UI Style Guidelines

Brand Attributes: Helpful, friendly, professional, human

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01. Colors

Brand Colors

Primary / #EE2F21

Secondary / #F3F5FA

Accent Colors

Highlight 1
#EE5E21

Highlight 2
#FCBA57

Highlight 3
#0FA676

Highlight 4
#4577E1

Text Colors

Title/Header	Sub-Header	Body	Text
#1D1D1D	#727272	#424242	#FFFFFF

02. Typography

Aa

Heading

Noto Sans

Google Fonts

Name	Font size	Line Height
Heading 1	46 px	150%
Heading 2	35 px	150%
Heading 3	28 px	150%
Heading 4	20 px	150%
Heading 5	15 px	150%

Aa

Body

Line height for body text is 150%

Noto Sans

Google Fonts

Name	Font size	Line Height
Large Text Large Text Medium	20 px	160%
Body Text Body Text Regular	18 px	25.2 px

03. **Buttons**

Primary

Button

Secondary

Button

16 px, Bold

	Normal	Links	Icons
Default	Button	Sample Link	
Hover	Button	Sample Link	
Active	Button	Sample Link	
Disable	Button	Sample Link	

04. **Cards**

Small

Stocks

Invest in thousands of stocks ranging from Big Tech to the Agriculture industries.

Lorem Ipsum

How a Social Media Group Squeezed B...

Lorem ipsum dolor sit amet, consectet adipiscing elit

Hover

Lorem Ipsum

How a Social Media Group Squeezed B...

Lorem ipsum dolor sit amet, consectet adipiscing elit

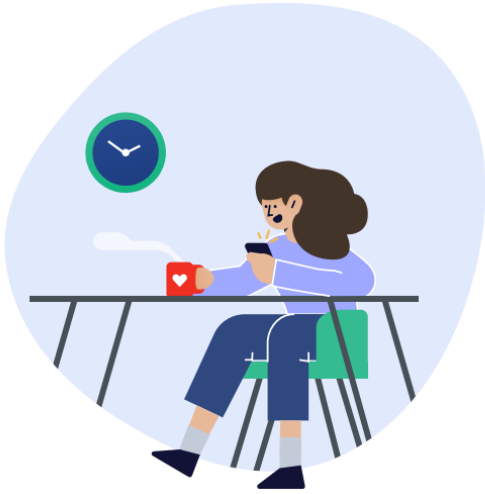
How does Zinvest work? +

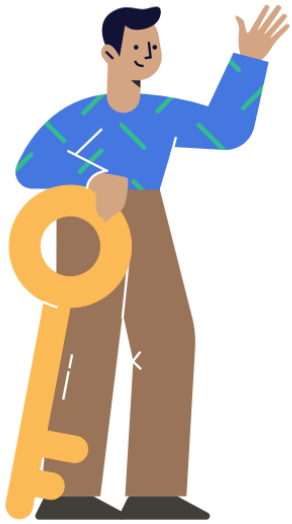
Lorem Ipsum +

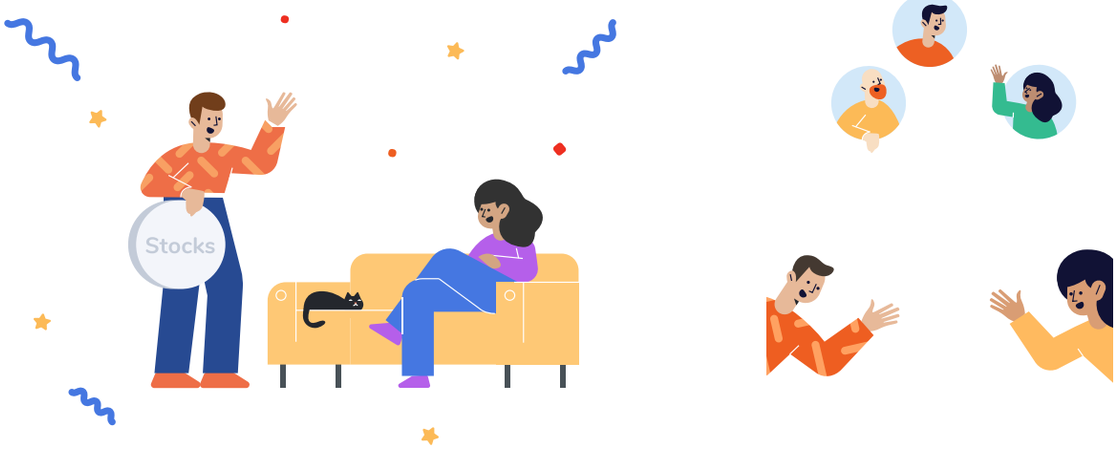
05. Illustrations

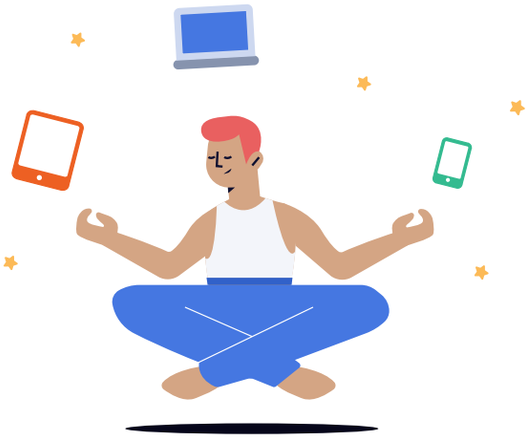
Rules for illustrations: no gradients, utilize brand colors, make it simple, aligns with brand attributes

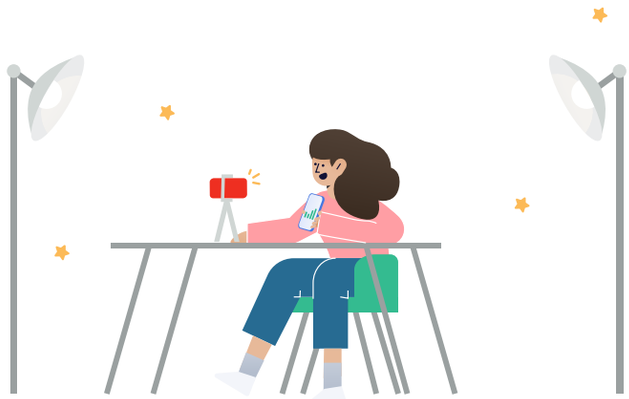
Large









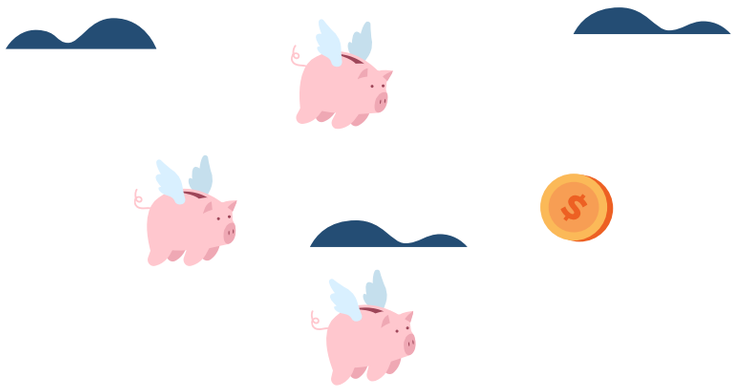


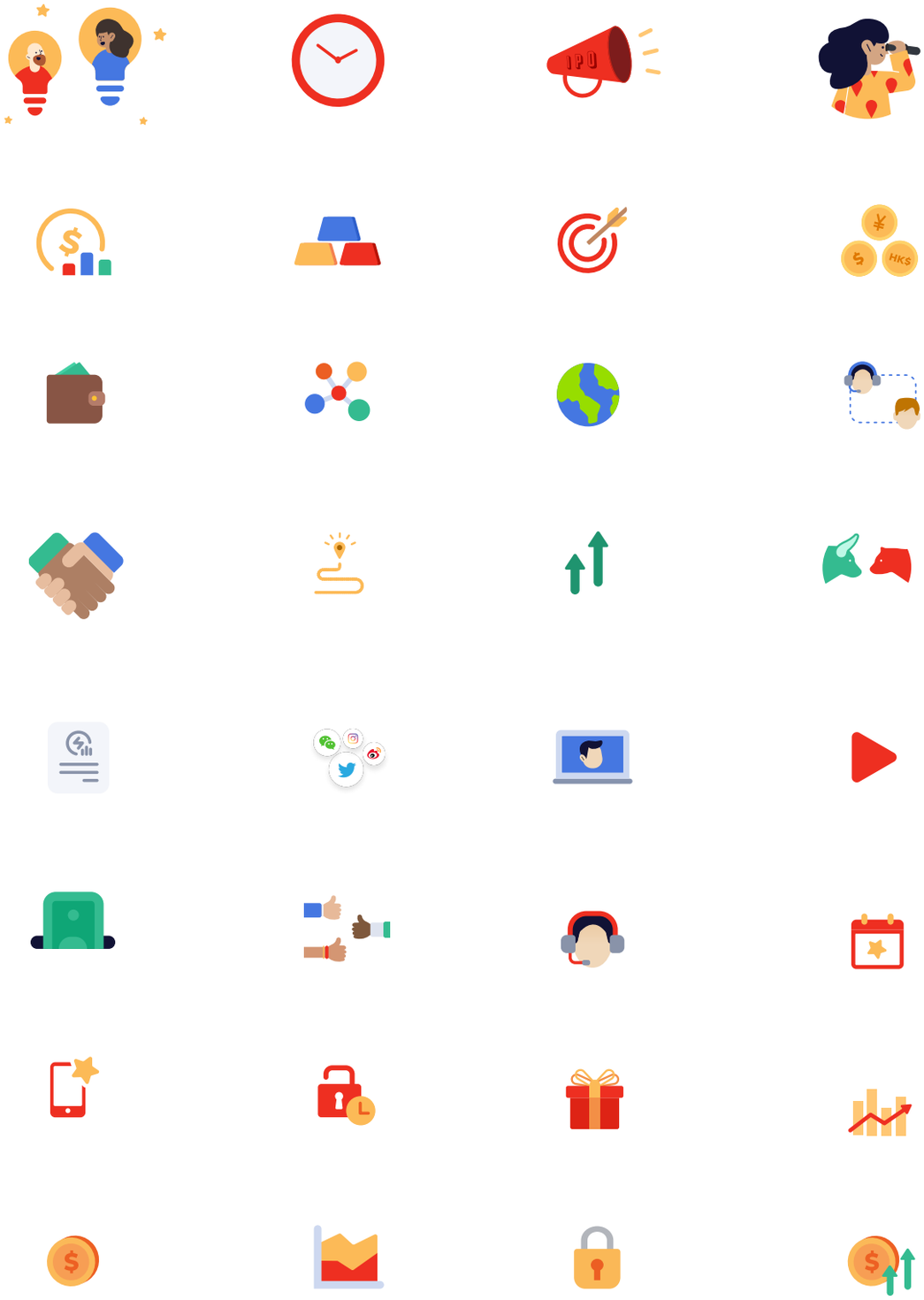
100k

yahoo! AP

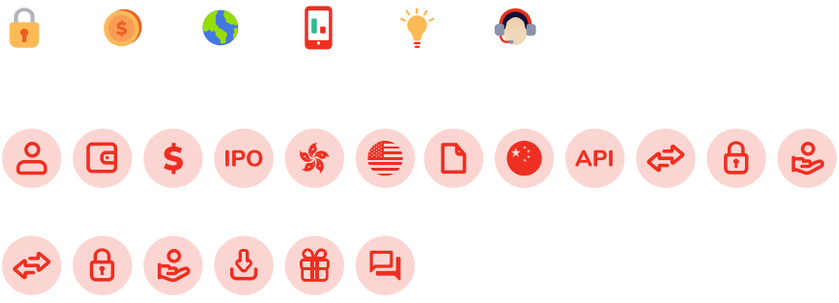
MarketWatch

BUSINESS INSIDER sina





Small



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