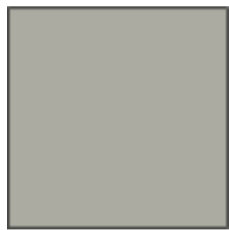


# Style Guide

## Color Palette

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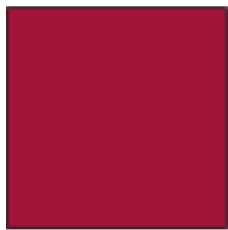
The color palette suggests dark ink on white paper and the introspective act of reading, while the burgundy accent implies an homage to the social aspect of drinking wine with friends while discussing a book. Together, the colors present a stylish Victorian quality.



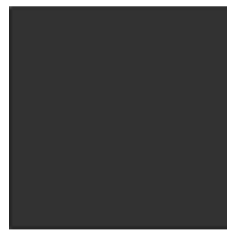
#ABABA2



#EDED



#A21439



#323232



#FFFFFF

## Typography

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Roboto Slab hints at the typefaces of the nineteenth century, yet appears clean and contemporary. As a fellow serif font, it resembles Playfair Display used for the logo while transitioning into wider readability of the Roboto Regular and Bold used for the body and icons. Roboto reflects the modern, curvaceous body style seen in apps such as Facebook, Goodreads, and Meetup, which invites the social feel of these apps.

**H1: Roboto Slab Bold 2em / 32px / 24pt**  
**Headings & Titles**

**H2: Roboto Slab Bold 1.625em / 26px / 19.5pt**  
**Subheadings & Button Labels**

Body: Roboto Regular 1.313em / 21px / 16pt

Icons: Roboto Bold 1em / 16px / 12pt

## Call to Action Buttons

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Get Recipes

Pair Wine

Match Music

RSVP

Join Book Club

Buy Book

Save Book

Vote

