

01. COLORS

PRIMARY COLORS

#003D76

- Main theme color
- Primary Buttons
- Icons on light background
- Decorative Text, Icons, lines

#EE3944

- Main cta button
- Main cta button hover
- Main accent Color
- Links
- Clickable controls

#231F20

- Main text content
- Main header text + icon
- Footer bar bkg
- Dark info panel bkg

SECONDARY / ALTERNATE COLORS

#FFFFFF

- Accent color available for use
- Secondary Accent available for use on darker background such as the TE Blue Grad

#C61414

- Link color on white bkg
- Secondary accent highlight
- Mobile App Call out text
- Mobile tappable areas

#001F38

- Any dark blue accents as needed

#FF9100

- Orange Accent inside of Blue CTA
- Secondary Accent when need a color other than TE red.
- Icon duotone accents

#E0EDFF

- Accent color available for use
- Secondary Accent available for use on darker background such as the TE Blue Grad

#003D76 #001F38

- Dark blue gradient bkg
- Dark call to action
- Dark blue accent to primary

#8F0304

- Light Red accents on
- Heart Icon or other icons where we don't want the user to get a warning emotion, but servers as a flag.

#F5AB17 #001F38

- Orange gradient color range
- Goal meters
- Orange Swoops

#FFFFFF #F8F9FA

- Main content bkg
- Dark heading cta text color
- Dark bkg text
- Light grey bkg
- Alternate light bkg

#95989A

- Lines/seperators
- Borders on light content
- Tooltip
- Close button (modal)

#8F0304

- Error notifications bkg
- Error icons
- Error text

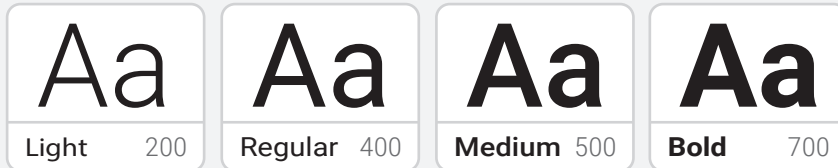
#168D0D

- Success/good standing txt
- Good standing badges
- Green elements
- Good standing badges
- Green elements

02. TYPOGRAPHY

TYPEFACE

Roboto



Roboto Condensed



Anton



STYLES

Heading 1-Large

Font Family: Anton Font Size: 48px

Heading 1-Large

Font Family: Roboto-Light; Font Size: 48px

Heading 2-Medium

Font Family: Roboto-Medium; Font Size: 36px

Heading 3-Small

Font Family: Roboto Condensed-Bold; Font Size: 30px

Heading 4-Extra Small

Font Family: Roboto Condensed-Light; Font Size: 24px

Heading Label

Font Family: Roboto Condensed-Regular; Font Size: 20px

Lead Text

Font Family: Roboto Condensed-Light; Font Size: 20px

Body Default

Font Family: Roboto Condensed-Regular; Font Size: 16px

Small Text

Font Family: Roboto Condensed-Regular; Font Size: 12px

Extra-Small Text

Font Family: Roboto Condensed-Regular; Font Size: 10px

03. BUTTONS & LINKS

FILLED BUTTONS

Normal

Standard Button

Fill: #25789E; Text #FFFFFF; 14px;

Hover

Standard Button

Fill: #244964; Text #FFFFFF; 14px;

Normal

Accent Button

Fill: #D86A00; Text #FFFFFF; 14px;

Hover

Accent Button

Fill: #C05927; Text #FFFFFF; 14px;

Normal

Light Button

Fill: #E4E4E4; Text #444444; Roboto; 14px;

Hover

Light Button

Fill: #E4E4E4; Text #25789E; Roboto; 14px;

DISABLED BUTTONS

Normal

Standard Button

Fill/Text: Same colors as above; %65 opacity;

Hover

Standard Button

Disabled Icon: #D60000; (subject to change);

BUTTONS WITH ICONS

Icon to the right (popular)

Download Report

Icon to the left (rare)

Standard Button

OUTLINED BUTTONS

Normal

Secondary Button

Fill: None; Border: #25789E; Text: #25789E; Roboto;

Hover

Secondary Button

Fill: #25789E Text #FFFFFF; 14px; Roboto;

Normal

Clear Button

Fill: None; Border: #FFFFFF; Text #FFFFFF;

Hover

Clear Button

Fill: #000000, 50%; Border: #FFFFFF; Text #FFFFFF; 14px;

Normal

Light Button

Fill: #FFFFFF; Text Same as Bkg; Roboto;

Hover

Light Button

Fill: None; Border: #FFFFFF Text #FFFFFF; Roboto; 14px;

LINKS

Normal

Example of a [regular link here.](#)

Color #25789E; Border-bottom none;

Hover

Example of a [regular link here.](#)

Color: #244A65; Border-bottom #244A65, solid, thin;

Normal

Example of a [tooltip.](#)

Color #25789E; Border-bottom #25789E, dotted, thin;

Hover

Example of a [tooltip.](#)

Color: #244A65; Border-bottom #244A65, dotted, thin;

Normal

example_upload_doc.csv

Color #25789E; Border-bottom none;

Hover

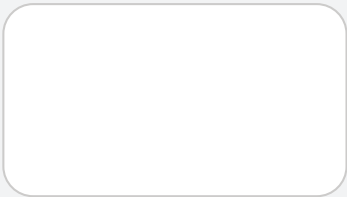
example_upload_doc.csv

Color: #244A65; Border-bottom #244A65, solid, thin;

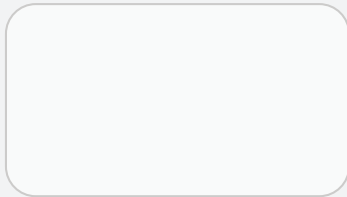
04. BACKGROUNDS

SOLID BACKGROUNDS

White



Light Grey



TE Blue



TE Red

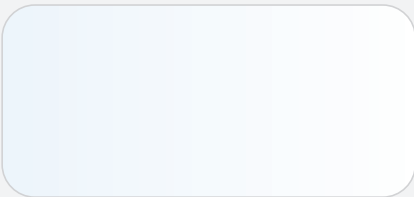


TE Charcoal



GRADIENT BACKGROUNDS

Light Blue / White



Mid Blue / Blue



TE Blue / Dark Blue

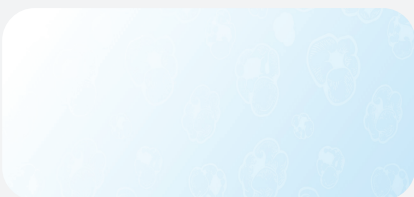


TE Blue / Dark Blue



TEXTURED / LIFESTYLE BACKGROUNDS

Light Blue / Popcorn



Mono Blue / Lifestyle



Lifestyle / 30% Black



Dark / Illustrative

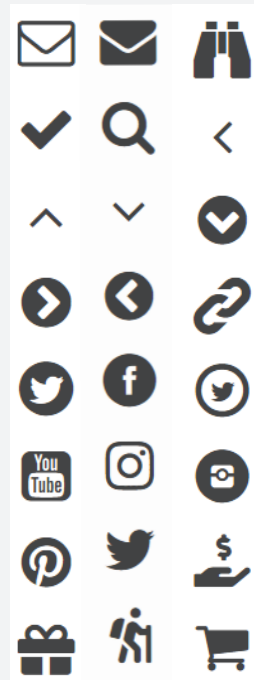


05. MULTI-COLORED ICONS AND TE SWOOPS

BLUE / ORANGE / BLACK TRIOTONE ICONS



GENERAL ICONOGRAPHY STYLES



WHITE / RED DUOTONE ICONS



TE SWOOP DIVIDER STYLES

