

01. COLOR SCHEME

 #F7F7F7 R:0 G:67 B:131	 #013668 R:1 G:54 B:104	 #9AC8E8 R:154 G:200 B:232	 #ECBF58 R:236 G:191 B:88	 #D7AE4E R:215 G:174 B:78	 #F8F2D8 R:248 G:242 B:216	 #D7D1B6 R:215 G:209 B:182
Blue (Primary)	Dk Blue	Lt Blue	Gold	Dk Gold	Cream	Tan
 #7E7A6B R:126 G:122 B:107	 #303030 R:48 G:48 B:48	 #ADADAD R:173 G:173 B:173	 #EDED ED R:237 G:237 B:237	 #F79420 R:247 G:148 B:32	 #F77F33 R:247 G:127 B:51	 #FFFFFF R:255 G:255 B:255
Dk Tan	NonRich Black	Med Gray	Lt Gray	Tk Orange	Dk Orange	White
 #A21C37 R:162 G:28 B:55	 #8C1C37 R:140 G:28 B:173					
Fancy Red	Dk Fancy Red					

02. TYPOGRAPHY & STYLES

Museo Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

WEIGHTS

300, 500, 700

Desktop

Display H1

```
h1.display {  
  font-family: Museo-500;  
  font-size: 35px;  
  color: #013668;  
  letter-spacing: 2px;  
  line-height: 42px;
```

Display H2

```
h1.display {  
  font-family: Museo-500;  
  font-size: 22px;  
  color: #7E7A6B;  
  letter-spacing: 0;  
  line-height: 31px;
```

Thirsty Rough Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

WEIGHTS

ThirstyRoughReg

Mobile

Display H1

```
h1.display {  
  font-family: Museo-500;  
  font-size: 30px;  
  color: #013668;  
  letter-spacing: 1px;  
  line-height: 42px;
```

Display H2

```
h1.display {  
  font-family: Museo-500;  
  font-size: 22px;  
  color: #7E7A6B;  
  letter-spacing: 0;  
  line-height: 31px;
```

Desktop

Display H1

```
h1.display {
  font-family: Museo-700;
  font-size: 40px;
  color: #F7F7F7;
  letter-spacing: 2px;
  line-height: 42px;
```

Display H2

```
h2.display {
  font-family: Museo-500;
  font-size: 22px;
  color: #7E7A6B;
  letter-spacing: 0;
  line-height: 31px;
```

H1

```
h1 {
  font-family: Museo-500;
  font-size: 35px;
  color: VARIES;
  letter-spacing: 0;
  line-height: 42px;
```

H2

```
h2 {
  font-family: Museo-500;
  font-size: 25px;
  color: VARIES;
  letter-spacing: 0;
  line-height: 32px;
```

H2.alt

```
h2.alt {
  font-family: ThirstyRoughReg;
  font-size: 35px;
  color: F7F7F7;
  letter-spacing: 0;
  line-height: 42px;
```

H3

```
h3 {
  font-family: Museo-500;
  font-size: 20px;
  color: VARIES;
  letter-spacing: 0;
  line-height: 32px;
```

Mobile

Display H1

```
h1.display {
  font-family: Museo-500;
  font-size: 35px;
  color: #F7F7F7;
  letter-spacing: 1px;
  line-height: 42px;
```

Display H2

```
h2.display {
  font-family: Museo-500;
  font-size: 35px;
  color: #7E7A6B;
  letter-spacing: 0;
  line-height: 31px;
```

H1

```
h1 {
  font-family: Museo-500;
  font-size: 30px;
  color: VARIES;
  letter-spacing: 0;
  line-height: 36px;
```

H2

```
h2 {
  font-family: Museo-500;
  font-size: 20px;
  color: VARIES;
  letter-spacing: 0;
  line-height: 32px;
```

H2.alt

```
h2.alt {
  font-family: ThirstyRoughReg;
  font-size: 30px;
  color: #F7F7F7;
  letter-spacing: 0;
  line-height: 36px;
```

H3

```
h3 {
  font-family: Museo-500;
  font-size: 20px;
  color: VARIES;
  letter-spacing: 0;
  line-height: 24px;
```

Desktop

H3.alt

```
h4.alt {
  font-family: Museo-300;
  font-size: 20px;
  color: VARIES;
  letter-spacing: 0;
  line-height: 32px;
```

H5 Header

```
h5 {
  font-family: Museo-700;
  font-size: 35px;
  color: VARIES;
  letter-spacing: 0;
  line-height: 42px;
```

BUTTON / LINKS

```
button {
  font-family: Museo-700;
  font-size: 18px;
  color: VARIES;
  letter-spacing: 2.0px;
  line-height: 24px;
```

DOWNLOAD BUTTON

```
button.download {
  font-family: Museo-700;
  font-size: 16px;
  color: #FFFFFF;
  letter-spacing: 1.0px;
  line-height: 24px;
```

Body Copy

```
p {
  font-family: Museo-300;
  font-size: 18px;
  color: VARIES;
  letter-spacing: 0;
  line-height: 26px;
```

Body Copy.Alt

```
p.alt {
  font-family: Museo-300;
  font-size: 16px;
  color: VARIES;
  letter-spacing: 0;
  line-height: 24px;
```

LEGAL.link

```
legal.link {
  font-family: Museo-500;
  font-size: 14px;
  color: #013668;
  letter-spacing: 0;
  line-height: 26px;
```

Mobile

H3.alt

```
h3.alt {
  font-family: Museo-300;
  font-size: 20px;
  color: VARIES;
  letter-spacing: 0;
  line-height: 32px;
```

H5 Header

```
h5 {
  font-family: Museo-700;
  font-size: 35px;
  color: VARIES;
  letter-spacing: 0;
  line-height: 42px;
```

BUTTON / LINKS

```
button {
  font-family: Museo-700;
  font-size: 18px;
  color: VARIES;
  letter-spacing: 2.0px;
  line-height: 24px;
```

DOWNLOAD BUTTON

```
button.download {
  font-family: Museo-700;
  font-size: 16px;
  color: #FFFFFF;
  letter-spacing: 1.0px;
  line-height: 24px;
```

Body Copy

```
p {
  font-family: Museo-300;
  font-size: 18px;
  color: VARIES;
  letter-spacing: 0;
  line-height: 26px;
```

Body Copy.Alt

```
p.alt {
  font-family: Museo-300;
  font-size: 16px;
  color: VARIES;
  letter-spacing: 0;
  line-height: 24px;
```

LEGAL.link

```
legal.link {
  font-family: Museo-500;
  font-size: 14px;
  color: #013668;
  letter-spacing: 0;
  line-height: 26px;
```

Desktop

Legal Copy

```
legal.copy {
  font-family: Museo-300;
  font-size: 14px;
  color: #7E7A6B;
  letter-spacing: 0;
  line-height: 20px;
```

NAVIGATION-MAIN

```
nav.main {
  font-family: Museo-500;
  font-size: 16px;
  color: #013668;
  letter-spacing: 1px;
  line-height: 18px;
```

Navigation-Sub

```
nav.sub {
  font-family: Museo-500;
  font-size: 16px;
  color: #013668;
  letter-spacing: 1px;
  line-height: 18px;
```

Mobile

Legal Copy

```
legal.copy {
  font-family: Museo-300;
  font-size: 14px;
  color: #7E7A6B;
  letter-spacing: 0;
  line-height: 20px;;
```

NAVIGATION-MOBILE

```
nav.mobile {
  font-family: Museo-500;
  font-size: 18px;
  color: #013668;
  letter-spacing: 1px;
  line-height: 20px;
```

Navigation-Sub

```
nav.sub {
  font-family: Museo-500;
  font-size: 18px;
  color: #013668;
  letter-spacing: 1px;
  line-height: 20px;
```

03. ELEMENTS

Buttons / Link States

Normal



Over



Normal



Over



Normal

ABOUT
∨

Over

ABOUT
∧

Normal

LEARN ABOUT OUR PROCESS →
DISCOVER OUR ROOTS →

Over

LEARN ABOUT OUR PROCESS →
DISCOVER OUR ROOTS →

Normal

PRODUCTS > BLENDS > PROVOLONE

Over

PRODUCTS > BLENDS > PROVOLONE

Normal

CONTACT US

Over

CONTACT US

Normal



Over



Normal

TITLE
SUBHEAD GOES HERE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Normal

TITLE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Normal

LEARN MORE ABOUT OUR PROCESS

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Over

TITLE
SUBHEAD GOES HERE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Over

TITLE
SUBHEAD GOES HERE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Over

LEARN MORE ABOUT OUR PROCESS

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Normal

TITLE 4
SUBHEAD GOES HERE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Normal

FANCY BRAND
SUBHEAD GOES HERE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Over

TITLE
SUBHEAD GOES HERE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Over

FANCY BRAND
SUBHEAD GOES HERE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

04. NAVIGATION

Normal

Over

On rollover of section names, sub-navigation slides down in .25 sec. from navigation bar

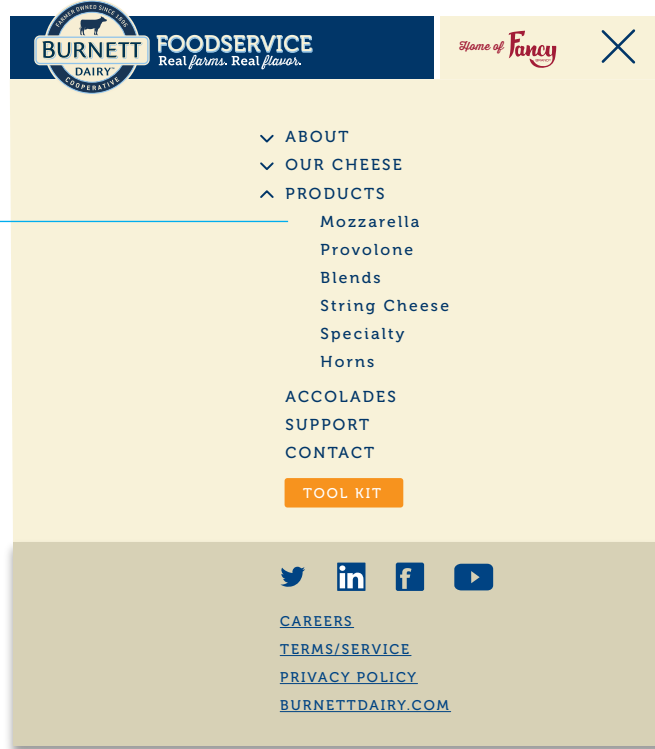
On rollover of section names, sub-navigation slides down in .25 sec. from navigation bar

MOBILE

Normal



Over



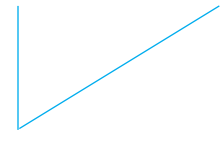
On tap of section name, subnavigation slides down. Arrow points up.

To close, tap section name again.

On tap of burger icon, sub-navigation slides down in .25 sec. from navigation bar

Breadcrumb

PRODUCTS > BLENDS > PROVOLONE



Has been visited in the process



Current place in process