



# Brand Style Guide

## Color Palette

Primaries

CMYK 75 68 67 90  
RGB 0 0 0  
HEX #000000

CMYK 2 98 73 0  
RGB 234 33 67  
HEX #EA2143

CMYK 6 4 2 0  
RGB 235 238 243  
HEX #EBEEF3

Secondary

CMYK 22 13 6 0  
RGB #195 206 222  
HEX #C3CEDE

CMYK 85 70 38 22  
RGB 54 74 104  
HEX #364A68

## Typography

Hedlines

Work Sans

Sub Hedlines

Work Sans

Paragraph

Work Sans

Headlines / Sub Headlines / Paragraph

Aa

Work Sans

Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Numbers

0 1 2 3 4 5 6 7 8 9

Desktop

		Size	Line Height	Font
Headers	H1*	77px	80px	Semi Bold Roman
	H1	60px	60px	Semi Bold Roman
	Sub H1	27px	48px	Light Roman
	H2	48px	57px	Medium Sans
	Sub H2	30px	30px	Semi Bold Roman
	H3	30px	30px	Semi Bold Roman
	Sub H3	27px	27px	Bold Roman
	CTAs	21px	35px	Bold Roman
* Home page H1				

Body Paragraph	P1	21px	35px	Regular Roman
	P2	16px	24px	Regular Roman

Mobile

		Size	Line Height	Font
Headers	H1*	40px	43px	Semi Bold Roman
	H1	40px	43px	Semi Bold Roman
	Sub H1	21px	30px	Light Roman
	H2	30px	36px	Medium Sans
	Sub H2	24px	27px	Semi Bold Roman
	H3	24px	27px	Semi Bold Roman
	Sub H3	27px	27px	Bold Roman
	CTAs	21px	35px	Bold Roman
* Home page H1				

Body Paragraph	P1	21px	35px	Regular Roman
	P2	16px	24px	Regular Roman

Text Block Example

H1

Industrial Process  
Instrumentation

Sub H1

Industrial Process  
Instrumentation And  
Controls Solutions

Paragraph

Slater Controls primary goal is to provide continually educated technical assistance. We will continue to represent the highest quality products that add value to the customers process.

## CTA Buttons

Desktop

Normal

Hover

HOW IT WORKS >

HOW IT WORKS >

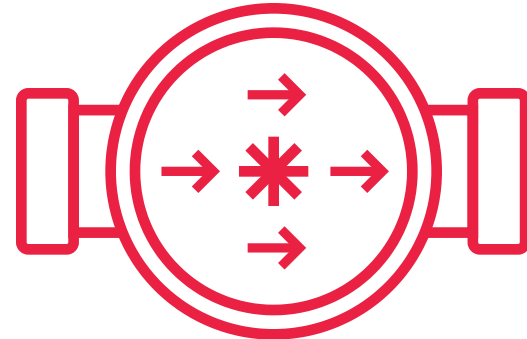
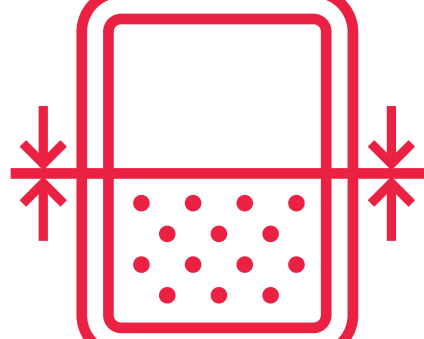
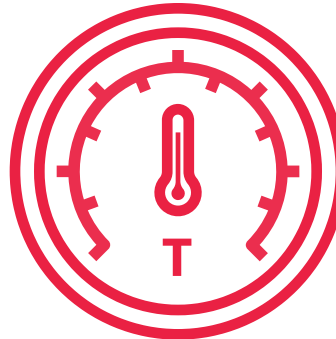
Mobile

HOW IT WORKS >

HOW IT WORKS >

## Icons

System



## Form Fields

Work Sans Regular Roman, 17px, color: #000000

Box height:52px; Background color: #EBEEF3