

COLOR PALLETS

MAIN PALLET

PRIMARY COLORS

KASEYA BLUE
HEX: #01579B
RGB: 1,87,155

MIDNIGHT BLUE
HEX: #2C3E50
RGB: 44,62,80

WET ASPHALT
HEX: #34495E
RGB: 52,73,94

SECONDARY COLORS

LIGHT BLUE 300
HEX: #4FC3F7
RGB: 79,195,247

LIGHT GREEN 500
HEX: #8BC34A
RGB: 139,195,74

AMBER 600
HEX: #FFB300
RGB: 255,179,0

SUPPORTING PALLET

LIGHT BLUE

LIGHT BLUE 800
HEX: #0277BD
RGB: 2,119,189

LIGHT BLUE 700
HEX: #028BD1
RGB: 2,136,209

LIGHT BLUE 600
HEX: #039BE5
RGB: 3,155,229

LIGHT BLUE 500
HEX: #03A9F4
RGB: 3,169,244

LIGHT BLUE 400
HEX: #29B6F6
RGB: 41,182,246

LIGHT BLUE 300
HEX: #4FC3F7
RGB: 79,195,247

LIGHT BLUE 200
HEX: #61D4FA
RGB: 129,212,250

BLUE GREY

BLUE GREY 900
HEX: #263238
RGB: 38,50,56

BLUE GREY 700
HEX: #455A64
RGB: 69,90,100

BLUE GREY 500
HEX: #607D8B
RGB: 96,125,139

BLUE GREY 300
HEX: #90A4AE
RGB: 144,164,174

BLUE GREY 100
HEX: #CFD8DC
RGB: 207,216,220

BLUE GREY 50
HEX: #ECEFF1
RGB: 236,239,241

BOX DROP SHADOW
HEX: #000000
RGB: 0,0,0
X-AXIS: 0
Y-AXIS: 0
SIZE: 8PX
OPACITY: 10%

LIGHT GREEN

LIGHT GREEN 600
HEX: #7CB342
RGB: 124,179,66

LIGHT GREEN 500
HEX: #8BC34A
RGB: 139,195,74

LIGHT GREEN 400
HEX: #9CCC65
RGB: 156,204,101

AMBER

AMBER 700
HEX: #FFA000
RGB: 255,160,0

AMBER 600
HEX: #FFB300
RGB: 255,179,0

AMBER 500
HEX: #FFC107
RGB: 255,193,7

GRADIENT PALLET

DARK BLUE GRADIENT
HEX: #193E62
RGB: 25,62,98

HEX: #01579B
RGB: 1,87,155

LIGHT BLUE GRADIENT
HEX: #3479AF
RGB: 52,121,175

HEX: #2BA5E0
RGB: 43,165,224

BACKGROUND FADE GRADIENT
HEX: #F7F7F7
RGB: 247,247,247

HEX: #FFFFFF
RGB: 255,255,255

FONTS & TYPOGRAPHY

FONT

Raleway Bold

Raleway Regular

Aa
BOLD

Aa
REGULAR

Lato Bold

Lato Regular

Lato Light

Aa
BOLD

Aa
REGULAR

Aa
LIGHT

TYPOGRAPHY

HERO TITLE

AaBbCc

FONT: RALEWAY BOLD
SIZE: 60PX
LINE-HEIGHT: 60PX
LETTER-SPACING: 0PX

HERO SUBTITLE

AaBbCc

FONT: RALEWAY BOLD
SIZE: 30PX
LINE-HEIGHT: 38PX
LETTER-SPACING: 0PX

HERO P

AaBbCc

FONT: LATO LIGHT
SIZE: 20PX
LINE-HEIGHT: 28PX
LETTER-SPACING: 0PX

H2

AaBbCc

FONT: LATO REGULAR
SIZE: 56PX
LINE-HEIGHT: 54PX
LETTER-SPACING: 0PX

H3

AaBbCc

FONT: LATO REGULAR
SIZE: 40PX
LINE-HEIGHT: 44PX
LETTER-SPACING: 0PX

H3 ALTERNATE

AABBCC

FONT: RALEWAY BOLD
SIZE: 30PX
LINE-HEIGHT: 30PX
LETTER-SPACING: 0PX

H2 / H3 TITLE

AABBCC

FONT: LATO REGULAR
SIZE: 18PX
LINE-HEIGHT: 24PX
LETTER-SPACING: 50PX

H4

AaBbCc

FONT: LATO BOLD
SIZE: 24PX
LINE-HEIGHT: 26PX
LETTER-SPACING: 0PX

H4 ALTERNATE

AABBCC

FONT: LATO BOLD
SIZE: 20PX
LINE-HEIGHT: 20PX
LETTER-SPACING: 50PX

P

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse nec eros eget nisi pharetra gravida. Sed ac nulla urna. In leo eu ligula rhoncus sodales. Nam eget diam ut eros sagittis lobortis leo.

FONT: LATO LIGHT
SIZE: 18PX
LINE-HEIGHT: 28PX
LETTER-SPACING: 0PX

P SMALL

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse nec eros eget nisi pharetra gravida. Sed ac nulla urna. In leo eu ligula rhoncus sodales. Nam eget diam ut eros sagittis lobortis leo.

FONT: LATO LIGHT
SIZE: 15PX
LINE-HEIGHT: 20PX
LETTER-SPACING: 0PX

BUTTONS & LINKS

BUTTON PROPERTIES

LARGE BUTTON

DEFAULT
HEIGHT: 40PX
BOX-RADIUS: 3PX
BORDER-BOTTOM: 3PX
MIN-PADDING: 20PX / 10PX
FONT: RALEWAY BOLD
FONT-SIZE: 18PX
LETTER-SPACING: 50PX
TEXT-TRANSFORM: UPPERCASE

SMALL BUTTON

DEFAULT
HEIGHT: 30PX
BOX-RADIUS: 3PX
BORDER-BOTTOM: 2PX
MIN-PADDING: 10PX
FONT: RALEWAY BOLD
FONT-SIZE: 11PX
LETTER-SPACING: 50PX
TEXT-TRANSFORM: UPPERCASE

BOXED BUTTON

DEFAULT
HEIGHT: 36PX
BOX-RADIUS: 3PX
BORDER-BOTTOM: 0
MIN-PADDING: 20PX / 10PX
OPACITY: 50% (MULTIPLY)
FONT: RALEWAY BOLD
FONT-SIZE: 12PX
LETTER-SPACING: 75PX
TEXT-TRANSFORM: UPPERCASE

OUTLINED BUTTON

Default
HEIGHT: 40PX
BOX-RADIUS: 3PX
BORDER: 2PX
MIN-PADDING: 20PX / 10PX
FONT: RALEWAY BOLD
FONT-SIZE: 14PX
LETTER-SPACING: 50PX
TEXT-TRANSFORM: NONE

TEXT LINKS

DEFAULT

Text Link
Text Link Hover
COLOR: LIGHT BLUE 400
FONT-SIZE: INHERENT
TEXT-TRANSFORM: NONE
HOVER TEXT-DECORATION: UNDERLINE

AS BUTTON ALTERNATIVES

READ MORE >
EXTERNAL LINK
COLOR: LIGHT BLUE 400
FONT-SIZE: 11PX
TEXT-TRANSFORM: UPPERCASE
HOVER TEXT-DECORATION: UNDERLINE

USAGE: Text links used as alternatives to buttons that may be paired with icons.

BUTTON TYPES & USAGE

ORANGE BUTTON

AMBER 600
HEX: #FFB300
RGB: 255,179,0

USAGE: Transactional calls-to-action only. (ie: GET STARTED and Form submissions). No other colors or styles should represent the GET STARTED button.

LIGHT GREEN BUTTON

LIGHT GREEN 500
HEX: #8BC34A
RGB: 139,195,74

USAGE: Used sparingly, the Light Green Button should be used for non-transactional calls-to-action.

LIGHT BLUE BUTTON

LIGHT BLUE 300
HEX: #4FC3F7
RGB: 79,195,247

USAGE: Commonly used, the Light Blue Button may be used for non-transactional calls-to-action and Form submissions (ie: 'Download') and may also be paired with icons.

BLUE GREY BUTTON

BLUE GREY 50
HEX: #ECEFF1
RGB: 236,239,241

USAGE: The Blue Grey Button may be paired with icons and should be used only for functional purposes (ie: 'Load More') and never be a Large button size.

BOXED BUTTON

BOXED BUTTON ONLY
HEX: #7F94AB
RGBA: 127,148,171,.5

USAGE: The Boxed Button colors are for the sole use of non-transactional buttons contained within a boxed element with drop shadow and Light Blue Gradient (ie: Feature Detail calls-to-action).

OUTLINED BUTTON

LIGHT BLUE 500
HEX: #03A9F4
RGB: 3,169,244

USAGE: Commonly used, the Outlined Button can be used for non-transactional calls-to-action and Form submissions as a secondary call-to-action (ie: 'Continue Reading' or 'Get A Demo') and may also be paired with icons. The Outlined Button should only be styled in Light Blue 500 or White with matching text colors.