Colors Palette

	Brand	Base	Highlight	Body Text	Secondary Base
HEX	#6AA1BF	#FAFAFA	#E8BB46	#38393D	#818286
RGB	106, 161, 191	250, 250, 250	232, 187, 70	56, 57, 61	129, 130, 134
CMYK	60, 25, 15, 0	1, 1, 1, 0	10, 26, 86, 0	71, 64, 58, 51	52, 43, 40, 6
Pantone	549 C	663 C	142 C	447 C	Cool Gray 8 C

Main Logo Color		#000000 / 0, 0, 0 / 75, 68, 67, 90 / Black 6 C

Typography

Aa

Vesterbro
Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa

Proxima Nova
Regular & **Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Typography Examples

HERO TITLE

Hero Title

Vesterbro Bold / 46px size / 55px line height

H1

Headline One

Vesterbro Bold / 28px size / 34px line height

H2

Headline Two

Vesterbro Bold / 22px size / 27px line height

PAGE TITLE

Page Title

Vesterbro Bold / 28px size / 34px line height

PRODUCT NAME

Product Name

Vesterbro Bold / 24px size / 34px line height

H3

HEADLINE THREE

Proxima Nova Bold / 18px size / 22px line height

PRODUCT NAME

Product Price

Proxima Nova Bold / 24px size / 34px line height

BODY

Tempus arcu in posuere. Nunc fringilla, tortor id lacinia sceler isque,assa ero gravida ante, at lobortis mauris purus a turpis.

Proxima Nova Regular / 12px size / 22px line height

LIST

- List item one goes here
- List item two goes here
- List item three goes here

Proxima Nova Regular / 12px size / 22px line height

Buttons

	NORMAL	HOVER	DISABLED
PRIMARY	SECONDARY	SECONDARY	SECONDARY

THIRD LEVEL

Links

MAIN NAVIGATION

Women | Men (ACTIVE) | Kids (HOVER) | Sale

BREADCRUMB

Home / Women / Shorts / Ruffle-Sleeve Bib Top (NORMAL)

Home / Women / Shorts / Ruffle-Sleeve Bib Top (HOVER)

TEXT LINKS

Text Link (ACTIVE) | Text Link (HOVER)

Filtering

PRODUCT FILTERING

Filters
- STYLE +
- COLOR +
- SIZE +
- PRICE +

Filters
- STYLE +
- COLOR +
- SIZE −
  - XSmall
  - Small
  - Medium
  - Large
  - XLarge
  - 2XLarge
- PRICE +

PRODUCT SORTING

16 items | Sort by

16 items | Sort by
- Sort by:
- Price: High - Low
- Price: Low - High
- New Arrivals
- On Sale
- Best Sellers

Icons

Fields

TEXT INPUT

Email Address
Add your email

Email Address
youremail@email.com

DROPDOWN

EXP MONTH *
01 - January

COUNTRY *
01 - January
- 01 - January
- 02 - February
- 03 - March
- 04 - April

SEARCH INPUT

Search for items

jacket

COLOR SELECTION
NORMAL | SELECTED

SIZE SELECTION
NORMAL | SELECTED
M

RADIO BUTTONS
- HOME DELIVERY
- IN-STORE PICKUP

QUANTITY ADJUSTMENT
− 1 +

CHECKBOX
- Remember Me
- Remember Me

Grid

DESKTOP

12 Column Grid	Width: 1200px	Column Width: 78px	Gutter Width: 24px

TABLET

6 Column Grid	Width: 768px	Column Width: 78px	Gutter Width: 24px

MOBILE

2 Column Grid	Width: 320px	Column Width: 78px	Gutter Width: 24px

Product Images

PRODUCT PAGE: MAIN IMAGE AND THUMBNAILS

Main Image Size:
588px x 729px

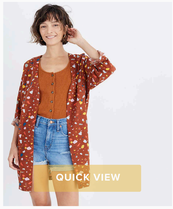
Thumbnail Size:
97px x 117px

CATEGORY/SEARCH PAGE - PRODUCT CARD

NORMAL

Short Robe Jacket
$98.00

HOVER



Short Robe Jacket
$98.00

Image Size:
280px x 339px

Product Name:
Vesterbro Bold
16px / 18 line height
Color: #38393D

Product Price:
Proxima Nova Bold
16px / 18 line height
Color: #818286

SIMILAR PRODUCTS SLIDER - PRODUCT CARD

Button-Down Workshirt in Indigo Dots
$95.00

Image Size:
185px x 225px

Product Name:
Vesterbro Bold
16px / 18 line height
Color: #38393D

Product Price:
Proxima Nova Bold
16px / 18 line height
Color: #818286

Header

Free shipping on orders of $75 or more

Find a Store | Blog | Contact Us

mirror | Women | Men | Kids | Sale | Search for items

Newsletter Sign-up

GET OUR NEWSLETTER

Get up to date info on new products and special deals.

Enter your email | SUBSCRIBE

Footer

Company	Help	Account	Categories
About Us	FAQs	Manage Account	Women
Blog	Track Order	Orders & Returns	Men
Find a Store	Delivery & Returns	Redeem a Gift Card	Kids
Contact us	Customer Service		Sale

Site Language/Currency
English
USD

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