01
Logo

PRIMARY LOGO
Used on light background

PRIMARY LOGO
Used on color backgrounds

PRIMARY LOGO
Short

CLEARSPACE
The safe are is determined by an area around the logo equal to the height of the O in the logo

02
Palette

PRIMARY BLUE 1B84FA

Green 19CBA2

Light Grey D7E1F2

Pink E15DDA

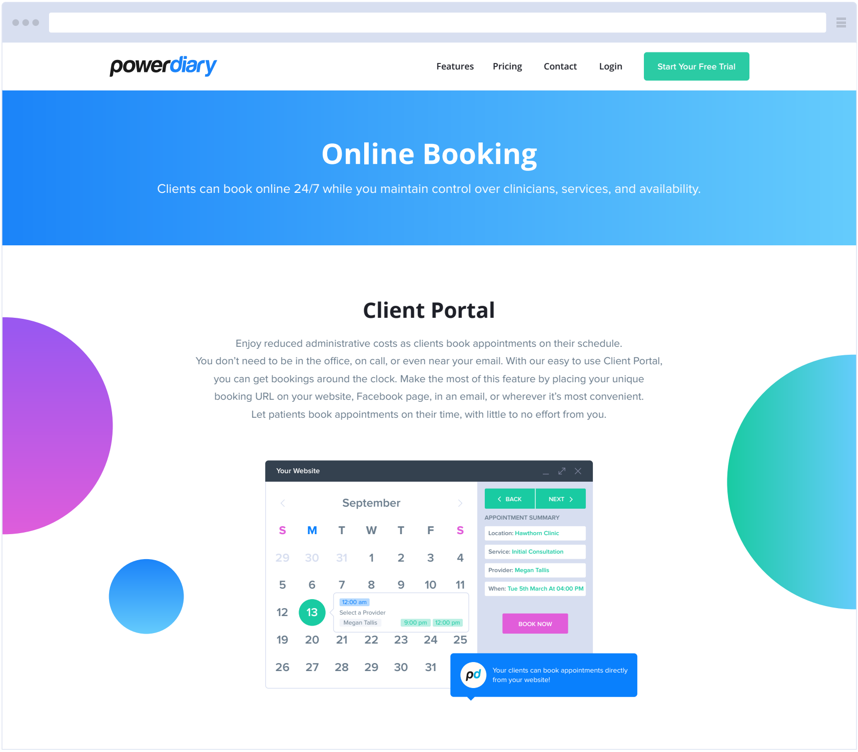
Dark Grey 6B7C92

Blue	2688F6	6ACEFB
Purple	6143EA	49E0FB
Green	19CBA2	6ACEFB
Plum	9A58F0	E15DDA
Pink	C9157A	E174D9

03
Typography

BASE HEADLINE FONT	BASE BODY FONT
OPEN SANS BOLD	PROXIMA NOVA REGULAR
ABCDEFGHIJKLM	ABCDEFGHIJKLM
NOPQRSTUVWXYZ	NOPQRSTUVWXYZ
abcdefghijklm	abcdefghijklm
nopqrstuvwxyz	nopqrstuvwxyz
1234567890	1234567890

IN USE



04
Styles to use on Power Diary website

Style	Font-family	Size	Weight	Line-Height
H1	Open Sans	48 px	Bold	56 px
H2	Open Sans	36 px	Bold	48 px
H3	Open Sans	24 px	SemiBold	30 px
H4	Proxima Nova	18 px	Bold	30 px
Subtitle	Proxima Nova	24 px	Regular	30 px
Standard Text	Proxima Nova	18 px	Regular	30 px
Heavy Text	Proxima Nova	18 px	Bold	30 px
Detail Text	Proxima Nova	16 px	Regular	26 px
Detail Heavy Text	Proxima Nova	16 px	Regular 500	26 px
Quote	Proxima Nova	34 px	Italic 500	46 px
Pull-Quote Text	Open Sans	24 px	Bold	30 px
Special Offer Heading	Open Sans	36 px	Bold	48 px
Special Offer Text	Proxima Nova	18 px	Regular	30 px

05
Elements

Button Styles

COLOR 19CBA2	This is a Button	Mouseover	COLOR 64D3B5
COLOR 1B84FA	This is a Button	Mouseover	COLOR 55A0F4
COLOR E15DDA	This is a Button	Mouseover	COLOR E188DC

HEIGHT
50 px

CORNERS
5 px

FONT
Proxima Nova - Semibold, 15 px, White

Icons

Decorative Circles

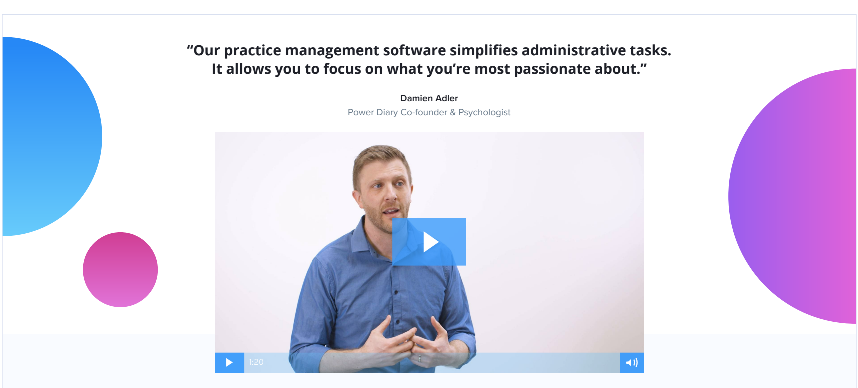
Place Circles Randomly

SIZES
Different

POSITION
Random

COLORS
Gradients

IN USE



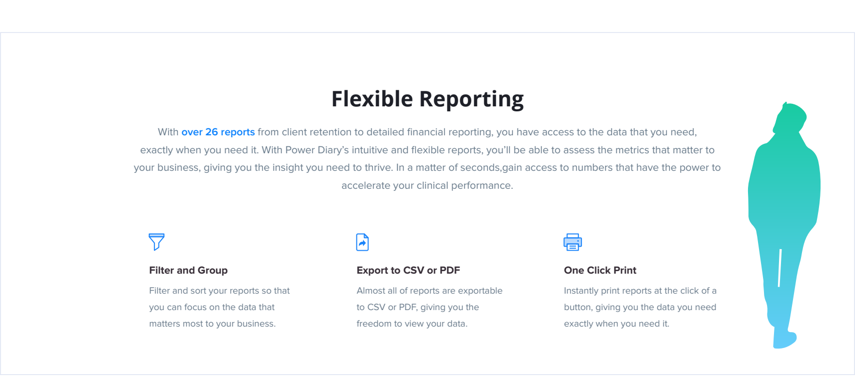
Decorative Human Silhouette

SIZES
Different

POSITION
Random

COLORS
Gradients

IN USE



Questions? Concerns? Let's talk!

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