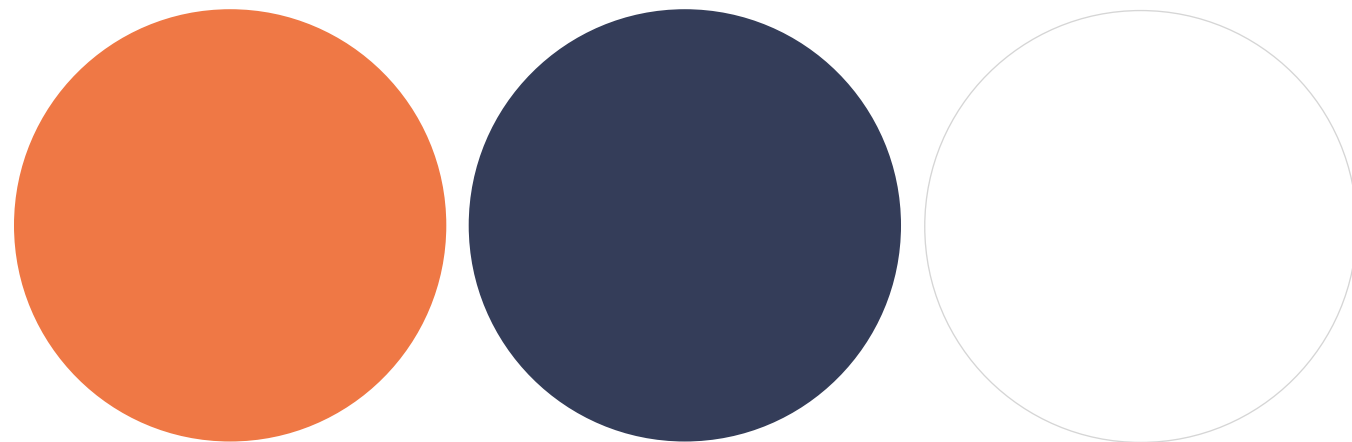


# **LIONFISH DATA**

## SECTION 01 COLOR SYSTEMS

The palette consists of three colors. The primary color is a navy with slate grey tones and is complimented with a bright tangerine orange. The tangerine orange is considered an accent color and should only be used when highlighting important content or used as a call to action button. A consistent consideration towards maintenance of these colors will create a unified brand across all communications.

### PRIMARY COLOR PALETTE



**TANGERINE**

Hex: #EF7845  
 RGB: (239,120,69)  
 CMYK: (0, 0.5, 0.71, 0.06)  
 Web Safe Color:#FF6633

**NAVY**

Hex: #343D59  
 RGB: (52,61,89)  
 CMYK: (0.43, 0.31, 0, 0.65)  
 Web Safe Color: #333366.

**WHITE**

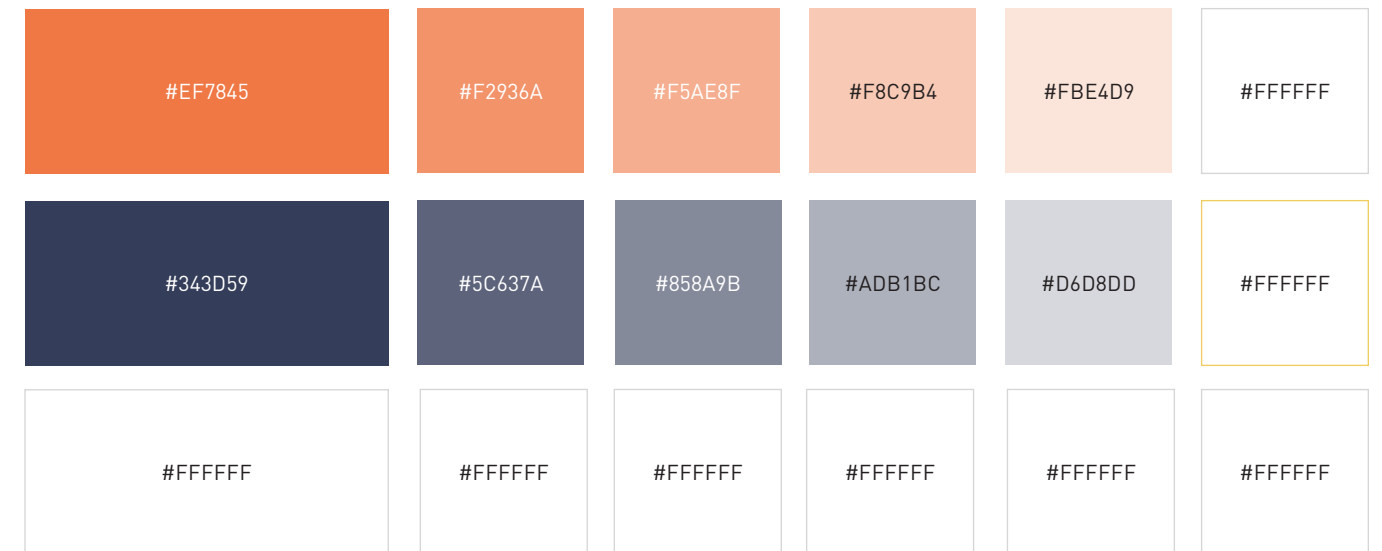
Hex: #FFFFFF  
 RGB: (255, 255, 255)  
 CMYK: (0, 0, 0, 0)  
 Web Safe Color: #FFFFFF

### GRADIENT



## COLOR TINTS

A color *tint* is the mixture of a color with white, increasing its lightness. These colors should be used where the full saturation color would be too strong or distracting.



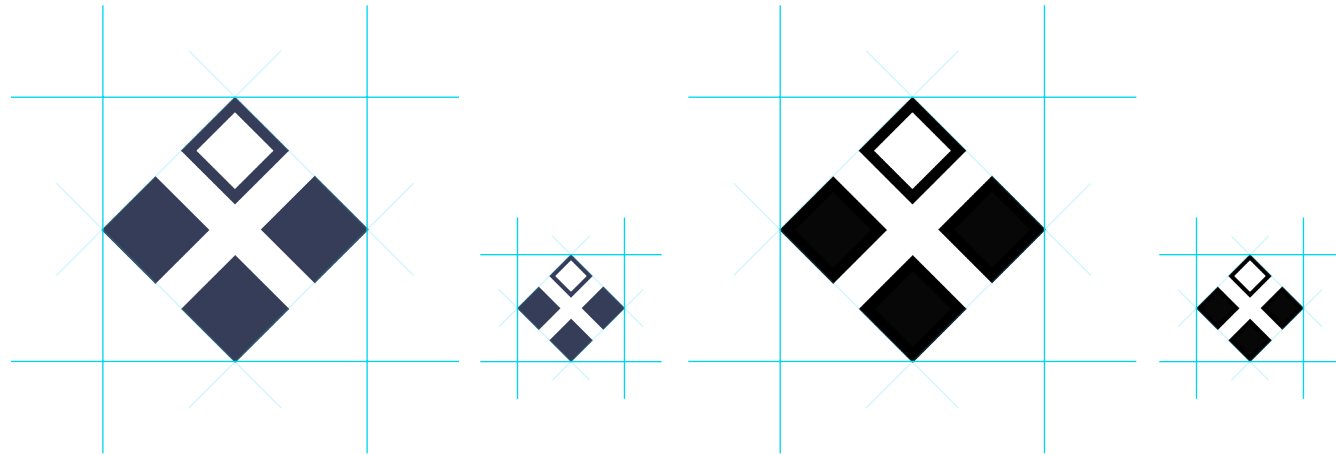
## COLOR SHADES

A color *shade* is the mixture of a color with black, increasing its darkness. These colors should be used rarely and with caution. It may cause distraction or confusion from the main color palette.



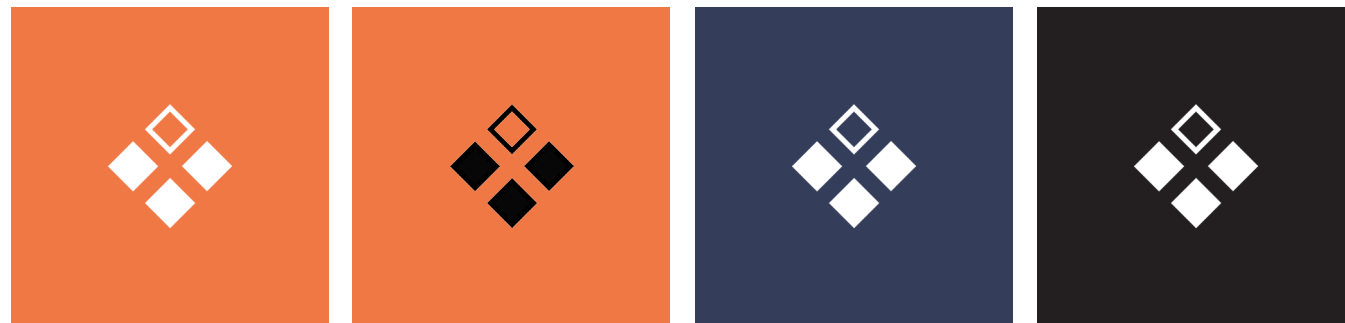
## SECTION 02 LOGO AND MARKS

The Lionfish Data logo is representative of Lionfish Data, and should be used only to represent the product. The rotated squares become diamonds that refer to abstract scales, and the filled diamonds follow the shape of an L. It is best used with padding separation from elements around it, and looks exceptionally well as a small to medium icon.



The only color variations of the logo should be using **#343D59**, **#000000**, or **#FFFFFF** unless placed on a colored background (see **Alternative Color Backgrounds**).

### ALTERNATIVE COLOR BACKGROUNDS



Background: **#EF7845**  
Content: **#FFFFFF**

Background: **#EF7845**  
Content: **#000000**

Background: **#343D59**  
Content: **#FFFFFF**

Background: **#000000**  
Content: **#FFFFFF**

## TITLE BLOCK

This style and type is to be used where the name of the company is desired instead of, or in addition to the branding. It is best used with padding separation from elements around it and with the Heading 1 font weight. Refrain from using the accent color, **#EF7845**, in the title block. See **The Font** in 03 Typography for font styles.

**LIONFISH DATA**  
**LIONFISH DATA**

**LIONFISH DATA**

**LIONFISH DATA**



## SECTION 03 TYPOGRAPHY

The same font should be used across all platforms in order to maintain consistency. Text color is #000000, with the exception of links and title blocks. **Font sizes** for varying content is flexible and is up to the user's discretion, but should maintain font weights (based on heading and paragraph hierarchy). In the case of a colored background, follow **Alternative Color Backgrounds** styles (Section 02 Logo + Marks).

### THE FONT

The standard font for Zinc is Roboto. It uses Light, Medium and Bold (300, 500, and 700 respectively).

ROBOTO  
LIGHT  
(300)

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m  
n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9

ROBOTO  
BOLD  
(700)

**A B C D E F G H I J K L M**  
**N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n**  
**o p q r s t u v w x y z**  
**0 1 2 3 4 5 6 7 8 9**

## HIERARCHY

Font weights should reflect the hierarchy of content.

**Heading 1**  
**Bold: 700**

**Lionfish Data**  
*Lionfish Data*

for use as company name or section title only

Heading 2  
**Medium: 500**

Lionfish Data  
*Lionfish Data*

for use as company title subheading or tagline only

**HEADING 3**  
**BOLD: 700**

**LIONFISH DATA**  
*LIONFISH DATA*

uppercase  
for use as section subheadings and feature titles only

Paragraph  
Light: 300

Lionfish Data  
*Lionfish Data*

for paragraph and sentence use

## TEXT EXAMPLES

### FEATURE TITLE USING HEADING 3

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris nec elementum ex, quis luctus sapien. Morbi tortor ipsum, venenatis a cursus et, tempus non ligula. Integer a dolor convallis, venenatis velit vitae, laoreet nunc. Mauris in quam eros. Vivamus sed posuere est. Ut tempor orci nunc, at finibus mi vestibulum sit amet. Fusce iaculis tempus pretium. Pellentesque laoreet efficitur eros nec varius. Nam in ex mattis, varius dui non, laoreet urna. Sed id erat sit amet ante pretium consequat et et mauris.

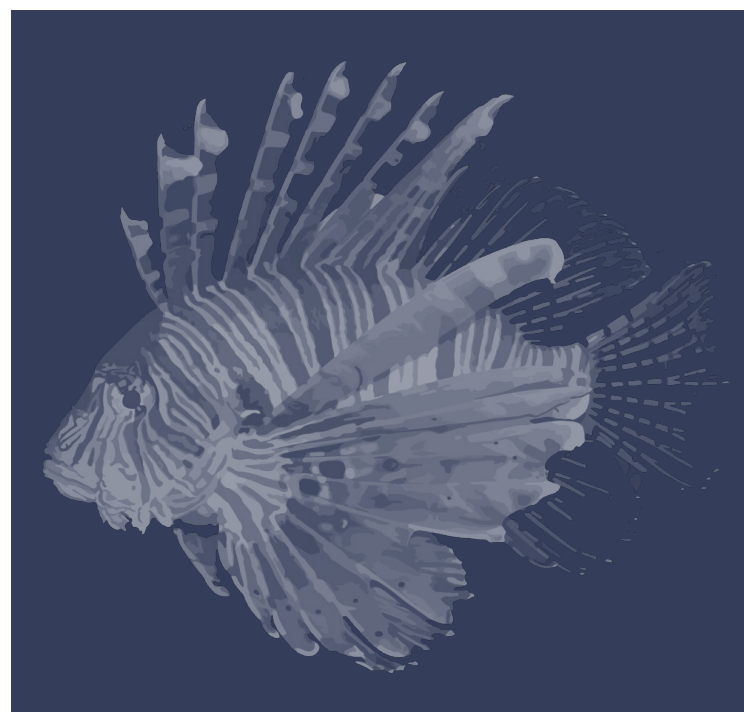
### FEATURE TITLE USING HEADING 3

*Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris nec elementum ex, quis luctus sapien. Morbi tortor ipsum, venenatis a cursus et, tempus non ligula. Integer a dolor convallis, venenatis velit vitae, laoreet nunc. Mauris in quam eros. Vivamus sed posuere est. Ut tempor orci nunc, at finibus mi vestibulum sit amet. Fusce iaculis tempus pretium. Pellentesque laoreet efficitur eros nec varius. Nam in ex mattis, varius dui non, laoreet urna. Sed id erat sit amet ante pretium consequat et et mauris.*

## SECTION 04 ICONOGRAPHY

Any existing or future iconography must be in either **#343D59** or **#EF7845**. A tint of these colors is acceptable but full saturation is preferable. For drawn assets, the use of neutrals for fills and strokes is justifiable. In the case of a colored background, follow **Alternative Color Backgrounds** styles (Section 02 Logo + Marks).

### ICONS



### HYPERLINKS

All hyperlinks on a webpage should adhere to the following styles:

#### General Links

:link      This is a hyperlink.  
:hover     This is a hyperlink.  
:active    This is a hyperlink.

#### Navigation Links

:link      This is a hyperlink.  
:hover     This is a hyperlink.  
:active    This is a hyperlink.

## FORMS

The contact form and any additional forms should adhere to a similar style.

All input boxes have a border radius of 5px and a border color of **#000000**. All labels and text are consistent with paragraph styles (for specifics, see **The Font** in 03 Typography).

Placeholder Text Label

input...

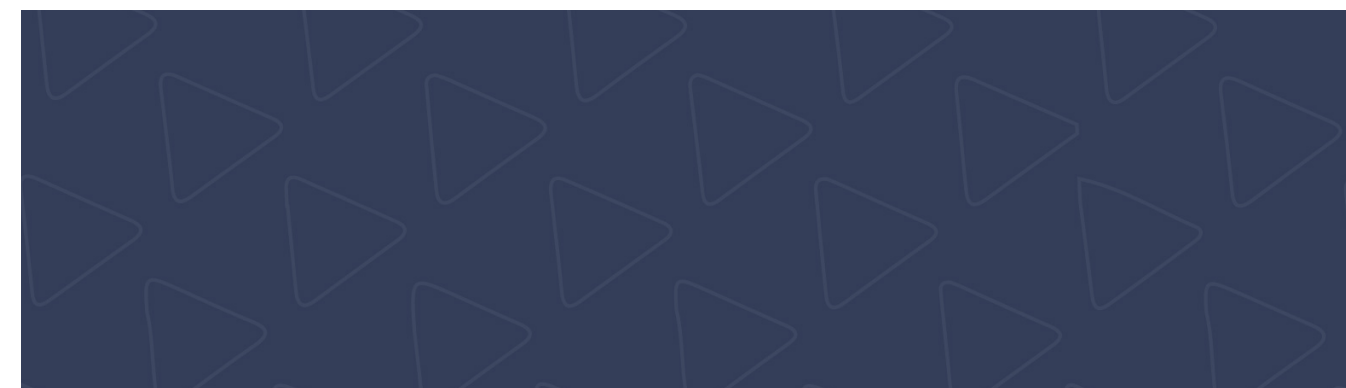
SUBMIT

Call to action buttons should use the accent color **#EF7845**. On hover, animate the button to translate up 2px and change the background color to **#F2936A**. On focus, use **#343D59** as the box-shadow color (a tint of **#343D59** is also acceptable).

## BACKGROUND

The background pattern for Lionfish's landing page and login page is comprised of a series of rounded triangles (rotated at about 35 degrees). The triangles have a stroke of **#FFFFFF** at a 5% opacity against a **#343D59** background.

Example magnified to show detail:



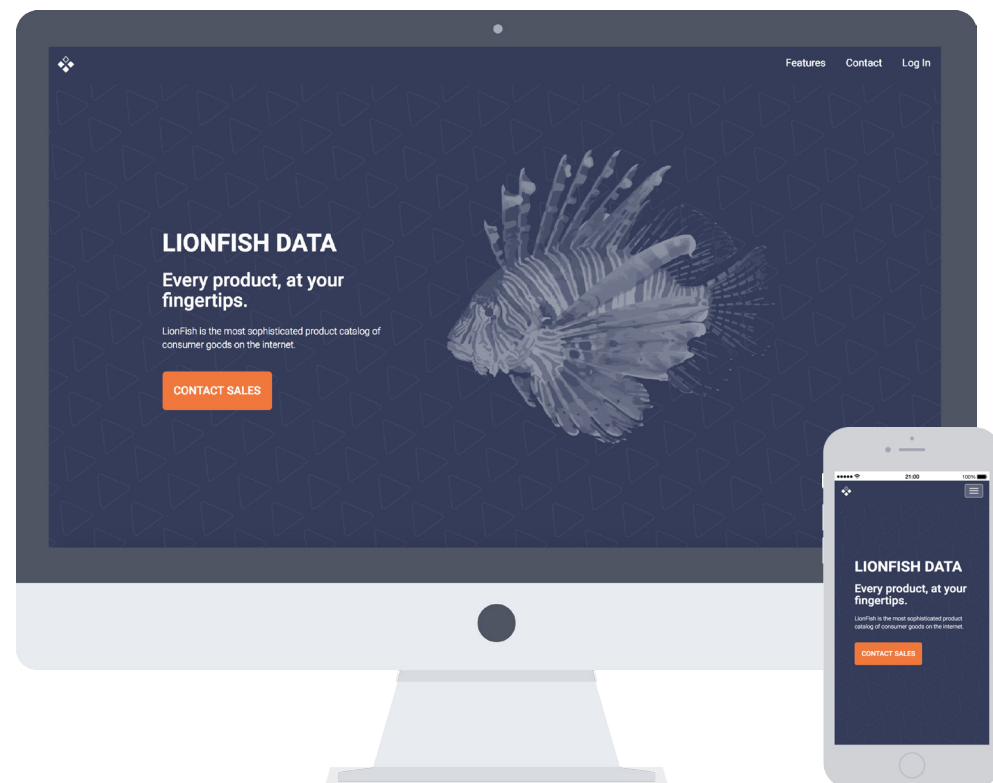
## SECTION 05 WWW + MOBILE

The webpage for Zinc.io must be simple, with non-distracting elements. The principle background color is #FFFFFF, with the exception of the landing page.

### LANDING PAGE

The lionfish image is representative of the product's name, with a large call to action using the accent color. The background is a subtle pattern of triangles as to not distract from the information on the page (see **Background** in Section 04 Iconography).

### MOBILE AND DESKTOP



### HOMEPAGE

