

LOGO

Acceptable uses of our logo



Use in header if there is **no orange hero text**. SVG files must be used on the website. Color is #FD8A5B. Only use this version on a white or off-white background color.



Use in header if there is **orange hero text**. SVG files must be used on the website. Color is #4D4D4A. Only use this version on a white or off-white background color.



Use on top of the orange/pink gradient or on other dark colors. SVG files must be used on the website. Color is #FFFFFF. Only use this version if necessary for marketing.



Peach logo used on our orange (#FD8A5B). Cannot be used with a dark grey. Can be used in a circular icon for social media.

Unacceptable uses of our logo



COLORS

All colors used in our project

Block Background #F4F7FA	Block Shadow / Input Border #C3C3C3	Card Shadow #E0E0E0	Header Text #FD8A5B	Text #4A4A47	Placeholder Text #8B8B8B
Primary CTA #FD8A5B	Primary CTA Hover #EC794A	Secondary CTA #FF807A	Secondary CTA Hover #F67D77	Logo Border #FFD3C0	

TYPEFACE

All typeface used in our project

Barlow Condensed Bold AaBbCcDd	Muli Bold AaBbCcDd	Muli Regular AaBbCcDd	Matane Script* <i>AaBbCcDd</i> <small>*only used for the logo</small>
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TYPOGRAPHY

All information about heading, paragraphs etc.

Heading 1
font-family: BarlowCondensedBold;
font-size: 73px;
color: #FFFFFF;
line-height: 73px;
text-transform: uppercase;

Heading 2
font-family: MuliBold;
font-size: 18px;
color: #4D4D4A;
line-height: 30px;

Large Paragraph
font-family: Muli-Regular;
font-size: 16px;
color: #4D4D4A;
line-height: 24px;

Small Paragraph
font-family: MuliRegular;
font-size: 12px;
color: #4D4D4A;
line-height: 20px;

THIS IS FOR HERO TEXT

This is for headlines under hero text.

We've always defined ourselves by the ability to overcome the impossible. And we count these moments. These moments when we dare to aim higher, to break barriers, to reach for the stars, to make the unknown known. We count these moments as our proudest achievements. But we lost all that. Or perhaps we've just forgotten that we are still pioneers. And we've barely begun. And that our greatest accomplishments cannot be behind us, because our destiny lies above us.

Maybe it means something more - something we can't yet understand. Maybe it's some evidence, some artifact of a higher dimension that we can't consciously perceive. I'm drawn across the universe to someone I haven't seen in a decade, who I know is probably dead. Love is the one thing we're capable of perceiving that transcends dimensions of time and space. Maybe we should trust that, even if we can't understand it. All right Cooper. Yes. The tiniest possibility of seeing Wolf again excites me. That doesn't mean I'm wrong.

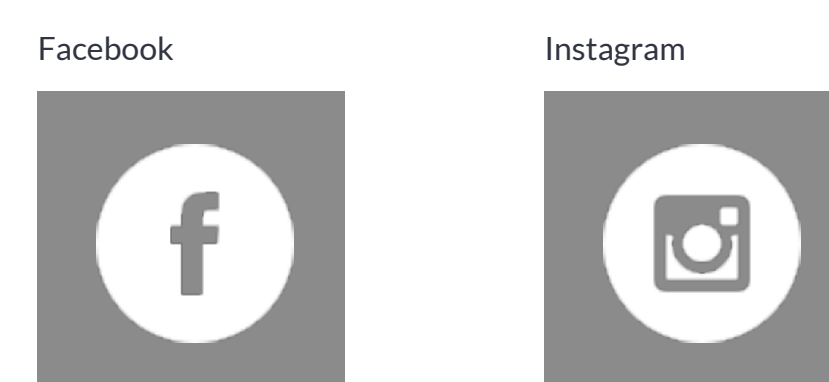
BUTTONS

With regular, hover and active state

Primary CTA Button	
Regular Primary	Hover Primary
Secondary CTA Button	
Regular Secondary	Hover Secondary

ICONS

Social media icons



Only white circular icons are to be used. Negative space will be our signature orange or placeholder text grey. For the social media component, the CTAS will replace the icons as links to our social media accounts.