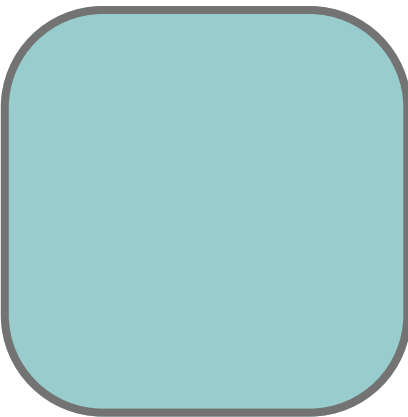


Amazon Deforestation Website Style Guide

Color Palette



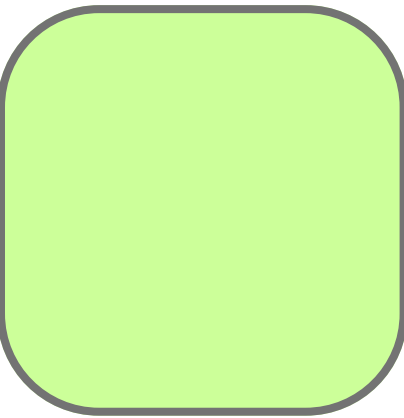
HEX: #003300
RGB: 0, 51, 0
CMYK: 100, 0, 100, 80



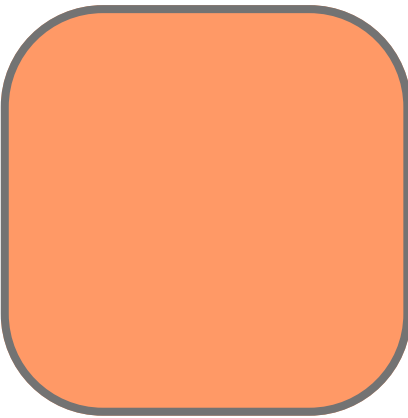
HEX: #99cccc
RGB: 60, 80, 80
CMYK: 25, 0, 0, 20



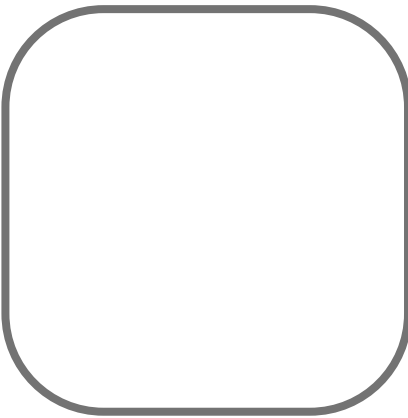
HEX: #333333
RGB: 20, 20, 20
CMYK: 0, 0, 0, 80



HEX: #ccff99
RGB: 204, 255, 153
CMYK: 20, 0, 40, 0



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



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

Fonts

titles, quote

DM Serif Display

H1, H2, H3, sub-headline, body text

Poppins

Light

Light Italic

Regular

Regular Italic

SemiBold

SemiBold Italic

Button Styles

Primary



Secondary



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

