heirloom — Style Guide

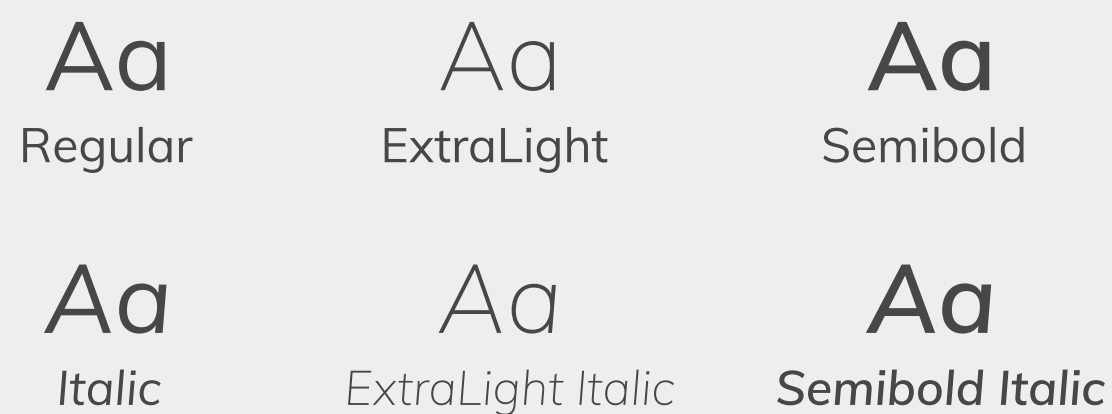## Font Families

Lobster Two
This font is only to be used for the brand name.

heirloom

6% letter spacing

Muli
This font is to be used for all text other than the brand name when being used as a logo. When it is unavailable, a sans-serif font should be the default.

Aa	Aa	Aa
Regular	ExtraLight	Semibold
Aa	*Aa*	*Aa*
Italic	*ExtraLight Italic*	*Semibold Italic*

Typography

Header 1 - 80pt
Header 2 - 64pt
Header 3 - 52pt
Header 4 - 42pt
Header 5 - 34pt
Header 6 - 20pt

Color Palette
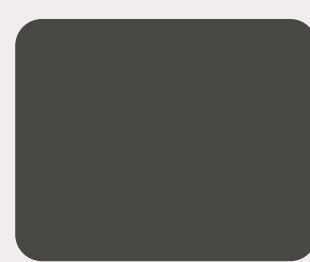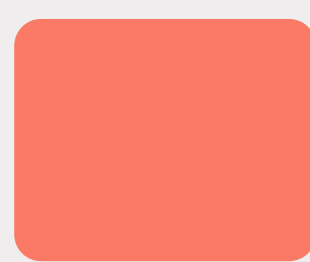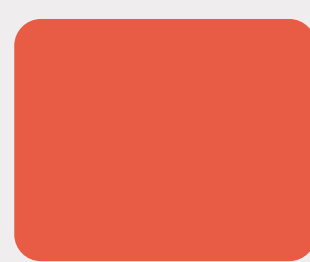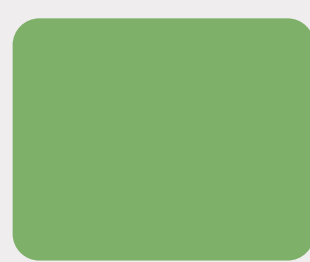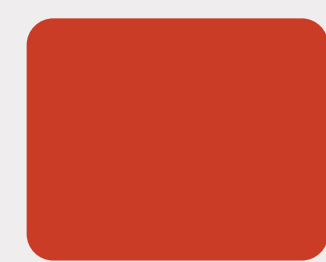
Primary	Secondary		rose	light pink	gray	light gray
dark red #CA3C25	green #7FB069		#E85B45	#FB7A65	#474846	#EFEDED

Logos

Max Logo Size

222 px

336 px
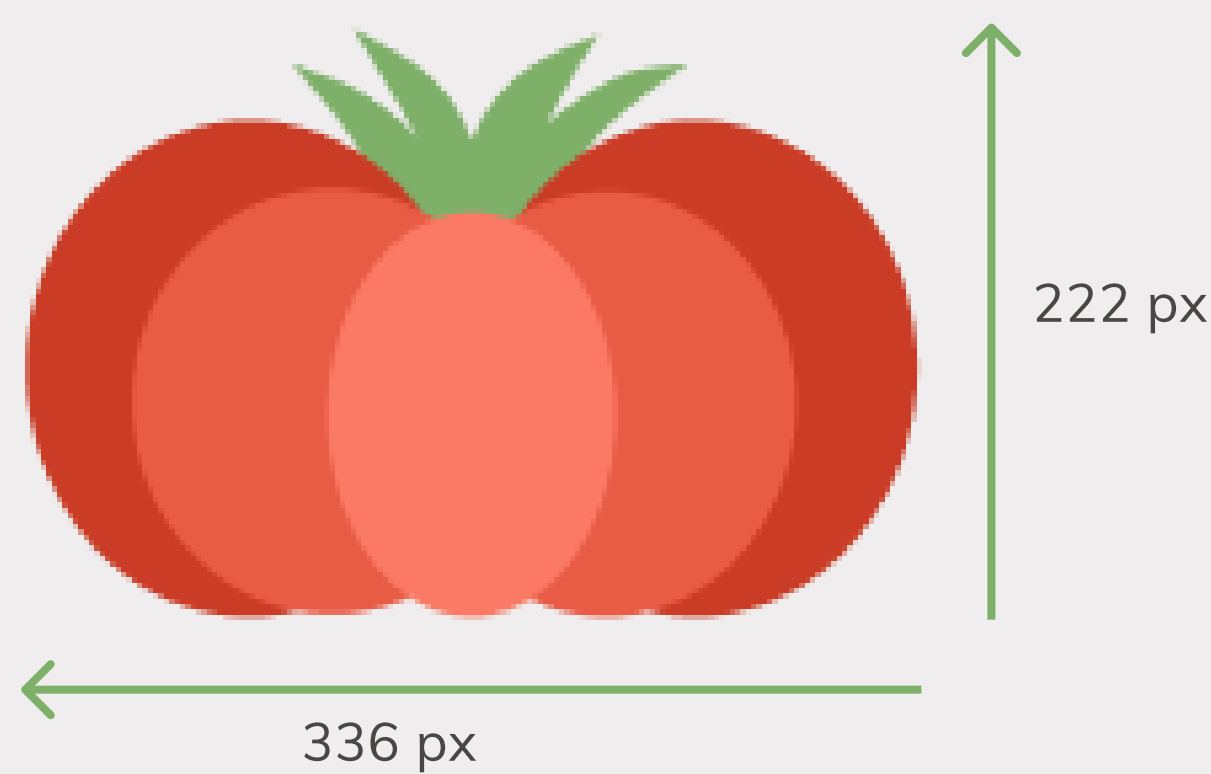
Proportions on the logo must remain the same.

Favicon (16x16px)

Logo Styles

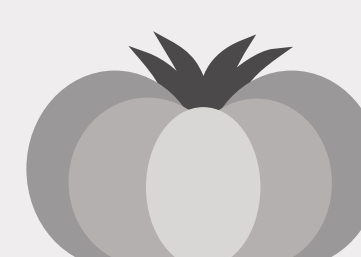**logo with text**
Use this logo as primary logo on website.

logo without text
Use this logo when not being used as brand icon on website.

grayscale with text

grayscale without text

Buttons

default button	default button	default button	default button
hover button	hover button		
inactive button	inactive button		

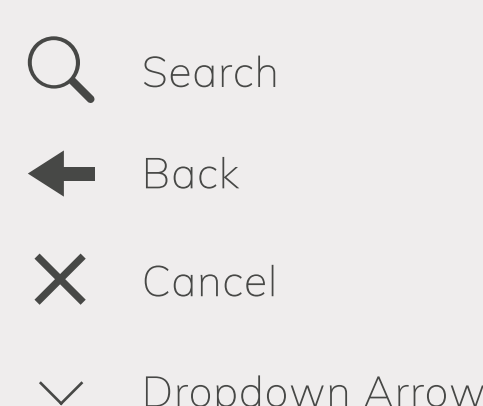Use this button when there is a forward action such as Next, Add, Save or Sign Up.

Use this button when an additional button is needed next to a primary button such as Log In.

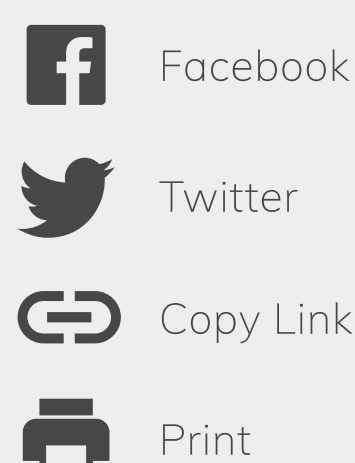Use this button to initiate a process like Add a recipe or Edit recipe.

Use this button to change screens like View collection or recipe.

Iconography

Navigation
- Search
- Back
- Cancel
- Dropdown Arrow

Share
- Facebook
- Twitter
- Copy Link
- Print

Recipe
- 0 Number of Recipes for light background
- 1 Number of Recipes for dark background
- Cook Time
- Number of Servings

Miscellaneous
- Add
- Remove
- Next
- Expand
- Edit
- Settings