

Font Families

odopod

STYLE

Apercu Pro

USAGE GUIDELINES

Sans Serif

font-weight

Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789

font-weight

Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789

font-weight

Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789

STYLE

Chronicle Display

USAGE GUIDELINES

Serif

font-weight

Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789

Display

STYLE

Display 1

USAGE GUIDELINES

Home & Marketing Header

font-family	Chronicle	
font-weight	Light	
color (default)	.white or .gray10	
letter-spacing	0	
text-transform	none	
font-size	M 32	D 76
line-height	35	88

M
Meet Caavo

D
Meet Caavo

STYLE

Display 2

USAGE GUIDELINES

Home & Marketing Sub-header

font-family	Chronicle	
font-weight	Light	
color (default)	.white or .gray10	
letter-spacing	0	
text-transform	none	
font-size	M 33	D 54
line-height	40	70

M
TV, now with
more to love.

D
TV, now with
more to love.

STYLE

Display 3

USAGE GUIDELINES

Template Titles

font-family	Chronicle	
font-weight	Light	
color (default)	.white or .gray10	
letter-spacing	0	
text-transform	none	
font-size	M 32	D 50
line-height	35	56

M
6' HDMI Cable

D
6' HDMI Cable

Headers, Titles & Labels

STYLE

Header 1

USAGE GUIDELINES

Home & Marketing

font-family	Apercu Pro	
font-weight	Regular	
color (default)	.white or .gray10	
letter-spacing	0	
text-transform	none	
font-size	M 18	D 30
line-height	22	36
Space After Paragraph	25	40

M

Our Story

Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Sed posuere consectetur est at lobortis.

25px

D

Our Story

Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Sed posuere consectetur est at lobortis.

40px

STYLE

Header 2

USAGE GUIDELINES

Home & Marketing

font-family	Apercu Pro	
font-weight	Light	
color (default)	.white or .gray10	
letter-spacing	-.02em	
text-transform	none	
font-size	M 20	D 30
line-height	25	40
Space After Paragraph	20	40

M

Search across all your content.

Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Sed posuere consectetur est at lobortis.

20px

D

Search across all your content.

Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Sed posuere consectetur est at lobortis.

40px

STYLE

Header 3

USAGE GUIDELINES

Blog/Press/News Grid Title and Subtitles in Blog/Press/News Detail

font-family	Apercu Pro	
font-weight	Regular	
color (default)	.white	
letter-spacing	0	
text-transform	none	
font-size	M 18	D 24
line-height	24	32
Space After Paragraph	20	30

M

One Month In. What's Next?

Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Sed posuere consectetur est at lobortis.

20px

D

One Month In. What's Next?

Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Sed posuere consectetur est at lobortis.

30px

STYLE

Header 4

USAGE GUIDELINES

Product Grid Names

font-family	Apercu Pro	
font-weight	Bold	
color (default)	.gray10	
letter-spacing	.15em	
text-transform	none	
font-size	M 15	D 20
line-height	15	24
Space After Paragraph	5	4

M

3' HDMI Cable

D

3' HDMI Cable

STYLE

Title 1

USAGE GUIDELINES

Home & Marketing

font-family	Apercu Pro	
font-weight	Light	
color (default)	.white or .gray10	
letter-spacing	.25em	
text-transform	uppercase	
font-size	M 13	D 20
line-height	16	36
Space After Paragraph		

M

TECHNICAL SPECS

D

TECHNICAL SPECS

STYLE

Title 2

USAGE GUIDELINES

Template Section Headers

font-family	Apercu Pro	
font-weight	Regular, Bold	
color (default)	.gray10	
letter-spacing	.15em	
text-transform	uppercase	
font-size	M 14	D 16
line-height	--	--
Space After Paragraph		

M

SELECT YOUR MATERIAL

D

SELECT YOUR MATERIAL

STYLE

Label 1

USAGE GUIDELINES

Dates

font-family	Apercu Pro	
font-weight	Light	
color (default)	.gray40 or .gray60	
letter-spacing	0	
text-transform	none	
font-size	M 13	D 17
line-height	--	--
Space After Paragraph		

M

Mar 14, 2017

D

Mar 14, 2017

STYLE

Label 2

USAGE GUIDELINES

Form Field Labels

font-family	Apercu Pro	
font-weight	Regular	
color (default)	.gray40 or .gray60	
letter-spacing	.15em	
text-transform	uppercase	
font-size	M 11	D 12
line-height	--	--
Space After Paragraph		

M

PASSWORD

D

PASSWORD

Body

STYLE

Body 1

USAGE GUIDELINES

PDP Price

font-family	Apercu Pro		M	D
font-weight	Light		\$400	\$400
color (default)	.gray10			
font-size	M 22	D 32		
line-height	--	--		
Space After Paragraph				

STYLE

Body 2

USAGE GUIDELINES

Quotes

font-family	Apercu Pro		M	D
font-weight	Light		Caavo's set-top box fixes everything you hate about watching TV.	Caavo's set-top box fixes everything you hate about watching TV.
color (default)	.gray40			
font-size	M 17	D 28		
line-height	26	44		
Space After Paragraph				

STYLE

Body 3

USAGE GUIDELINES

Intro Statements

font-family	Apercu Pro		M	D
font-weight	Light		Your living room is full of streaming services and devices, apps, games, and remotes. Unify and control all of them with a simple interface and a single remote.	Your living room is full of streaming services and devices, apps, games, and remotes. Unify and control all of them with a simple interface and a single remote.
color (default)	.gray40 or .gray60			
font-size	M 15	D 20		
line-height	23	32		
Space After Paragraph				

STYLE

Body 4

USAGE GUIDELINES

Paragraph Copy

font-family	Apercu Pro		M	D
font-weight	Light		Search for a show or movie across all of your content. Decide what you want to watch, and Caavo knows where to find it.	Search for a show or movie across all of your content. Decide what you want to watch, and Caavo knows where to find it.
color (default)	.gray40 or .gray60			
font-size	M 15	D 17		
line-height	21	28		
Space After Paragraph	15	14		

STYLE

Body 5

USAGE GUIDELINES

Product Grid Price

font-family	Apercu Pro		M	D
font-weight	Light		\$149	\$149
color (default)	.gray10			
font-size	M 12	D 16		
line-height	--	24		
Space After Paragraph		10		

STYLE

Body 6

USAGE GUIDELINES

Tech Specs

font-family	Apercu Pro		M	D
font-weight	Light & Bold		Remote control Advanced point-anywhere remote with voice search, headphone jack, and gaming buttons	Remote control Advanced point-anywhere remote with voice search, headphone jack, and gaming buttons
color (default)	.gray40 or .gray60		Speaker for lost remote finder alerts	Speaker for lost remote finder alerts
font-size	M 14	D 14	Player includes IR receiver, compatible with various universal	Player includes IR receiver, compatible with various universal remotes
line-height	22	20		
Space After Paragraph				

Links & Buttons

STYLE	USAGE GUIDELINES		
--Link 1	Primary Button		
font-family	Apercu Pro	M	
font-weight	Bold		
color (default)	.white or .gray10		
letter-spacing	.25em		
text-transform	uppercase		
font-size	M 13 D 16		

STYLE	USAGE GUIDELINES		
--Link 2	Secondary Button & Nav/Footer Links		
font-family	Apercu Pro	M	
font-weight	Bold		
color (default)	.white or .gray10		
letter-spacing	.15em		
text-transform	uppercase		
font-size	M 10 D 14		
color :hover	.blue		<p>*If a link is not in a button (i.e. nav link), then it will have a .blue hover and a .teal active state. If it is in a button, it will take on the button color states and the color won't change.</p>
color :active	.gray10 2px solid, 12px down		

STYLE	USAGE GUIDELINES		
--text-link	Inline Text Links on LIGHT background		
font-family	Apercu Pro	M	
color	.teal		
text transform	underline		
color :hover	.blue		

STYLE	USAGE GUIDELINES		
--text-link	Inline Text Links on DARK background		
font-family	Apercu Pro	M	
color (default)	.white		
text transform	underline		
color :hover	.blue		

STYLE	USAGE GUIDELINES		
-- Solid	Primary CTA		
height	M 45 D 60	M	
padding sides	30 40		
background color	.gray10		
text color	.white		
color :hover	.blue		
text color :hover	.white		

*width can either be 30px padding or full grid for all mobile buttons

STYLE	USAGE GUIDELINES		
-- Solid-dark	Primary CTA		
height	M 45 D 60	M	
padding sides	30 40		
background color	.white		
text color	.gray10		

STYLE	USAGE GUIDELINES		
-- Stroke	Primary CTA		
height	M 45 D 60	M	
padding sides	30 40		
border	2pt solid .gray10		
text color	.gray10		
color :hover	.blue		
text color :hover	.white		

STYLE	USAGE GUIDELINES		
-- Stroke-dark	Primary CTA		
height	M 45 D 60	M	
padding sides	30 40		
border	2pt solid .gray60		
text color	.white		

STYLE	USAGE GUIDELINES		
-- Stroke-sm	Secondary CTA		
height	M 35 D 50	M	
padding sides	18 30		
border	2pt solid .gray10		
text color	.gray10		

STYLE	USAGE GUIDELINES		
-- Stroke-sm-dark	Secondary CTA		
height	M 35 D 50	M	
padding sides	18 30		
border	2pt solid .gray60		
text color	.white		

STYLE	USAGE GUIDELINES		
-- Stroke-sm-dark	Secondary CTA		
button size	M 141 D 224	M	
border	2pt solid .white		
text color	.white		
border :hover	2pt solid .blue		

STYLE	USAGE GUIDELINES		
-- Play	Play Button		
button size	M 60 D 80	M	
border	2pt solid .white		
icon size	h:13 w:10 h:18 w:14		
border :hover	2pt solid .blue		

Fields & Dropdowns

STYLE **Field** USAGE GUIDELINES Single Entry Form Fields

Label	Label 2	
field font size	M 12	D 16
field font weight	Regular	
color	.gray40	
height	40	50
padding sides	16	20
background color	.gray90	
corner radius	4px	
border bottom :error	2px solid .orange	

M

EMAIL

EMAIL

test@email.com

EMAIL

test@email

D

EMAIL

Default

EMAIL

name@email.com

Entered

EMAIL

name@email

Error

STYLE **Field-dark** USAGE GUIDELINES Single Entry Form Fields

Label	Label 2	
font size	M 12	D 16
font weight	Regular	
color	.gray40	
height	40	50
padding sides	16	20
background color	.white	
corner radius	4px	
border bottom :error	4px solid .orange	

M

EMAIL

EMAIL

test@email.com

EMAIL

test@email

D

EMAIL

Default

EMAIL

name@email.com

Entered

EMAIL

name@email

Error

STYLE **Dropdown** USAGE GUIDELINES Dropdown Selectors

font family	Apercu Pro	
font size	M 15	D 16
font weight	Bold	
border	2pt solid .gray60	
height	45	60
padding sides	20	20
icon-size	12	13
corner radius	4px	
dropdown weight	Regular	

M

MATERIAL

Maple

D

MATERIAL

Mahogany

MATERIAL

Mahogany

Bamboo - \$400

Mahogany - \$450

Tigerwood - Sold Out

Color

odopod

STYLE

Colors



.teal
#6cb4c6
(text links)



.blue
#0071bc



.orange
#ec5a24



.yellow
#ffc208



.pink
#ff908a

STYLE

Grays



.black
#000000



.gray10
#1a1a1a
(dark bg color)



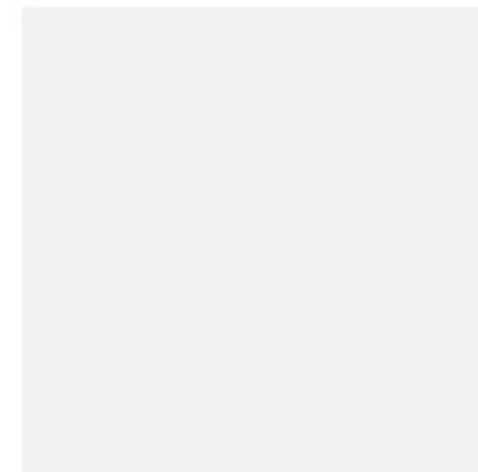
.gray20
#202122



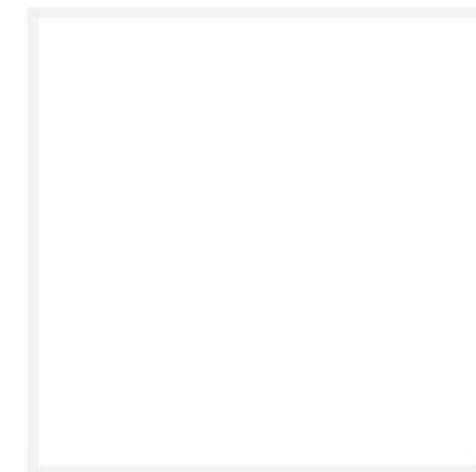
.gray40
#666666
(default type color
on LIGHT backgrounds)



.gray60
#a5a5a5
(default type color
on DARK backgrounds)



.gray90
#f2f2f2



.white
#ffffff