The Melanin Village Style Guide
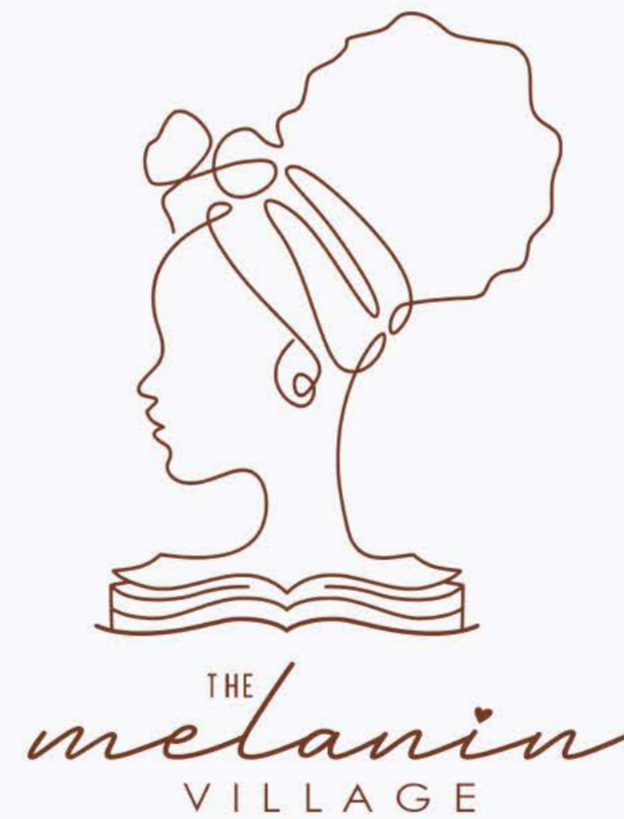
Contents

01

Brand Logo

Brand logo

The Logo consists of a symbol and a wordmark. The symbol and wordmark can be used separately or together.

Reasoning: Having the option of using the symbol and wordmark separately provides more choices when there are sizing constraints.

E.g. Using just the wordmark on the header navigation bar on mobile.

Logo

Symbol

Wordmark

Example Mobile (Splash Screen)
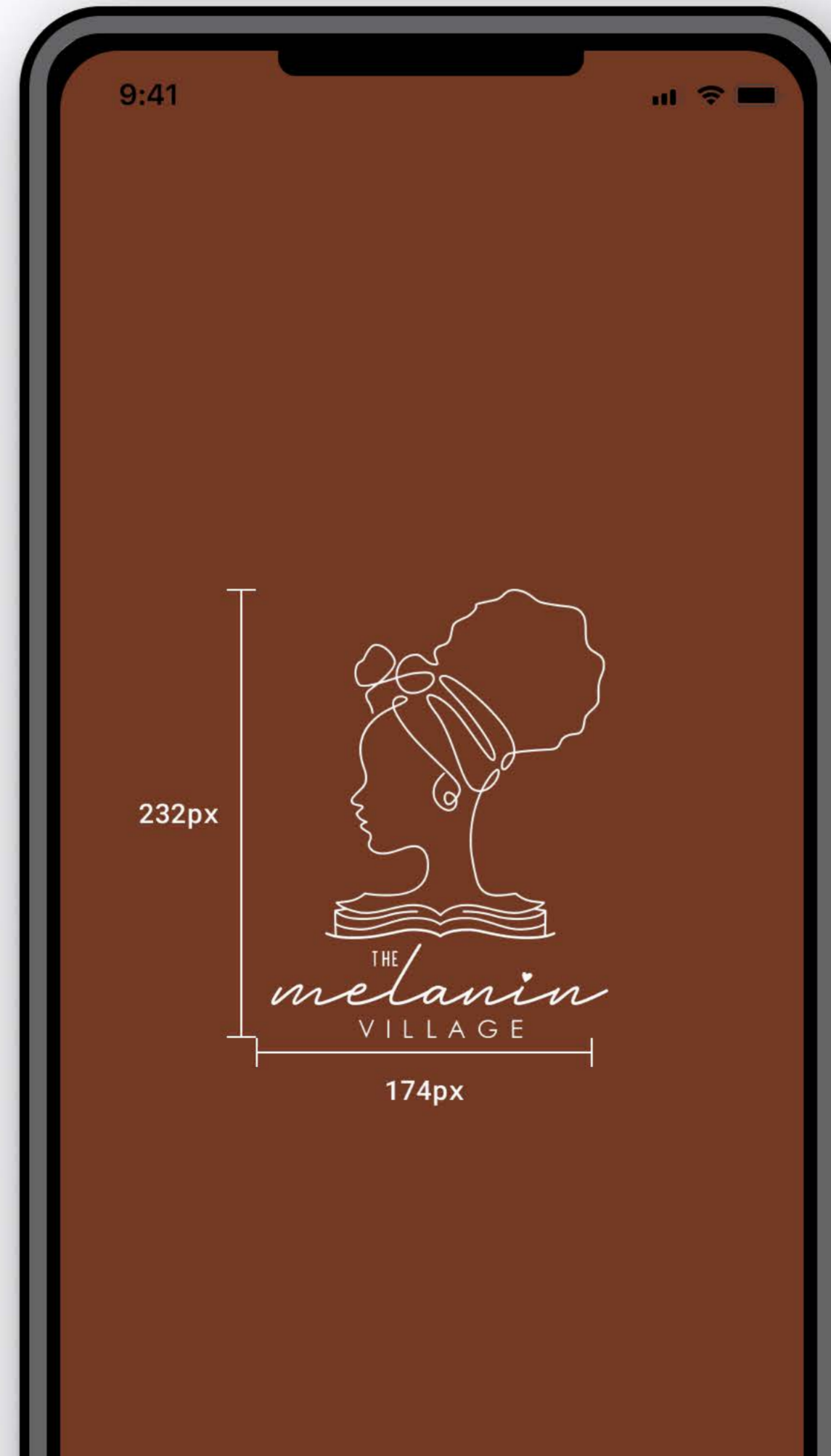
Example showing wordmark on nav bar

Sizing

The size of the logo depends on where it will be located within the app.

A logo on a splash screen (first screen shown when opening a native app) should be big enough that the user can recognize it, but not too big to take up most of the space.

Since the TMV logo is in portrait orientation, it would not be possible to use when browsing the app on mobile.

It is recommended to use just the wordmark on the navigation bar.

9:41

232px

174px

9:41

126px

36px

The Village

+ Create

Navigation   The Village   More ▾

Click here for

THE VILLAGE

Community, curriculum, and coaching for the culture

SAGE SCHOOL MAMA

BALANCING IT ALL

0%   View List

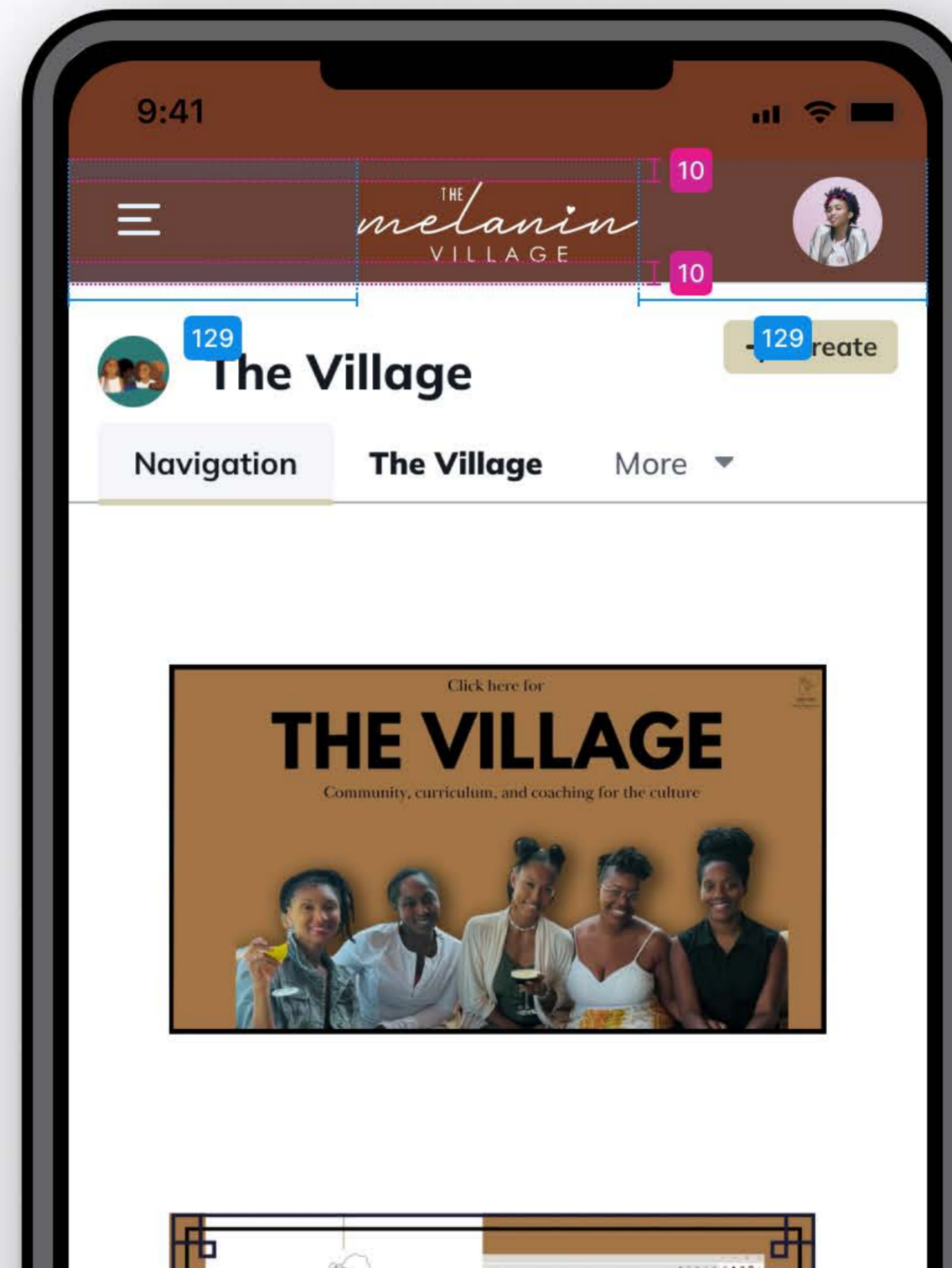# Padding

Padding is important to make sure the logo can have white space around it.

In the example nav bar, the wordmark is 126px x 36px. This provides padding of 10px on the top and bottom, and 129px on each side.

Example showing wordmark on nav bar

Spacing

Using "x" as the height of the logo (symbol and wordmark), the width should be x/1.33.

E.g.: If x (logo height) is 300px, then width would be 225px.

**Separately the symbol would be 78% of the logo height.**

E.g.: If x (logo height) is 300px, then symbol height would be 234px.

Separately the wordmark would be 18.666% of the logo height.

E.g.: If x (logo height) is 300px, then wordmark height would be 56px.

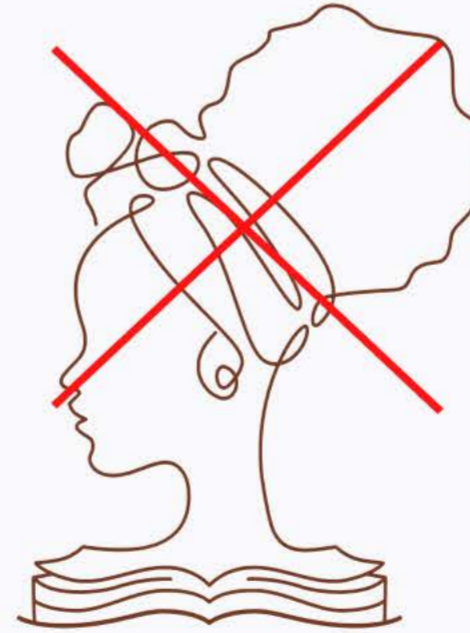**The padding between the symbol and wordmark is 3.333% of the logo height.**

E.g.: If x (logo height) is 300px, then horizontal padding would be 10px.

78% of x

x

3.333% of x

18.666% of x

x/1.333
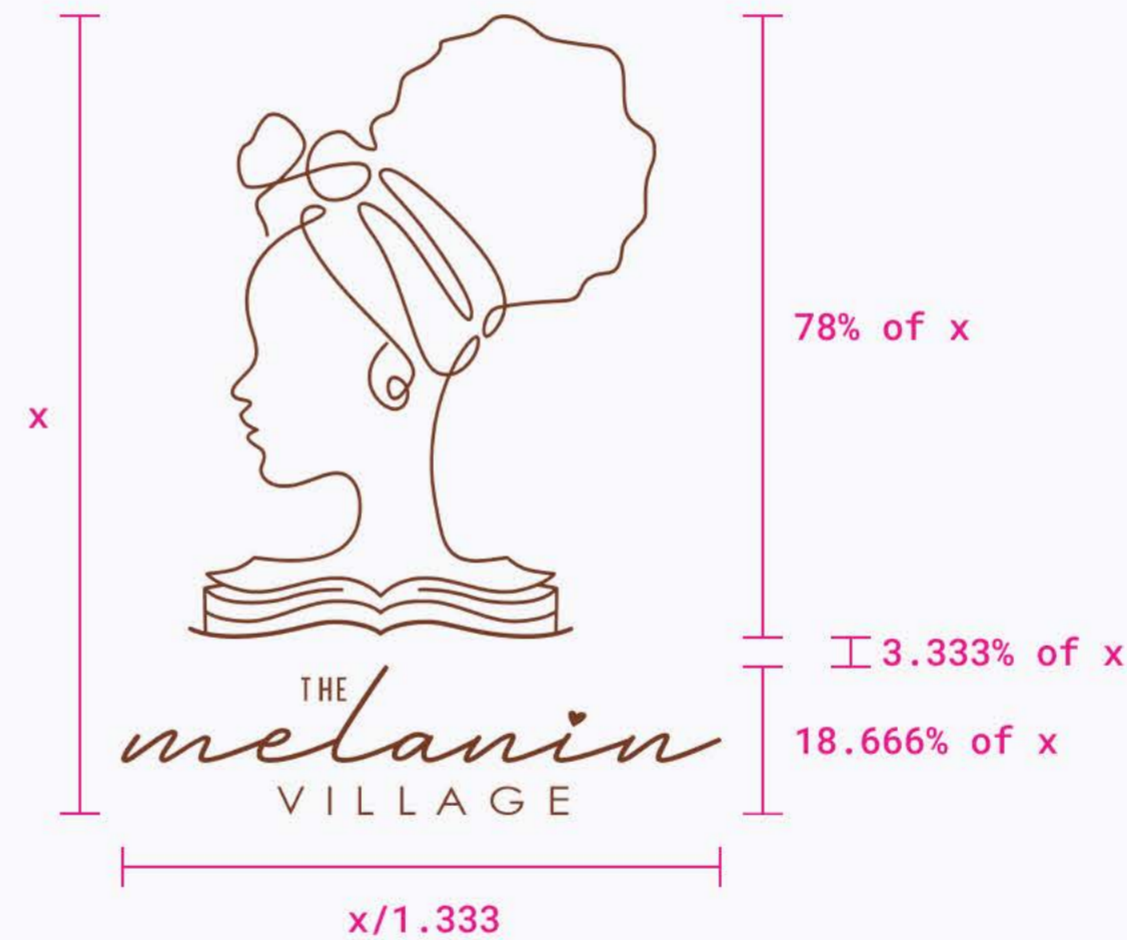
Usage – Don'ts

The brand logo:
- Should never be stretched
- If using the full logo, always have the wordmark under the symbol.

O2

Typography

Typefaces

The Melanin Village uses Playfair Display and Montserrat because of their readability, professionalism, and friendliness.

Aa

Playfair Display

ABCDEFGHIJKLMNOPQRSTUVW
XYZabcdefghijklmnopqrstuvwxyz
0123456789 ^?!()[]{}&*%$#@

Use for titles and headers

Aa

Montserrat

ABCDEFGHIJKLMNOPQRSTUVW
XYZabcdefghijklmnopqrstuvwxyz
0123456789 ^?!()[]{}&*%$#@

Used for body, headlines, subheadlines, callouts, footnotes and captions

Mobile Interface Type Scale

This type scale meets the specifications of the iOS Human Interface Guidelines created by Apple. The base font size is 17px per these guidelines.

Weight Regular	Weight Medium	WeightBold	Typeface	Font-Size	Line Height	Letter Spacing
Large Title	-	**Large Title**	Playfair Display	34px	41px	0.36px
Title 1	Title 1	**Title 1**	Playfair Display	28px	34px	0.36px
Title 2	Title 2	**Title 2**	Playfair Display	22px	28px	0.36px
Title 3	Title 3	**Title 3**	Playfair Display	20px	24px	0.36px
Title 4	Title 4	**Title 4**	Montserrat	20px	24px	0.36px
Headline	Headline	**Headline**	Montserrat	17px	26px	0px
Body	Body	**Body**	Montserrat	17px	26px	0px
Callout	Callout	**Callout**	Montserrat	16px	21px	0px
Subheadline	Subheadline	**Subheadline**	Montserrat	15px	20px	0px
Metadata	Metadata	**Metadata**	Montserrat	13px	18px	0px
Footnote	Footnote	**Footnote**	Montserrat	13px	18px	0px
Caption 1	Caption 1	**Caption 1**	Montserrat	12px	16px	0px
Caption 2	Caption 2	**Caption 2**	Montserrat	11px	13px	0px

03

Colors

Primary

Primary Dark	Primary Default	Primary Light	Primary Extra Light
#462316	#753A24	#D4C2BB	#EAE1DE

Secondary

Secondary Dark	Secondary Default	Secondary Light	Secondary Extra Light
#151C0B	#2E3F18	#BEC3B7	#E0E2DC

Colors

The primary colors for The Melanin Village are...

Neutrals

Text Color	Surface Color	Background
#292929	#F5EAE3	#FEF9F6

Greys

Grey Dark	Grey Default	Grey Light
#868686	#BDBDBD	#E8E8E8

Service

Error Dark	Error Default	Error Light
#951B1B	#C92222	#F7DEDE

Warning Dark	Warning Default	Warning Light
#CCA109	#FFC90B	#FFF7DA

Success Dark	Success Default	Success Light
#044920	#087232	#DAE7DF

Primary

Primary Dark #462316	Primary Default #753A24	Primary Light #D4C2BB	Primary Extra Light #EAE1DE

The main colour is Primary Default (#753A24), other shades of the primary colour are to be used to compliment and emphasize the main colour whenever needed in the UI (e.g. button states).

Primary colour is to be used:
• in primary CTA buttons
• as a link colour
• a logo on light background

Join a Sisterhood Like No Other

The Village has training for mamas, discounts, kids clubs + classes, and more! **Sign up for a local group**; you'll fit right in!

Community

Primary CTAs use a primary color

See Curriculum Options

The Village has math, reading, writing, science, history, and Spanish homeschool supplements.

Check out the curriculum

Secondary

Secondary Dark
#151C0B

Secondary Default
#2E3F18

Secondary Light
#BEC3B7

Secondary Extra Light
#E0E2DC

Social media links

The main secondary colour is Secondary Default (#2E3F18), other shades of the secondary colour are to be used to compliment and emphasize the main colour whenever needed in the UI (e.g. button states).

Secondary colour is to be used:
- in secondary CTA buttons
- as an accent colour when needed in the UI
- social media links on light background

Neutral

Text Color
#292929

Text color is used as:
- a primary text colour
- an overlay for images (at 40% opacity)

Welcome to The Village
Here you'll find the answers to all of your Village questions.

An image overlay at 40% opacity

Monthly Growth Sessions and Quests

The Village provides you with **actionable** and **evidence-based insights** via new trainings and quests

A text color

Surface Color
#F5EAE3

Surface Color is used as:
- a primary text colour on dark background
- a text colour on a primary button
- a background for cards
- a logo on dark backgrounds

The Melanin Village is the growth-centered gathering space that provides curriculum and community for Black and Brown homeschoolers.

Primary
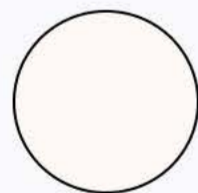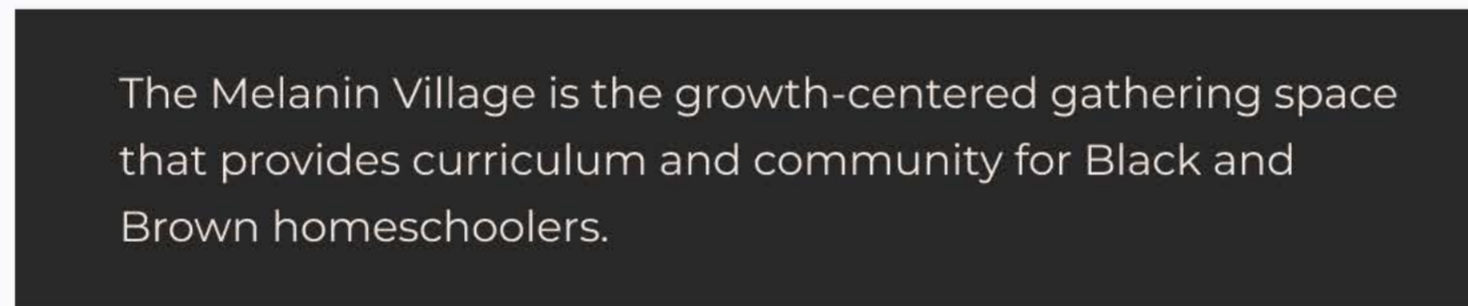
Background
#FEF9F6

Background colour is used as:
- a background colour for the website (both on web and mobile)

04

Iconography

Iconography

Icons are used to express UI state and action across the platform. We recommend using Ant Design Icon UI Kit (open source) for all icon needs.

Square contour

Horizontal rectangle contour

Key Contour Lines

Ant Design's icons are in the 1024×1024 resolution (16×16 64 times). Consistent contour makes various icons have the same visual effect.
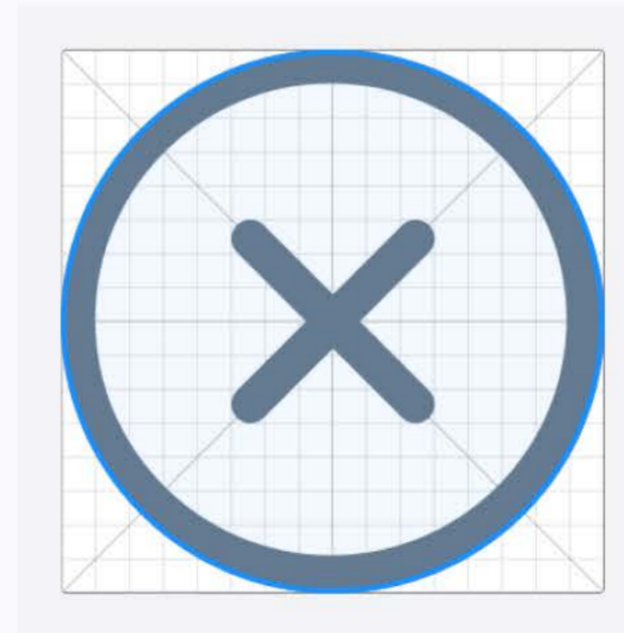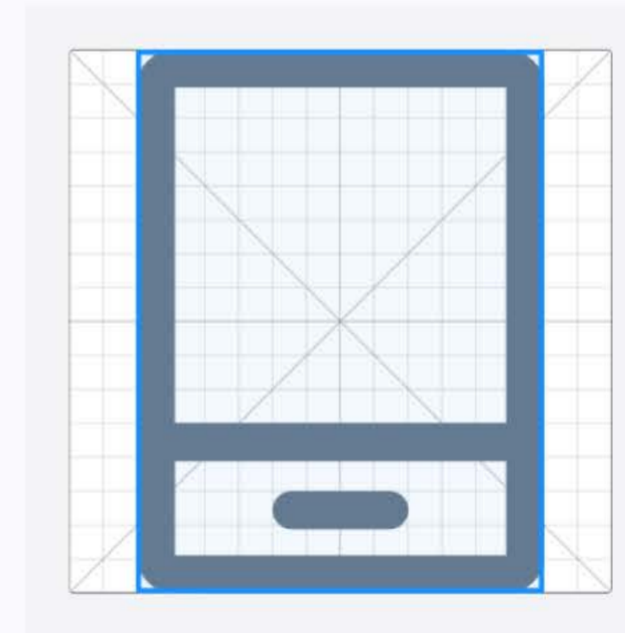

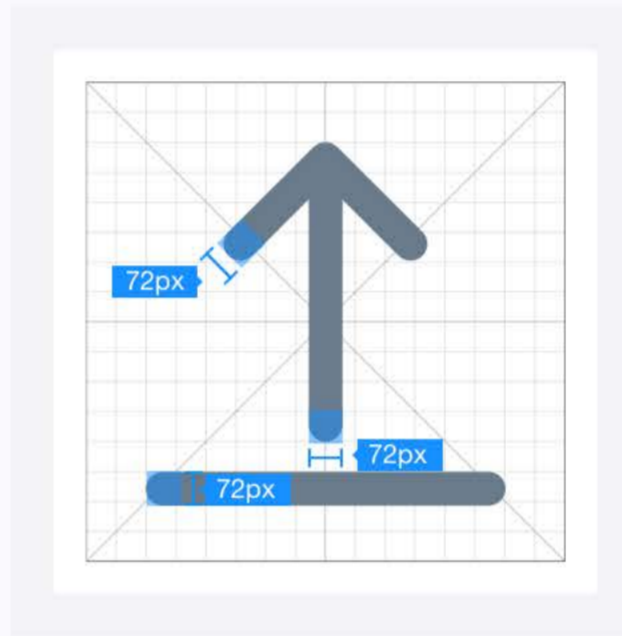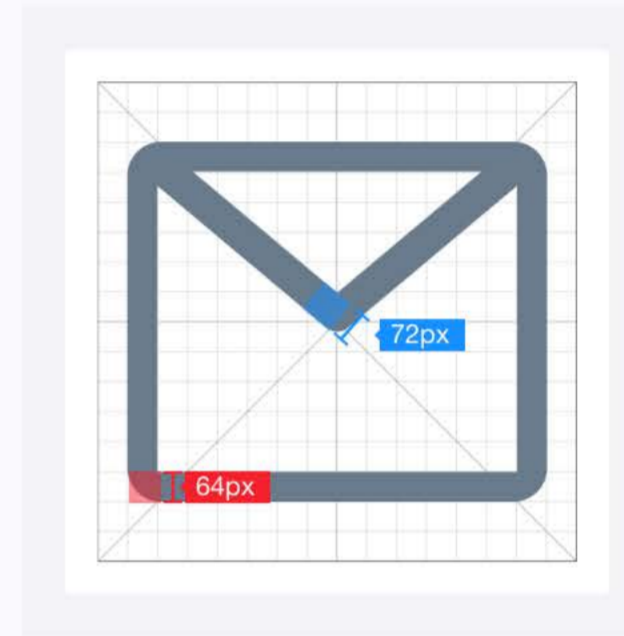Circular contour

Vertical rectangle contour

Stroke Weight

Consistent stroke weight is the key to maintaining the visual unity of the entire icon system. Ant Design's icons have a consistent line width of 72px.

Correct example

Line thickness is consistently 72px

Incorrect example

Line thickness is not uniform

Corners

Consistent rounding of corners and sizing of angles is also an important element in maintaining visual unity.

Icons that follow Ant Design should have rounded corners and edges using a 72px radius.
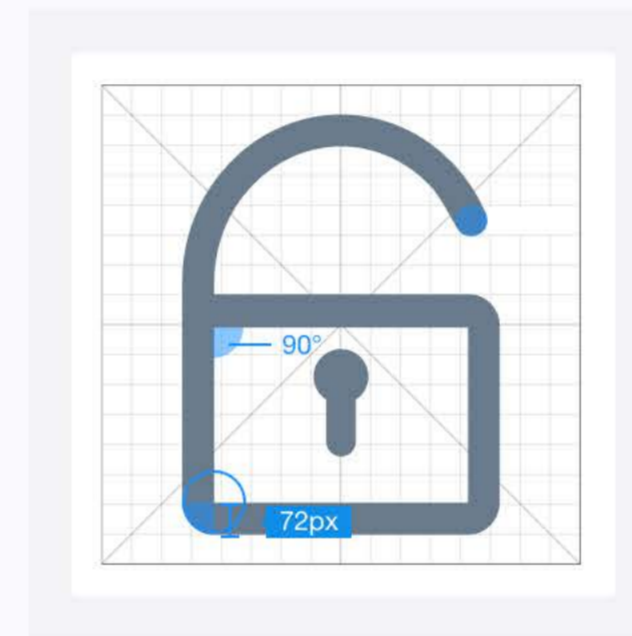
Correct example

The icon's corners are properly rounded
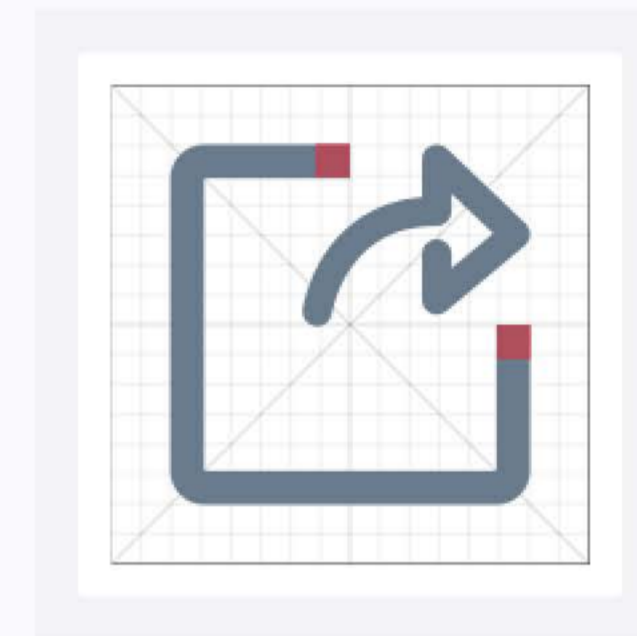
Incorrect example

The icon's corners are not rounded

Icon Sizing

Icons should be scaled according to the text size, according to the Ant Design specification.

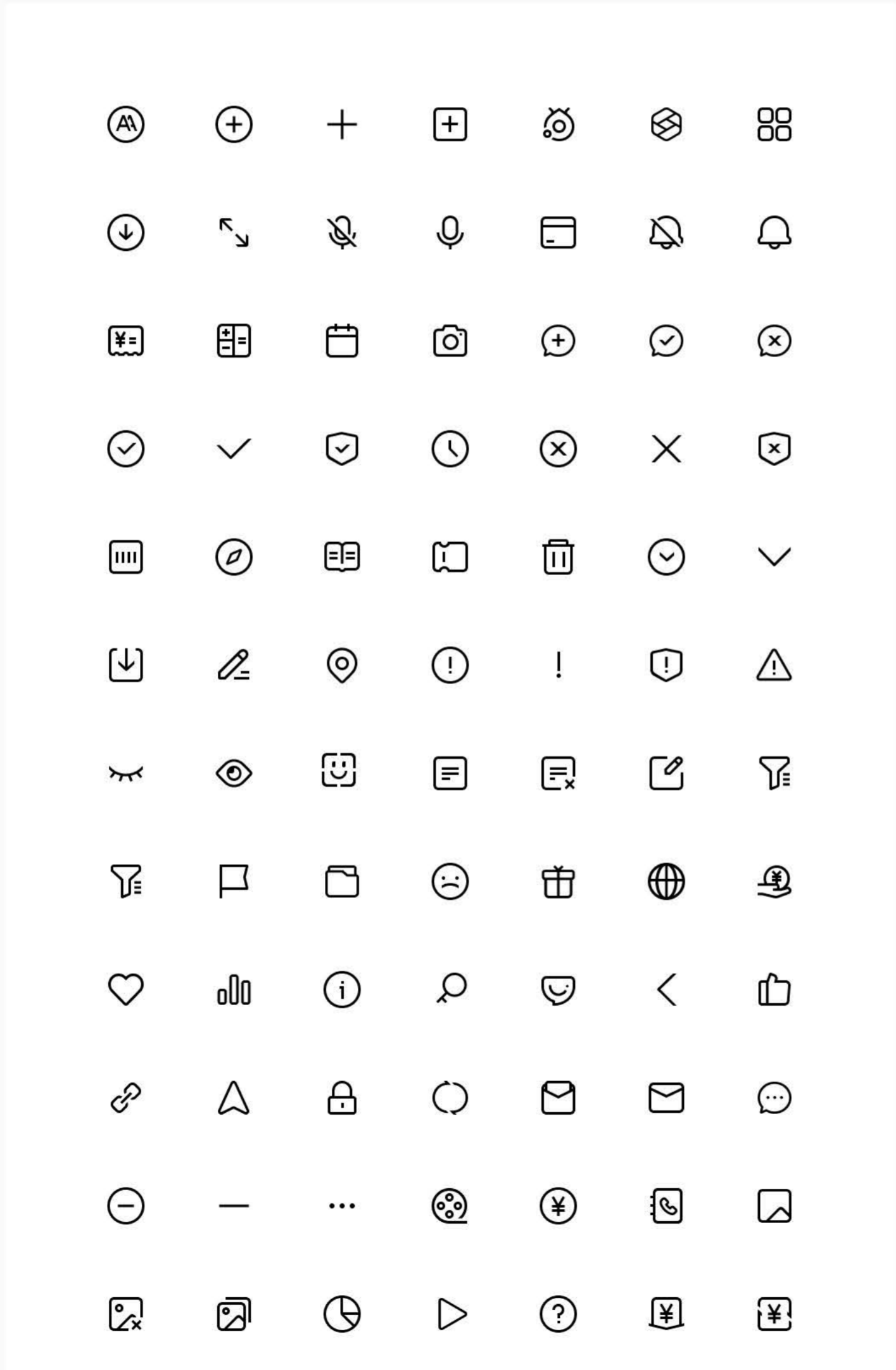For example, icons inline with 12pt font should be 12px in size with 8px of spacing.

plus plus–circle–o plus–square plus–square–o

Naming Conventions

Uniform naming conventions make finding icons faster and easier. For example, icons with a surrounding outline have a uniform "-o" suffix.
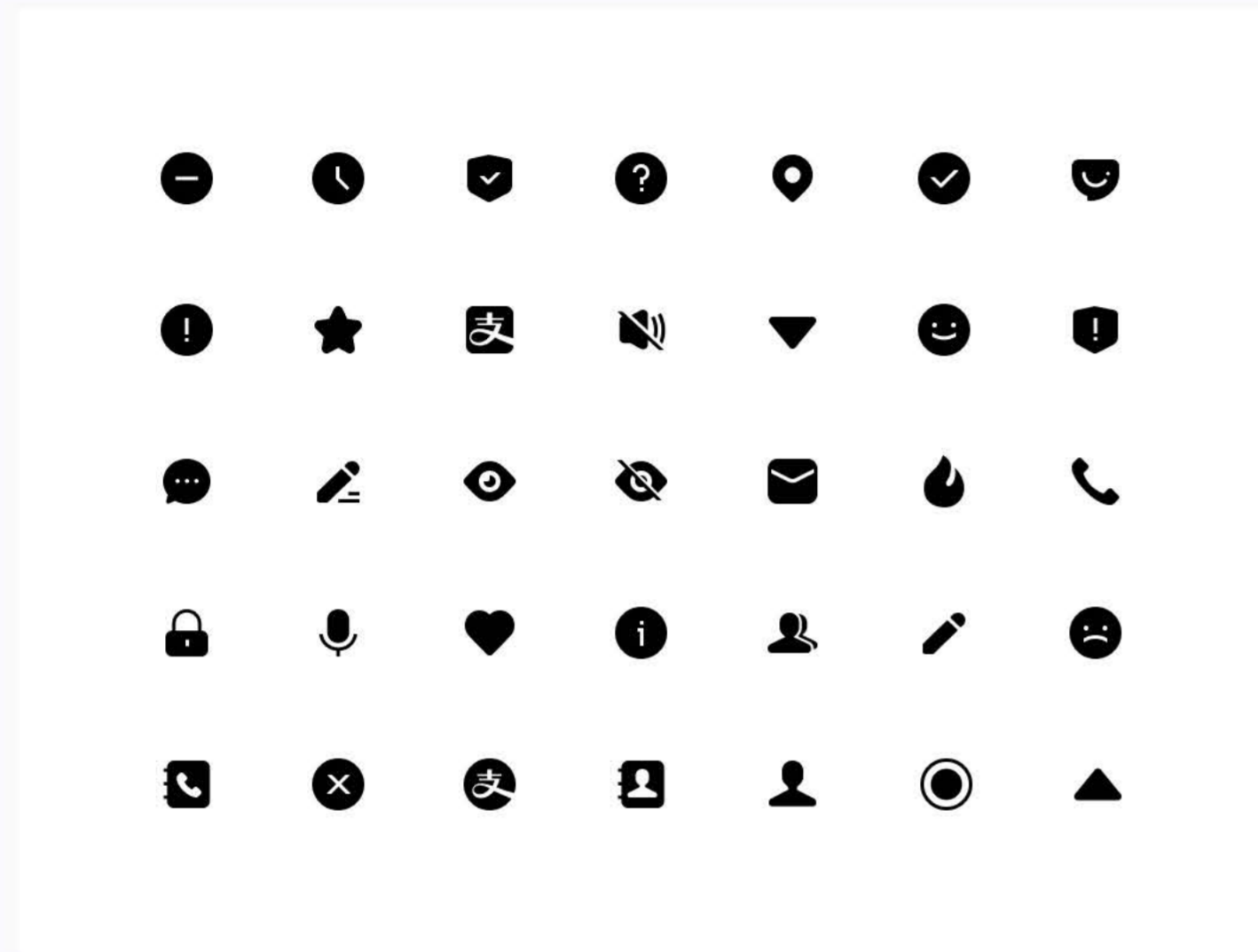
Outlined

Visit <u>Ant Design</u> for the full icon list.
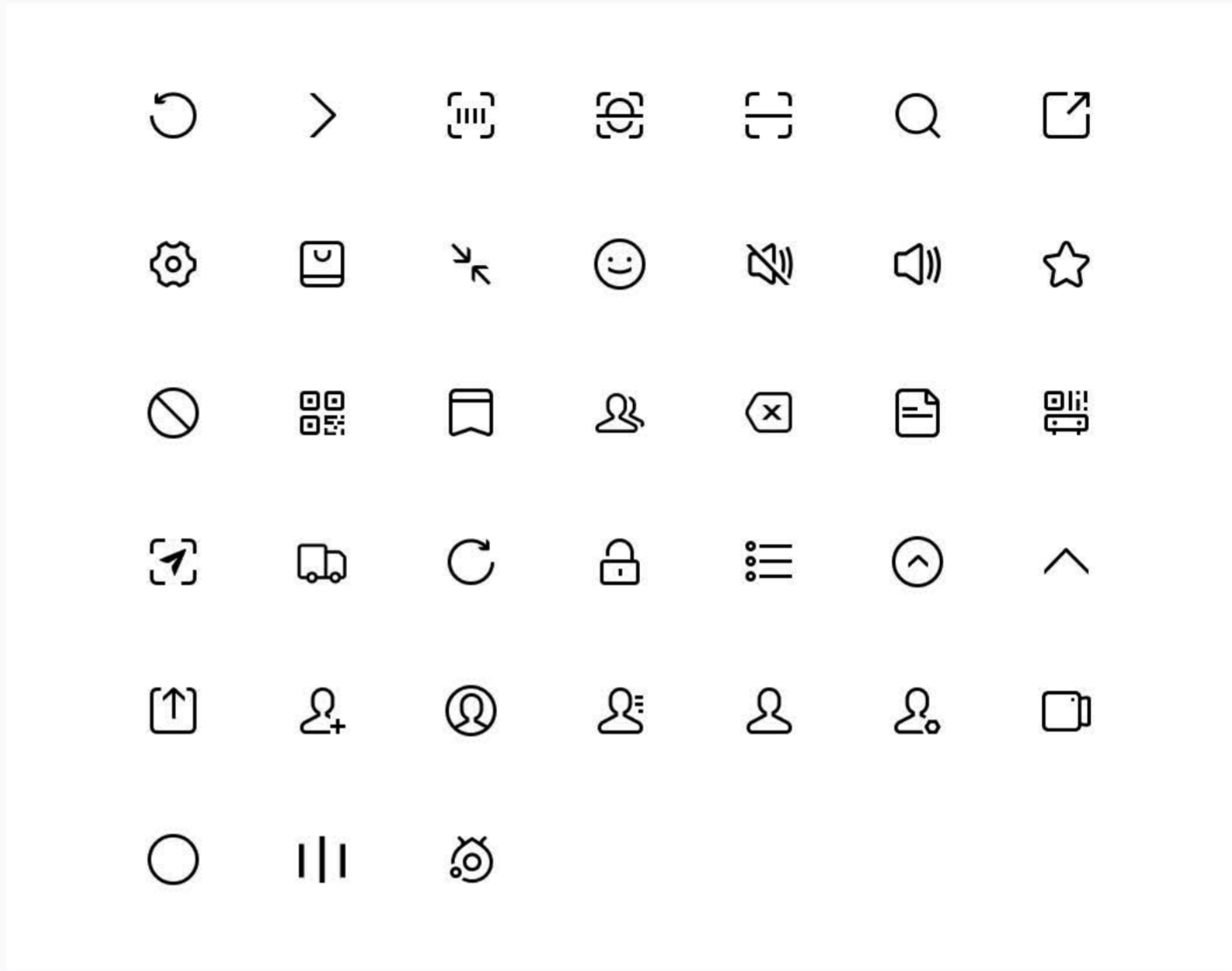
Filled

Visit Ant Design for the full icon list.

05

Imagery

Photo- Do's

Photos on the site should:
- Be of people! Specifically, Black and Brown families representing members of the actual Melanin Village
- Have 2 or more people in each photo
- Show a sense of community
- Show warmth & happiness (smiling!)

Photos on the site should not be of objects only! They must include people!

Photos on the site should not include people not represented by The Melanin Village community.

Photos- Don'ts

Photos on the site should not:
• Be of objects only! They must include people
• Include people not represented by The Melanin Village
• Have only 1 person in the photo; should represent community
• Be too cropped!

Photos on the site should not have only 1 person in the photo. The photos should show community.

Photos on the site should not be too cropped!

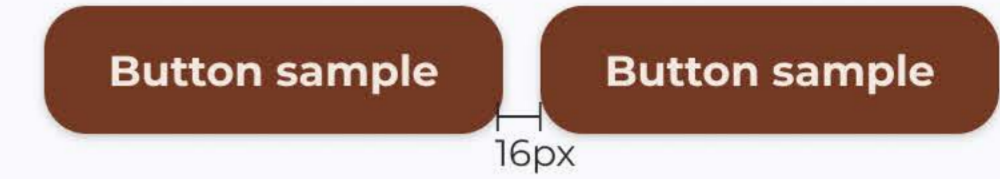# 06

UI elements

Button size

Button sample

48px

24px

Button minimum
width: 48px

Button padding

Button sample   **Button sample**

16px

**Primary Button
Shadow:**
Color: 292929 HEX
Blur: 4px
X=0
Y=1
25% opacity

Text button or link

Text button

Type: Monserrat size 16 bold
Underline height: 1.5px
Color: TBD

UI elements

· Buttons have 16 degree rounded corners
· The type is Montserrat size 16 bold
· Buttons have sentence casing (only first
  word is capitalized)
  · No all CAPS

Default

Primary

Color: 753A24 HEX
Type: F5EAE3 HEX

Hover

Primary

Color: F5EAE3 HEX
Type: 753A24 HEX

Pressed

Primary

Color: 462316 HEX
Type: FEFDFC HEX

Disabled

Primary

Color: E8E8E8 HEX
Type: 868686 HEX

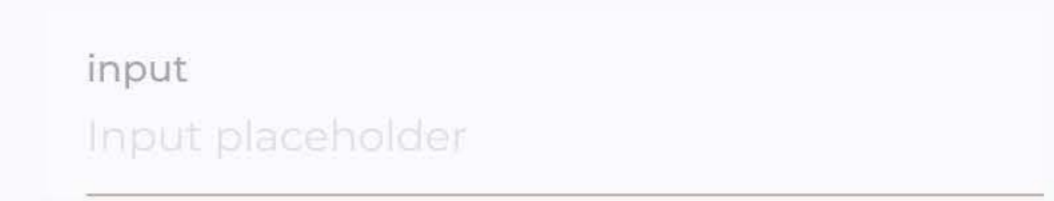**Form field- inactive**

input

Input placeholder

70px

358px

Details:
Ground color: FFFFFF HEX

Line color: 753A24 HEX

Bottom line height- 1px

Input text color: 292929 HEX

Input text: Montserrat, medium, 14

Input placeholder color: BDBDBD HEX

Input placeholder text: Montserrat, regular, 16

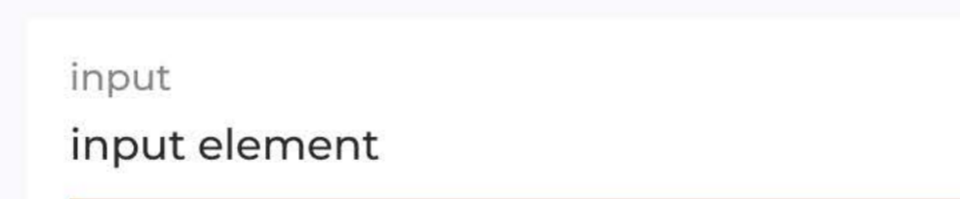**Form field-inactive, disabled**

input

Input placeholder

Details: 40% opacity
Ground color: FFFFFF HEX

Line color: 753A24 HEX

Bottom line height- 1px

Input text color: 292929 HEX

Input text: Montserrat, medium, 14

Input placeholder color: BDBDBD HEX

Input placeholder text: Montserrat, regular, 16

UI elements-
basic form fields

- Bottom line is thicker when field is active
- Text is sentence case (only first word is capitalized)
  - No all CAPS

Form field- active

input

input element

Details:
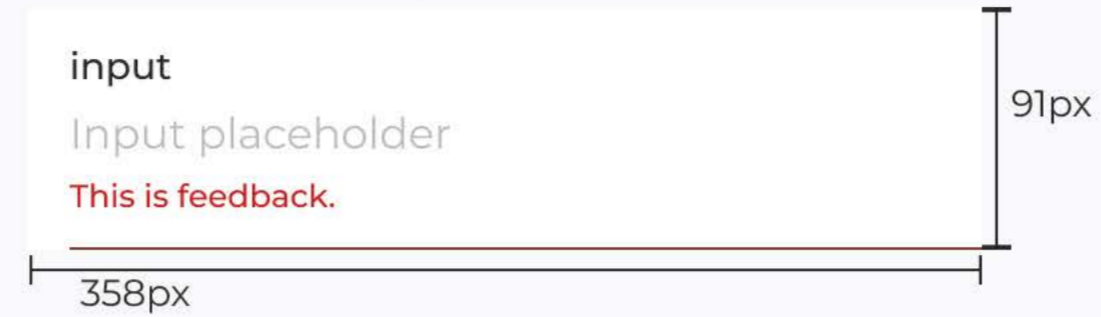Ground color: FFFFFF HEX

Line color: 753A24 HEX

Bottom line height- 2px

Input text color: 868686 HEX

Input text: Montserrat, medium, 14

Input element color: 292929 HEX

Input element text: Montserrat, medium, 16

Form field-active, disabled

input

input element

Details: 40% opacity
Ground color: FFFFFF HEX

Line color: 753A24 HEX

Bottom line height- 2px

Input text color: 868686 HEX

Input text: Montserrat, medium, 14

Input element color: 292929 HEX

Input element text: Montserrat, medium, 16

Form field- inactive, error

input

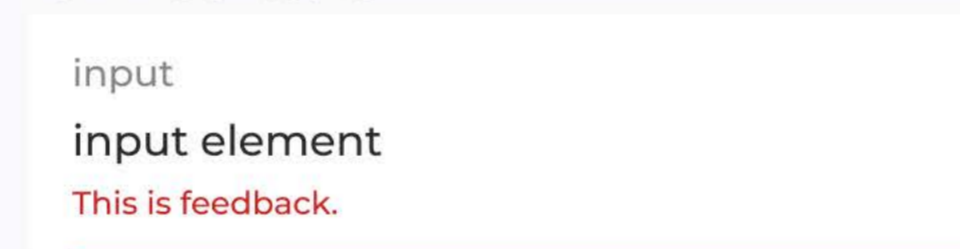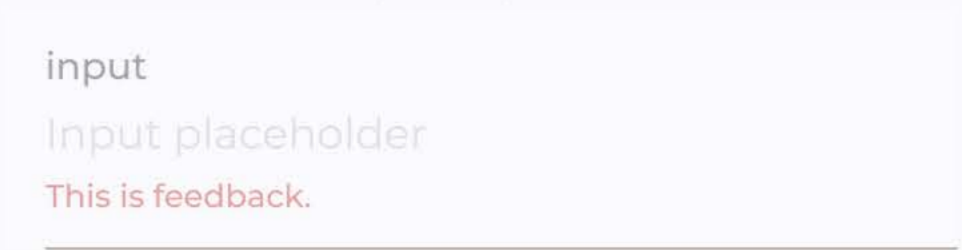Input placeholder

This is feedback.

91px

358px

Details:
Ground color: FFFFFF HEX
Line color: 753A24 HEX
Bottom line height- 1px

Input text color: 292929 HEX
Input text: Montserrat, medium, 14

Input placeholder color: BDBDBD HEX
Input placeholder text: Montserrat, regular, 16

Feedback color: C92222 HEX
Feedback text: Montserrat, medium, 12

Form field-inactive, error, disabled

input

Input placeholder

This is feedback.

Details: 40% opacity
Ground color: FFFFFF HEX
Line color: 753A24 HEX
Bottom line height- 1px

Input text color: 292929 HEX
Input text: Montserrat, medium, 14

Input placeholder color: BDBDBD HEX
Input placeholder text: Montserrat, regular, 16

Feedback color: C92222 HEX
Feedback text: Montserrat, medium, 12

UI elements- error form fields

· Bottom line is thicker when field is active
· Text is sentence case (only first word is capitalized)
  · No all CAPS

Form field- active

input

input element

This is feedback.

Details:
Ground color: FFFFFF HEX
Line color: 753A24 HEX
Bottom line height- 2px

Input text color: 868686 HEX
Input text: Montserrat, medium, 14

Input placeholder color: 292929 HEX
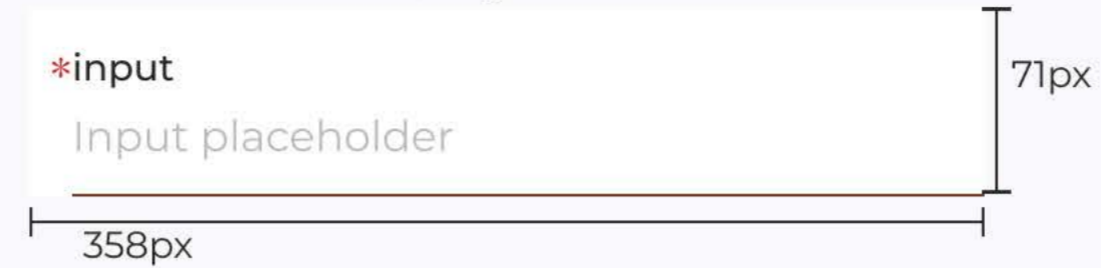Input placeholder text: Montserrat, medium, 16

Feedback color: C92222 HEX
Feedback text: Montserrat, medium, 12

Form field-active, disabled

input

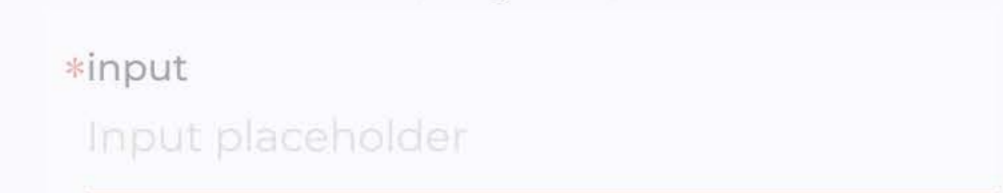input element

This is feedback.

Details: 40% opacity
Ground color: FFFFFF HEX
Line color: 753A24 HEX
Bottom line height- 2px

Input text color: 868686 HEX
Input text: Montserrat, medium, 14

Input placeholder color: 292929 HEX
Input placeholder text: Montserrat, medium, 16

Feedback color: C92222 HEX
Feedback text: Montserrat, medium, 12

UI elements-
required form fields

· Bottom line is thicker when field is active
· Text is sentence case (only first word is capitalized)
  · No all CAPS

Form field- inactive, required
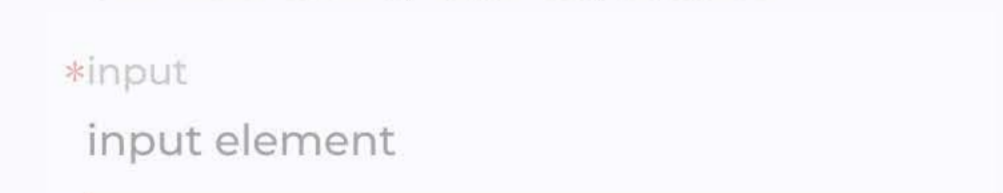
*input

Input placeholder

71px

358px

Details:
Ground color: FFFFFF HEX
Line color: 753A24 HEX
Bottom line height- 1px

Input text color: 292929 HEX
Input text: Montserrat, medium, 14

Input placeholder color: BDBDBD HEX
Input placeholder text: Montserrat, regular, 16

Asterisk color: C92222 HEX

Form field- active, required

*input

input element

Details:
Ground color: FFFFFF HEX
Line color: 753A24 HEX
Bottom line height- 2px

Input text color: 868686 HEX
Input text: Montserrat, medium, 14

Input placeholder color: 292929 HEX
Input placeholder text: Montserrat, medium, 16

Asterisk color: C92222 HEX

Form field-inactive, required, disabled

*input

Input placeholder

Details: 40% opacity
Ground color: FFFFFF HEX
Line color: 753A24 HEX
Bottom line height- 1px

Input text color: 292929 HEX
Input text: Montserrat, medium, 14

Input placeholder color: BDBDBD HEX
Input placeholder text: Montserrat, regular, 16

Asterisk color: C92222 HEX

Form field-active, required, disabled

*input

input element

Details: 40% opacity
Ground color: FFFFFF HEX
Line color: 753A24 HEX
Bottom line height- 2px

Input text color: 868686 HEX
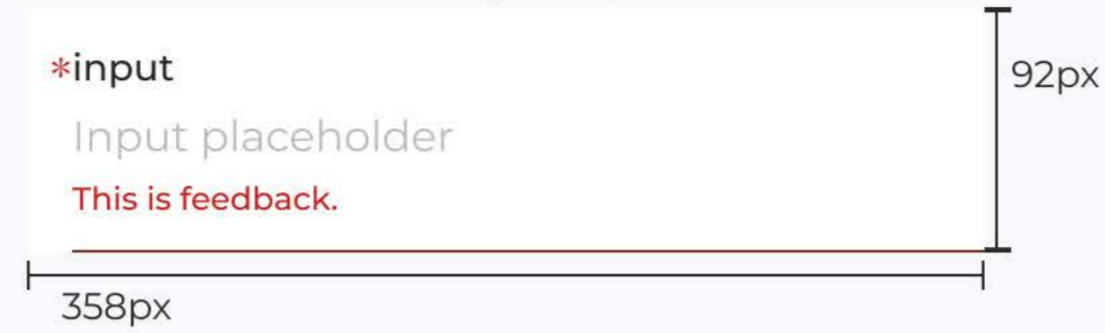Input text: Montserrat, medium, 14

Input placeholder color: 292929 HEX
Input placeholder text: Montserrat, medium, 16

Asterisk color: C92222 HEX

UI elements- required and error form fields

- Bottom line is thicker when field is active
- Text is sentence case (only first word is capitalized)
  - No all CAPS
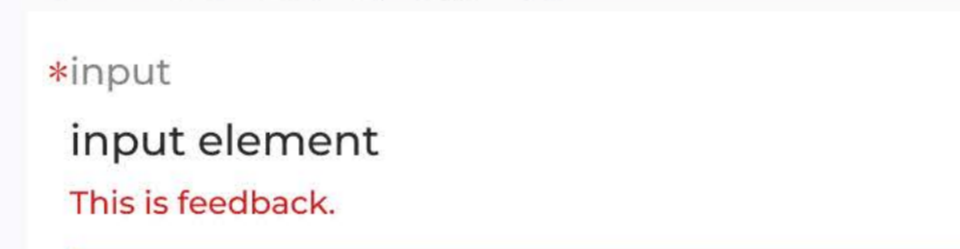
Form field- inactive, required, error

*input

Input placeholder

This is feedback.

92px

358px

Details:

Ground color: FFFFFF HEX
Line color: 753A24 HEX
Bottom line height- 1px

Input text color: 292929 HEX
Input text: Montserrat, medium, 14

Input placeholder color: BDBDBD HEX
Input placeholder text: Montserrat, regular, 16

Feedback & asterisk color: C92222 HEX
Feedback text: Montserrat, medium, 12

Form field- active, required
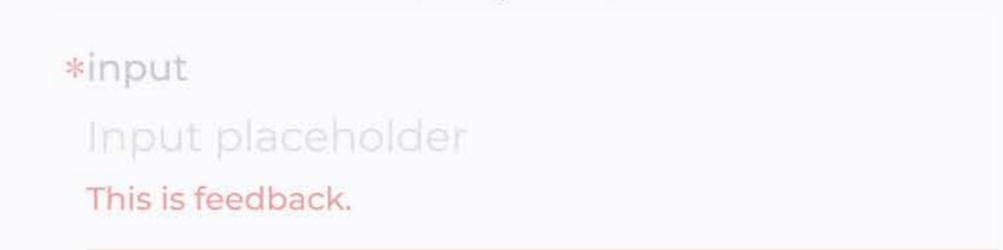
*input

input element

This is feedback.

Details:

Ground color: FFFFFF HEX
Line color: 753A24 HEX
Bottom line height- 2px

Input text color: 868686 HEX
Input text: Montserrat, medium, 14

Input placeholder color: 292929 HEX
Input placeholder text: Montserrat, medium, 16

Feedback & asterisk color: C92222 HEX
Feedback text: Montserrat, medium, 12

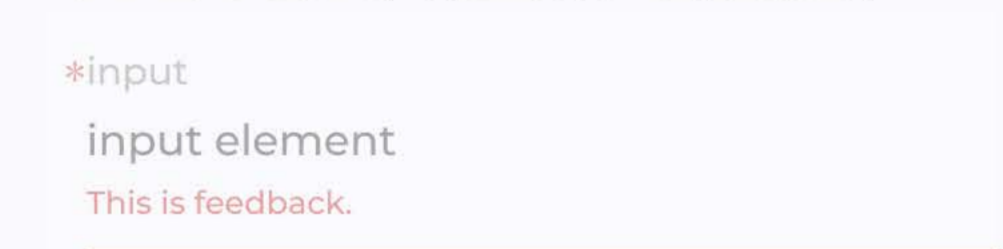### Form field-inactive, required, error, disabled

*input

Input placeholder

This is feedback.

Details: 40% opacity

Ground color: FFFFFF HEX
Line color: 753A24 HEX
Bottom line height- 1px

Input text color: 292929 HEX
Input text: Montserrat, medium, 14

Input placeholder color: BDBDBD HEX
Input placeholder text: Montserrat, regular, 16

Feedback & asterisk color: C92222 HEX
Feedback text: Montserrat, medium, 12

Form field-active, required, error, disabled

*input

input element

This is feedback.

Details: 40% opacity

Ground color: FFFFFF HEX
Line color: 753A24 HEX
Bottom line height- 2px

Input text color: 868686 HEX
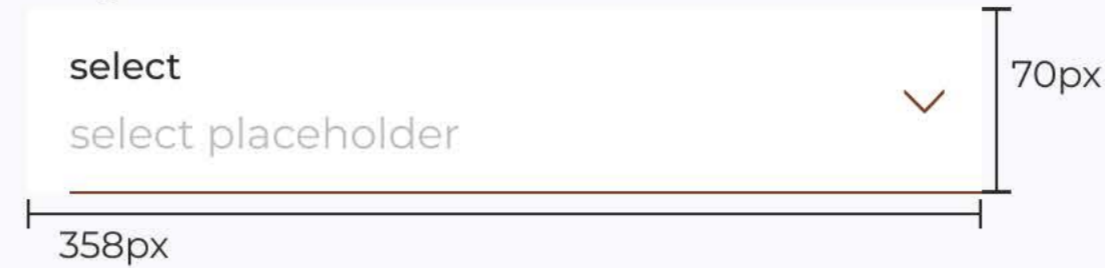Input text: Montserrat, medium, 14

Input placeholder color: 292929 HEX
Input placeholder text: Montserrat, medium, 16

Feedback & asterisk color: C92222 HEX
Feedback text: Montserrat, medium, 12

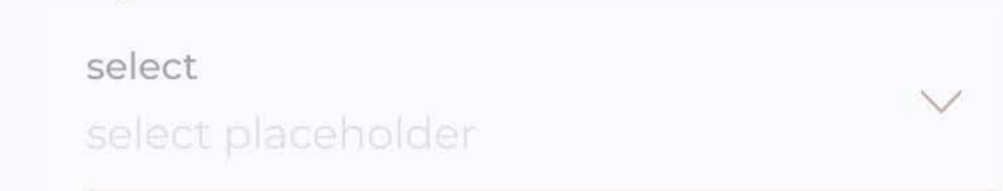**Drop down menu- inactive**

select

select placeholder

70px

358px

Details:
Ground color: FFFFFF HEX
Line & arrow color: 753A24 HEX
Bottom line height- 1px

Input text color: 292929 HEX
Input text: Montserrat, medium, 14

Input placeholder color: BDBDBD HEX
Input placeholder text: Montserrat, regular, 16

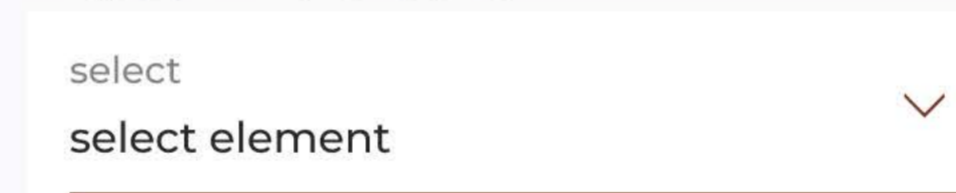**Drop down menu-inactive, disabled**

select

select placeholder

Details: 40% opacity
Ground color: FFFFFF HEX
Line & arrow color: 753A24 HEX
Bottom line height- 1px

Input text color: 292929 HEX
Input text: Montserrat, medium, 14

Input placeholder color: BDBDBD HEX
Input placeholder text: Montserrat, regular, 16

UI elements-
basic drop down menu

· Bottom line is thicker when field is active
· Text is sentence case (only first word is
  capitalized)
  · No all CAPS
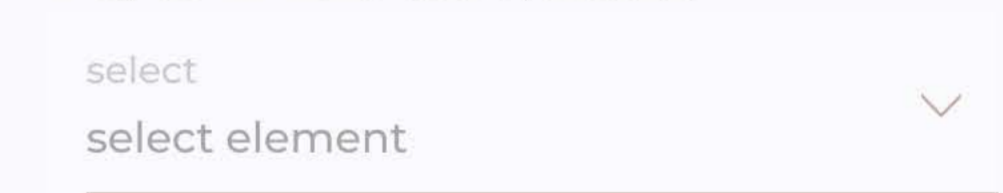
Drop down menu- active

select

select element

Details:
Ground color: FFFFFF HEX
Line & arrow color: 753A24 HEX
Bottom line height- 2px

Input text color: 868686 HEX
Input text: Montserrat, medium, 14

Input placeholder color: 292929 HEX
Input placeholder text: Montserrat, medium, 16

Drop down menu-active, disabled

select

select element

Details: 40% opacity
Ground color: FFFFFF HEX
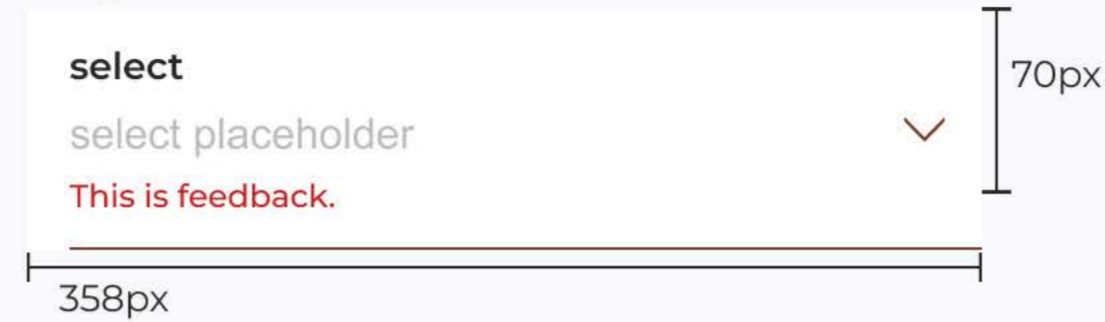Line & arrow color: 753A24 HEX
Bottom line height- 2px

Input text color: 868686 HEX
Input text: Montserrat, medium, 14

Input placeholder color: 292929 HEX
Input placeholder text: Montserrat, medium, 16

UI elements-
error drop down menu

· Bottom line is thicker when field is active
· Text is sentence case (only first word is capitalized)
  · No all CAPS

Drop down menu- inactive, error

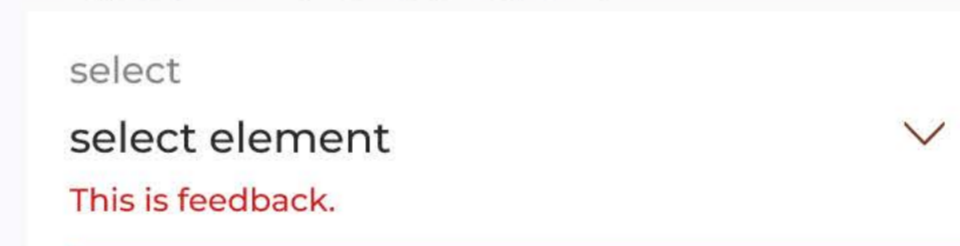select

select placeholder ⌄

70px

This is feedback.

358px

Details:
Ground color: FFFFFF HEX
Line & arrow color: 753A24 HEX
Bottom line height- 1px

Input text color: 292929 HEX
Input text: Montserrat, medium, 14

Input placeholder color: BDBDBD HEX
Input placeholder text: Montserrat, regular, 16

Feedback color: C92222 HEX
Feedback text: Montserrat, medium, 12
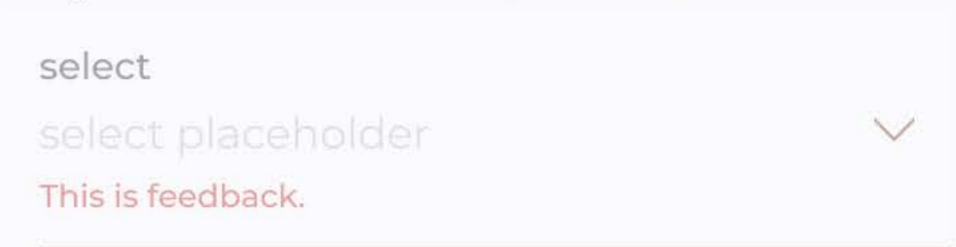
Drop down menu- active, error

select

select element ⌄

This is feedback.

Details:
Ground color: FFFFFF HEX
Line & arrow color: 753A24 HEX
Bottom line height- 2px

Input text color: 868686 HEX
Input text: Montserrat, medium, 14

Input placeholder color: 292929 HEX
Input placeholder text: Montserrat, medium, 16

Feedback color: C92222 HEX
Feedback text: Montserrat, medium, 12

Drop down menu-inactive, error, disabled

select

select placeholder ⌄

This is feedback.

Details: 40% opacity
Ground color: FFFFFF HEX
Line & arrow color: 753A24 HEX
Bottom line height- 1px

Input text color: 292929 HEX
Input text: Montserrat, medium, 14

Input placeholder color: BDBDBD HEX
Input placeholder text: Montserrat, regular, 16

Feedback color: C92222 HEX
Feedback text: Montserrat, medium, 12

Drop down menu-active, error, disabled

select

select element ⌄

This is feedback.

Details: 40% opacity
Ground color: FFFFFF HEX
Line & arrow color: 753A24 HEX
Bottom line height- 2px

Input text color: 868686 HEX
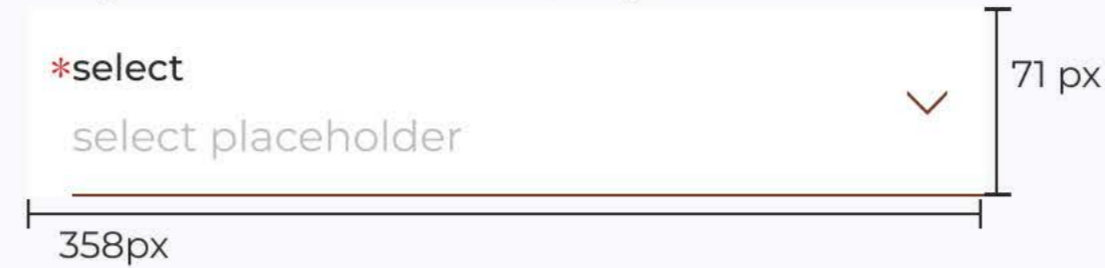Input text: Montserrat, medium, 14

Input placeholder color: 292929 HEX
Input placeholder text: Montserrat, medium, 16

Feedback color: C92222 HEX
Feedback text: Montserrat, medium, 12

UI elements- required drop down menu

· Bottom line is thicker when field is active
· Text is sentence case (only first word is capitalized)
    · No all CAPS

Drop down menu- inactive, required

*select

select placeholder

71 px

358px

Details:
Ground color: FFFFFF HEX
Line & arrow color: 753A24 HEX
Bottom line height- 1px

Input text color: 292929 HEX
Input text: Montserrat, medium, 14

Input placeholder color: BDBDBD HEX
Input placeholder text: Montserrat, regular, 16

Asterisk color: C92222 HEX

Drop down menu-inactive, required, disabled

*select

select placeholder

Details: 40% opacity
Ground color: FFFFFF HEX
Line & arrow color: 753A24 HEX
Bottom line height- 1px

Input text color: 292929 HEX
Input text: Montserrat, medium, 14

Input placeholder color: BDBDBD HEX
Input placeholder text: Montserrat, regular, 16

Asterisk color: C92222 HEX

Drop down menu- active, required
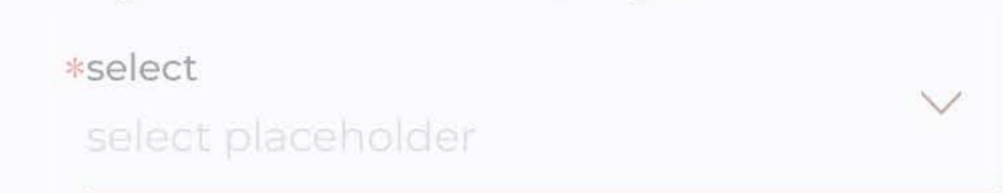
*select

select element

Details:
Ground color: FFFFFF HEX
Line & arrow color: 753A24 HEX
Bottom line height- 2px

Input text color: 868686 HEX
Input text: Montserrat, medium, 14

Input placeholder color: 292929 HEX
Input placeholder text: Montserrat, medium, 16

Asterisk color: C92222 HEX

Drop down menu-active, required, disabled

*select

select element

Details: 40% opacity
Ground color: FFFFFF HEX
Line & arrow color: 753A24 HEX
Bottom line height- 2px

Input text color: 868686 HEX
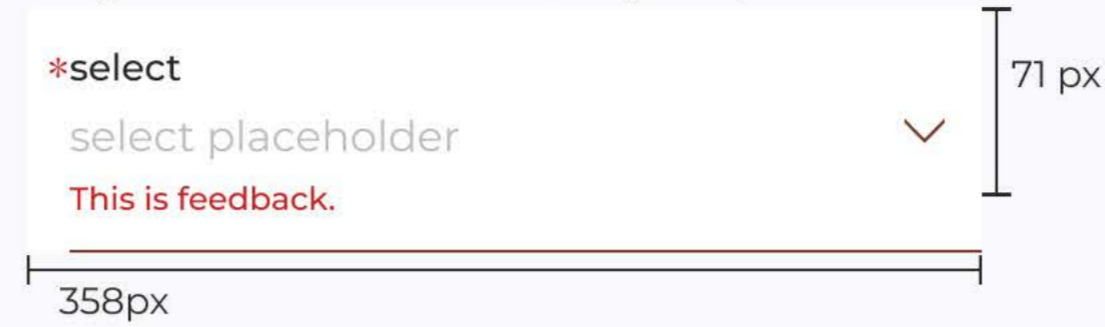Input text: Montserrat, medium, 14

Input placeholder color: 292929 HEX
Input placeholder text: Montserrat, medium, 16

Asterisk color: C92222 HEX

UI elements- required and error drop down menu

- Bottom line is thicker when field is active
- Text is sentence case (only first word is capitalized)
  - No all CAPS

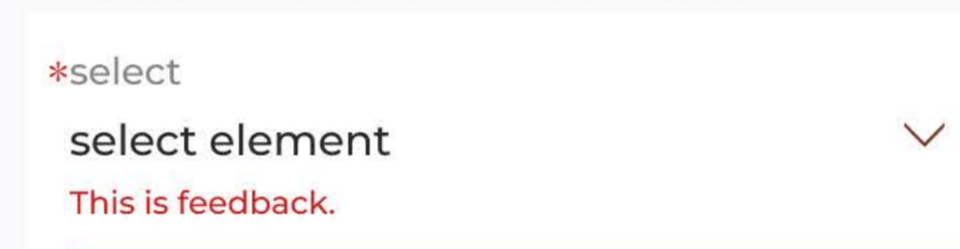### Drop down menu- inactive, required, error

*select

select placeholder   ⌄

71 px

This is feedback.

358px

Details:

Ground color: FFFFFF HEX

Line & arrow color: 753A24 HEX

Bottom line height- 1px

Input text color: 292929 HEX

Input text: Montserrat, medium, 14

Input placeholder color: BDBDBD HEX

Input placeholder text: Montserrat, regular, 16

Feedback & asterisk color: C92222 HEX

Feedback text: Montserrat, medium, 12

Drop down menu-inactive, required, error, disabled

*select

select placeholder   ⌄

This is feedback.

Details: 40% opacity

Ground color: FFFFFF HEX

Line & arrow color: 753A24 HEX

Bottom line height- 1px

Input text color: 292929 HEX

Input text: Montserrat, medium, 14

Input placeholder color: BDBDBD HEX

Input placeholder text: Montserrat, regular, 16

Feedback & asterisk color: C92222 HEX

Feedback text: Montserrat, medium, 12

Drop down menu- active, required, error

*select

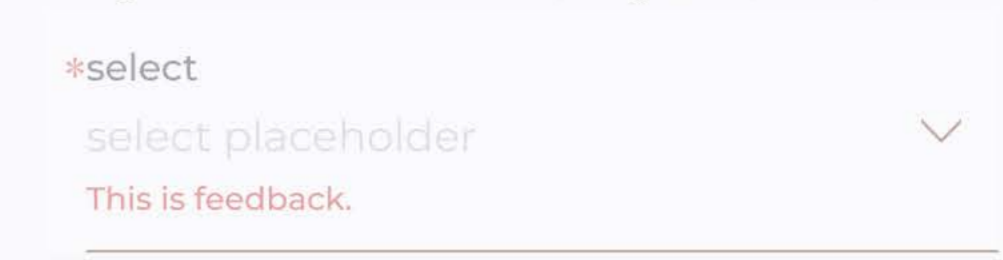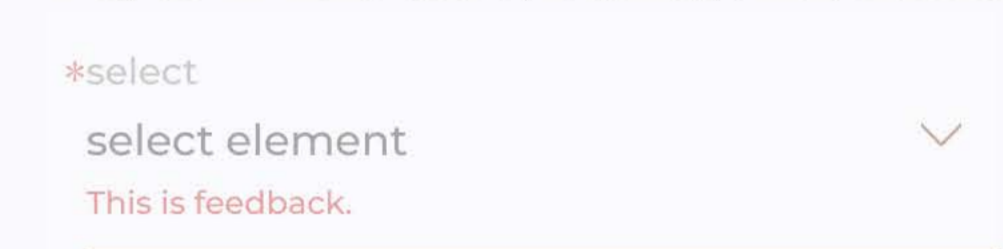select element   ⌄

This is feedback.

Details:

Ground color: FFFFFF HEX

Line & arrow color: 753A24 HEX

Bottom line height- 2px

Input text color: 868686 HEX

Input text: Montserrat, medium, 14

Input placeholder color: 292929 HEX

Input placeholder text: Montserrat, medium, 16

Feedback & asterisk color: C92222 HEX

Feedback text: Montserrat, medium, 12

Drop down menu-active, required, error, disabled

*select

select element   ⌄

This is feedback.

Details: 40% opacity

Ground color: FFFFFF HEX

Line & arrow color: 753A24 HEX

Bottom line height- 2px

Input text color: 868686 HEX
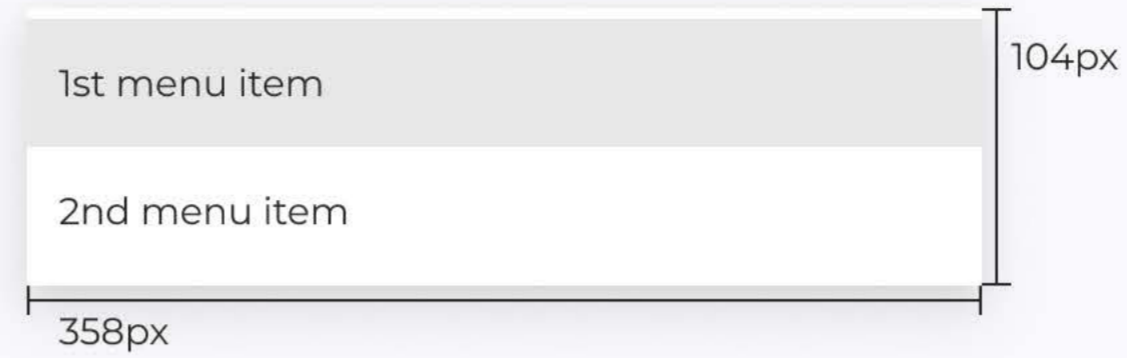
Input text: Montserrat, medium, 14

Input placeholder color: 292929 HEX

Input placeholder text: Montserrat, medium, 16

Feedback & asterisk color: C92222 HEX
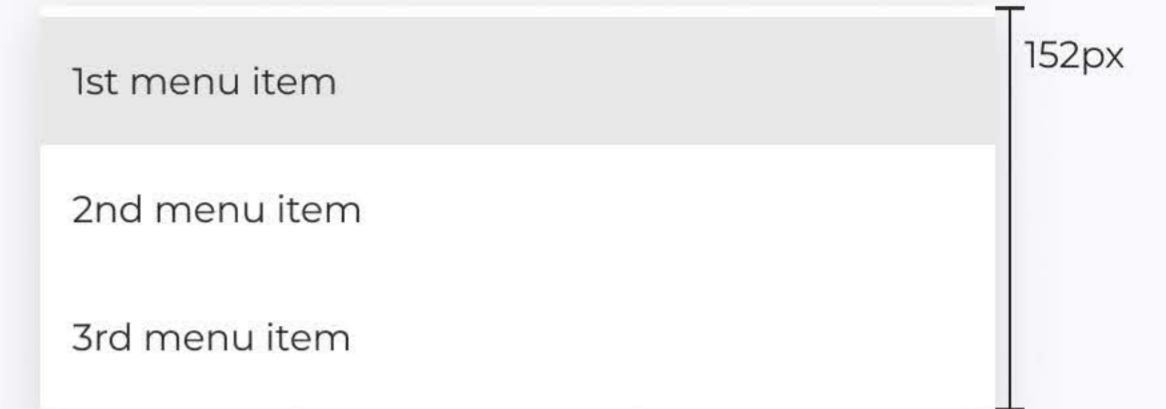
Feedback text: Montserrat, medium, 12

Drop down menu- 2 options

1st menu item
2nd menu item

104px

358px

Drop down menu- 3 options

1st menu item
2nd menu item
3rd menu item

152px

UI elements-
drop down menu options

- Selected item is highlighted
- Text is sentence case (only first word is capitalized)
  - No all CAPS
- Ground color: FFFFFF HEX
- Highlight color: E8E8E8 HEX
- Text color- 292929 HEX
- Input text: Montserrat, regular, 14
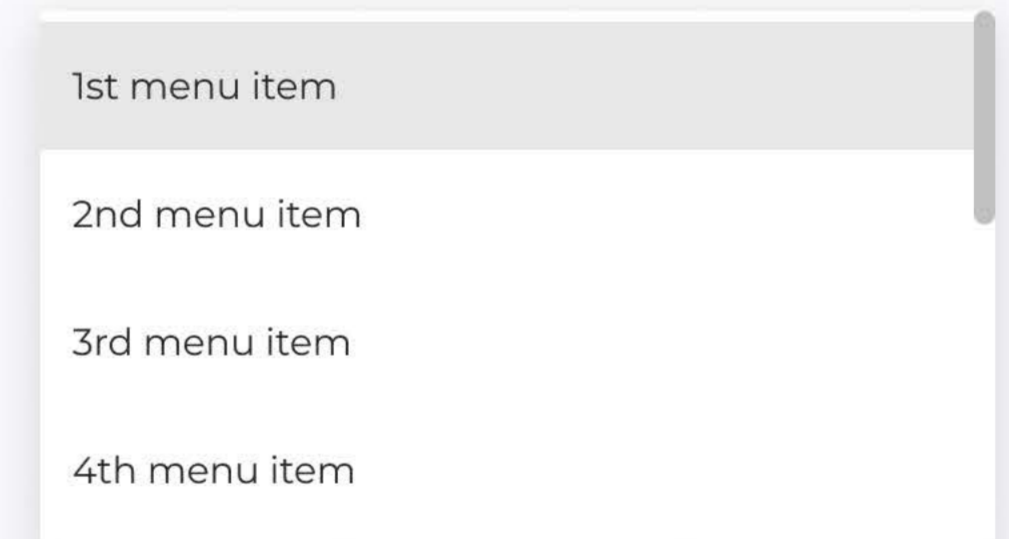
Drop down menu- 4 options

1st menu item
2nd menu item
3rd menu item
4th menu item

200px

Drop down menu- 5 options

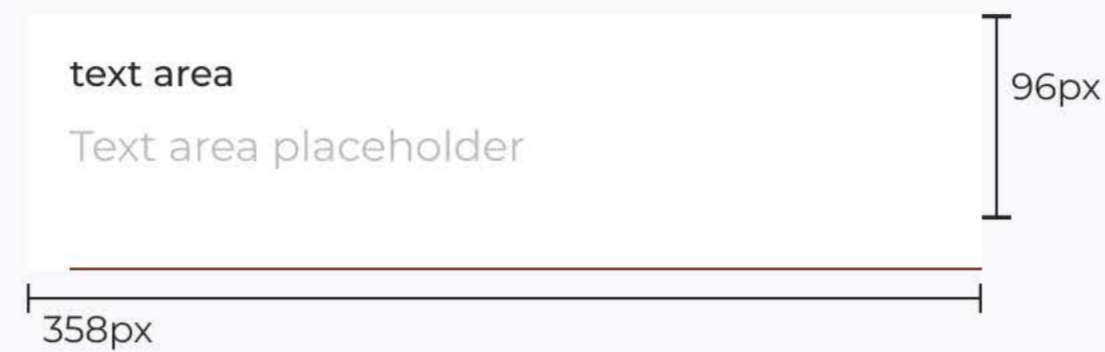| |
|---|
| 1st menu item |
| 2nd menu item |
| 3rd menu item |
| 4th menu item |

UI elements- basic text fields

- Bottom line is thicker when field is active
- Text is sentence case (only first word is capitalized)
  - No all CAPS

Text field- inactive

text area

Text area placeholder

96px

358px

Details:

Ground color: FFFFFF HEX

Line color: 753A24 HEX

Bottom line height- 1px

Text area color: 292929 HEX

Text area text: Montserrat, medium, 14

Text placeholder color: BDBDBD HEX

Text placeholder text: Montserrat, regular, 16

Text field-inactive, disabled

text area

Text area placeholder

Details: 40% opacity

Ground color: FFFFFF HEX

Line color: 753A24 HEX

Bottom line height- 1px

Text area color: 292929 HEX

Text area text: Montserrat, medium, 14

Text placeholder color: BDBDBD HEX

Text placeholder text: Montserrat, regular, 16
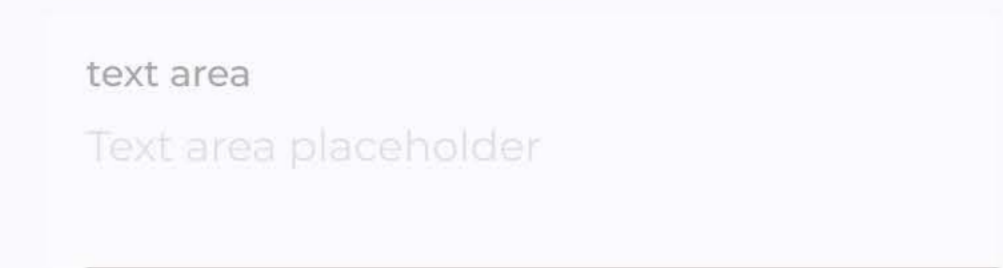
Text field- active

text area

filled state

Details:

Ground color: FFFFFF HEX

Line color: 753A24 HEX

Bottom line height- 2px

Text area color: 868686 HEX

Text area text: Montserrat, medium, 14

Filled state color: 292929 HEX

Filled state text: Montserrat, medium, 16

Text field-active, disabled

text area

filled state

Details: 40% opacity

Ground color: FFFFFF HEX

Line color: 753A24 HEX

Bottom line height- 2px

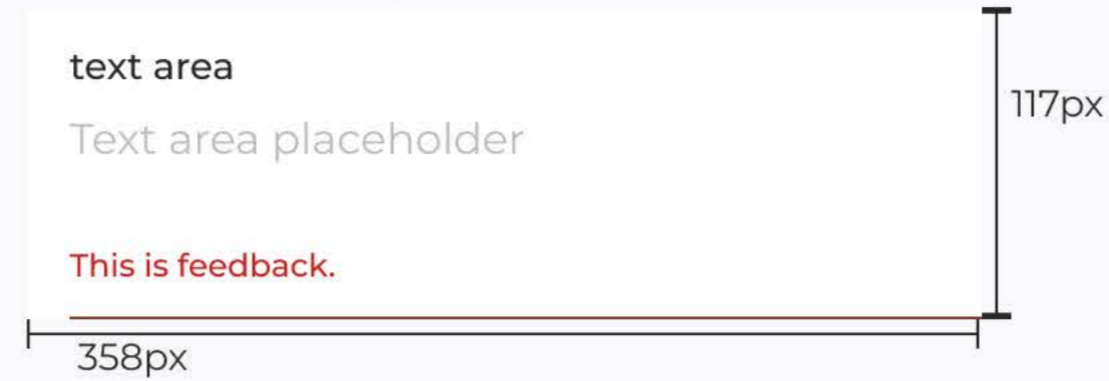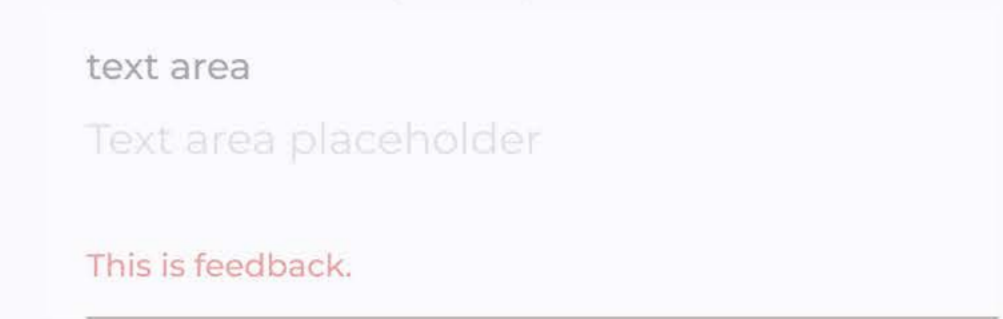Text area color: 868686 HEX

Text area text: Montserrat, medium, 14

Filled state color: 292929 HEX

Filled state text: Montserrat, medium, 16

Text field- inactive, error

text area

Text area placeholder

This is feedback.

117px

358px

Details:
Ground color: FFFFFF HEX
Line color: 753A24 HEX
Bottom line height- 1px

Text area color: 292929 HEX
Text area text: Montserrat, medium, 14

Text placeholder color: BDBDBD HEX
Text placeholder text: Montserrat, regular, 16

Feedback color: C92222 HEX
Feedback text: Montserrat, medium, 12

Text field-inactive, error, disabled

text area

Text area placeholder

This is feedback.

Details: 40% opacity
Ground color: FFFFFF HEX
Line color: 753A24 HEX
Bottom line height- 1px

Text area color: 292929 HEX
Text area text: Montserrat, medium, 14

Text placeholder color: BDBDBD HEX
Text placeholder text: Montserrat, regular, 16

Feedback color: C92222 HEX
Feedback text: Montserrat, medium, 12

UI elements-
error text fields

· Bottom line is thicker when field is active
· Text is sentence case (only first word is capitalized)
    · No all CAPS

Text field- active

text area

filled state

This is feedback.

Details:
Ground color: FFFFFF HEX
Line color: 753A24 HEX
Bottom line height- 2px

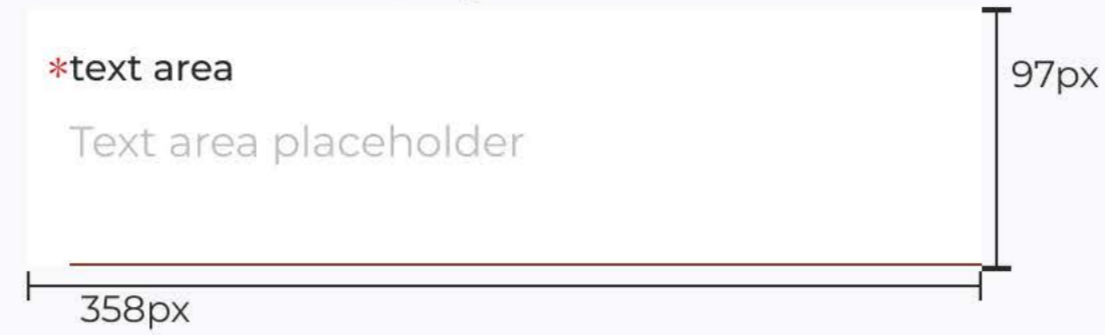Text area color: 868686 HEX
Text area text: Montserrat, medium, 14

Filled state color: 292929 HEX
Filled state text: Montserrat, medium, 16

Feedback color: C92222 HEX
Feedback text: Montserrat, medium, 12

Text field-active, disabled

text area

filled state

This is feedback.

Details: 40% opacity
Ground color: FFFFFF HEX
Line color: 753A24 HEX
Bottom line height- 2px

Text area color: 868686 HEX
Text area text: Montserrat, medium, 14

Filled state color: 292929 HEX
Filled state text: Montserrat, medium, 16

Feedback color: C92222 HEX
Feedback text: Montserrat, medium, 12

Text field- inactive, required

*text area

Text area placeholder

97px

358px

Details:
Ground color: FFFFFF HEX
Line color: 753A24 HEX
Bottom line height- 1px

Text area color: 292929 HEX
Text area text: Montserrat, medium, 14

Text placeholder color: BDBDBD HEX
Text placeholder text: Montserrat, regular, 16

Asterisk color: C92222 HEX

Text field-inactive, required, disabled

*text area

Text area placeholder

Details: 40% opacity
Ground color: FFFFFF HEX
Line color: 753A24 HEX
Bottom line height- 1px

Text area color: 292929 HEX
Text area text: Montserrat, medium, 14

Text placeholder color: BDBDBD HEX
Text placeholder text: Montserrat, regular, 16

Asterisk color: C92222 HEX

UI elements- required text fields

· Bottom line is thicker when field is active
· Text is sentence case (only first word is capitalized)
   · No all CAPS

Text field- active, required

*text area

filled state

Details:
Ground color: FFFFFF HEX
Line color: 753A24 HEX
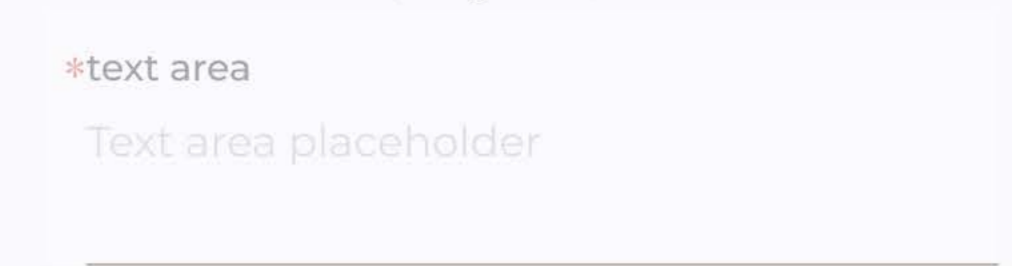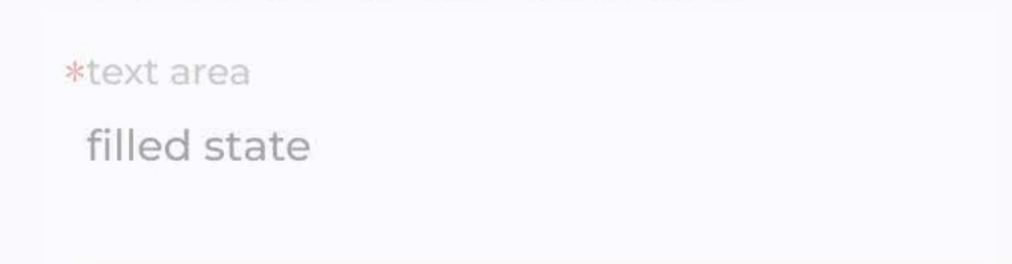Bottom line height- 2px

Text area color: 868686 HEX
Text area text: Montserrat, medium, 14

Text placeholder color: 292929 HEX
Text placeholder text: Montserrat, medium, 16

Asterisk color: C92222 HEX

Text field-active, required, disabled

*text area

filled state

Details: 40% opacity
Ground color: FFFFFF HEX
Line color: 753A24 HEX
Bottom line height- 2px

Text area color: 868686 HEX
Text area text: Montserrat, medium, 14

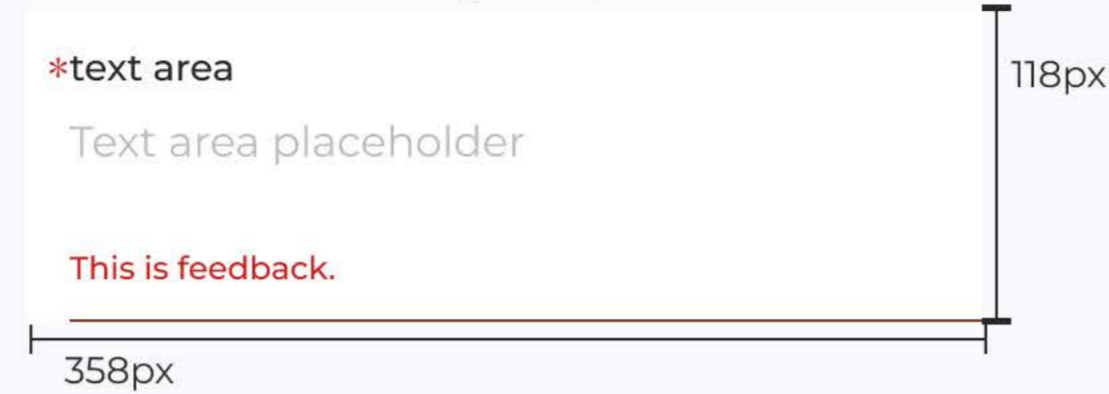Text placeholder color: 292929 HEX
Text placeholder text: Montserrat, medium, 16

Asterisk color: C92222 HEX

UI elements- required and error text fields

- Bottom line is thicker when field is active
- Text is sentence case (only first word is capitalized)
  - No all CAPS
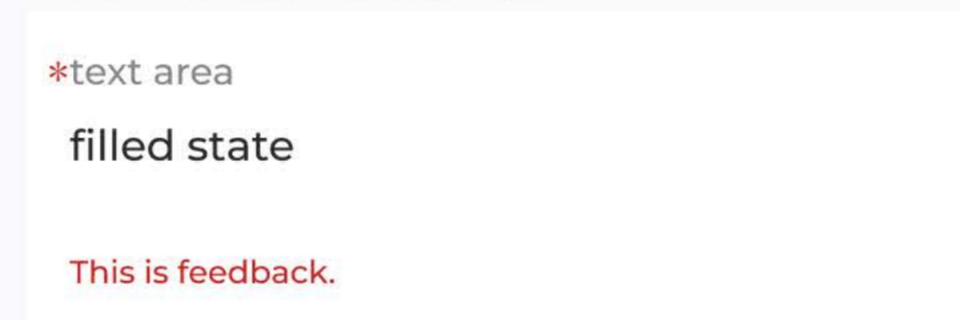
Text field- inactive, required, error

*text area

Text area placeholder

This is feedback.

118px

358px

Details:

Ground color: FFFFFF HEX

Line color: 753A24 HEX

Bottom line height- 1px

Text area color: 292929 HEX

Text area text: Montserrat, medium, 14

Text placeholder color: BDBDBD HEX

Text placeholder text: Montserrat, regular, 16

Feedback & asterisk color: C92222 HEX

Feedback text: Montserrat, medium, 12

Text field- active, required
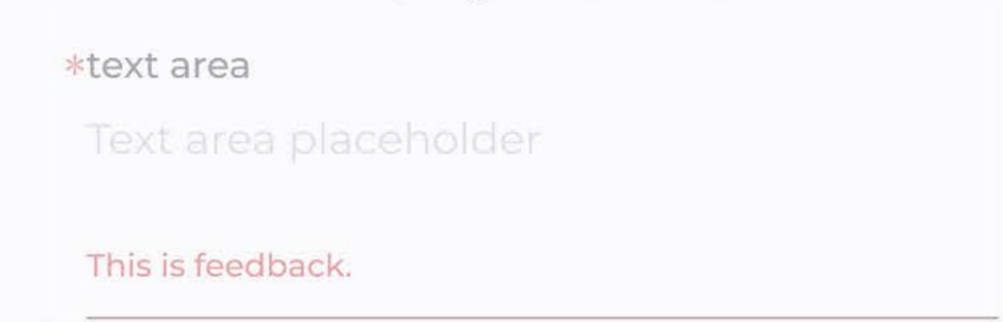
*text area

filled state

This is feedback.

Details:

Ground color: FFFFFF HEX

Line color: 753A24 HEX

Bottom line height- 2px

Text area color: 868686 HEX

Text area text: Montserrat, medium, 14

Text placeholder color: 292929 HEX

Text placeholder text: Montserrat, medium, 16

Feedback & asterisk color: C92222 HEX

Feedback text: Montserrat, medium, 12

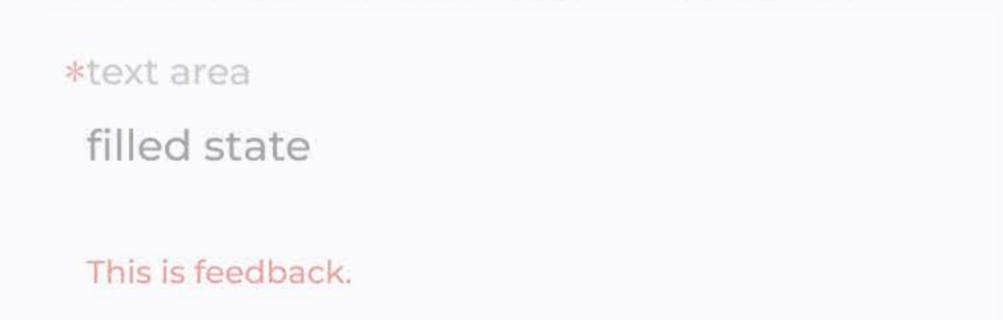### Text field-inactive, required, error, disabled

*text area

Text area placeholder

This is feedback.

Details: 40% opacity

Ground color: FFFFFF HEX

Line color: 753A24 HEX

Bottom line height- 1px

Text area color: 292929 HEX

Text area text: Montserrat, medium, 14

Text placeholder color: BDBDBD HEX

Text placeholder text: Montserrat, regular, 16

Feedback & asterisk color: C92222 HEX

Feedback text: Montserrat, medium, 12

Text field-active, required, error, disabled

*text area

filled state

This is feedback.

Details: 40% opacity

Ground color: FFFFFF HEX

Line color: 753A24 HEX

Bottom line height- 2px

Text area color: 868686 HEX

Text area text: Montserrat, medium, 14

Text placeholder color: 292929 HEX

Text placeholder text: Montserrat, medium, 16

Feedback & asterisk color: C92222 HEX

Feedback text: Montserrat, medium, 12

UI elements-
cards

- Text is sentence case (only first word is capitalized)
  - No all CAPS
- Ground color: FFFFFF HEX
- Card title & content color: 292929 HEX
- Card title text: Playfair Display, bold, 14
- Card content text: Montserrat, regular, 14

Card with button

224px

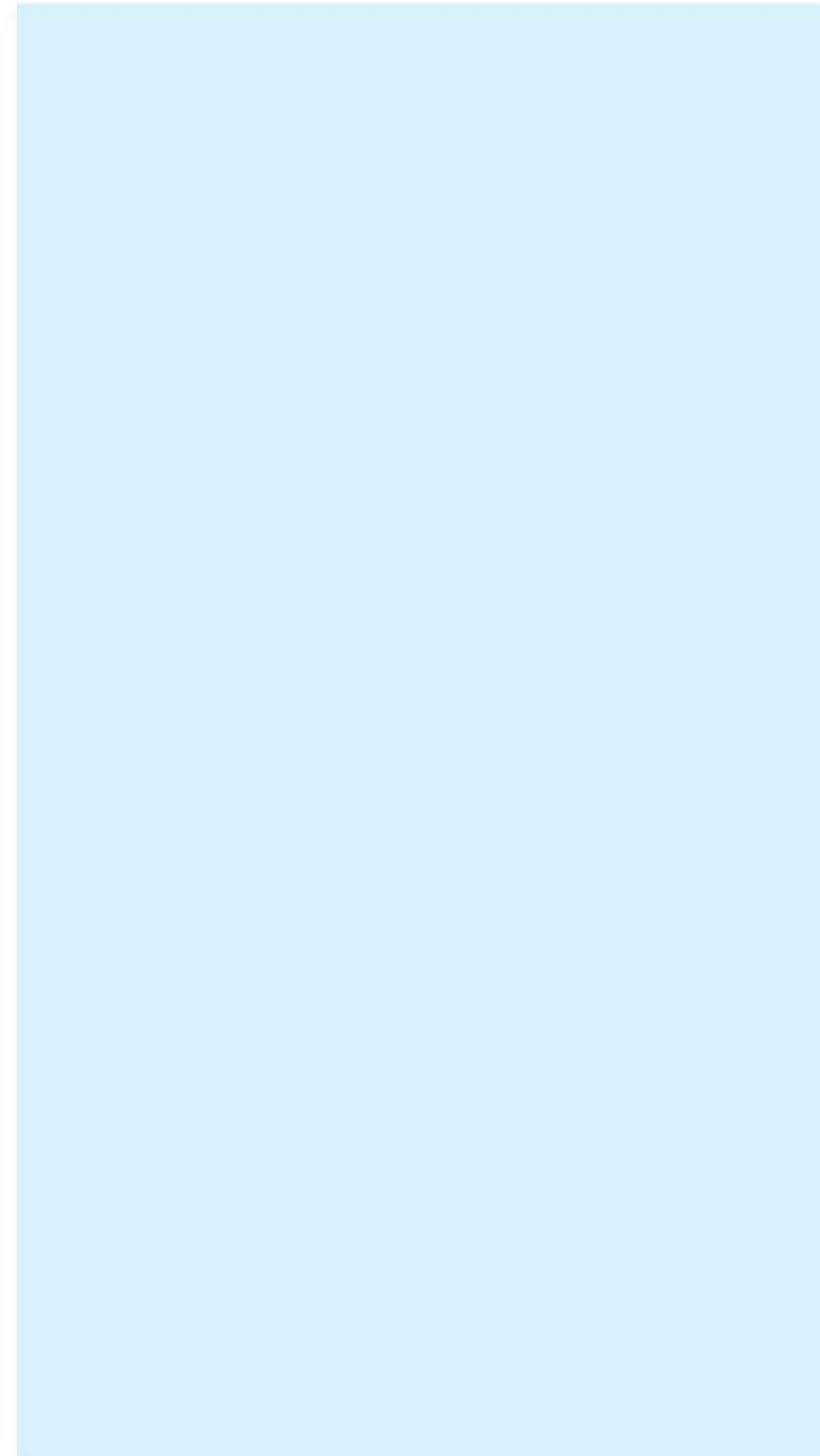**Card title**

Card content

Primary

358px
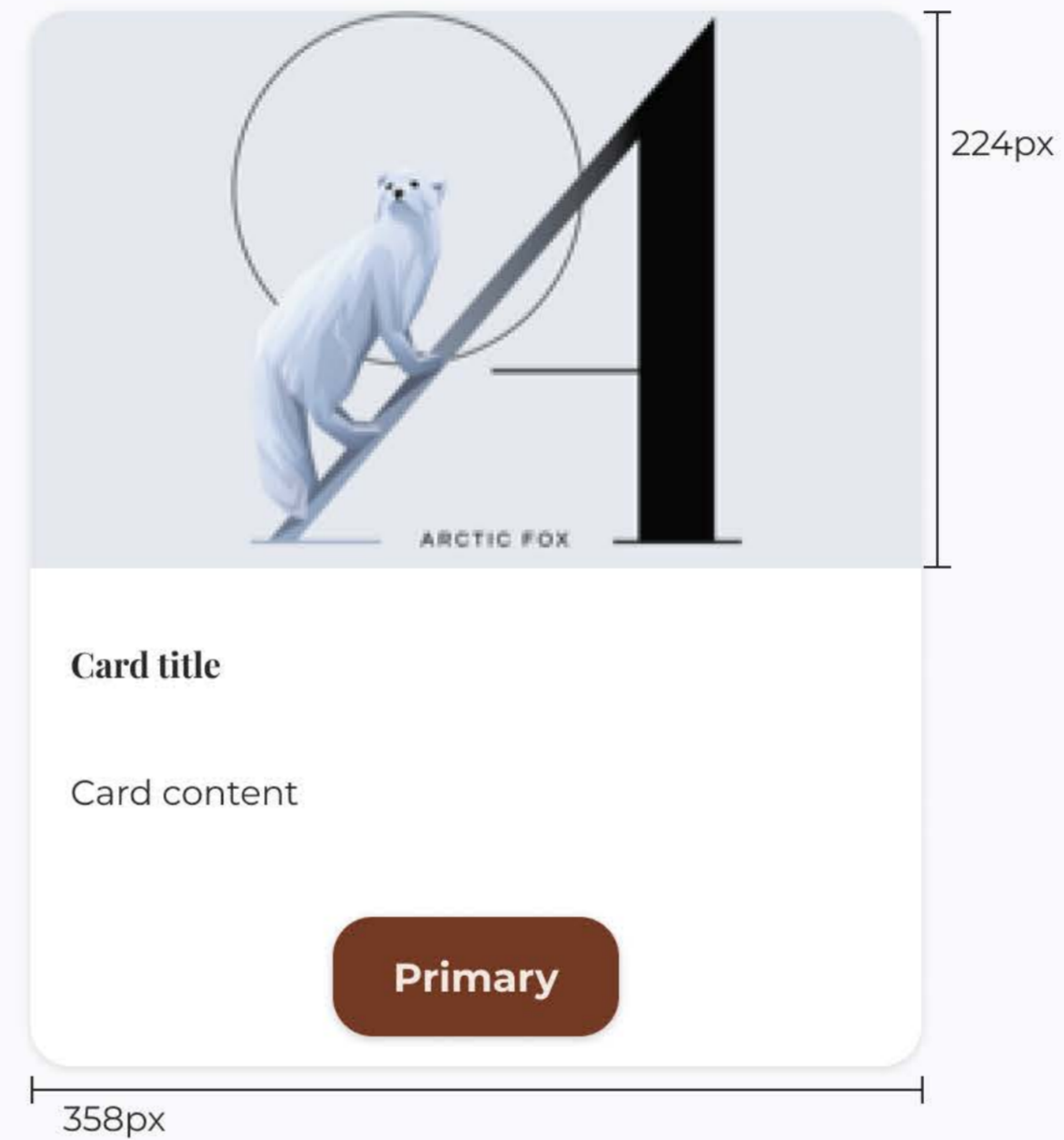
Card without button

Card title

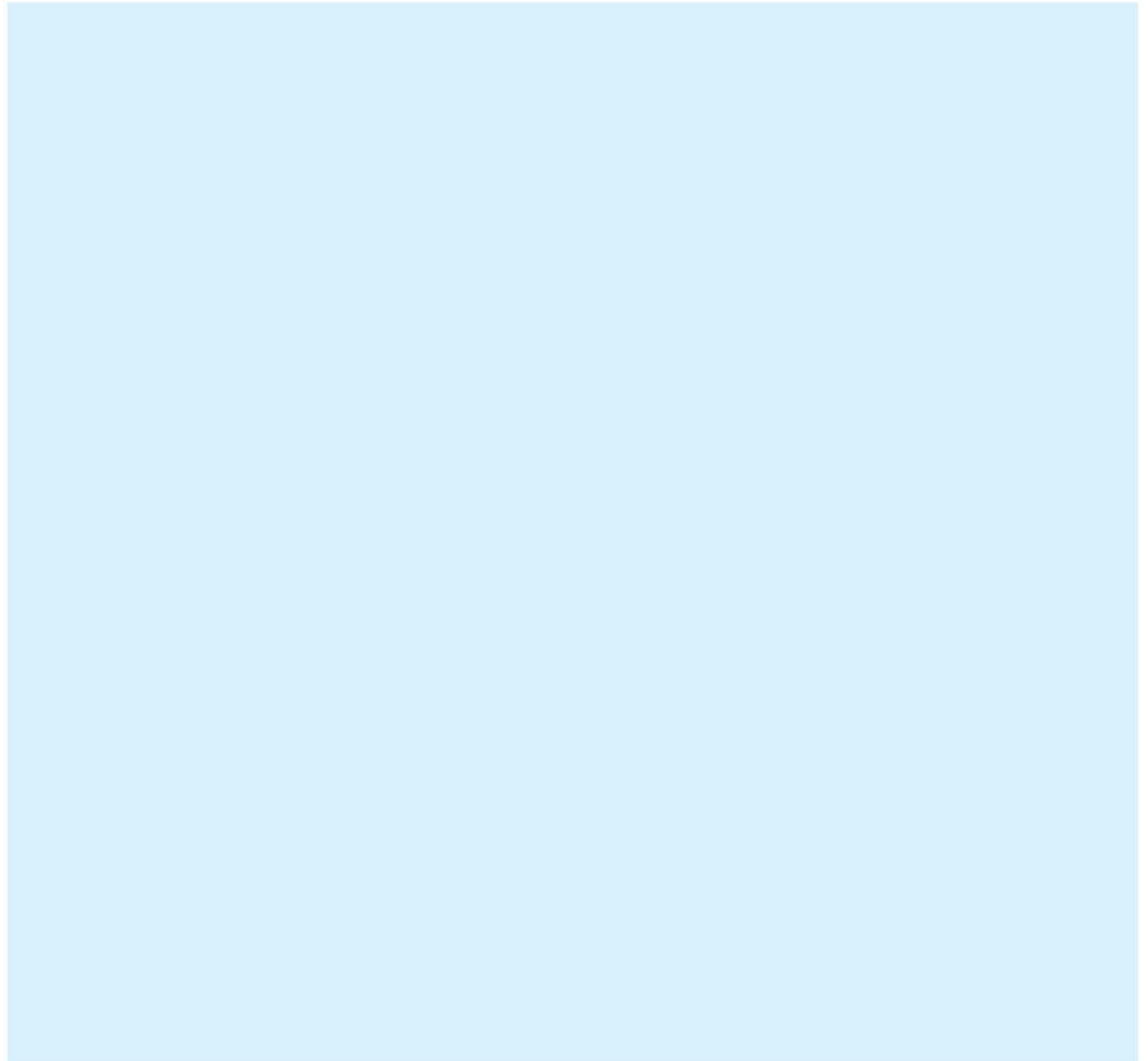Card content

07
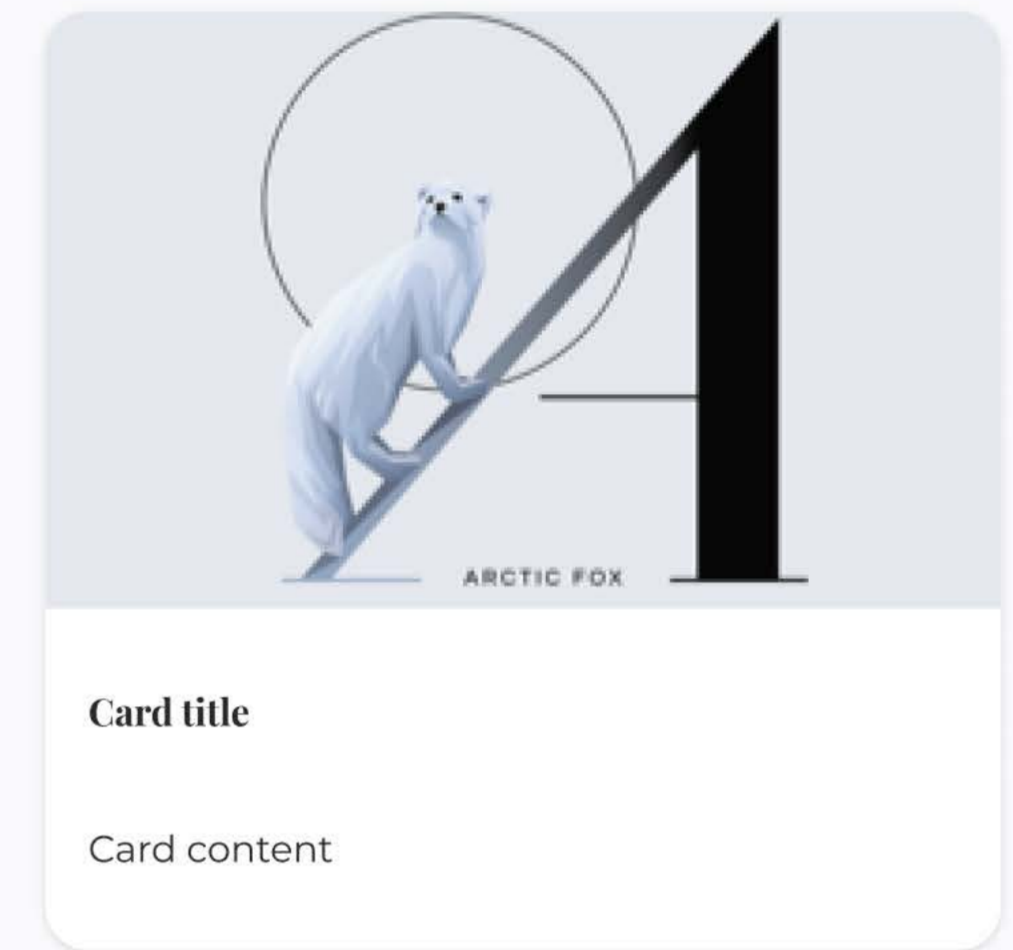
Spacing

Mobile- portrait

Spacing- mobile

- 4 column grids
- 16px margins
- 16px gutters
- Maximum width < 478px

Tablet- portrait

Spacing- tablet

· 8 column grids
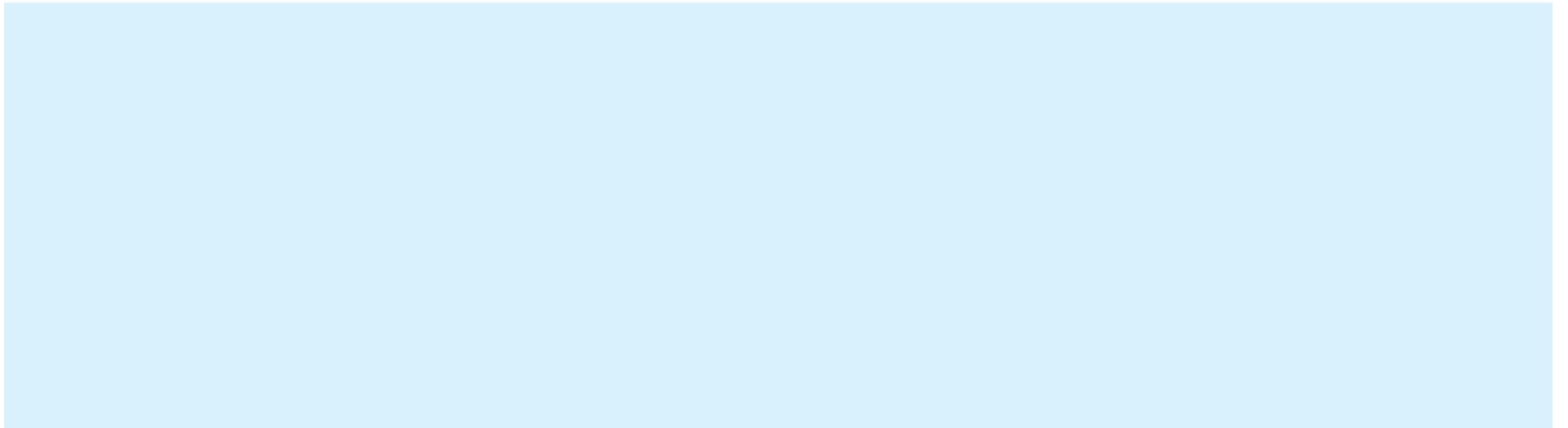· 24px margins
· 16px gutters
· Maximum width < 991px

Spacing- desktop

- 12 column grids
- 32px margins
- 16px gutters
- Minimum width > 992px

Desktop

8 px   16 px   24 px   32 px   40 px   56 px   72 px   80 px   96 px   120 px

Spacing

· Spacing & padding distances are base 8px