

# web style guide

turtlemountainalpacas.ca



turtlemountainalpacas.ca web style guide

## logo design

2

Primary Logo (Two-Colour)



Primary Logo (One-Colour)



Secondary Logo



turtlemountainalpacas.ca web style guide

## typography style

3

### Header 1

Museo Sans 300 36px UPPER CASE #696969

### Header 2

Museo Sans 300 30px Title Case #44aaac

### HEADER 3

Museo Sans 500 24px UPPER CASE #231f20

### Header 4 / Call Out | Header 4 / Call Out

Museo 700 18px Title Case #84a23c | #44aaac

This is body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Museo Sans 300 14px Sentence case #696969

[This is an inline link](#)

Museo Sans 300 14px Sentence case #adba44

### BUTTONS

Museo 700 24px UPPER CASE #343649

turtlemountainalpacas.ca web style guide

## navigational buttons

4

Primary Button



Museo 700 24px UPPER CASE #343649  
background-color #f6f4f4; border-radius: 10px

Default Button



Museo 700 24px UPPER CASE #f6f4f4  
background-color #adba44; border-radius: 10px

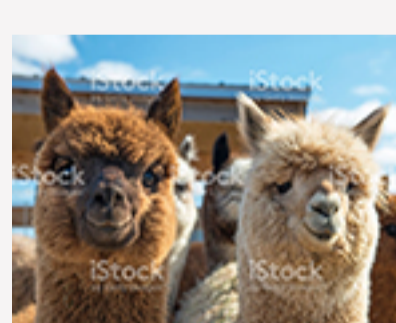
turtlemountainalpacas.ca web style guide

## istock photos

5



#490927583



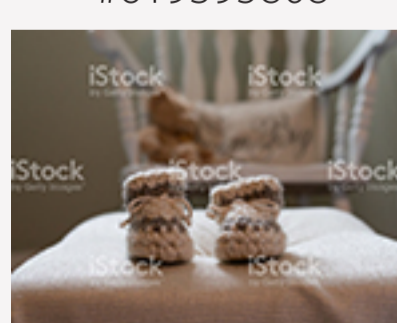
#532529153



#619395808



#106565121



#106419001



#80722607

turtlemountainalpacas.ca web style guide

## colour palette

6



#343649



#44aaac



#84a23c



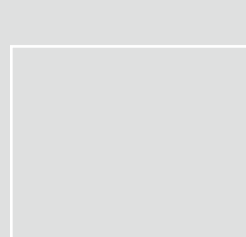
#adba44



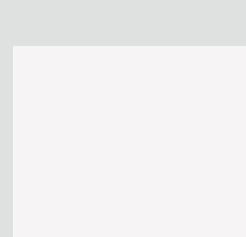
#333333



#696969



#dfe0e0



#f6f4f4