Umami styleguide v2

Typography

Modular scale ratio: Perfect fourth (1.330) combined with Major 2nd (1.125)

Body:

Font: Open Sans

Font size: 1em (16px) base

Line height: 1.5em (24px)

Colour: Grey - Dark #464646

Enjoy a new take on an old favourite with this pear tarte tartin recipe, Aenean lacinia bibendum nulla sed consectetur. Praesent commodo cursus magna, vel scelerisque nisl consectetur et. Vivamus sagittis lacus vel augue laoreet rutrum faucibus.

Headings:

All headings font: Scope One Regular

Colour: Black #000000

H1

Font size: 2.369em (Pixels in Sketch: 37.9px)

Line height: 1.2

Enjoy a new take on an old favourite with this pear tarte tartin

Enjoy a new take on an old favourite with this pear tarte tartin recipe, Aenean lacinia bibendum nulla sed consectetur. Praesent commodo cursus magna, vel scelerisque nisl consectetur et. Vivamus sagittis lacus vel augue laoreet rutrum faucibus.

H2

Font size: 1.777em (Pixels in Sketch: 28.43px)

Line height: 1.2

Enjoy a new take on an old favourite with this pear tarte tartin

Enjoy a new take on an old favourite with this pear tarte tartin recipe, Aenean lacinia bibendum nulla sed consectetur. Praesent commodo cursus magna, vel scelerisque nisl consectetur et. Vivamus sagittis lacus vel augue laoreet rutrum faucibus.

H3

Font size: 1.333em (Pixels in Sketch: 21.33px)

Line height: 1.2

Enjoy a new take on an old favourite with this pear tarte tartin

Enjoy a new take on an old favourite with this pear tarte tartin recipe, Aenean lacinia bibendum nulla sed consectetur. Praesent commodo cursus magna, vel scelerisque nisl consectetur et. Vivamus sagittis lacus vel augue laoreet rutrum faucibus.

H4

Font size: 1.333em (Pixels in Sketch: 20.26px)

Line height: 1.2

Enjoy a new take on an old favourite with this pear tarte tartin

Enjoy a new take on an old favourite with this pear tarte tartin recipe, Aenean lacinia bibendum nulla sed consectetur. Praesent commodo cursus magna, vel scelerisque nisl consectetur et. Vivamus sagittis lacus vel augue laoreet rutrum faucibus.

H5 and H6

Font size: 1.125em (Pixels in Sketch: 18px)

Line height: 1.2

Enjoy a new take on an old favourite with this pear tarte tartin

Enjoy a new take on an old favourite with this pear tarte tartin recipe, Aenean lacinia bibendum nulla sed consectetur. Praesent commodo cursus magna, vel scelerisque nisl consectetur et. Vivamus sagittis lacus vel augue laoreet rutrum faucibus.

Links

Normal: Green #00836D, dotted underline

Enjoy a new take on an old favourite with this pear tarte tartin recipe, Aenean lacinia bibendum nulla sed consectetur. Praesent commodo cursus magna, vel scelerisque.

Hover / Focus: Candy red #CC2A00, solid underline

Enjoy a new take on an old favourite with this pear tarte tartin recipe, Aenean lacinia bibendum nulla sed consectetur. Praesent commodo cursus magna, vel scelerisque.

Headings as links

Normal: Black #000000

Enjoy a new take on an old favourite with this pear tarte tartin

Hover / Focus: Black #000000, solid underline grey #5F635D

Enjoy a new take on an old favourite with this pear tarte tartin

Colours

Portland Orange
#FF6138
rgba(255,97,56,1);

Candy
#CC2A00
rgba(204,42,0,1);

Cerise
#D93760
rgba(217,55,96,1);

Baby pink
#EEC2CB
rgba(238,194,203,1);

Pine green
#00836D
rgba(0,131,109,1);

Dark sea green
#79BD8F
rgba(121,189,143,1);

Pearl Aqua
#95CBC2
rgba(149,203,194,1);

Seashell
#FBF5EE
rgba(251,245,238,1);

Dim gray
#5F635D
rgba(95,99,93,1);

Old lavender
#767775
rgba(118,119,117,1);

Outer Space
#464646
rgba(70,70,70,1);

Black
#000000
rgba(0,0,0,1);

Platinum
#E6EEE0
rgba(230,238,224,1);

Isabelline
#F4F2E9
rgba(244,242,233,1);

Linen
#FCECE7
rgba(252,236,231,1);

Navigation

Font: Scope One Regular

Font size: 1.266em

Line height: 1.2

Colour: Orange #FF6138

Home active: Home Articles Recipes Magazine

Home active, hover: Home Articles Recipes Magazine

Hover style: Orange font. If font colour-only change not accessible enough then add underscore - Orange 30% alpha

Cards

Difficulty: Easy

Salted caramel and banana waffles

VIEW RECIPE >

Card meta size: 0.889em

Card meta colour: #5F635D

H1 Card size: 1.424em

H1 Card Colour: Black #000000

Card link: 1em

Card link colour: Pine Green #00836D

Card link colour hover: Candy #CC2A00

Card border: Linen #FCECE7

Difficulty: Easy

Salted caramel and banana waffles

VIEW RECIPE >

Hover for card titles:

Hover / Focus: Black #000000, solid underline grey #5F635D

Hover state for 'VIEW RECIPE >':
Follows the same hover style as standard anchors in terms of colour and underline on hover.

Hover colour: Candy red #CC2A00, solid underline

Buttons

More umami

Button font: Scope One Regular

Button font size: 1.333em

Button font colour: White #FFFFFF

Button colour: Cerise #D93760

Button radius: 3px

More umami

Button hover:

Button colour: Orange #FF6138

Lines and backgrounds

Almost there line: Platinum #E6EEE0

General background: Cream #FBF5EE

Quotation font: Scope One regular

Quotation font size: 1.266em

Quotation Background: #F4F2E9

Curabitur blandit tempus porttitor. Fusce dapibus
commodo, tortor mauris condimentum nibh, ut fe
justo sit amet risus. Sed posuere consectetur est a

Umami promo and links:

Font colour: White #FFFFFF

Links: White bold: #FFFFFF

Link hover: White bold #FFFFFF with underline solid white

Background: Dim grey #5F635D

Umami food magazine

Skills and know-how. Magazine exclusive articles, recipes and plenty of reasons to get your copy today. **Find out more** ›

Taxonomy terms block:

Font colour: White #FFFFFF

Background colour: Grey medium #767775

Recipe collections

Breads	**Healthy**	**Low carb**	**Vegan**
Catalan	**Healthy**	**Meat**	**Vegetarian**
Fish	**Italian**	**Nut-free**	
French	**Japanese**	**Pastry**	

Recipe ingredients and method

Background:
#F4F2E9

Underscore:
Baby pink: #EEC2CB

Method step numbers:

What you'll need and h

Ingredients

Method

Candy red: #CC2A00

- 500g pasta (penne or fusilli)
- One broccoli, cut into bite size florets
- 1 onion (chopped)
- 2 cloves of garlic (chopped)
- 50g butter
- 50g plain flour
- 400ml milk
- 200g grated cheese
- 1 teaspoon of wholegrain mustard
- Black pepper to taste

1. Preheat the ov
2. Cook the pasta
water for the la
3. Whilst the past
and broccoli or
4. Now its time fo
make into a ro
Add most of th
5. Add the cheese
ovenproof dish

Article and recipe meta

Category: **Health** by Violet Willis • 29th January 2017

Font size: 0.889em

Link colour: Green #00836D, Bold, no underline (Could be inconsistent to links)

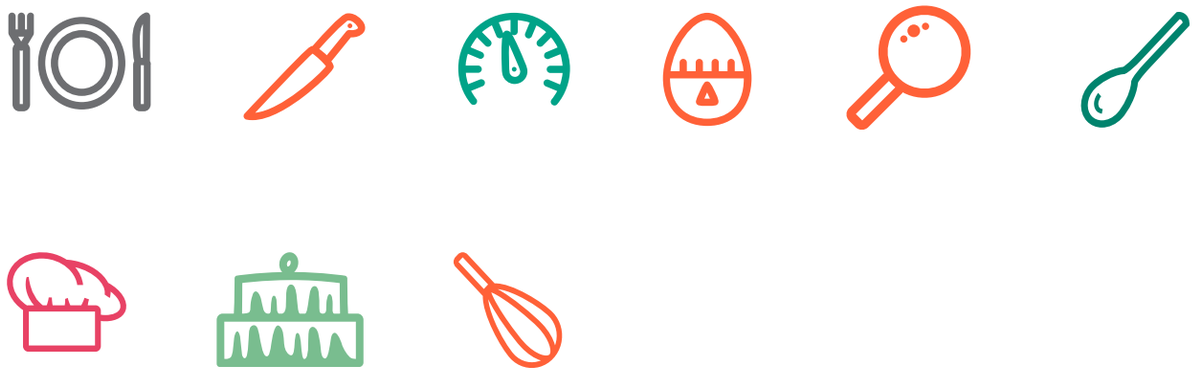
Hover: Normal link hover but bold candy red with underline

Separator dot: Dark sea green #79BD8F

umami

FOOD MAGAZINE

Icons



Status messages

Status:

Search by keyword, ingredient, dish

umami
FOOD MAGAZINE

Page *The latest edition of umami food* has been upated.

View Edit Revisions

The latest edition of umami food

Band background colour: #E6EEE0

Text: #000000

Links: #CC2A00

Warning:

Warning message *with a link* is being displayed.

View Edit Revisions

Band background colour: #FCF1D4

Text: #000000

Links: #CC2A00

Error:

Uh oh, something broke *and here's a link* to learn more

View Edit Revisions

Band background colour: #F9E6EB

Text: #000000

Links: #CC2A00