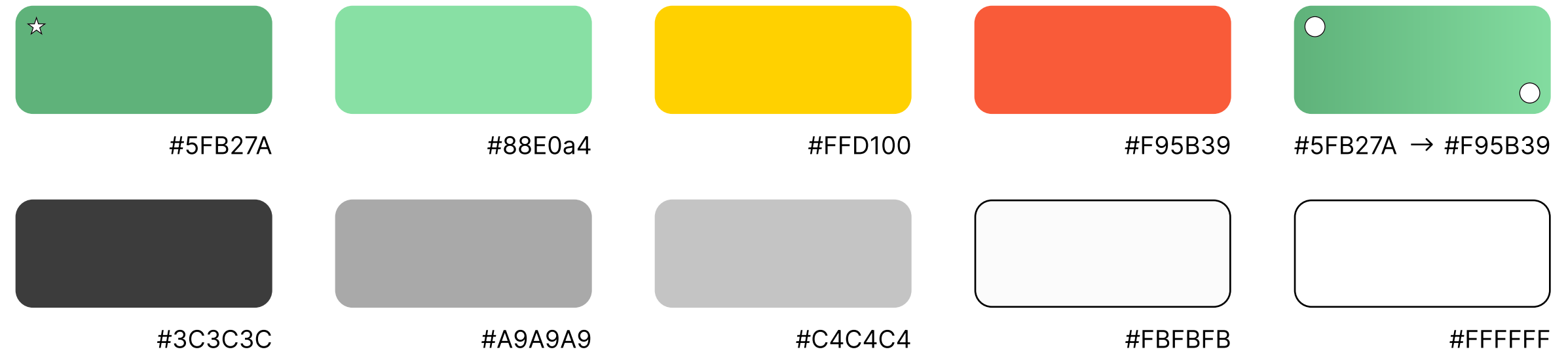


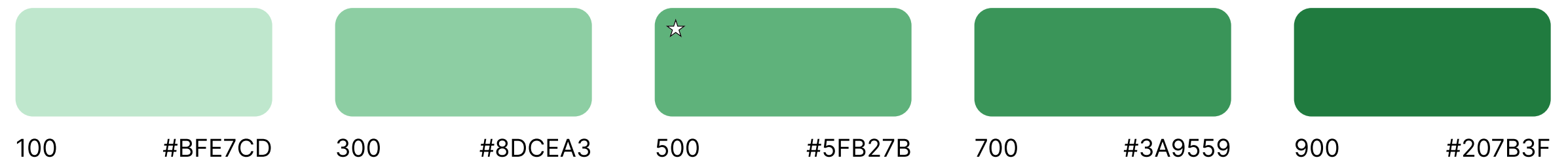
# Colors

## Initial Color Palette



## Potential Color Palette

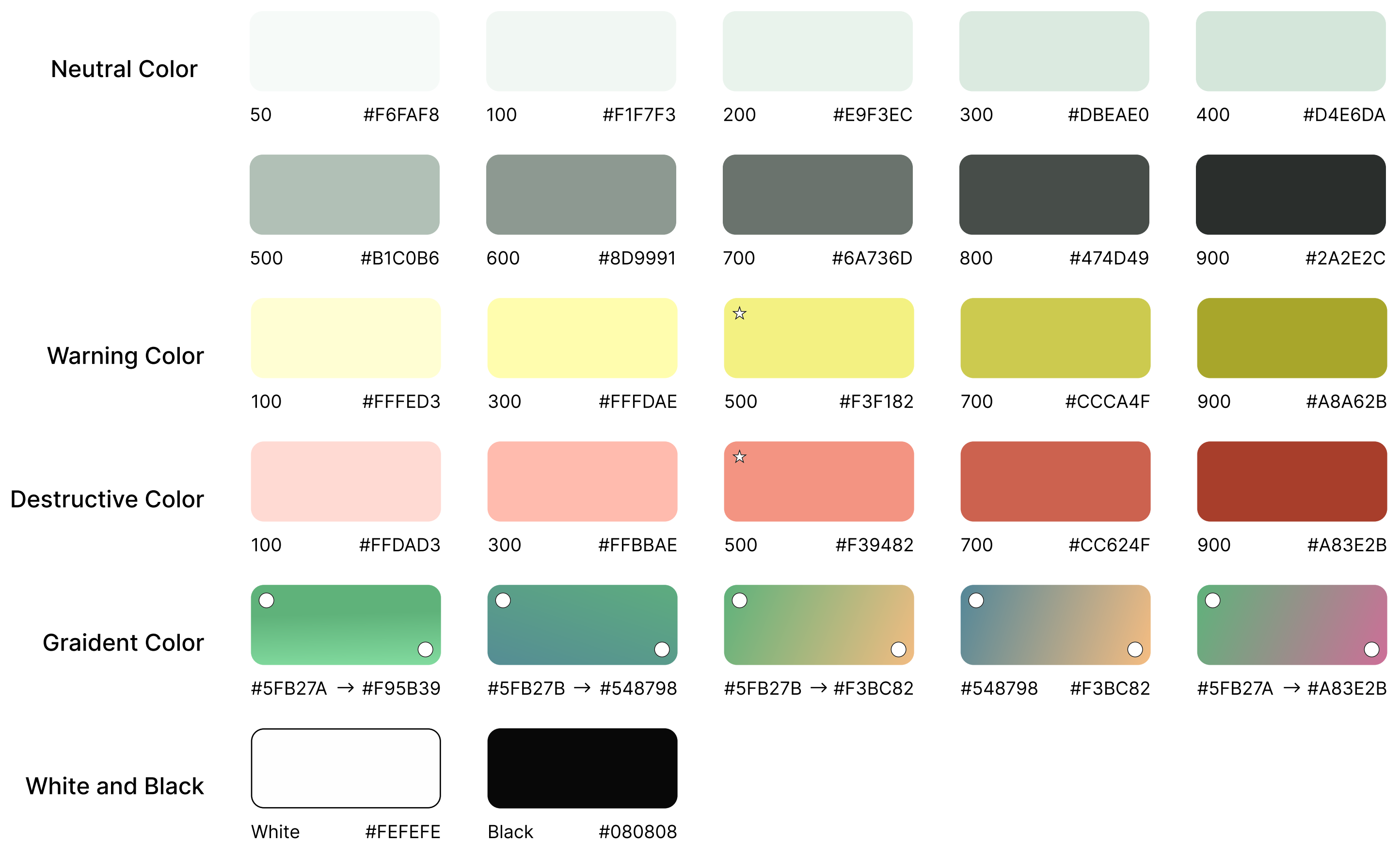
### Monochromatic Palette



### Tri-Color Palette



### Supportive Color Palette



# Typography

## Initial Typography

### Logo

---

Comfortaa Bold • 36px

Base

### Paragraph

---

Poppins Regular • 12px

Paragraph

### Headers

---

Poppins Medium • 30px

Header 1

Poppins Medium • 20px

Header 2

Poppins Medium • 16px

Header 3

Poppins Medium • 14px

Header 4

### Supporting Text

---

Poppins Light • 12px

Supporting Text

---

## Potential Typography

### Logo

---

Comfortaa Bold • 29px

Base -1

Comfortaa Bold • 36px

Base

Comfortaa Bold • 45px

Base +1

Comfortaa Bold • 56px

Base +2

### Display

---

Lato Regular • 85px

Base +1

Lato Bold • 85px

Base +1 Bold

Lato Regular • 71px

Base

Lato Bold • 71px

Base Bold

### Headings

---

Lato Regular • 59px

Heading 1  
Regular

Lato Bold • 59px

Heading 1  
Bold

Lato Regular • 49px

Heading 2  
Regular

Lato Bold • 49px

Heading 2  
Bold

Lato Regular • 41px

Heading 3  
Regular

Lato Bold • 41px

Heading 3  
Bold

Lato Regular • 34px

Heading 4  
Regular

Lato Bold • 34px

Heading 4  
Bold

Lato Regular • 28px

Heading 5  
Regular

Lato Bold • 28px

Heading 5  
Bold

Lato Regular • 24px

Heading 6  
Regular

Lato Bold • 24px

Heading 6  
Bold

### Paragraphs

---

Poppins Regular • 25px

Base +2 Regular

Poppins Bold • 25px

**Base +2 Bold**

Poppins Black • 25px

**Base +2 Black**

Poppins Regular • 20px

Base +1 Regular

Poppins Bold • 20px

**Base +1 Bold**

Poppins Black • 20px

**Base +1 Black**

Poppins Regular • 16px

Base Regular

Poppins Bold • 16px

**Base Bold**

Poppins Black • 16px

**Base Black**

### Subscript

---

Poppins Regular • 13px

Regular

Poppins Bold • 13px

**Bold**

Poppins Black • 13px

**Black**

### Caption

---

Poppins Regular • 10px

Regular

Poppins Bold • 10px

**Bold**

Poppins Black • 10px

**Black**