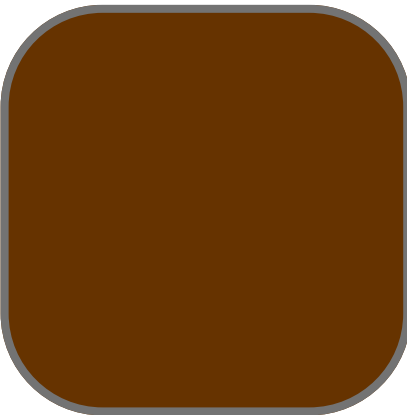


Amazon Deforestation Website Style Guide

Color Palette



HEX: #336633
RGB: 51, 102, 51
CMYK: 50, 0, 50, 60



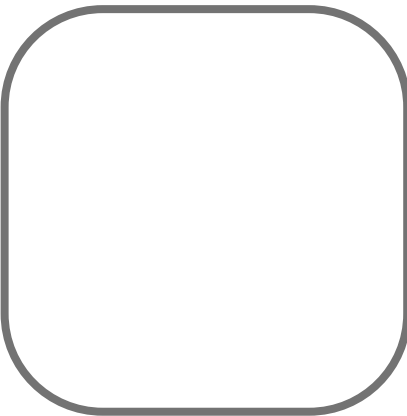
HEX: #663300
RGB: 102, 51, 0
CMYK: 0, 50, 100, 60



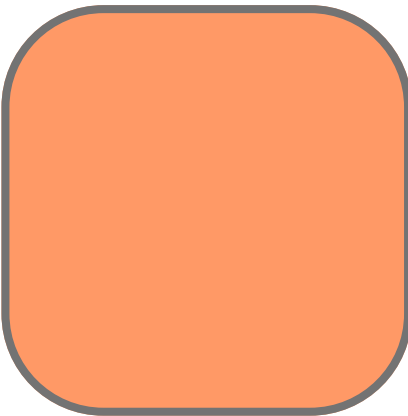
HEX: #333333
RGB: 20, 20, 20
CMYK: 0, 0, 0, 80



HEX: #114069
RGB: 17, 64, 105
CMYK: 84, 39, 0, 59



HEX: #ffffff
RGB: 100, 100, 100
CMYK: 0, 0, 0, 0



HEX: #ff9966
RGB: 100, 60, 40
CMYK: 0, 40, 60, 0

Fonts

H1, headlines, titles, quote	H2, H3, sub-headline, body text
DM Serif Display	Poppins
Light	<i>Light Italic</i>
Regular	<i>Regular Italic</i>
SemiBold	<i>SemiBold Italic</i>

Button Styles

Primary	<div>NORMAL</div>	<div>HOVER</div>	<div>DISABLED</div>
Secondary	<div>NORMAL</div>	<div>HOVER</div>	<div>DISABLED</div>

Quote

“Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.”

– Author

Logo Design



THE JUNGLE
WATCH



**THE JUNGLE
WATCH**

Background Graphics

