

# TRIBAL LIFE

STYLE GUIDE

## COLOR PALETTE

### PRIMARY COLORS



HEX #e69c14  
RGB (230,156,20)

HEX #846000  
RGB (168,70,0)



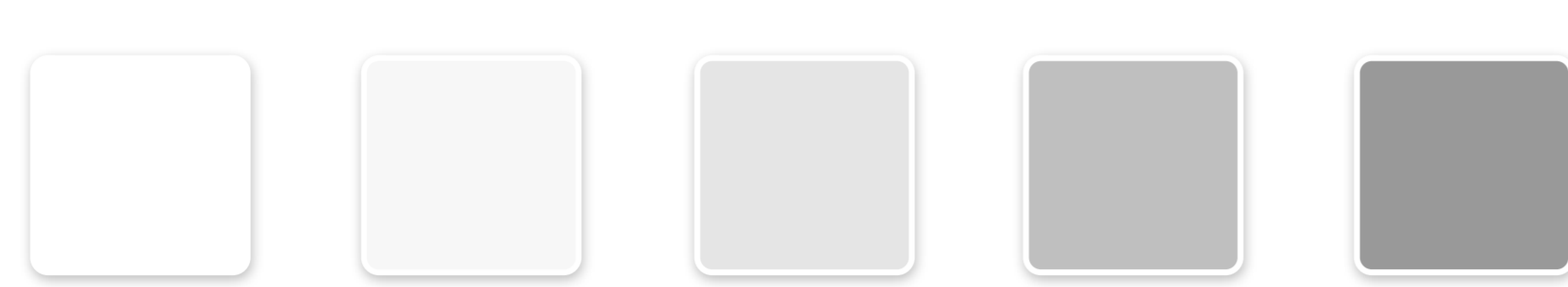
HEX #ffcc66  
RGB (255,202,110)

HEX #d49b00  
RGB (193,126,1)

HEX #e67e22  
RGB (219,117,44)

HEX #8b4513  
RGB (117,49,0)

### GRAYSCALE



HEX #ffffff  
RGB (255,255,255)

HEX #f2f2f2  
RGB (247,247,247)

HEX #d9d9d9  
RGB (229,229,229)

HEX #bdbdbd  
RGB (191,191,191)

HEX #999999  
RGB (153,153,153)



HEX #737373  
RGB (115,115,115)

HEX #444444  
RGB (76,76,76)

HEX #262626  
RGB (38,38,38)

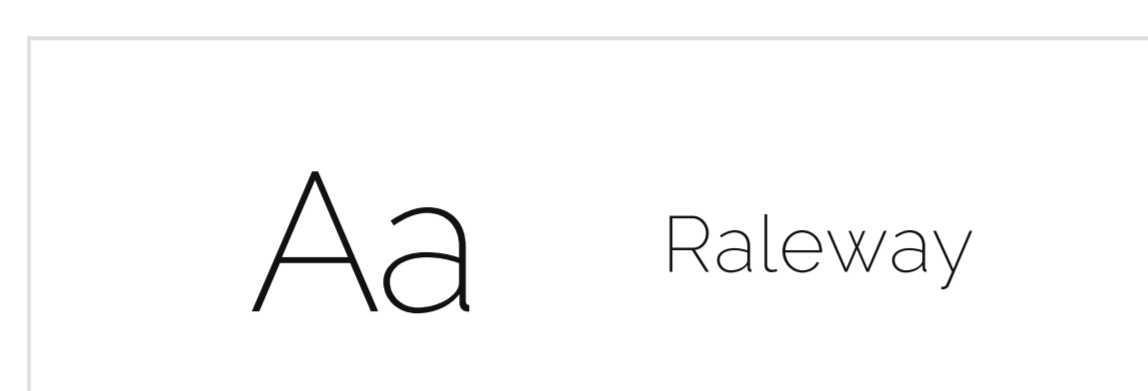
HEX #000000  
RGB (0,0,0)

### TYPEFACES

#### HEADING

Typeface: Raleway

Styles: **Black**  
**Bold**  
Medium  
Light



#### SUB TEXT / BODY

Typeface: Montserrat

Styles: **Bold**  
**Bold Italic**  
Regular  
Regular Italic  
Light  
Light Italic



### TYPOGRAPHY

#### DESKTOP

**h1**  
48px / 56px (-117)

**The quick brown fox jumps over the lazy dog.**

**h2**  
36px / 40px (-111)

**The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.**

**h3**  
24px / 32px (-133)

**The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.**

**h4**  
21px / 28px (-133)

**The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.**

**h5**  
15px / 24px (1.6)

**The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.**

**h6**  
20px / 32px (1.6)

**The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.**

**p**  
20px / 32px (1.6)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec dolor nisi, posuere vitae tincidunt et, molestie sit amet purus. Pellentesque consectetur tortor a fermentum blandit. Sed scelerisque id est non vulputate. Ut dapibus nibh eget diam blandit, nec egestas mi viverra. Duis non gravida nunc, eu sodales magna.

*Georgia*  
**blockquote**  
20px / 32px (1.6)

*Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec dolor nisi, posuere vitae tincidunt et, molestie sit amet purus. Pellentesque consectetur tortor a fermentum blandit. Sed scelerisque id est non vulputate. Ut dapibus nibh eget diam blandit, nec egestas mi viverra. Duis non gravida nunc, eu sodales magna.*

#### TABLET

**h1**  
36px / 48px (-133)

**The quick brown fox jumps over the lazy dog.**

**h2**  
30px / 36px (1.2)

**The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.**

**h3**  
24px / 32px (-133)

**The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.**

**h4**  
21px / 28px (-133)

**The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.**

**h5**  
15px / 24px (1.6)

**The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.**

**h6**  
20px / 32px (1.6)

**The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.**

**p**  
20px / 32px (1.6)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec dolor nisi, posuere vitae tincidunt et, molestie sit amet purus. Pellentesque consectetur tortor a fermentum blandit. Sed scelerisque id est non vulputate. Ut dapibus nibh eget diam blandit, nec egestas mi viverra. Duis non gravida nunc, eu sodales magna.

*Georgia*  
**blockquote**  
20px / 32px (1.6)

*Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec dolor nisi, posuere vitae tincidunt et, molestie sit amet purus. Pellentesque consectetur tortor a fermentum blandit. Sed scelerisque id est non vulputate. Ut dapibus nibh eget diam blandit, nec egestas mi viverra. Duis non gravida nunc, eu sodales magna.*

#### MOBILE

**h1**  
32px / 40px (1.25)

**The quick brown fox jumps over the lazy dog.**

**h2**  
24px / 32px (-133)

**The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.**

**h3**  
21px / 28px (-133)

**The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.**

**h4**  
18px / 24px (-133)

**The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.**

**h5**  
14px / 20px (-1.42)

**The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.**

**h6**  
17px / 24px (-1.41)

**The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.**

**p**  
17px / 24px (-1.41)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec dolor nisi, posuere vitae tincidunt et, molestie sit amet purus. Pellentesque consectetur tortor a fermentum blandit. Sed scelerisque id est non vulputate. Ut dapibus nibh eget diam blandit, nec egestas mi viverra. Duis non gravida nunc, eu sodales magna.

*Georgia*  
**blockquote**  
17px / 24px (-1.41)

*Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec dolor nisi, posuere vitae tincidunt et, molestie sit amet purus. Pellentesque consectetur tortor a fermentum blandit. Sed scelerisque id est non vulputate. Ut dapibus nibh eget diam blandit, nec egestas mi viverra. Duis non gravida nunc, eu sodales magna.*

### SECONDARY COLORS



HEX #2e334f  
RGB (42,51,79)

HEX #477811  
RGB (71,120,17)

HEX #166878  
RGB (22,104,120)



HEX #5f6882  
RGB (95,104,130)

HEX #0f1214  
RGB (15,18,28)

HEX #74a33e  
RGB (116,171,58)

HEX #28450e  
RGB (40,69,10)

HEX #41994b  
RGB (65,153,171)

HEX #0c3645  
RGB (12,59,69)

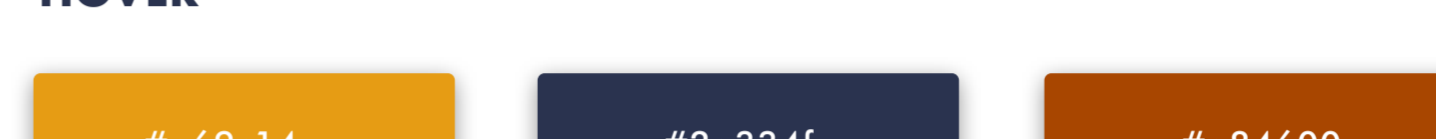
### BUTTONS

#### PRIMARY

##### NORMAL



##### HOVER



##### DISABLED



#### SECONDARY BUTONS

##### NORMAL



##### HOVER

#### SMALL BUTTONS

##### NORMAL

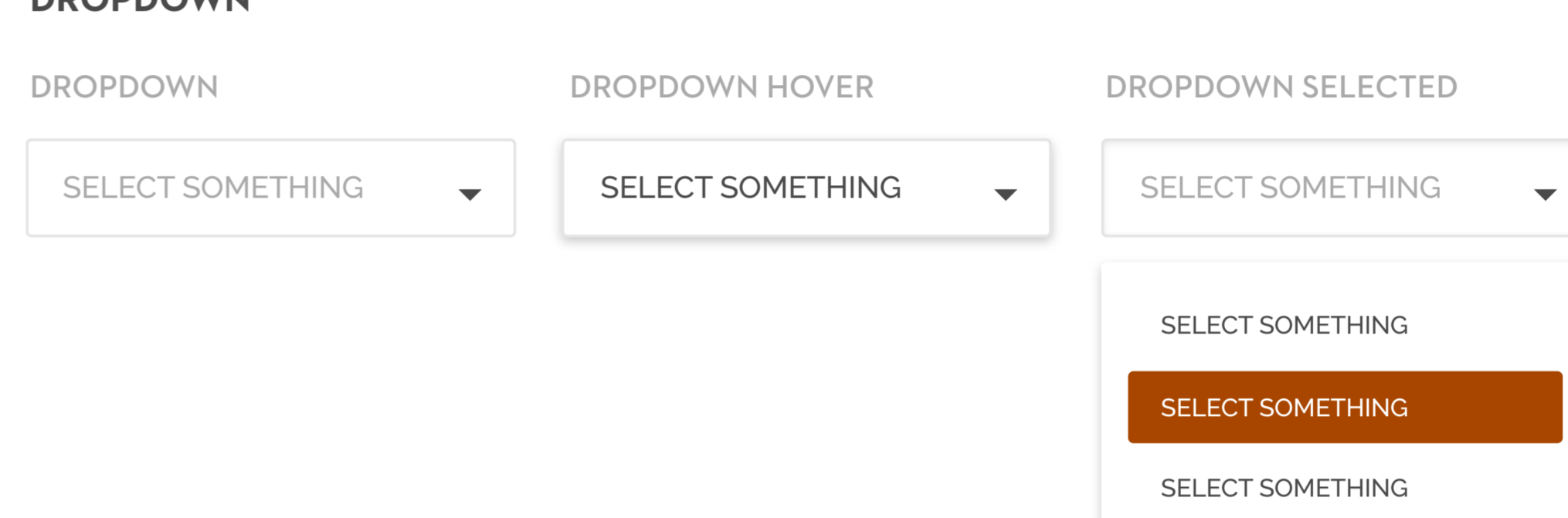


##### HOVER

##### DISABLED

#### INPUT FIELDS

##### DROPDOWN



##### SEARCH BAR

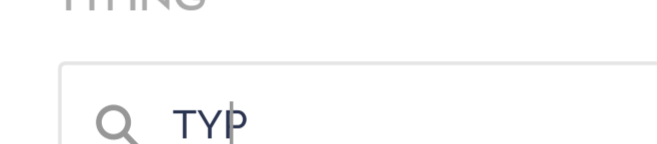
##### NORMAL



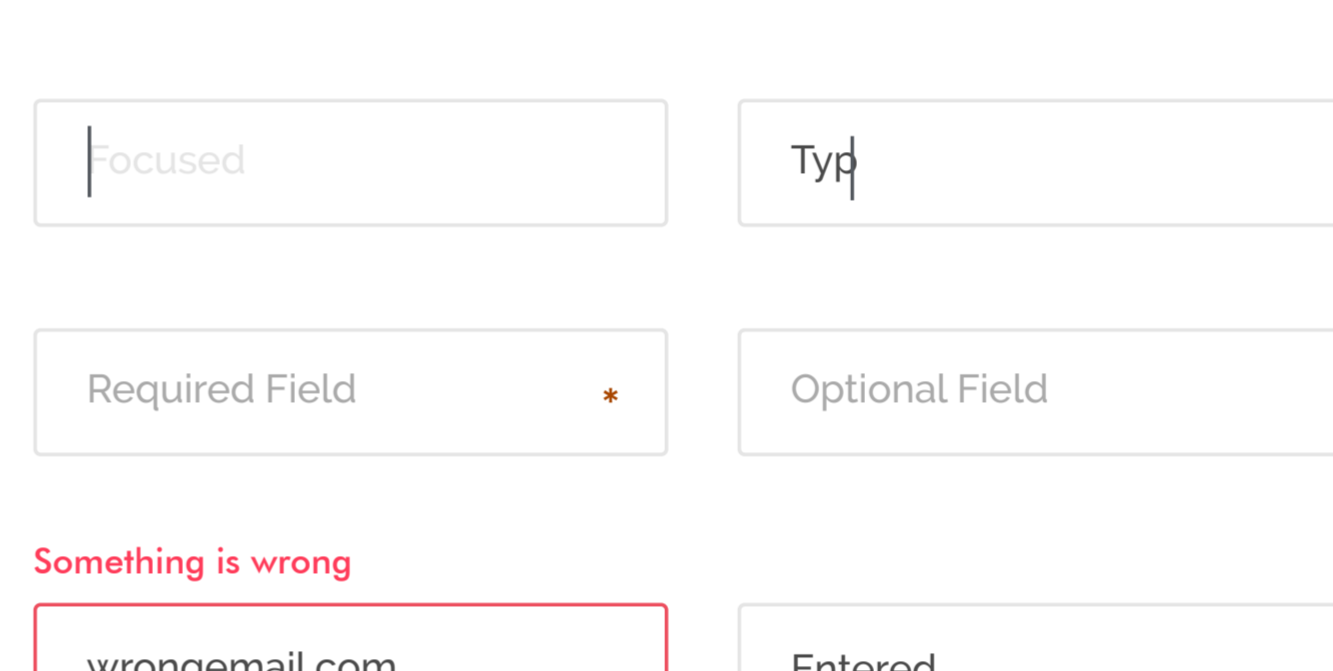
##### SELECTED



##### TYPING



#### FORM FIELDS



## RADIO BUTTONS

INACTIVE HOVER SELECTED SELECTED



## TOGGLE BUTTONS

OFF ON

