

FLEXFEST DESIGN STYLE GUIDE

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0A090C

TYPEOGRAPHY

IMPACT - HEADINGS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

GEORGIA - SUBHEADINGS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

ACME GOTHIC WIDE - IMAGERY

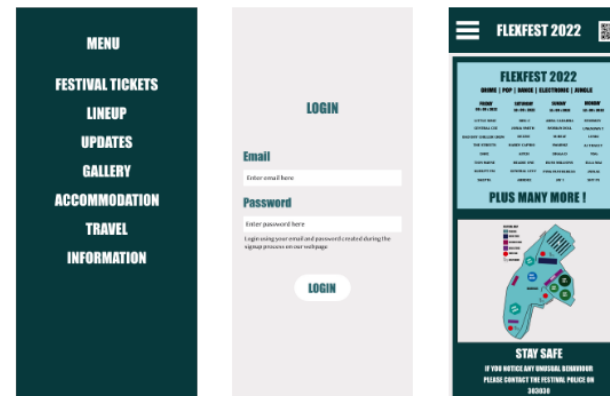
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

COMPOSITION

Compositions across a range of different companion app screens



Compositions across a range of different website screens



FOEDEE

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A3D7E3

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ICONS



Menu icon placed at the top of each page on the FlexFest website and app for easy return to menu



Basket icon placed at the top of each page on the FlexFest website and app for easy basket access



QR code icon placed at the top of each page on the FlexFest companion app for easy access



BUTTONS

Button shape used for majority of buttons on the FlexFest website and companion app



Flip switch button used on accessibility pages to turn settings on and off



Arrow button used to return back to previous pages on website and companion app



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