

GutenBuilder



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Style Guide

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Logo



Branding



Ratio



Logo



GutenBuilder

Vivamus pretium, turpis a scelerisque dictum, arcu quam ultricies risus, vitae sodales justo elit in diam. Maecenas gravida ornare sem sed semper. Duis semper ultricies rhoncus.

Vivamus pretium, turpis a scelerisque dictum, arcu quam ultricies risus, vitae sodales justo elit in diam. Maecenas gravida ornare sem sed semper. Duis semper ultricies rhoncus.

Color



Palette

The brand colors for the mark consist of carefully selected colors, designed to stand out across the competitive set.

The mark/logotype should NEVER appear in colors other than shown here.



Color **Turquoise**

RGB: R 0 / G 231 / B 205

CMYK: C 87 / M 0 / Y 18 / K 0

HEX: 00E7CD



Color **Yellow**

RGB: R 255 / G 196 / B 102

CMYK: C 3 / M 22 / Y 55 / K 0

HEX: FFC466



Color **Blue**

RGB: R 87 / G 152 / B 255

CMYK: C 68 / M 23 / Y 0 / K 0

HEX: 5798FF



Color **Dark Blue**

RGB: R 26 / G 35 / B 45

CMYK: C 80 / M 56 / Y 47 / K 52

HEX: 1A232D



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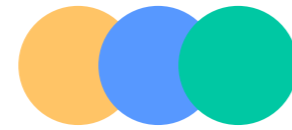
Aliquam egestas felis vel ipsum
efficitur, eget bibendum risus
aliquet. Fusce hendrerit hendrerit
massa ut interdum. Etiam at sodales
ex, in sagittis ipsum.

Aenean euismod risus ac mi
posuere, sit amet egestas odio
commodo.

Aliquam egestas felis vel ipsum
efficitur, eget bibendum risus
aliquet. Fusce hendrerit hendrerit
massa ut interdum. Etiam at sodales



Theme Color



Primary Color  #35c2a9

Secondary Color  #5798ff

Tertiary colors  #ffc466

Darkest  #1a232d

Darker  #2b3742

Dark  #3b4751

Semi Dark  #4f5d66

Lite Dark  #a0acaf

Color



Black ● #000000

100% ●

40% ●

20% ●

10% ●

5% ●

White ● #FFFFFF

100% ●

40% ●

20% ●

10% ●

5% ●

Typography

Title & Headline

Barlow

H1	16px	Regular / Bold
H2	14px	Regular / Bold
H3	13px	Medium
H4	12px	Medium
H5	10px	Regular
H6	9px	Medium

Body Text

Barlow Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis sed urna sed neque blandit gravida vitae Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis sed urna sed neque blandit

- Unordered list

1. Ordered list

- Unordered list

2. Ordered list

[Hyperlink](#) [Hyperlink](#)

Special Font

Lora Regular / **Bold** / *Italic* / ***Bold Italic***



Lockups

The primary lockup is horizontal in orientation and should be used whenever possible. However if a format does not allow for this, a vertical alternate may be used.

The Nest should only be used on its own in situations where the name is adjacent in some form (such as an app icon).



Button



Button

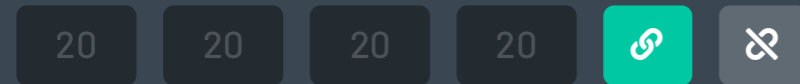


Button

Components



Multi-Input



Input Field

Bg Color	#000000	40%
Text	#FFFFFF	100%
Font	13pt	

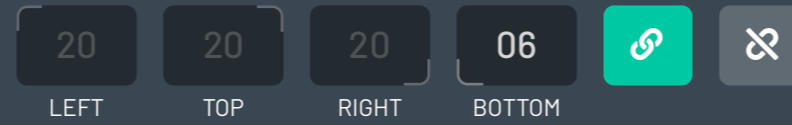
Link Button Lock

Bg Color	#35c2a9	100%
Icon	#FFFFFF	12pt

Link Button Unlock

Bg Color	#ffffff	20%
Icon	#FFFFFF	12pt

Corner Input



Input Field

Bg Color	#000000	40%
Text	#FFFFFF	100%
Font	13pt	

Link Button Lock

Bg Color	#35c2a9	100%
Icon	#FFFFFF	12pt

Link Button Unlock

Bg Color	#ffffff	20%
Icon	#FFFFFF	12pt

Label

Text Color	#ffffff	100%
Font	9pt	
Style	Uppercase	
Position	Center Align	

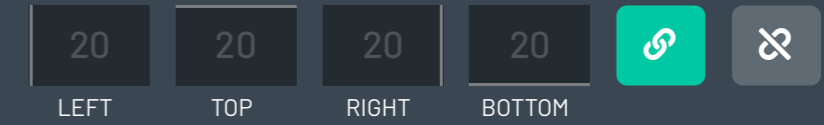
Placeholder Text

Color	#ffffff	20%
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Indicator Corner

Color	#ffffff	40%
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Corner Input



Input Field

Bg Color	#000000	40%
Text	#FFFFFF	100%
Font	13pt	

Link Button Lock

Bg Color	#35c2a9	100%
Icon	#FFFFFF	12pt

Link Button Unlock

Bg Color	#ffffff	20%
Icon	#FFFFFF	12pt

Label

Text Color	#ffffff	100%
Font	9pt	
Style	Uppercase	
Position	Center Align	

Indicator Line

Color	#ffffff	40%
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Components



Iconic Select



Active

Bg Color	#000000	40%
Text	#35c2a9	100%

Inactive

Bg Color	#FFFFFF	20%
Icon	#FFFFFF	100%

Components



Tab



Active

Bg Color	#FFFFFF	20%
Text	#FFFFFF	100%

Inactive

Bg Color	#Transparent	0%
Text	#FFFFFF	100%

Border

Border Color	#FFFFFF	20%
Border Width	1.5pt	Oval

Active

Bg Color	#000000	10%
Text	#35c2a9	100%

Inactive

Bg Color	#3a4651	100%
Text	#FFFFFF	100%

Border

Border Color	#35c2a9	100%
Border Width	2pt	

Active

Bg Color	#None	0%
Text	#35c2a9	100%

Inactive

Bg Color	#None	0%
Text	#FFFFFF	100%

Active Border

Border Color	#35c2a9	100%
Border Width	2pt	
Gap	4px	

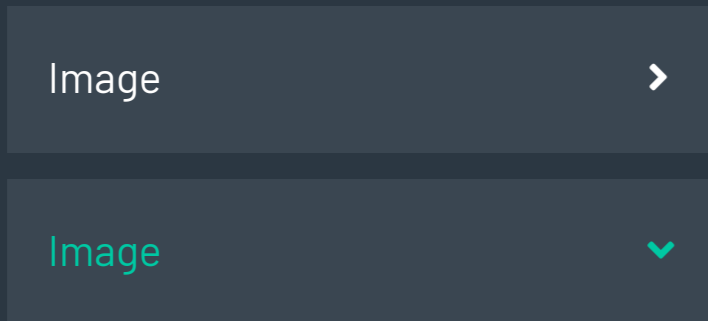
Inactive Border

Border Color	#FFFFFF	10%
Border Width	2pt	

Components



Accordion



BG Color

Bg Color	#3a4651	100%
Text	#FFFFFF	100%
Font Size	16pt	
Gap	10px	

Box Height	55px
Box Width	268 px

Active Accordion

Bg Color	#3a4651	100%
Text	#00c8a3	100%

Circle Shape

Box Height	10px
Box Width	10px

Outer Circle Shape

Border Height	20px
Border Width	30px

Border Stroke	1.5px	
Border Color	#FFFFFF	20%

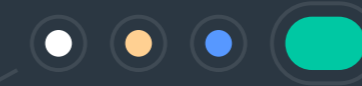
Oval Shape

Box Height	20px
Box Width	30px

Outer Circle Shape

Border Height	30px
Border Width	40px

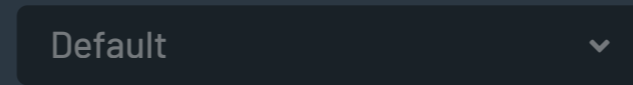
Border Stroke	1.5px	
Border Color	#FFFFFF	20%



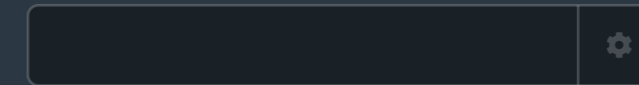
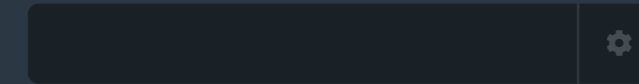
Components



Drop down



Input Field



Oval Shape

Box Height	35px	
Box Width	25px	
Bg Color	#FFFFFF	20%
Dot Color	#FFFFFF	100%

Dropdown

Box Height	30px	
Box Width	237px	
Bg Color	#000000	40%
Placeholder	#FFFFFF	20%

Input Field

Box Height	30px	
Box Width	237px	
Bg Color	#000000	40%
Placeholder	#FFFFFF	20%
Focus	#FFFFFF	20%

Left Bar



Left Bar

Bg Color	#1a232d	100%
Box Width	48px	
Height	Full Height	

Icon Normal

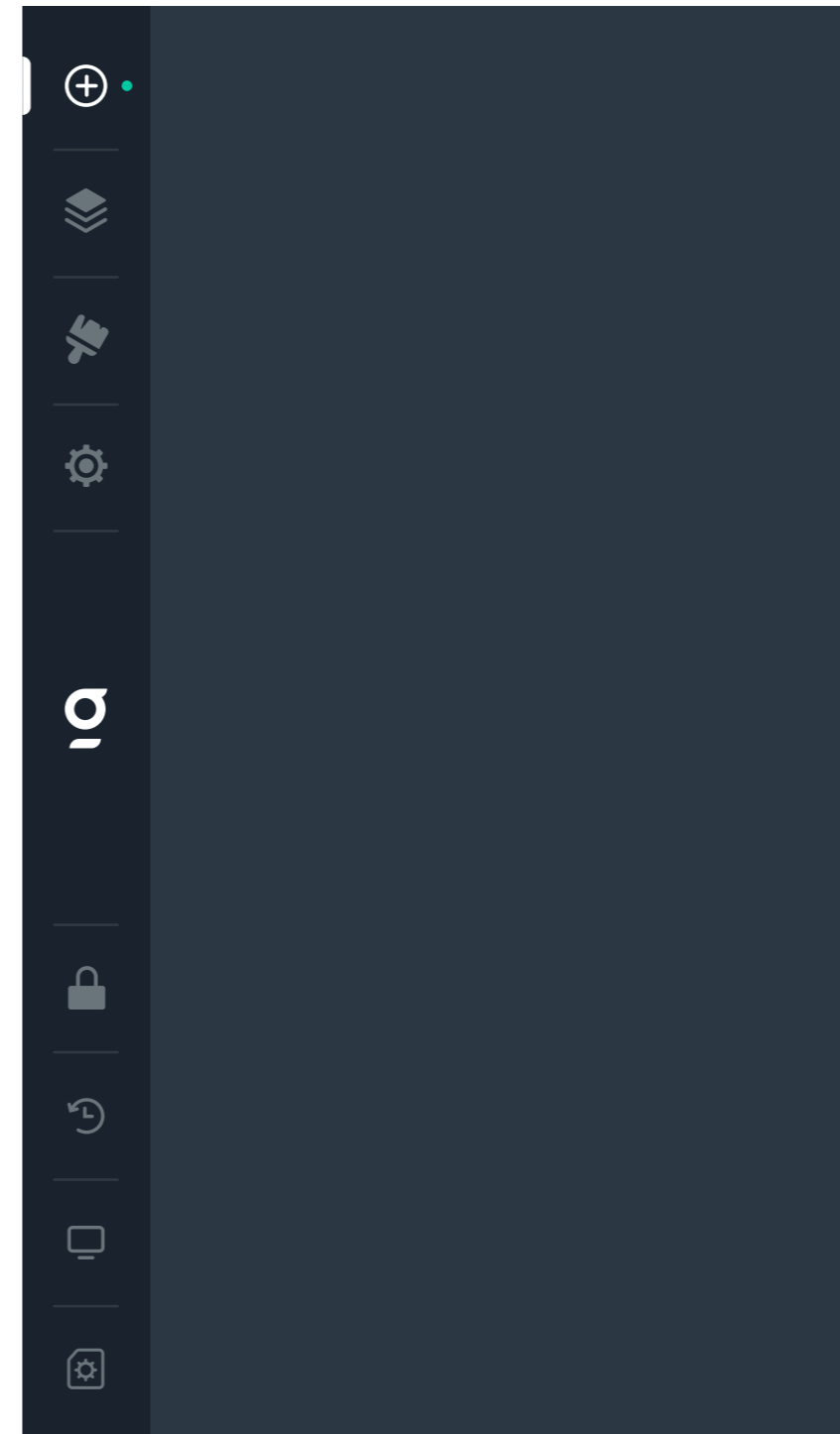
Icon Width	16px	
Icon Color	#a0acaf	60%
Separator	1px	
Separator Width	24px	
Sparator Color	#FFFFFF	10%

Icon Hover

Icon Width	16px	
Icon Color	#FFFFFF	100%

Icon Active

Icon Width	16px	
Icon Color	#FFFFFF	100%
Corlor Dot	4px	
Color	#00c8a3	100%



Left Panel

Bg Color	#2b3742	100%
Box Width	268px	
Height	Full Height	