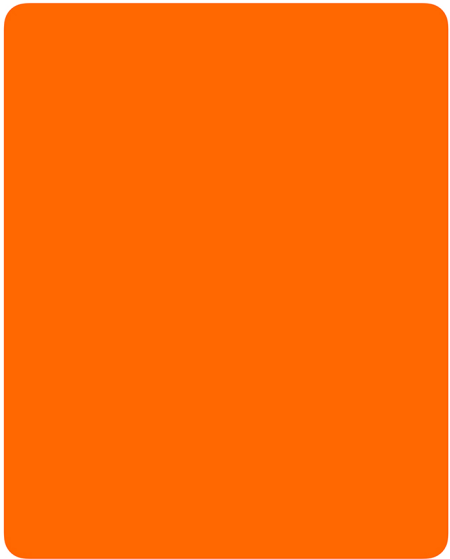


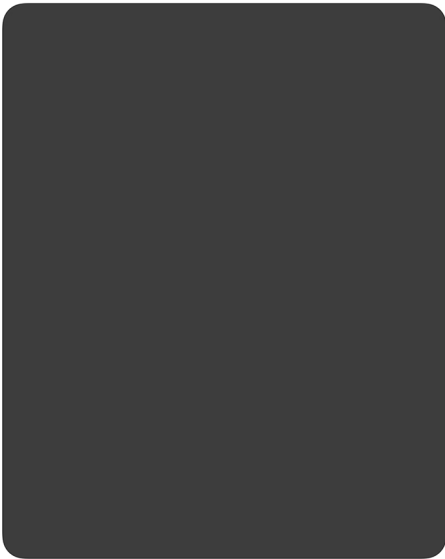
MARKETING COLORS

Colors

Primary Colors



#FF6700
RGB (255, 103, 0)



#3D3D3D
RGB (61, 61, 61)

Secondary Colors



#6AB4E7
RGB (106, 180, 231)



#878894
RGB (135, 136, 148)



#9F73E6
RGB (159, 115, 230)



#0DD65D
RGB (13, 214, 93)



#F5CA20
RGB (245, 202, 32)

NOTE: Secondary colors are sparingly used

Gradient



#F90C4A
RGB (249, 12, 74)

#FF6700
RGB (255, 103, 0)



Colors

Typography

Grid

Buttons

Form Fields

BASIC USAGE

Typography

PROXIMA NOVA FOR WEB

Paragraph, 16pt, Regular

ZeeMee Community is a technology platform that helps admission teams at colleges fill and shape their incoming class. Our proven solution has helped colleges increase access, yield and NTR while simultaneously allowing students to learn about colleges in a unique way through mobile and video from college specific communities.

H1 Header, 48pt, Semi-Bold

AaBbCcDdEeFfGgHh

H2 Header, 36pt, Semi-Bold

AaBbCcDdEeFfGgHhIiJjKkLl

H3 Header, 24pt, Semi-Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQq

H4 Header, 21pt, Semi-Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs

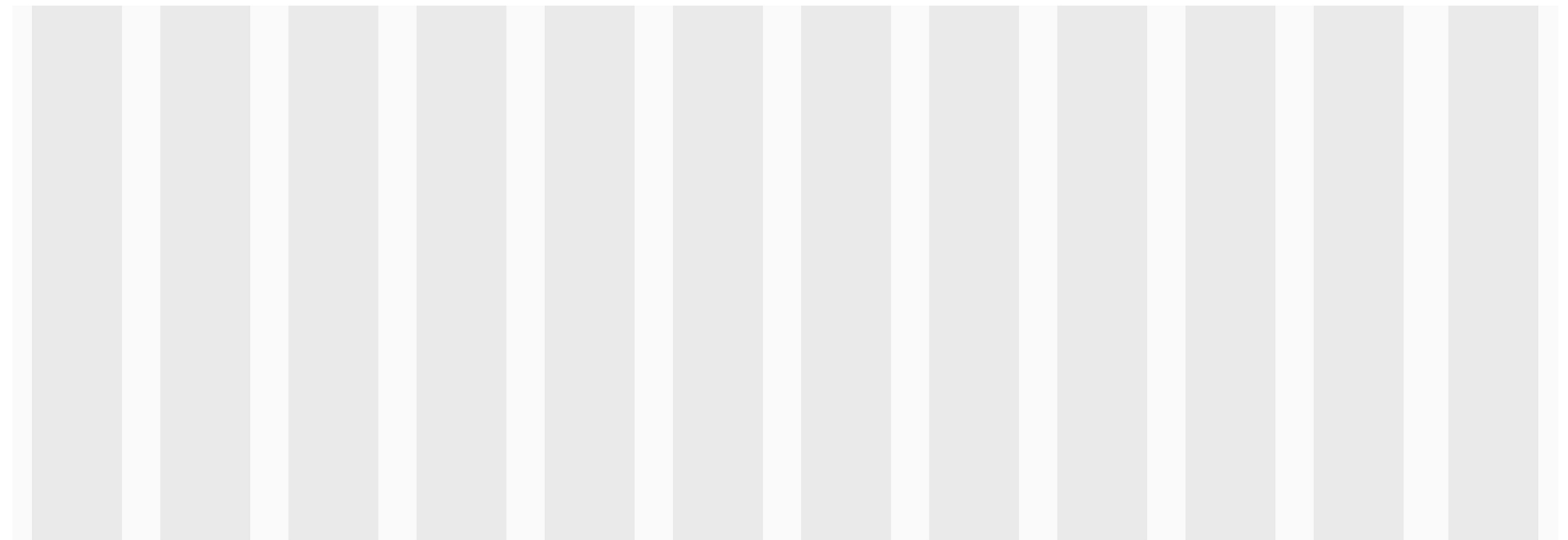
Small Title

18pt, #8A8A8A, Sem-Bold

OUR MISSION

Grid

The grid is 12 column, and is 1140px with a gutter on 30px

[Colors](#)[Typography](#)[Grid](#)[Buttons](#)[Form Fields](#)

ELEMENTS

Buttons

MARKETING SITE BUTTONS

Below you will find our buttons that is currently being used on the site.



Primary Button
Text: #FF6700
Background: Use gradient
Corners: 4px
Height: 74px or 56pt



Secondary Button
Text: #FF6700
Background: RGB (255, 255, 255)
Corners: 4px
Height: 74px or 56pt



Tertiary Button
Text: #FF6700
Background: Transparent
Border: 1px solid #FF6700
Corners: 4px
Height: 74px or 56pt

LAYOUT

Form Fields

MARKETING FORM FIELDS

Fields have labels inside the input fields. Border has the color #CCCCCC.

Label has a color of #3D3D3D with 50% opacity.

Placeholder

Error

Dropdown Selection ▼

Disabled

Background: #3D3D3D with 5% opacity

Placeholder