



LOGO USAGE



The height of “t” on all sides
Guards the logo from disturbances
caused by other visual elements

01. TYPOGRAPHY

Logo

Galliard BT Roman

Screens

H1 Heading- Barlow Bold (26pt)

H2 Heading- Barlow SemiBold (20pt)

H3 - Barlow Medium SemiBold (17pt)

Text 1 / Body Copy: Hero Barlow Medium (17pt)

Text 2 / Body Copy: Main Barlow Medium (14pt)

Text 3 / Body Copy: Secondary Barlow Thin (14pt)

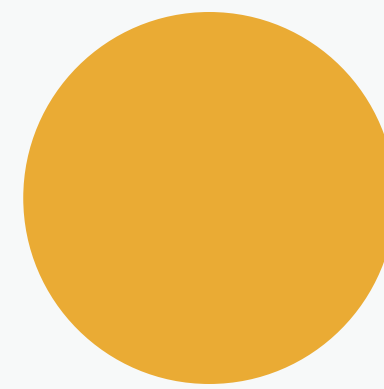
LINK 1 / MAIN NAV & BUTTON LINK BARLOW MEDIUM UPPERCASE (14PT)

LINK 2 / ISOLATED TEXT LINK BARLOW MEDIUM UPPERCASE (16PT)

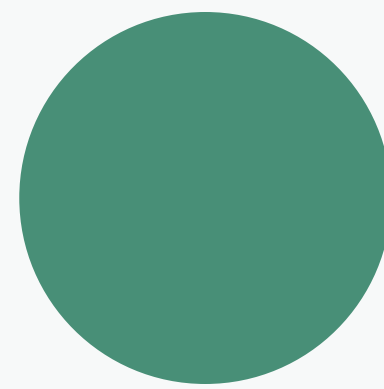
Footer Barlow Thin (12pt)

02. COLOR PALETTE

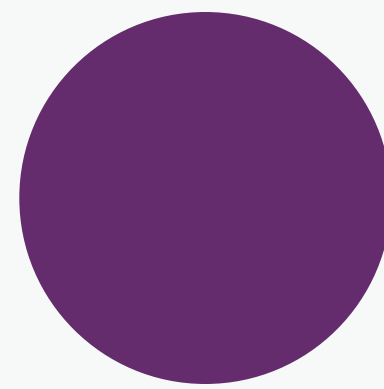
Primary



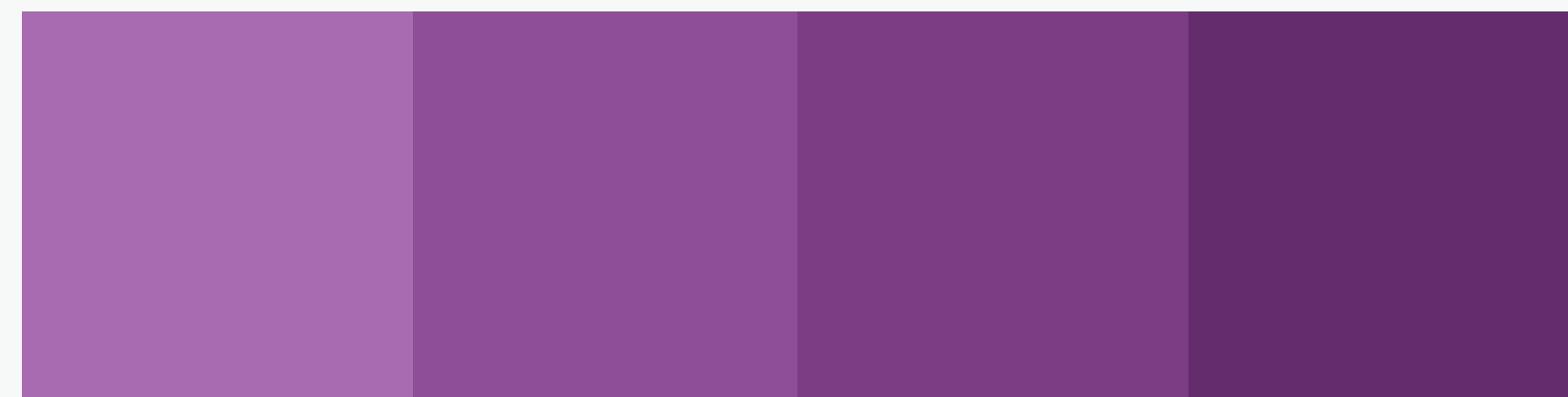
#EAAB34



#488F77



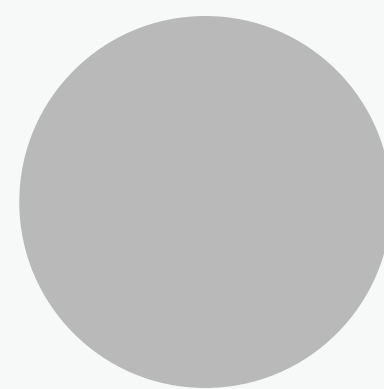
#642C6C



Secondary



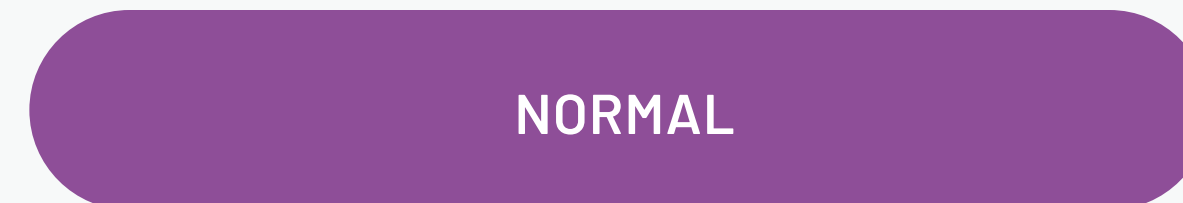
#3B5998



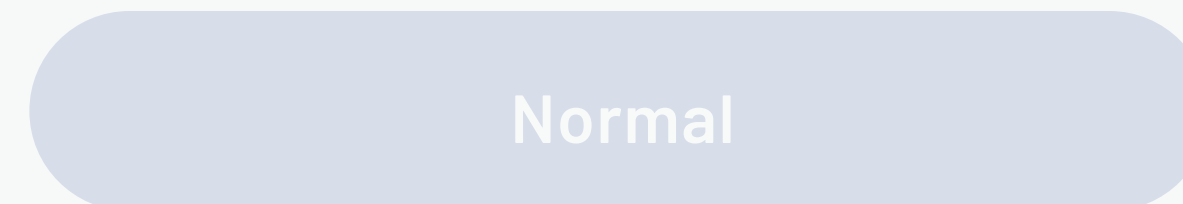
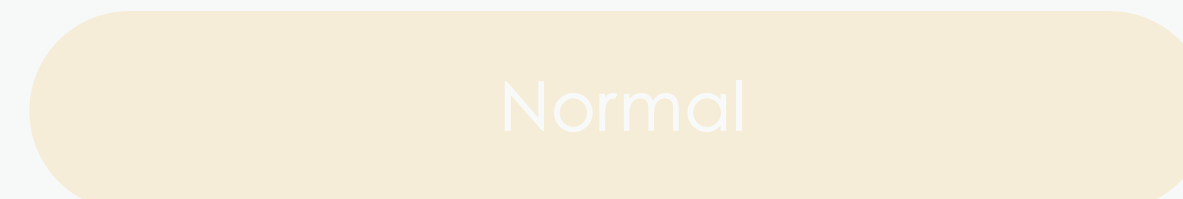
#B9B9B9

03. BUTTONS

Primary



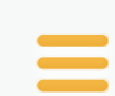
Secondary



04. ICONS



Avatar



Menu



Settings



Search



Back/Next



Cancel

05. FORMS

Text (Normal)

Text

Text (Normal)

Text (Selected)

Text

Text (Selected)

Dropdown

Normal

Selected

Search

Search

Keywords

Checkbox



06. CONTROLS

