

STUDIO ONE WEB STYLE GUIDE TEMPLATE

Our brand style guide template is designed to help you lay the foundation for your brand's logo, fonts, colors, and more. If you include any assets (icons, arrows, logos, etc.) please remember to tag them for export so our development team can easily download and use these assets.

Typography

Preview	Style
H1	
Display H1	Font Family: Font Weight: Font Size: Line Height: Letter Spacing:
H2	
Display H2	Font Family: Font Weight: Font Size: Line Height: Letter Spacing:
H3	
Display H3	Font Family: Font Weight: Font Size: Line Height: Letter Spacing:
H4	
Display H4	Font Family: Font Weight: Font Size: Line Height: Letter Spacing:
H5	
Display H5	Font Family: Font Weight: Font Size: Line Height: Letter Spacing:
Body copy L	
Body copy lorem ipsum dolor aquertam deus pelleque.	Font Family: Font Weight: Font Size: Line Height: Letter Spacing:
Body copy M	
Medium body copy lorem ipsum dolor aquertam deus pelleque.	Font Family: Font Weight: Font Size: Line Height: Letter Spacing:
Body copy S	
Small body copy lorem ipsum dolor aquertam deus pelleque.	Font Family: Font Weight: Font Size: Line Height: Letter Spacing:

Color Palette

Primary Colors

Blue Ruin #006ADD	Suite Blue #2A3035	Titanium Grey #545B62	Squash #F1AF0F
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Secondary Colors

Kingly Cloud #E0E0E0	Super Silver #EEEEEE	Anti-flash white #F1F1F1
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CTA's

Primary Buttons

Default	Hover	Focused	Pressed	Disabled
Default State	Hover State	Focused State	Default State	Hover State

Secondary CTAs

Default	Hover	Focused	Pressed	Disabled
Learn More →	Learn More →	Learn More →	Learn More →	Learn More →

Hyperlinks

Default	Hover
Lorem ipsum dolor sit amet, consectetur adipiscing elit	<u>Lorem ipsum dolor sit amet, consectetur adipiscing elit</u>

Icons / Other assets

