



Design System

Ver. 2.1 | March - 2025

Design System

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Brand Guidelines

Logo Usage

LOGO

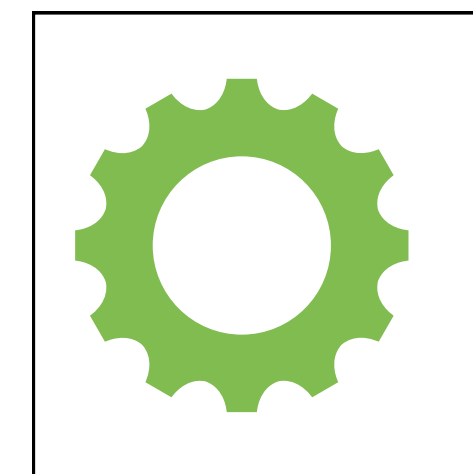
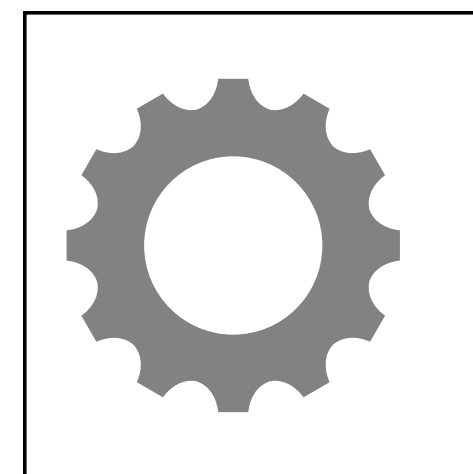


Version 1: Used on white/bright backgrounds.



Version 2: Used on dark backgrounds.

ISOTYPE



Brand Guidelines

Color Palette

Primary
Text Styles

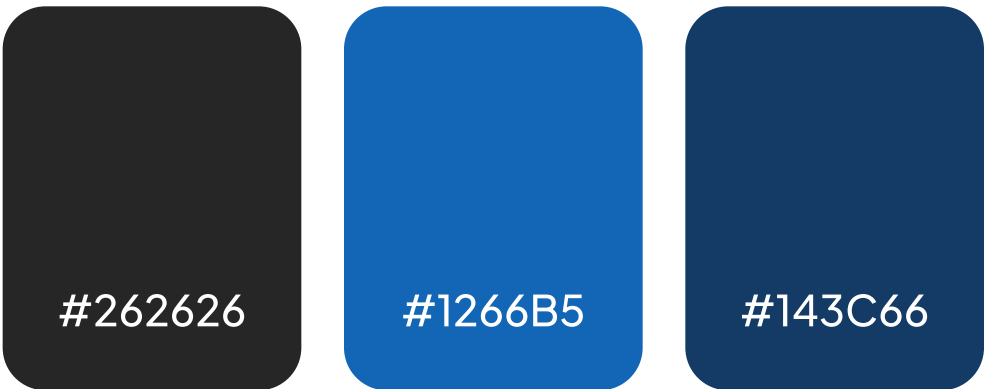
Primary

These colors are the ones used in the semantic elements of the website, such as titles, content, buttons, backgrounds, etc.



Text Styles

These colors are the ones used in the elements for paragraph-like text elements and some headings.



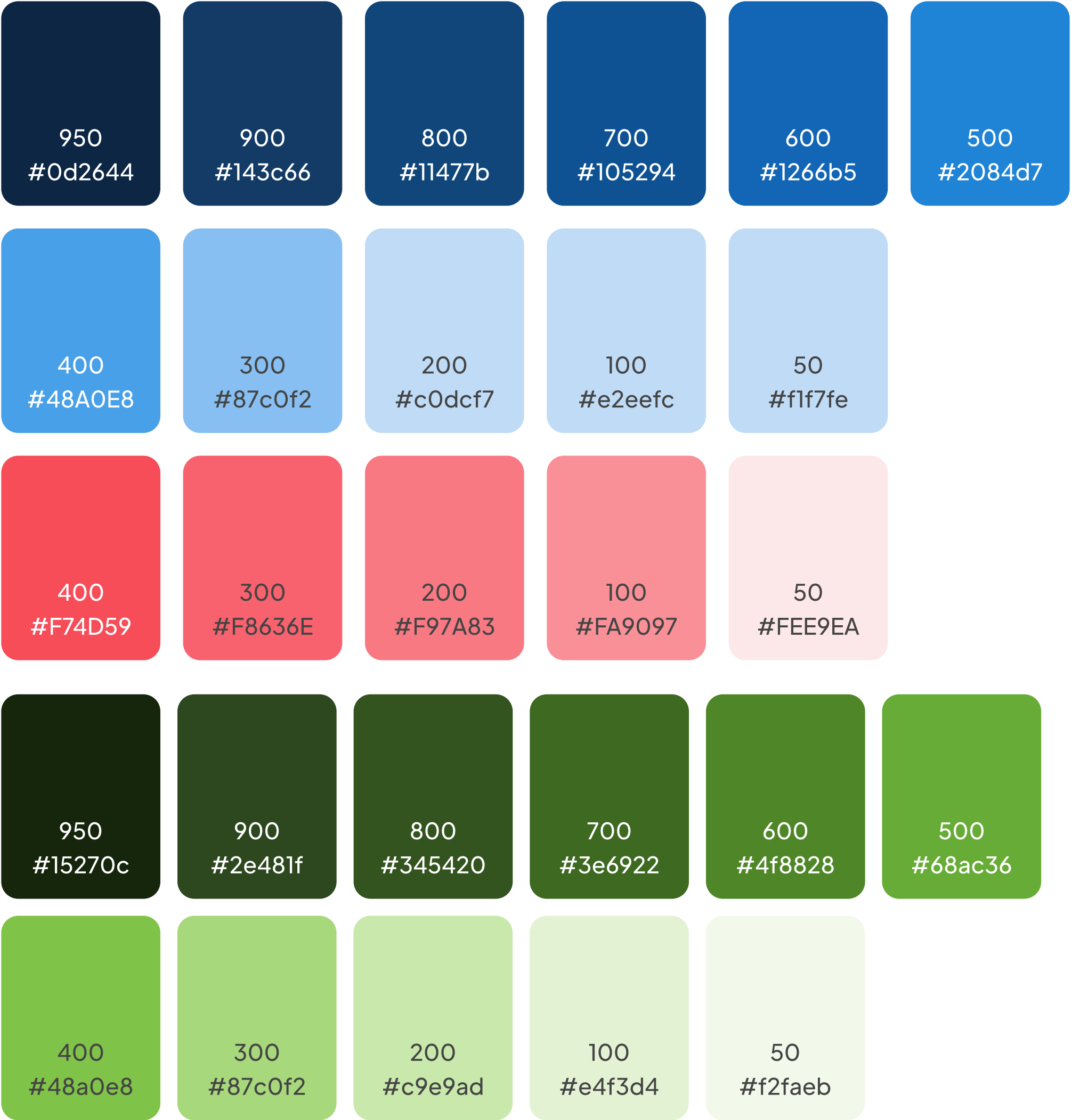
Brand Guidelines

Color Palette

Supportive

Supportive

Colors used only in illustrations to generate depth and contrast

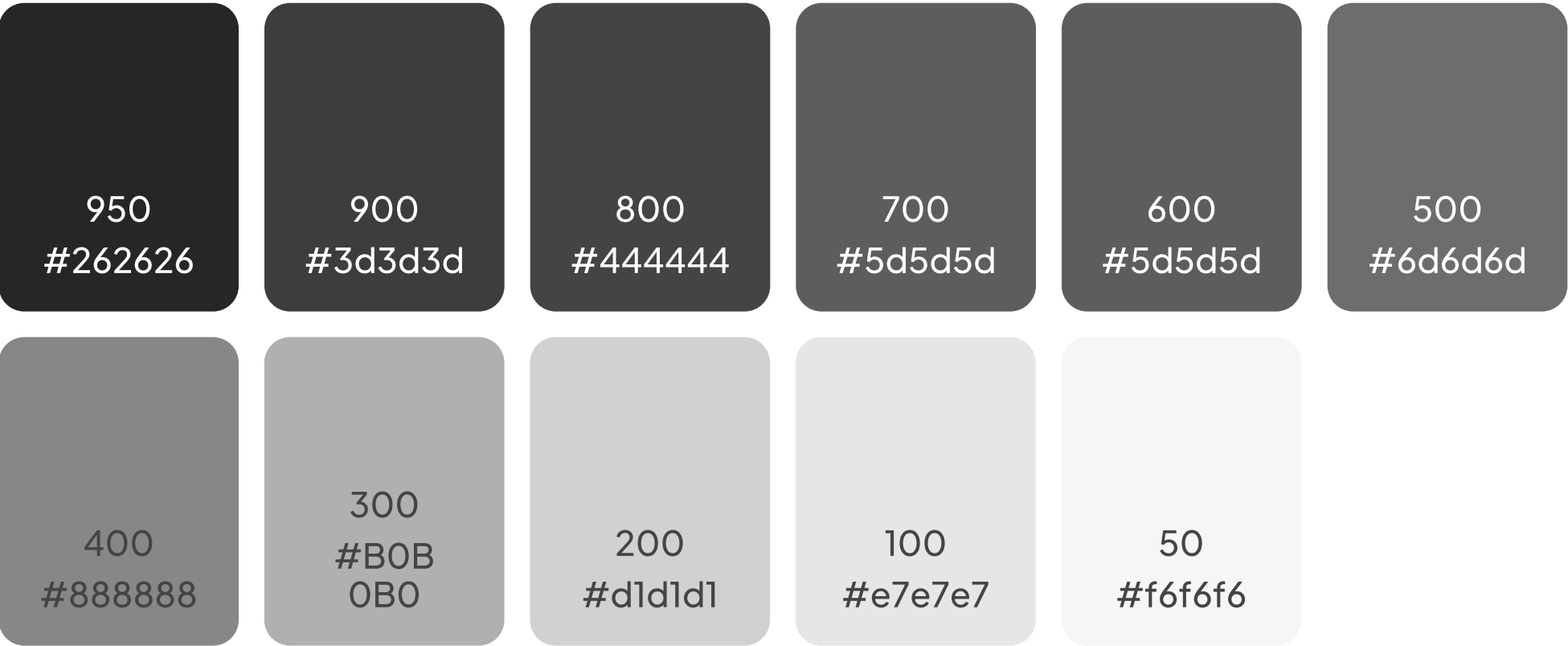


Brand Guidelines

Color Palette

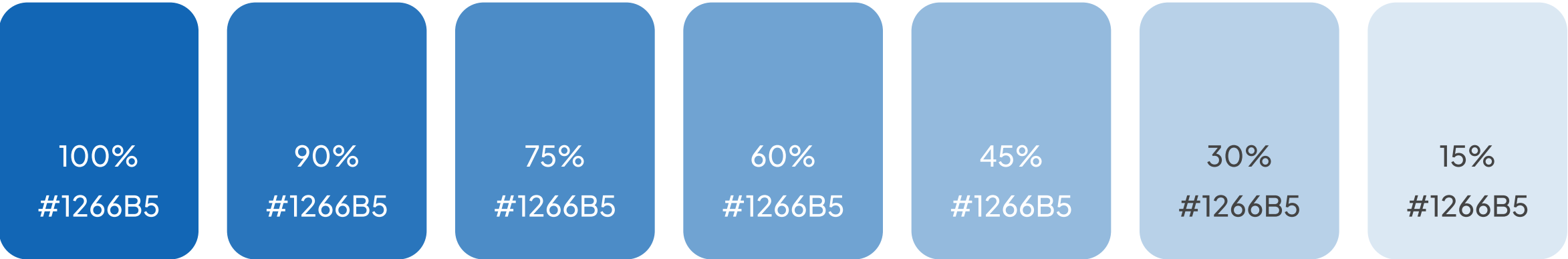
Neutral Color
Transparency
Degraded

Neutral Color



Transparency

When using elements where we need to generate contrasts to improve usability, such as table rows, we can use opacity in the color we are using.



Degraded

This gradient is used only to highlight some words and in very few occasions as in the home page.



Brand Guidelines

Typography

Font



Plus Jakarta Sans

14 font weights available

[Download Link](#) ↗

Brand Guidelines

Typography

h1

h1

Usage: **Hero Text**

Case: **Title Case**

Example:

**Transform Your Business With
Cutting-Edge Solutions**

Font

Plus Jakarta Sans

Weight

Bold

Size

56px

Line Height

120%

Letter Spacing

0px

Text Decoration

None

Paragraph Spacing

0px

Case

Original

Brand Guidelines

Typography

h2

h2

Usage: **Page Titles** (Meta Title & Browser Tab Title)

Case: **Title Case**

Example:

**Expert Web Design & Branding
Solutions**

Font

Plus Jakarta Sans

Weight

Bold

Size

48px

Line Height

58px

Letter Spacing

0px

Text Decoration

None

Paragraph Spacing

0px

Case

Original

Brand Guidelines

Typography

h3

h3

Usage: **Subheadings & Section Titles**

Case: **Sentence Case**

Example:

Our process for stunning website designs

Font

Plus Jakarta Sans

Weight

Bold

Size

42px

Line Height

50px

Letter Spacing

0px

Text Decoration

None

Paragraph Spacing

0px

Case

Original

Brand Guidelines

Typography

h4

h4

Usage: **Subheadings & Section Titles**

Case: **Sentence Case**

Example:

Our process for stunning website designs

Font

Plus Jakarta Sans

Weight

Bold

Size

32px

Line Height

38px

Letter Spacing

0px

Text Decoration

None

Paragraph Spacing

0px

Case

Original

Brand Guidelines

Typography

Body Text

Body Text

Usage: Paragraphs, Descriptions, Content Blocks

Case: Sentence Case

Example:

We provide high-quality digital marketing solutions to help businesses grow.
Our team specializes in SEO, branding, and website development.

Font

Plus Jakarta Sans

Weight

Regular

Size

24px

Line Height

40px

Letter Spacing

0px

Text Decoration

None

Paragraph Spacing

0px

Case

Original

Iconography

They come in five sizes — Extra Small, Small, Medium, Large and Extra Large

EXTRA SMALL

12px



SMALL

18px



MEDIUM

24px



30px



LARGE

48px



EXTRA LARGE

70px

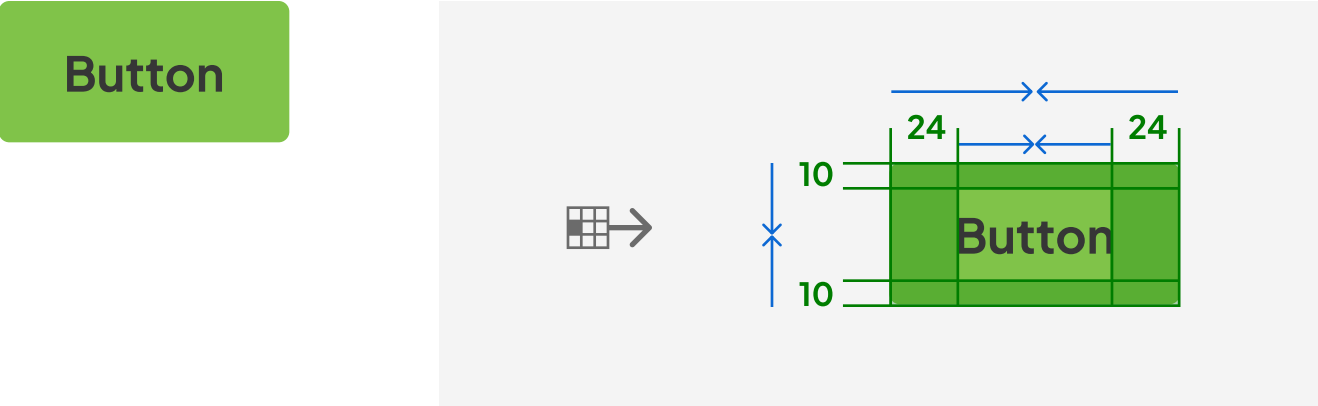


UI Components

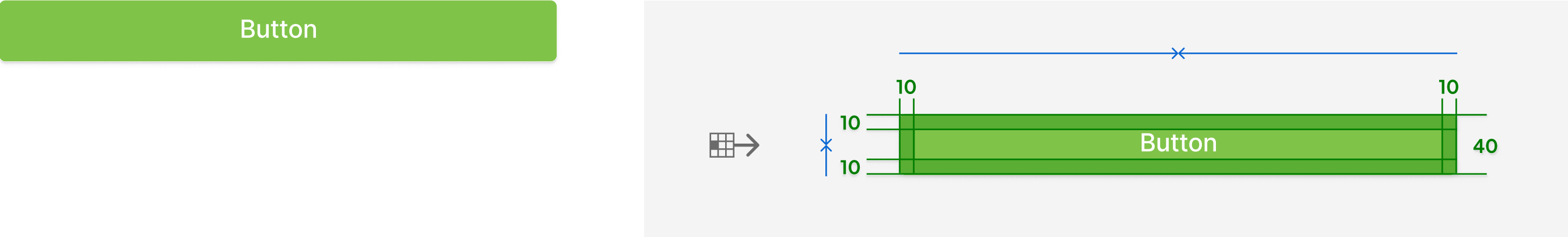
Buttons

On Sections
On Cards
Tertiary

ON SECTIONS

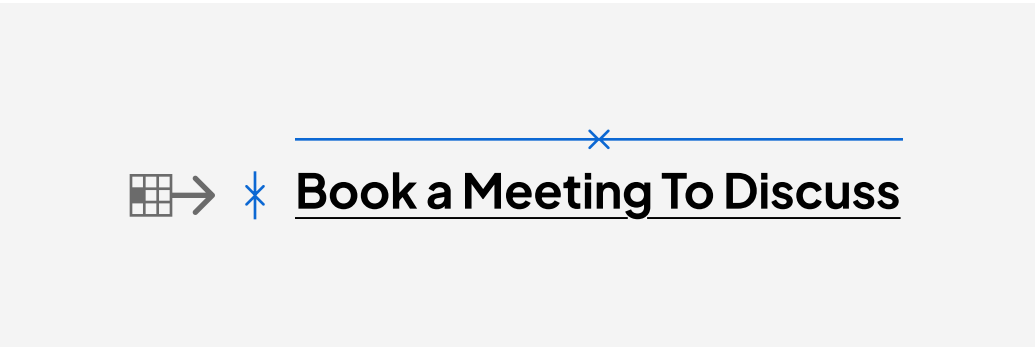


ON CARDS



TERTIARY

Book a Meeting To Discuss



UI Components

Cards

Plans



Plan #: Title

\$750 / per post

✓

Lorem ipsum dolor sit amet, consectetur adipiscing elit. porttitor neque. Fusce in nulla est.

✓

Lorem ipsum dolor sit amet, consectetur adipiscing elit. porttitor neque. Fusce in nulla est.

✓

Lorem ipsum dolor sit amet, consectetur adipiscing elit. porttitor neque. Fusce in nulla est.

Plan Disclaimer: Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Button

32		32
32	 Plan #: Title	
8	\$750 / per post	
32		
	✓ Lorem ipsum dolor sit amet, consectetur adipiscing elit. porttitor neque. Fusce in nulla est.	
12		
	✓ Lorem ipsum dolor sit amet, consectetur adipiscing elit. porttitor neque. Fusce in nulla est.	
	✓ Lorem ipsum dolor sit amet, consectetur adipiscing elit. porttitor neque. Fusce in nulla est.	
	Plan Disclaimer: Lorem ipsum dolor sit amet, consectetur adipiscing elit.	
32		
	Button	
32		

Tables

TABLE [MOLECULE]

Desktop

Column 1	Column 2	Column 3	Column 4
Cell text	Cell text	Cell text	Cell text
Cell text	Cell text	Cell text	Cell text
Cell text	Cell text	Cell text	Cell text
Cell text	Cell text	Cell text	Cell text

UI Components

Width Rows

Width Content

