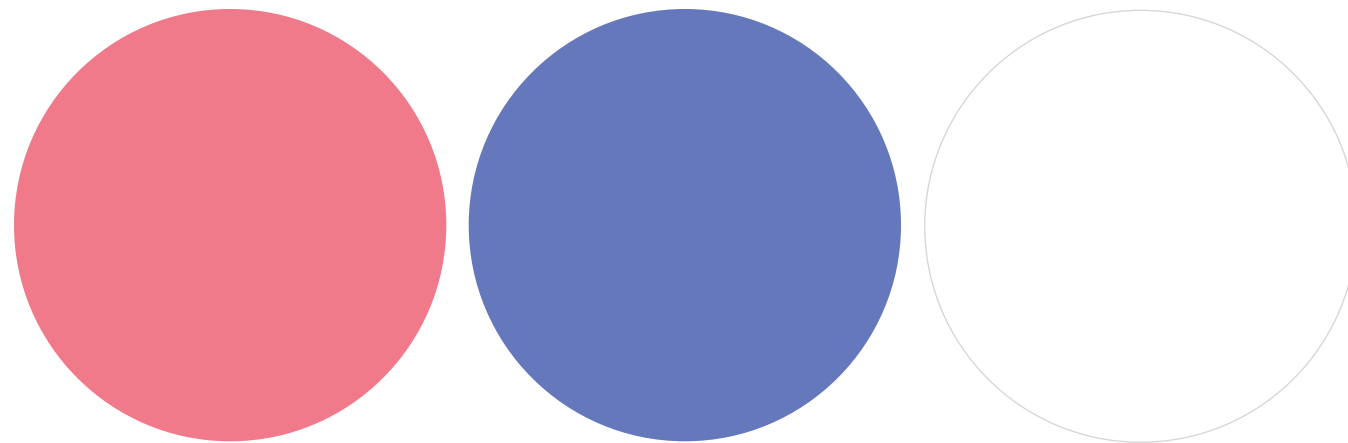


SUBTOTAL

SECTION 01 COLOR SYSTEMS

The palette consists of three colors. The primary accent color is a sapphire blue with grey-silver tones and is complimented with white and a light coral accent color. A consistent consideration towards maintenance of these colors will create a unified brand across all communications.

PRIMARY COLOR PALETTE



LIGHT CORAL

Hex: #EF798A
 RGB: (239,121,138)
 CMYK: (0,0.49,0.42,0.06)
 Web Safe Color:#FF6699

SILVER SAPPHIRE

Hex: #6678B9
 RGB: (102,120,185)
 CMYK: (0.45, 0.35, 0, 0.27)
 Web Safe Color: #6666CC

WHITE

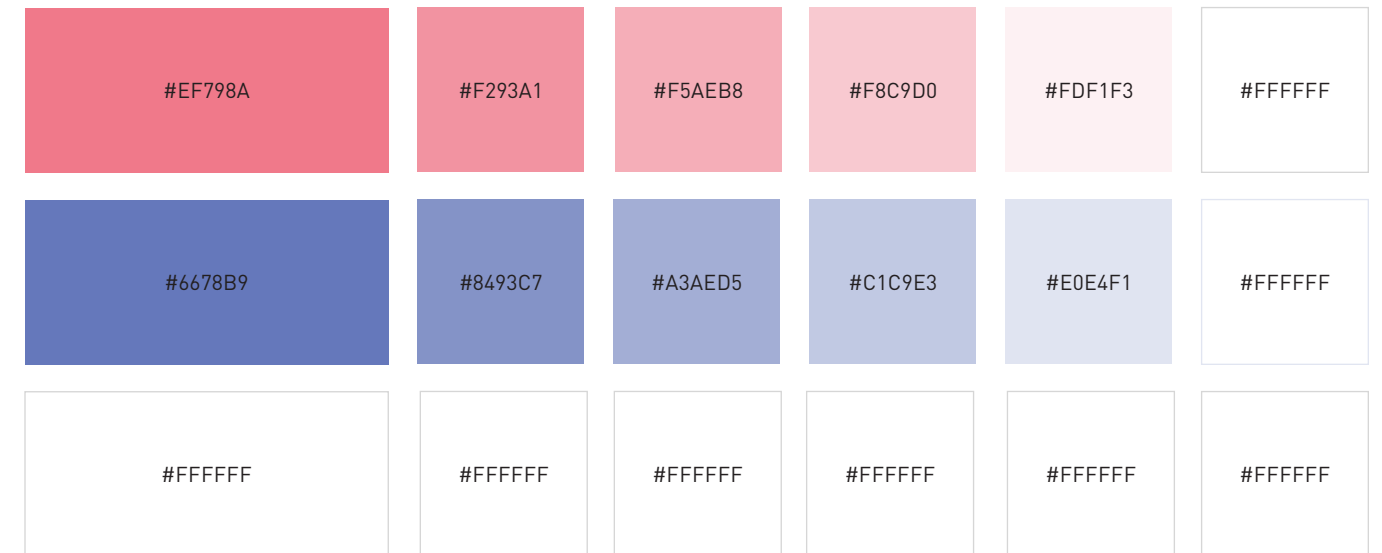
Hex: #FFFFFF
 RGB: (255, 255, 255)
 CMYK: (0, 0, 0, 0)
 Web Safe Color: #FFFFFF

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.





01 color systems

02 logo + marks

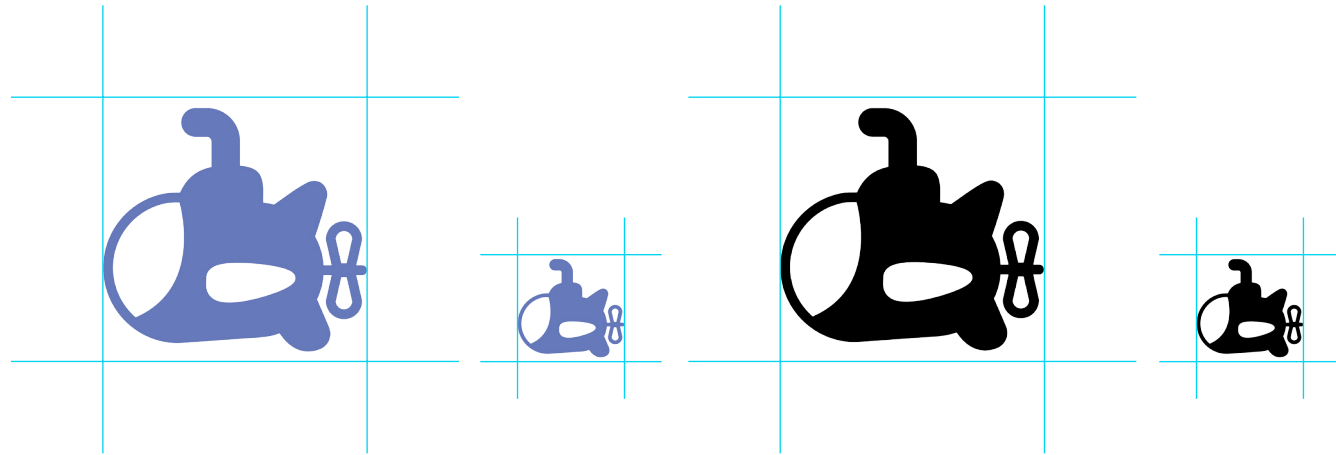
03 typography

04 iconography

05 www + mobile

SECTION 02 LOGO AND MARKS

The Subtotal logo is representative of Subtotal, and should be used only to represent the website and its product. The logo is modeled after a submarine using the main colors, **#6678B9**. 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 **#6678B9**, **#000000**, or **#FFFFFF**, unless placed on a colored background (see **Alternative Color Backgrounds**).

ALTERNATIVE COLOR BACKGROUNDS



Background: #6678B9
Content: Inverted



Background: #EEEEEE
Content: Original



Background: #000000
Content: Inverted

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. See **The Font** in 03 Typography for font styles.



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 fonts for Zinc is Foco and Karla. Foco is used mainly for headings and titles and Karla is used mainly for small headings and paragraphs. If Foco is unavailable, use Oswald.

FOCO 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

KARLA REGULAR (400)

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: Eat out, save up.
Bold: 700

for use as company name and taglines only

Heading 2 Eat out, save up.
Bold: 700

for use as section headings and subheadings only

Heading 3 Eat out, save up.
Regular: 400
Eat out, save up.

for use as small section headings only

Paragraph Eat out, save up.
Regular: 400
Eat out, save up.

for paragraph and sentence use

TEXT EXAMPLES

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.

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 **#6678B9** or **#FFFFFF**. 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



PARTNER LOGOS



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 .

CALL TO ACTION

Any existing and future call to action buttons should follow the **Alternative Color Backgrounds** guidelines. On hover, the background color should change to have an opacity of 80%.



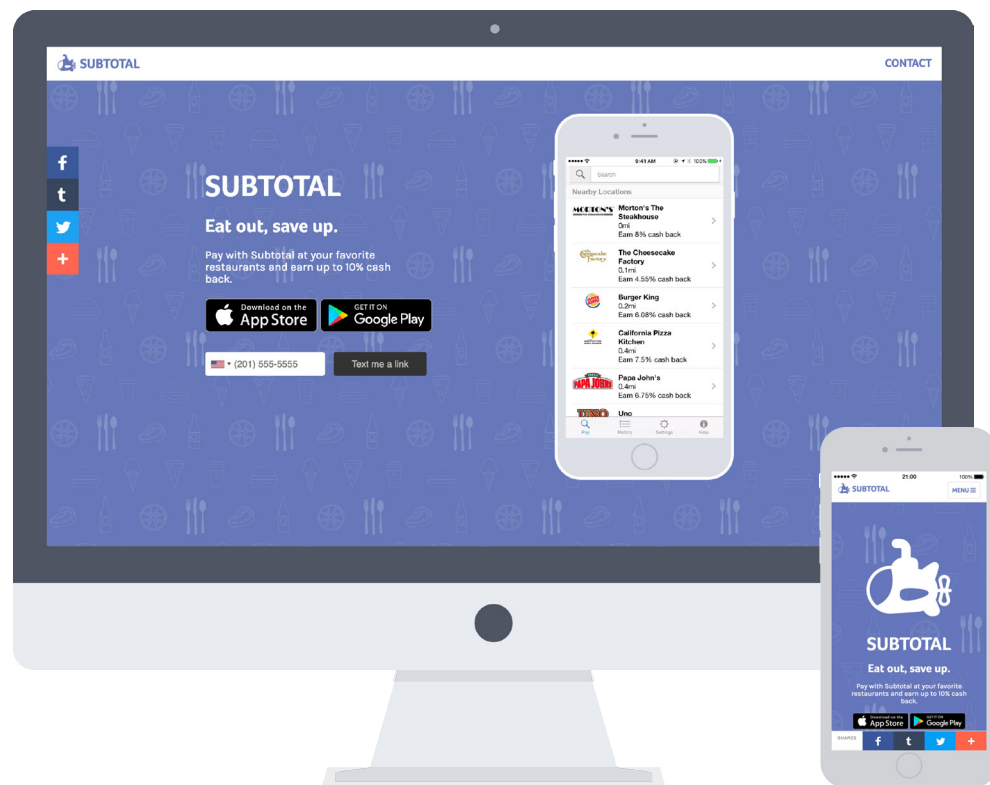
SECTION 05 WWW + MOBILE

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. Sections with the background color #EF798A is used to separate content.

LANDING PAGE

The submarine image is representative of the product's name, with large call to action buttons leading to the app's download pages and a video demonstrating the use of the app.

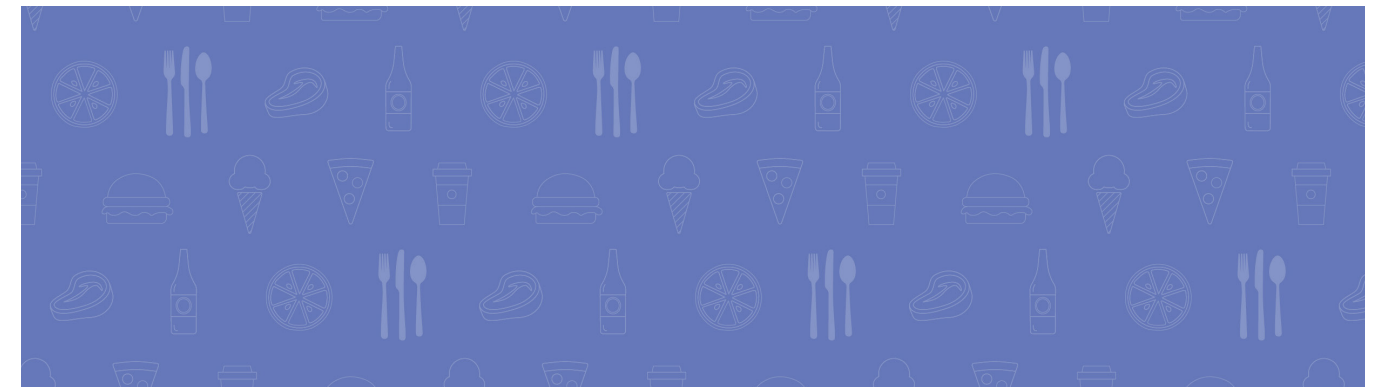
MOBILE AND DESKTOP



LANDING PAGE BACKGROUND

The background pattern for Lionfish's landing page and login page is designed as a series of food icons. The icons are #8493C7 and the background color is #343D59 background.

Example magnified to show detail:



HOMEPAGE

