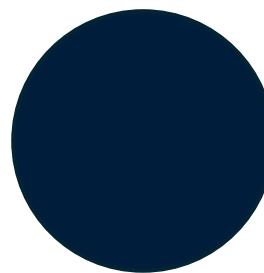
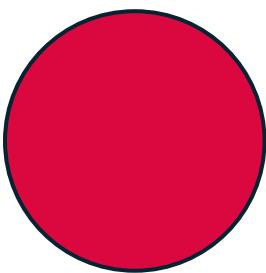
# Redbull web design study

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TYPOGRAPHY

# FUTURA

COLORS



# TYPOGRAPHY

Element	Font	Weight	Size
<b>Heading 1</b>	Bull	Bold (700)	69
<b>Heading 2</b>	Bull	Bold (700)	55
<b>Heading 3</b>	Bull	Bold (700)	44
<b>Heading 4</b>	Bull	Bold (700)	35
<b>Heading 5</b>	Bull Text	Bold (700)	23
<b>Heading 6</b>	Bull Text	Bold (700)	18
Body (Large)	Bull Text	Book (400)	23
Body (Base)	Bull Text	Book (400)	18
Body (Small)	Bull Text	Book (400)	14
PRODUCT TITLE	Bull Text	Medium (500)	14
SUBTITLE	Bull Text	Medium (500)	12
TEXT LINK	Bull Text	Medium (500)	12

# Page-header



nav-icon



logo



main-nav

A detailed view of the main navigation area. At the top is a horizontal bar with rounded ends, containing the words TV, Events, Athletes, and Products. Below this is a larger, semi-transparent bar with the same four items. At the bottom is a solid grey bar with the same four items. Labels below each item indicate their respective components: main-nav-item1, main-nav-item2, main-nav-item3, and main-nav-item4.

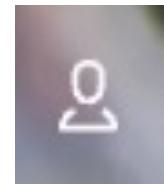
TV

Events

Athletes

Products

login-icon



search-icon



## Page-hero

Red Bull Cliff Diving 2024 is on -  
Let's dive in!

[Read Story](#)

CLIFF DIVING

Red Bull Cliff Diving 2024 is on - Let's dive in!

Blxst on Coachella, new album and growing up in LA

Griffin Colapinto speaks after his World Surf League-topping Portugal win!

History of Red Bull Lords Of The Floor

Newest Red Bull Summer Edition: Curuba Elderflower

Max, Daniel, Sergio and Yuki race to be the ultimate lifeguards

Red Bull Cliff Diving 2024 is on - Let's dive in!

Red Bull All Terrain: Win a US Grand Prix experience!

Wings for Life World Run 2024: Register now!

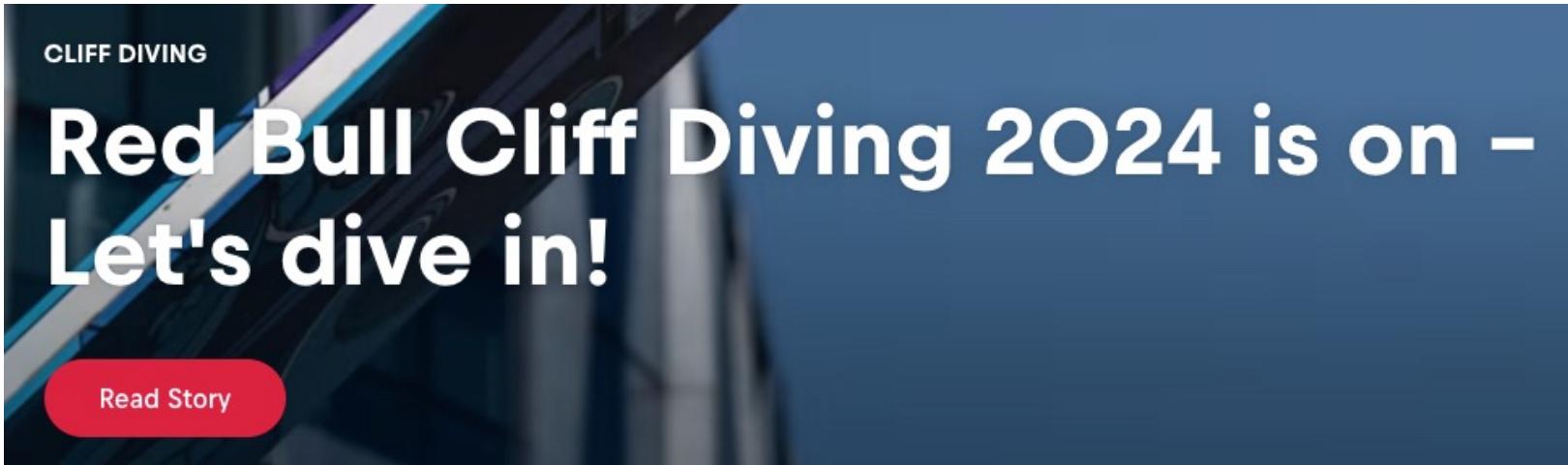
## Organism 2 | Page-hero

page-hero--carousel\_\_image001



## Page-hero (cont'd)

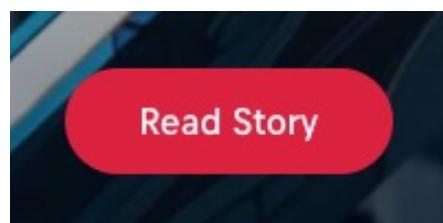
### page-hero\_\_info



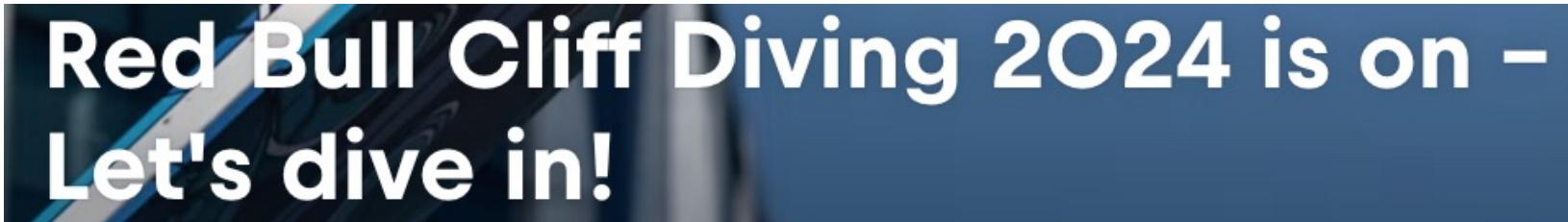
### page-hero\_\_info--eyebrow



### button--primary

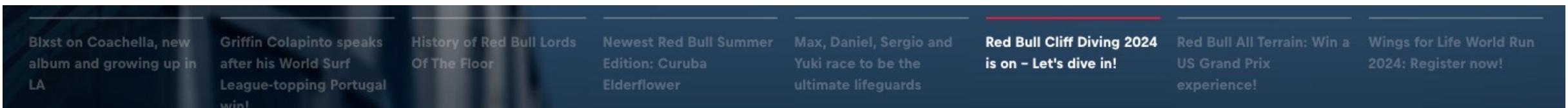


### page-hero\_\_info--headline



## Page-hero (cont'd)

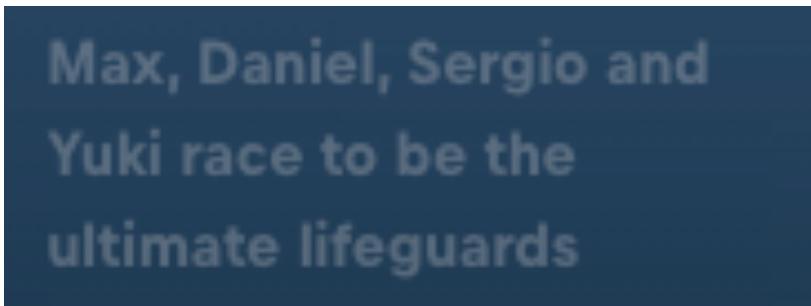
### page-hero\_\_gallery--descriptions



### page-hero\_\_statusbar--inactive



### page-hero\_\_gallery--descriptor-inactive



### page-hero\_\_statusbar--active



### page-hero\_\_gallery--descriptor-active



## Card Section

### card-deck

## Discover the World of Red Bull



**BREAKING**  
**History of Red Bull Lords Of The Floor**



**Red Bull Spiral S2 E1: Pusha T, Khi Infinite, yvngxchris**

The full episode of Red Bull Spiral is out now on Red Bull 1520.

MUSIC      1 min read



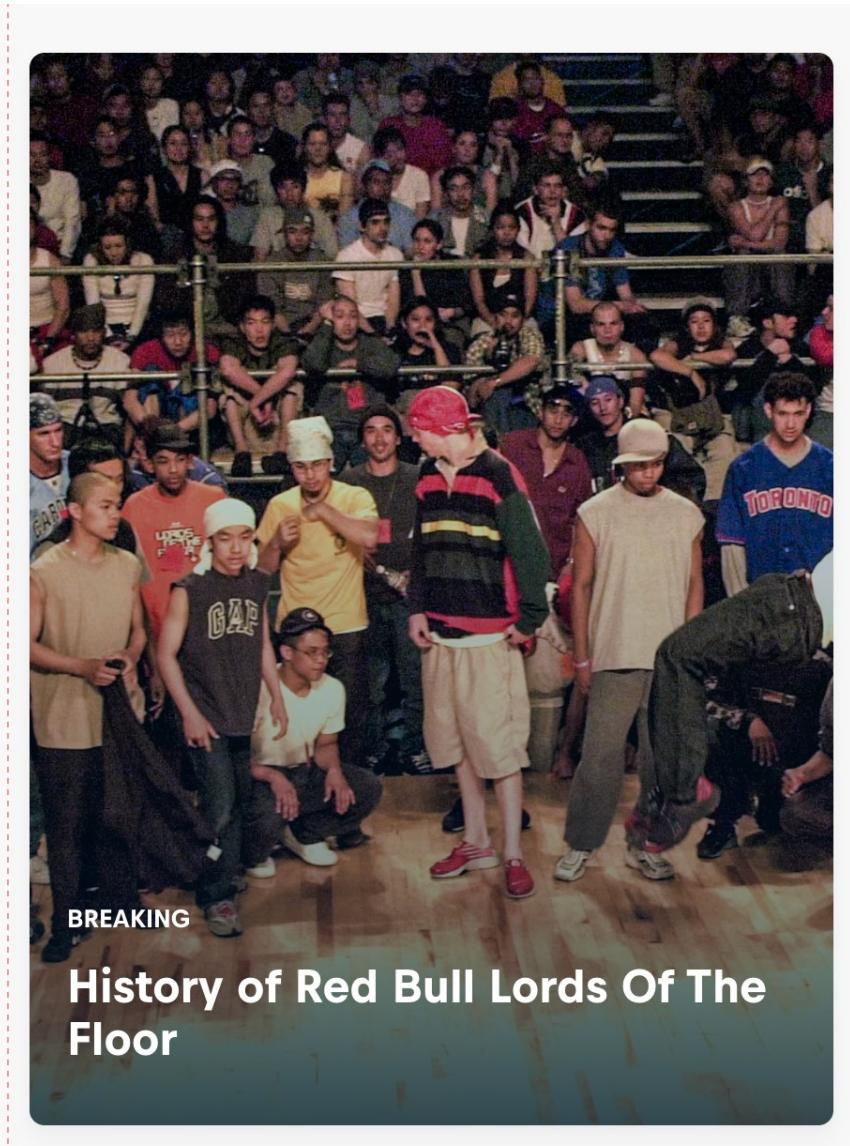
**Blxst teams up with Feid on new single "Rewind" ahead of Coachella debut**

Driven by an infectious melody and a Reggaeton beat, the duo bridge the best of their two world...

MUSIC      1 min read

## Card Section (cont'd)

card--featured



card—featured\_info



card—featured\_info-eyebrow



card—featured\_info-title



## Card Section (cont'd)

card--primary



### **Red Bull Spiral S2 E1: Pusha T, Khi Infinite, yvngxchris**

The full episode of Red Bull Spiral is out now on Red Bull 1520.

MUSIC

1 min read

card—primary\_\_img



card—primary\_\_title

### **Red Bull Spiral S2 E1: Pusha T, Khi Infinite, yvngxchris**

card—primary\_\_intro

The full episode of Red Bull Spiral is out now on Red Bull 1520.

card—primary\_\_eyebrow

MUSIC

card—primary\_\_read-time

1 min read

## Footer Section

### footer-section

[Products & Company](#)

[Contact Us](#)

[Jobs](#)

[Media](#)

[Red Bull Shop](#)

[Cookie Settings](#)

[Privacy Policy](#)

[Terms of Use](#)

[Imprint](#)

[Brand Protection](#)

[Fraud Warning](#)

[Accessibility Policy](#)

[Do Not Sell/Share My Personal Information](#)

[Limit Use of My Sensitive Personal Information](#)

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## Footer Section (cont'd)

### footer-section\_\_links

[Products & Company](#)  
[Contact Us](#)  
[Jobs](#)  
[Media](#)  
[Red Bull Shop](#)

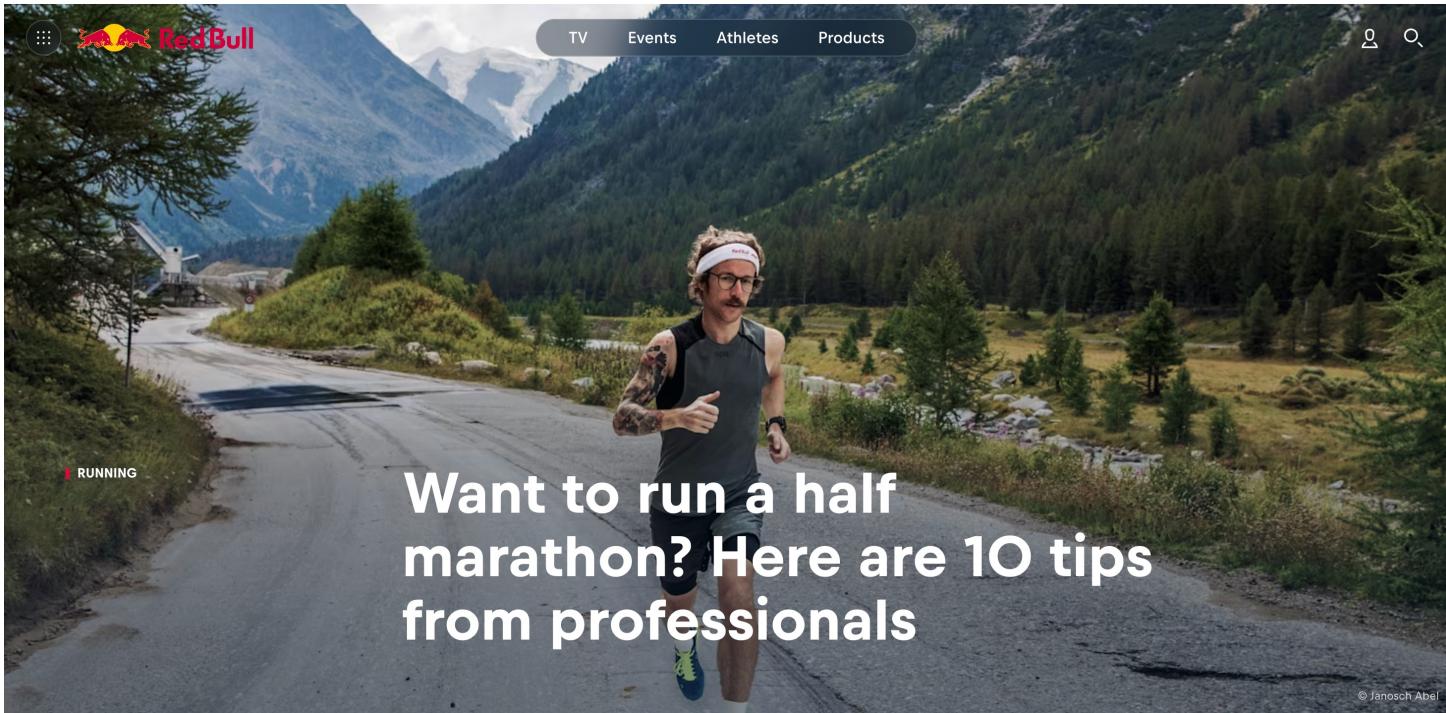
[Cookie Settings](#)  
[Privacy Policy](#)  
[Terms of Use](#)  
[Imprint](#)  
[Brand Protection](#)  
[Fraud Warning](#)  
[Accessibility Policy](#)  
[Do Not Sell/Share My Personal Information](#)  
[Limit Use of My Sensitive Personal Information](#)

### footer-section\_\_copyright

© 2024 Red Bull

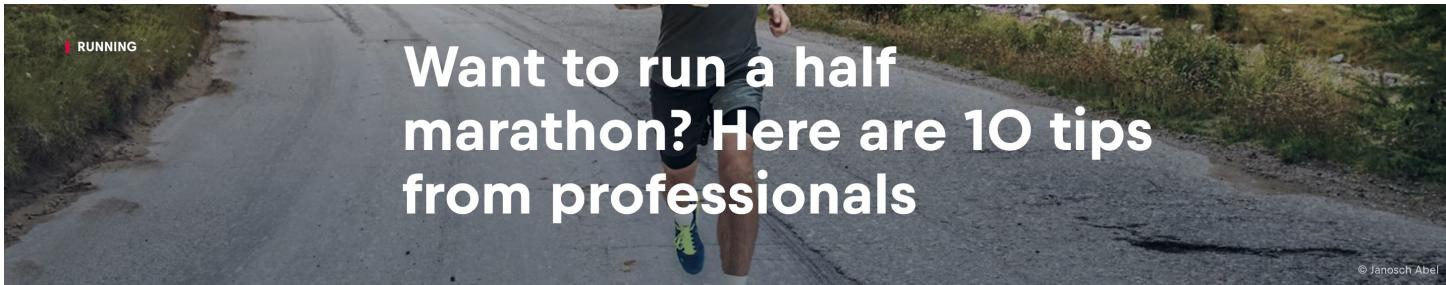
## Story page

story--header



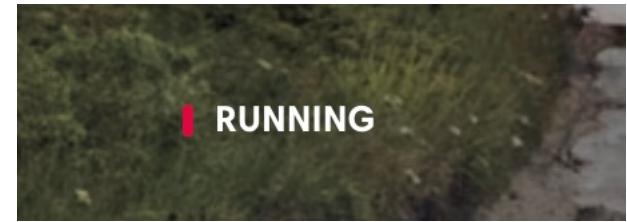
**Want to run a half marathon? Here are 10 tips from professionals**

story—header\_\_info

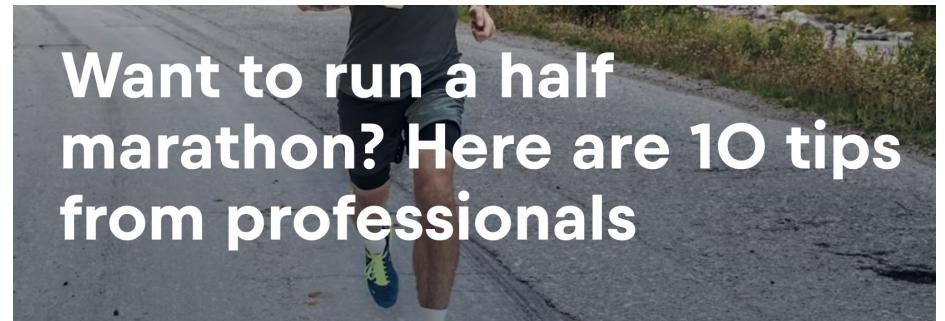


**Want to run a half marathon? Here are 10 tips from professionals**

story—header\_\_info-eyebrow



story—header\_\_info-title



**Want to run a half marathon? Here are 10 tips from professionals**



story—header\_\_info-credit

© Janosch Abel

## Story page (cont'd)

story--body

Running a half marathon is a real challenge. But don't panic – with these running tips, your first half will be a complete success, and the preparation will even be fun!

By Henner Thies  
12 min read · Updated on 03/28/2024 · 4:00 AM CDT

Save ☆

Running a half marathon for the first time as a beginner is a challenge, no question! Preparing for it will take you out of your comfort zone, and you might find yourself thinking, "Running 21km in one go... how can I do that?" It's simple – with the right tips

story—body\_\_intro

Running a half marathon is a real challenge. But don't panic – with these running tips, your first half will be a complete success, and the preparation will even be fun!

By Henner Thies  
12 min read · Updated on 03/28/2024 · 4:00 AM CDT

Save ☆

story—body\_\_intro-summary

Running a half marathon is a real challenge. But don't panic – with these running tips, your first half will be a complete success, and the preparation will even be fun!

story—body\_\_intro-author

By Henner Thies

story—body\_\_intro-read-time

12 min read · Updated on 03/28/2024 · 4:00 AM CDT

Button--secondary

Save ☆

## Story page (cont'd)

story—body--img



Ryan Sandes on a training run

© Craig Kolesky/Red Bull Content Pool

Ryan Sandes on a training run

story—body—img-caption

Ryan Sandes on a training run

story—body—img-credit

© Craig Kolesky/Red Bull Content Pool

## Story page (cont'd)

story—body\_\_sidebar

Part of this story



Wings for Life World Run

May 5, 2024

[View Event Info >](#)

Summary

- 1 Set yourself a realistic goal
- 2 Get the perfect running shoes
- 3 Train in a varied and targeted way
- 4 Basic preparation is followed by three months of training

story—bod\_\_sidebar-subhead

Part of this story

story—bod\_\_sidebar-img



story—bod\_\_sidebar-caption

**Wings for Life World Run**

story—body\_\_date

May 5, 2024

Button--secondary

[View Event Info >](#)

story—body\_\_list-number



story—body\_\_list-item

Set yourself a realistic goal

## Story page (cont'd)

story—body\_\_pullquote

”

**Once you have found a pair of running shoes that fits you perfectly, it makes sense to order a second or third pair of the same shoe and then alternate them during training.**

Sebastian Kienle

story—body\_\_pullquote-mark

”

story—body\_\_pullquote-quote

**Once you have found a pair of running shoes that fits you perfectly, it makes sense to order a second or third pair of the same shoe and then alternate them during training.**

story—body\_\_pullquote-name

**Sebastian Kienle**

## Story page (cont'd)

story—body\_\_pullquote

”

**Once you have found a pair of running shoes that fits you perfectly, it makes sense to order a second or third pair of the same shoe and then alternate them during training.**

Sebastian Kienle

story—body\_\_pullquote-mark

”

story—body\_\_pullquote-quote

**Once you have found a pair of running shoes that fits you perfectly, it makes sense to order a second or third pair of the same shoe and then alternate them during training.**

story—body\_\_pullquote-name

**Sebastian Kienle**