



01. COLOUR PALETTE



02. TYPOGRAPHY

Open Sans

SUPER HEADING 32px (900 weight)

Heading

Subheading

Body 1

Body 2 / Menu

Caption

Navigational text link

Navigational text link

BUTTON

Error messaging

Bold 28px

Regular 20px

Regular 16px

Semi Bold 14px

Regular 12p

Bold 14px

Regular 16px

Extra Bold 16px, Drop Shadow 1px

Regular 14px. Red

Spacing

Swamp Attack

30px
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc blandit ante ac consectetur cursus. Suspendisse turpis nibh, sagittis id neque quis.

Swamp Attack

30px
20px
Description

20px
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc blandit ante ac consectetur cursus. Suspendisse turpis nibh, sagittis id neque quis.

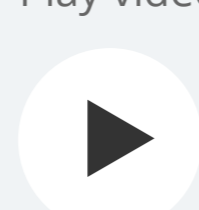
03. BUTTONS / CTA

Filled buttons



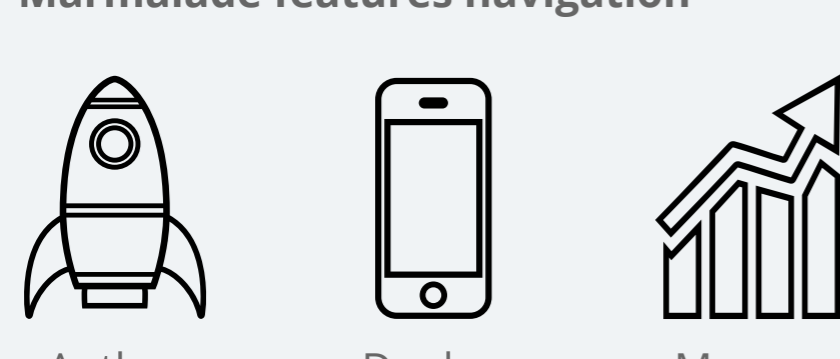
Main Page Navigational arrow

Play video

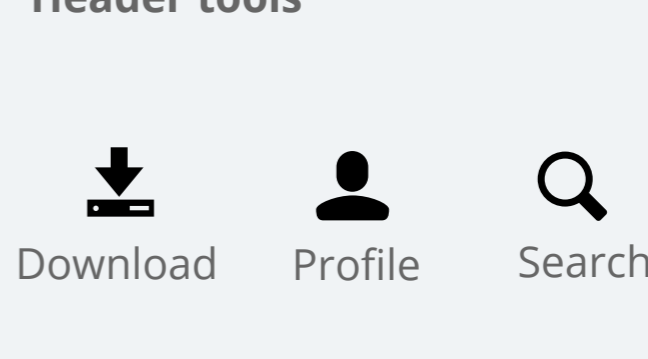


04. Icons

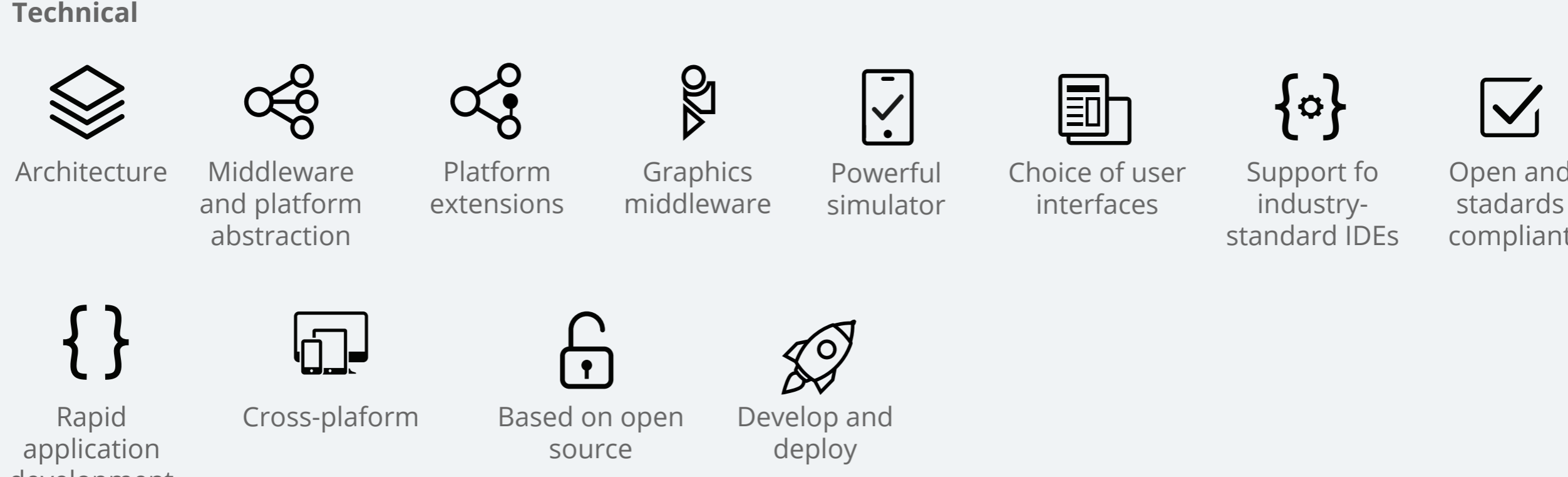
Marmalade features navigation



Header tools



Technical



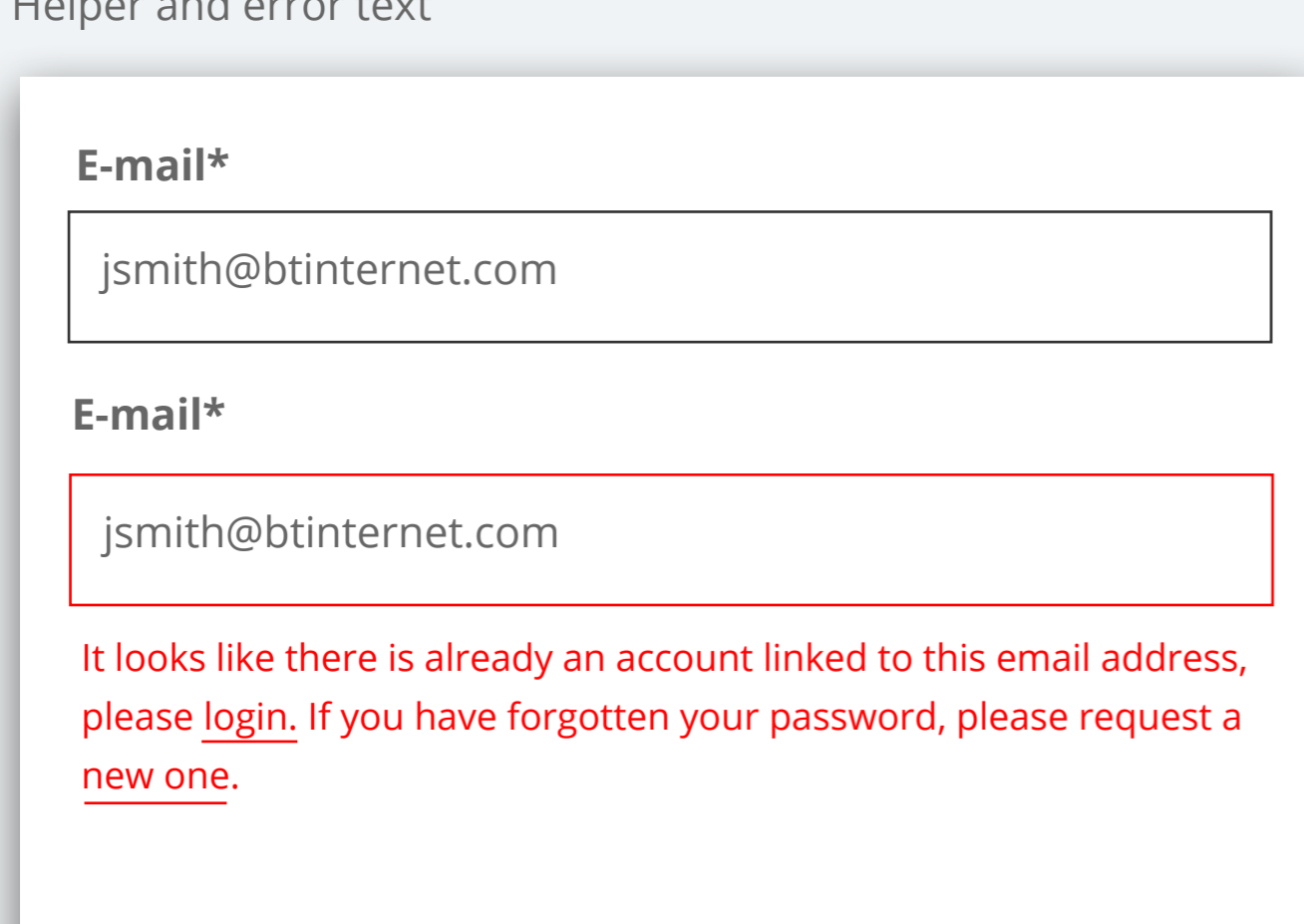
Social



05. Messaging

User input errors

Helper and error text

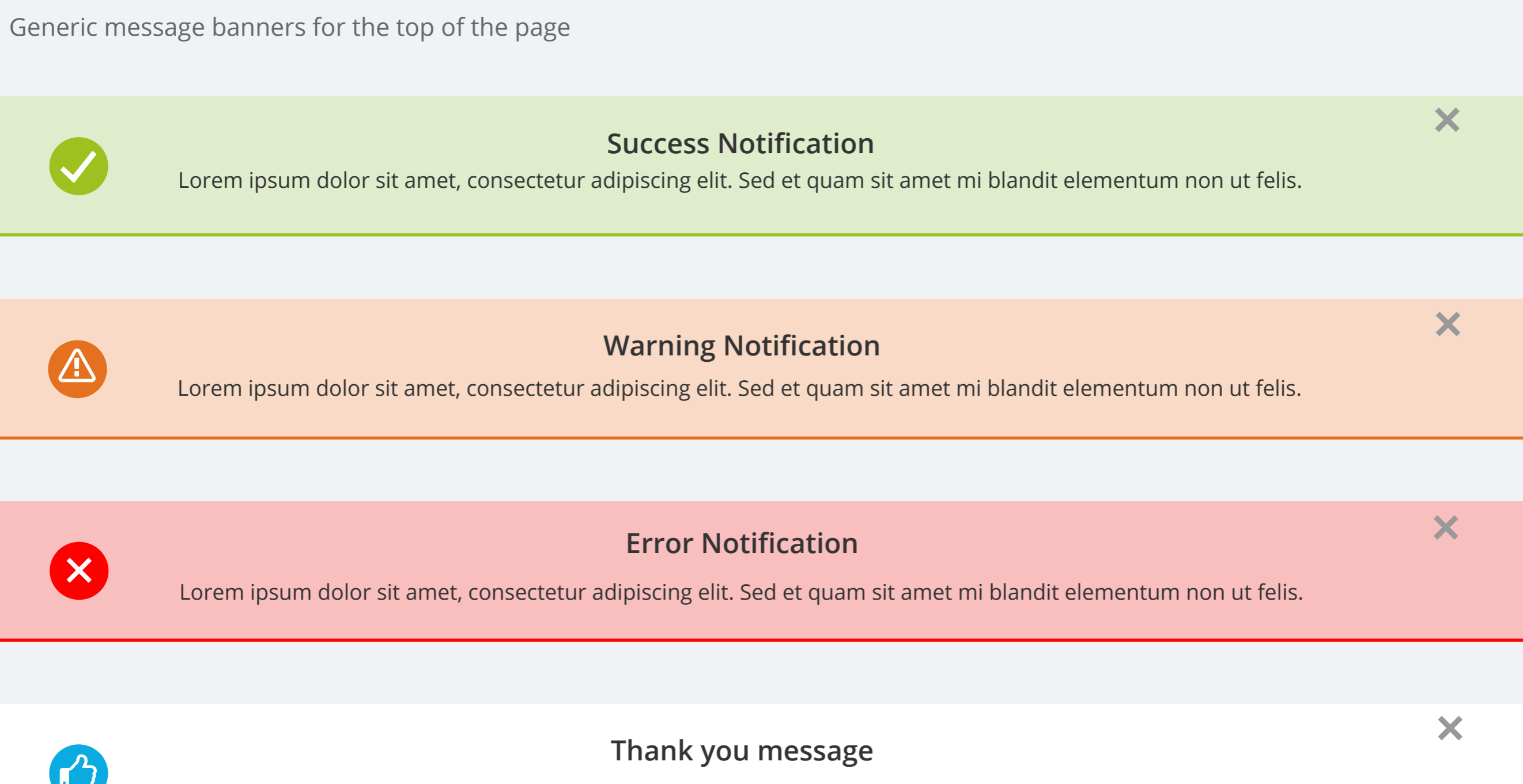


Helper text may be included before, during, or after a user interacts with each field on a form.

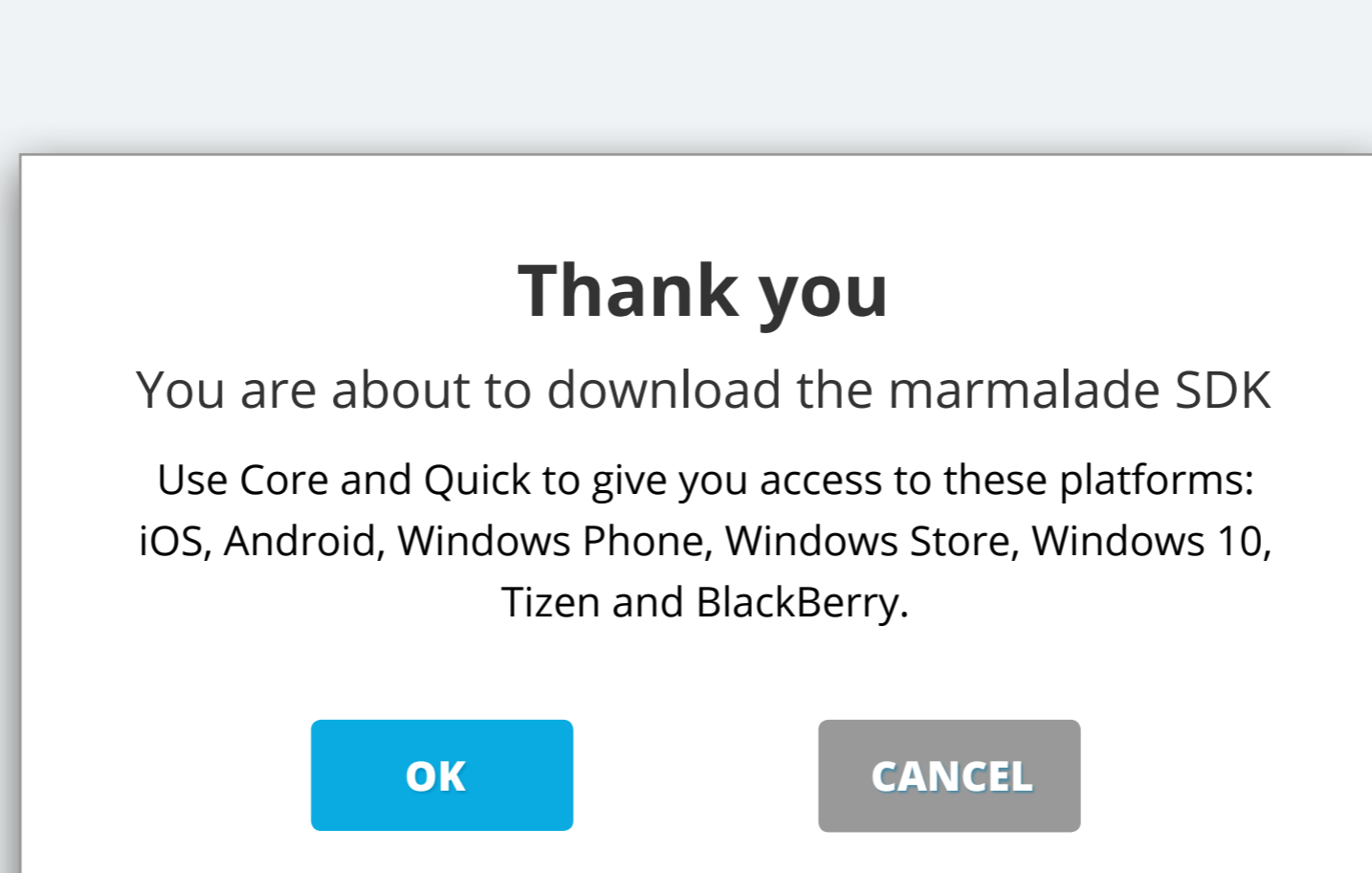
Show error text only after user interaction with a field. If the user inputs incorrect data, helper text may transform into error text.

Minimize form text to the essentials. Not every text field needs helper and/or error text.

Generic message banners for the top of the page



Pop over



06. Social media creative guides

Useful link: <http://makeawebsitehub.com/2015-social-media-image-sizes-guide/>

Facebook images

Timeline 851 X 315 pixels (a preferred maximum file size of 100 KB)
Profile logo 180 X 180 pixels

Detailed guide here: <https://www.facebook.com/policies/ads/>

Twitter images

Background 1500 X 500 pixels (a maximum 10 MB file size)
Profile Photo: 400 x 400 pixels (a maximum 100 KB file size)
In-stream Photo: 440 x 220 pixels (a maximum 5 MB file size for photos and 3 MB file size for animated gifs)

Detailed guide here: <https://support.twitter.com/articles/127871>

YouTube images

Background 1500 X 500 pixels (a maximum 10 MB file size)
Profile Photo: 400 x 400 pixels (a maximum 100 KB file size)
In-stream Photo: 440 x 220 pixels (a maximum 5 MB file size for photos and 3 MB file size for animated gifs)

Google+

Cover Picture: 1080 x 608 pixels
Profile Image: 250 x 250 pixels
Shared Image: 497 x 373 pixels

LinkedIn

Standard Logo: 100 x 60 pixels
Career Cover Picture: 974 x 300 pixels
Banner Image: 646 x 220 pixels

07. Image specifications

Blog image

Main image: 620 x 300 pixels

Newsletter image

Main image: 479 x 252 pixels

Hero images

Fixed size: 2018 x 768 pixels
Panned size: 2048x1536 pixels (max 1Mb)