






MUDRAMUM STYLE GUIDE

COLOR PALETTE

	BERRY	#9B1B48	RGB 155, 27, 52	Background, Alternate text Artwork primary
	PEONY	#EBD1DA	RGB 235, 209, 218	Artwork secondary
	WHITE	#FFF		Main text Background secondary
	PINK		RGBA 214, 122, 140, 80%	Link hover
	WINE	#841F43	RGB 132, 31, 67	Link hover / focus outline

TYPOGRAPHY

Logo — Font: Syncopate Bold (uppercase)

Headings — Font: Quicksand Bold (700)

Body — Font: Quicksand Regular (400)

MUDRAMUM

Header 2

This is body copy. General text is reversed white and aligned center.

VOICE

The site name is playful and catchy. It will have a short URL and be easy to remember.

The text is carefully edited. There is deliberately a minimum of reading necessary to access the information. There is a balance between the words and images.

IMAGERY

The illustrations are two-color, drawn with dark outlines in a fluid, sketchy style. They are simple technical drawings that clearly communicate accurate information.

All images are contained within a circle or rounded rectangle that contrasts white and the main background color.

Buttons are outlined circles containing a double arrow. They are animated.

There is a shadow outline behind the modal popups and an animated tint on the “down” button.

There are no photographs in the site.

Rudra mudra

Solar plexus

Place the tips of your thumb, index, and ring fingers together. Extend the other two fingers in a relaxed way.

Five minutes, three to six times a day.

Helps with feeling centered and with strengthening the earth element and its organs (stomach, spleen, and pancreas). Relieves weakness, dizziness, and exhaustion.

