Style Guide

AFFCO NZ 2020

Color

Our Colours follow the AFFCO brand colours as well as a range of neutral grays.

PRIMARY		SECONDARY		GRAYSCALE			
AFFCO Gold	#B39B4C	AFFCO Red	#DA1A32	White	#FFFFFF	Med. Gray 2	#575757
Black	#000000	AFFCO Blue	#0B2D72	Gray 1	#EEEEEE	Dark Gray 1	#2F2D2D
Grey	#6C6C6C			Gray 2	#BDBDBD6	Dark Gray 2	#211F1F
Light Grey	#D6D6D6			Med. Gray 1	#707070	Black	#000000

OPACITY: 100, 90, 80, 70, 60, 50, 40, 30, 20, 10, 0

OPACITY: 100, 90, 80, 70, 60, 50, 40, 30, 20, 10, 0

Typography - Desktop

All XD files have been setup using these Character styles. Please look at each page specifically to ensure the colour and style is the same as per the approved UI.

FONT STYLES

AaBbCc

Avenir Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
~%!@#$%^&*:_=+
[][()]{}/\<>'`"',.;:?

FONT WEIGHTS

Light
Light Oblique
Book
Book Oblique
Roman
Roman Oblique
Medium
Medium Oblique
Heavy
Heavy Oblique
Black
Black Oblique

HEADINGS

H1 – Heading	AVENIR BLACK 44	Kerning: 180 | Leading: 44
H2 – Heading	AVENIR BLACK 25	Kerning: 100 | Leading: 30
H3 - Heading	Avenir Black 25	Kerning: 0 | Leading: 30
P1 - Body text	Avenir Medium 18	Kerning: 0 | Leading: 25
P1 - Body text Bold	**Avenir Black 18**	Kerning: 0 | Leading: 25
P2 - Descriptor	Avenir Medium 13	Kerning: 0 | Leading: n/a
P2 - Descriptor	Avenir Medium 13	Kerning: 0 | Leading: n/a

AVENIR BLACK 44
AVENIR BLACK 30
Avenir Black 25
Avenir Medium 18
Avenir Black 18
Avenir Medium 13
Avenir Medium 13

Typography - Mobile

All XD files have been setup using these Character styles. Please look at each page specifically to ensure the colour and style is the same as per the approved UI.

FONT STYLES

AaBbCc

Avenir Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
~%!@#$%^&*:_=+
[][()]{}/\<>'`"',.;:?

FONT WEIGHTS

Light
Light Oblique
Book
Book Oblique
Roman
Roman Oblique
Medium
Medium Oblique
Heavy
Heavy Oblique
Black
Black Oblique

HEADINGS

H1 – Heading	AVENIR BLACK 32	Kerning: 180 | Leading: 38
H2 – Heading	AVENIR BLACK 20	Kerning: 100 | Leading: 26
H3 - Heading	Avenir Black 20	Kerning: 0 | Leading: 26
P1 - Body text	Avenir Medium 16	Kerning: 0 | Leading: 22
P1 - Body text Bold	**Avenir Black 16**	Kerning: 0 | Leading: 22
P2 - Descriptor	Avenir Medium 13	Kerning: 0 | Leading: n/a
P2 - Descriptor	Avenir Medium 13	Kerning: 0 | Leading: n/a

AVENIR BLACK 32
AVENIR BLACK 20
Avenir Black 20
Avenir Medium 16
Avenir Black 16
Avenir Medium 13
Avenir Medium 13

Iconography

NAVIGATION ICONS

MENU

Farmer Login

Search...

MEAT QUALITY ICONS

NO ANTIBIOTICS · FREE RANGE · GRASS FED · HGP FREE · HALAAL

Search Products...

Buttons - Desktop

BUTTONS

42px high
15px text
180 Kerning

PLAY VIDEO — Default
PLAY VIDEO — Hover
PLAY VIDEO — Click

BUTTON — Default
BUTTON — Hover
BUTTON — Click

BUTTON — Default
BUTTON — Hover
BUTTON — Click

Links

Read More → — Default
Read More → — Hover (Arrow to animate slightly to the right)
Read More → — Click

Buttons - Mobile

BUTTONS

60px high
15px text
180 Kerning

PLAY VIDEO — Default
PLAY VIDEO — Tap

BUTTON — Default
BUTTON — Tap

BUTTON — Default
BUTTON — Tap

MOBILE BUTTONS - Padding

30px
30px BUTTON 30px
30px

BUTTON
24px
24px

Menus

Controls

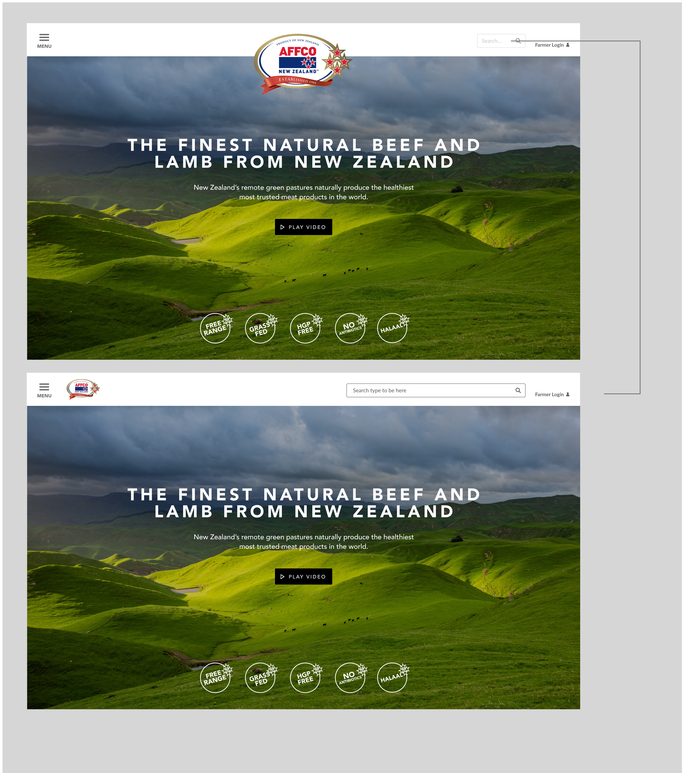
CHIPS

All Products (239) · Striploin (1) · Loins (3) · Sirloin (1)

Clear all filters

SELECTION CONTROLS

Beef
Lamb
Pork
Further Processed

Beef
- Inside
- Outside
- Thick Flank
- Rump
- Loins
  - Sirloin
  - Striploin
  - Tenderloin
- Thin Flank
- Rib Set

Search states