

Style Guide - Brand Identity

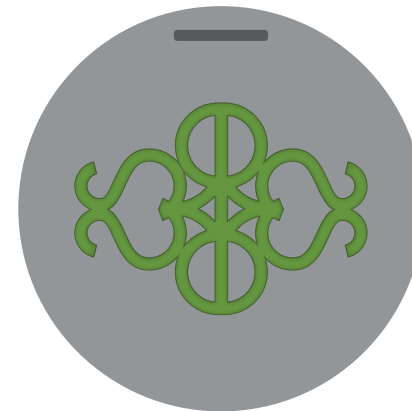
Logo

RUSSELL  SUTTER

Business Card



Product Medallion



Color Palette



Dove
RGB: 204, 204, 203
Hex: #cccccb



Nickel
RGB: 147, 149, 152
Hex: #939598



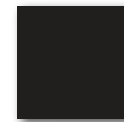
Slate
RGB: 88, 89, 91
Hex: #6D6E71



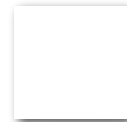
Meadow
RGB: 101, 150, 64
Hex: #66963f



Forest
RGB: 80, 112, 50
Hex: #507032



Black
RGB: 35, 31, 32
Hex: #231F20



White
RGB: 255, 255, 255
Hex: #FFFFFF

Style Guide (continued)

Title Font C°PASETIC 3EM

Navigation Arial 1em or 14px

Headers Arial 25px

Body Arial 1em or 14px

Buttons



Normal State

Button color: Dove
font color: Meadow
font: Arial



Hover State

Button color: Meadow
font color: White
font: Arial

Social Media Icons



Navigational links will include:

Global

Logo/Home
For Home
For Her
Sign In/New Account
Search

Hover State



Meadow
RGB: 101, 150, 64
Hex: #66963f

Footer/Courtesy

Contact Us
Shipping
Returns
My Account
Size Guide
Company History
Our Founders
Our Designers
Stories
Social Media Links