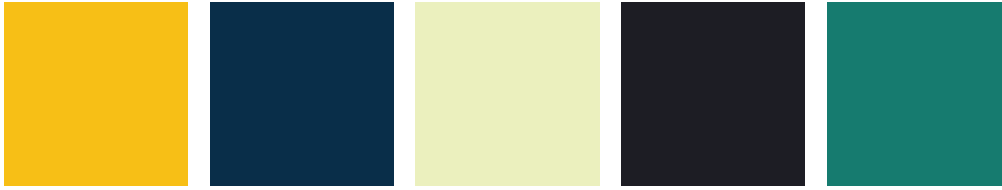


BeerMe Style Guide

Color Palette

Amber was chosen first for it's association with beer, then complimentary navy and turquise along with two neutrals.



Amber

#F8BF04
R: 248
G: 191
B: 4

Prussion Blue

#0C2E49
R: 12
G: 46
B: 73

Pale Spring Bud

#EAEFBD
R: 234
G: 239
B: 189

Raisin Black

#1E1E24
R: 30
G: 30
B: 36

Deep Turquoise

#157A6E
R: 21
G: 122
B: 110

Buttons

Two button designs using Deep Turquoise for contrast against white backgrounds and white ghost buttons for contrast on photo backgrounds.



Fonts

Open Sans was chosen for it's variety of weights and readability with small font sizes.

Header 1 - Open Sans Semibold, 13 pt

Screen titles

Header 2 - Open Sans Regular, 11 pt

Primary tile copy

Header 3 - Open Sans Light, 9 pt

Body copy, secondary tile copy

Header 4 - Open Sans Light Italic, 9pt

Results divider copy, suggested ratings