

**DR. BOB  
ART**

**Style Guide**

# TYPOGRAPHY

---

**Londrina Typeface:  
Solid Regular**

**Coiny Typeface:  
Regular**

**Berkshire Swash:  
Regular**

**HERE IS A HEADING**

**HERE IS A SUBHEADING**

Here is body copy. *Lorem ipsum eos consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat dolor ipsum eos.*

**FONT SIZE:**

**Headings:** Graphics  
**Subheadings:** Coiny, 24px  
**Body:** Londrina, 18px

**NOTE:**

Dr. Bob's brand is spunky and random. Therefore, Heading fonts were mixed to give a quirky feel to the overall design of the website.

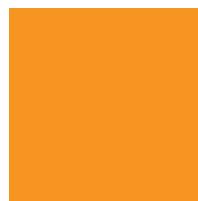
**TYPOGRAPHY**

# COLOR PALETTE

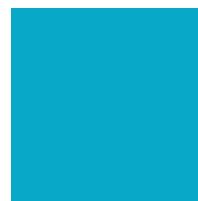
---



**RED**



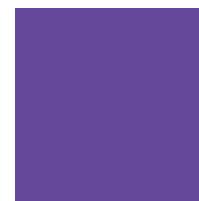
**ORANGE**



**BLUE**



**YELLOW**



**PURPLE**

HEX: #dd2528

CMYK: 7/99/99/1

HEX: #f89522

CMYK: 0/49/97/0

HEX: #00a9c8

CMYK: 76/13/16/0

HEX: #ffca0c

CMYK: 0/20/99/0

HEX: #f37124

CMYK: 72/84/1/0

**Primary Colors**

**Secondary Colors**

---

**COLOR PALETTE**

## BUTTONS

---

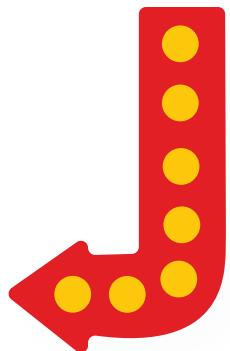


**BUTTON**

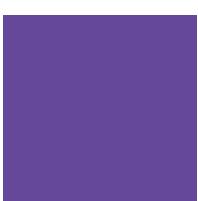
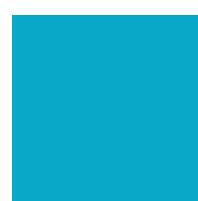
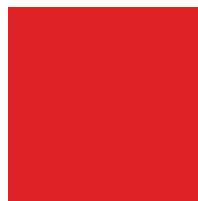
**BUTTONS**

## DESIGN ELEMENTS

---



P R E S S



## DESIGN ELEMENTS

**DR. BOB  
ART**