

# 1. Logo



All filled by white



Fonts filled. Center circle transparent.



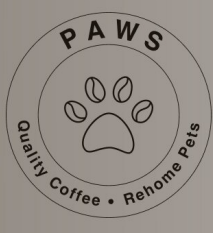
Paws Cafe



Paws Cafe



**Paws Cafe**  
Quality Coffee x Rehome Pets



All outline



Outlined Only Circle filled.



Paws Cafe



Paws Cafe



**Paws Cafe**  
Quality Coffee x Rehome Pets

# 2. Colour Palette



FFFFFF



F1F1F3



1B1510



8F8780



40BAB1



EF1A51

# 3. Typography

Heading H1	Bodoni 72	72 px		Book	<b>Bold</b>	0% or 4% Spacing
Heading H2	Bodoni 72	64 px		Book	<b>Bold</b>	0% or 4% Spacing
Heading H3	Bodoni 72	56 px		Book	<b>Bold</b>	0% or 4% Spacing
Heading H4	Bodoni 72	48 px		Book	<b>Bold</b>	0% or 4% Spacing
Heading H5	Bodoni 72	40 px		Book	<b>Bold</b>	0% or 4% Spacing
Heading H6	Bodoni 72	32 px		Book	<b>Bold</b>	0% or 4% Spacing
Body 1	Open Sans	48 px	Light	Regular	<b>Semi Bold</b>	<b>Bold</b> 0% or 4% Spacing
Body 2	Open Sans	40 px	Light	Regular	<b>Semi Bold</b>	<b>Bold</b> 0% or 4% Spacing
Body 3	Open Sans	32 px	Light	Regular	<b>Semi Bold</b>	<b>Bold</b> 0% or 4% Spacing
Body 4	Open Sans	24 px	Light	Regular	<b>Semi Bold</b>	<b>Bold</b> 0% or 4% Spacing
Body 5	Open Sans	20 px	Light	Regular	<b>Semi Bold</b>	<b>Bold</b> 0% or 4% Spacing
Body 6	Open Sans	16 px	Light	Regular	<b>Semi Bold</b>	<b>Bold</b> 0% or 4% Spacing

# 4. iCon



# 5. Button and Box

## For Desktop

<p><b>Primary</b></p> <p>Font: Helvetica Size: any size by 8x Spacing: 4%</p> <p>Line weight: 2, Inside Corner curve: 4 Left-right padding: 32 px Up-Down padding: 12 px</p> <p>No fill.</p>	<p><b>Hoover</b></p> <p>Font: Helvetica Size: any size by 8x Spacing: 4%</p> <p>Line weight: 2, Inside Corner curve: 4 Left-right padding: 32 px Up-Down padding: 12 px</p> <p>Fill: FFFFFF 20%</p>	<p><b>Invalid</b></p> <p>Font: Helvetica Size: any size by 8x Spacing: 4%</p> <p>Line weight: 2, Inside Corner curve: 4 Left-right padding: 32 px Up-Down padding: 12 px</p> <p>No fill. Colour: 50% of selected colour</p>	<p>Surname</p> <p>Box have no limitation about size, only. • height: 8x • corner curve: 4</p>
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## For Mobile

<p><b>Primary</b></p> <p>Font: Helvetica Size: any size by 8x Spacing: 4%</p> <p>Line weight: 2, Inside Corner curve: 4 Left-right padding: 24 px Up-Down padding: 8 px</p> <p>No fill.</p>	<p><b>Hoover</b></p> <p>Font: Helvetica Size: any size by 8x Spacing: 4%</p> <p>Line weight: 2, Inside Corner curve: 4 Left-right padding: 24 px Up-Down padding: 8 px</p> <p>Fill: FFFFFF 20%</p>	<p><b>Invalid</b></p> <p>Font: Helvetica Size: any size by 8x Spacing: 4%</p> <p>Line weight: 2, Inside Corner curve: 4 Left-right padding: 24 px Up-Down padding: 8 px</p> <p>No fill. Colour: 50% of selected colour.</p>	<p>Surname</p> <p>Box have no limitation about size, only. • height: 8x • corner curve: 4</p>
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# 6. Card

## For Desktop

<p><b>Americano</b> 20 TL</p>	<p><b>Ice</b> 20 TL</p>	<p><b>Clek</b> / 1 yo / Boy Healthy, Recovered from Broken legs, Upped. Love sticking around people, sleep on laps.</p>
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**Menu card**  
Card size: 240 x 320  
Corner curve: 0  
Image: Could be replaced with a serial of pictures.  
Font: Open Sans 20px / Semi Bold / 4% spacing  
Space between paragraph: 0

**Pets info card**  
Card size: 416 x 504  
Corner curve: 0  
Image: Centralized and filled the card.  
Font:  
Pet name: Open Sans 24px / Semi Bold / 0% spacing  
Other info: Open Sans 20px / Regular / 0% spacing  
Space between paragraph: 5

## For Mobile

<p><b>Americano</b> 20 TL</p>	<p><b>Ice</b> 20 TL</p>	<p><b>Clek</b> / 1 yo / Boy Healthy, Recovered from Broken legs, Upped. Love sticking around people, sleep on laps.</p>
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**Menu card (Mobile)**  
Card size: 174 x 200  
Corner curve: 0  
Image: Could be replaced with a serial of pictures.  
Font: Open Sans 16px / Regular / 4% spacing  
Space between paragraph: 0

**Pets info card (Mobile)**  
Card size: 355 x 520  
Corner curve: 0  
Image: Centralized and filled the card.  
Font:  
Pet name: Open Sans 24px / Semi Bold / 0% spacing  
Other info: Open Sans 16px / Regular / 0% spacing  
Space between paragraph: 5