

AMP Styleguide

Version 1.1 | 01.02.2021

01 Logo

02 Typography

03 Primary colors

04 Secondary colors

05 Component examples

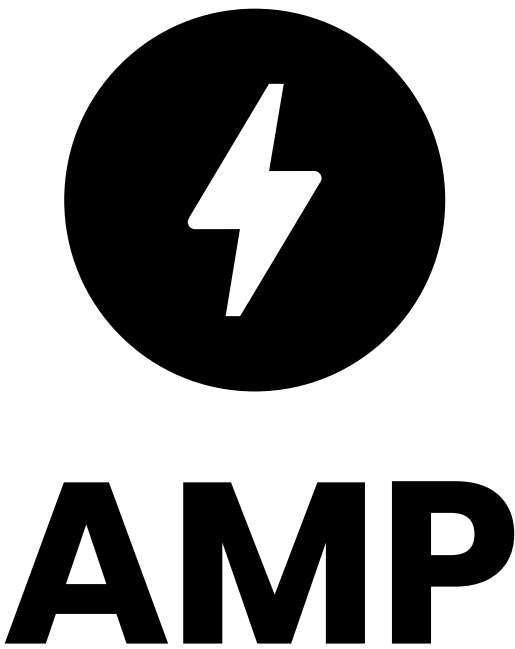
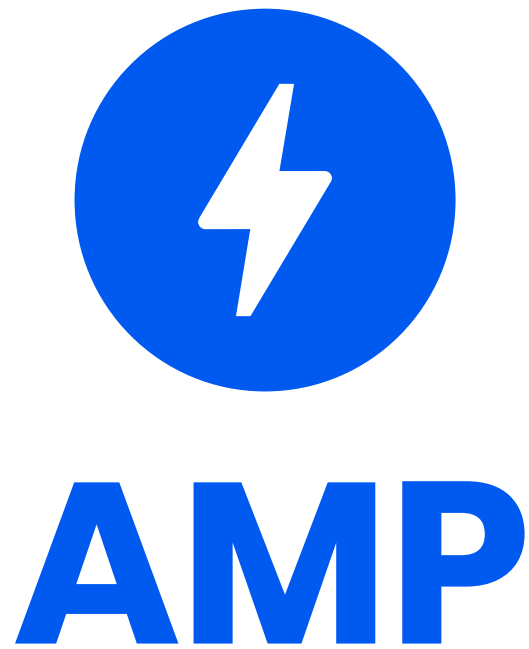
06 Styles



01 Logo variants



Horizontal



Stacked



Icon

02 Typography

Headline H1

Poppins Bold | Color: 20202A

Size: 36 px | Line-height: 42 px | Paragraph: 16 px

Headline H2

Poppins Bold | Color: 20202A

Size: 28 px | Line-height: 36 px | Paragraph: 12 px

Headline H3

Poppins Bold | Color: 20202A

Size: 22px | Line-height: 28 px | Paragraph: 12 px

Headline H4

Poppins Bold | Color: 20202A

Size: 18px | Line-height: 24 px | Paragraph: 8 px

Headline H5

Poppins Bold | Color: 20202A

Size: 16px | Line-height: 22 px | Paragraph: 8 px

Headline H6

Poppins Bold | Color: 20202A

Size: 14px | Line-height: 20 px | Paragraph: 8 px

Copy Large

Noto Sans Regular | Color: #48525C

Size: 18 px | Line-height: 32 px | Paragraph: 12 px

Copy Medium

Noto Sans Regular | Color: #48525C

Size: 16 px | Line-height: 26 px | Paragraph: 12 px

Copy Small

Noto Sans Regular | Color: #48525C

Size: 14 px | Line-height: 24 px | Paragraph: 8 px

Copy Tiny

Noto Sans Regular | Color: #48525C

Size: 12 px | Line-height: 22 px | Paragraph: 8 px

Link Small

Noto Sans Bold | Color: #005AF0

Size: 14 px | Line-height: 24 px | Paragraph: 8 px

code

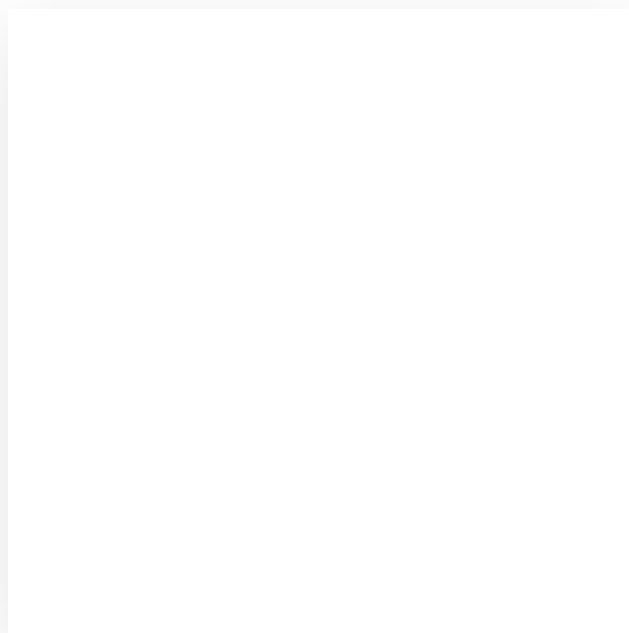
Fira Mono | Color: #000000

Size: 14 px | Line-height: 19 px | Paragraph: 0 px

03 Primary Colors



Amp-blue
#005AF0



white
#FFFFFF



charade
#20202a

Primary Gradients



website
#005AF0
#00DCC0



stories
#FFDC00
#EC6600



ads
#550DD7
#EB49E1



emails
#E1EB64
#09A600



dark
#48525c
#20202a

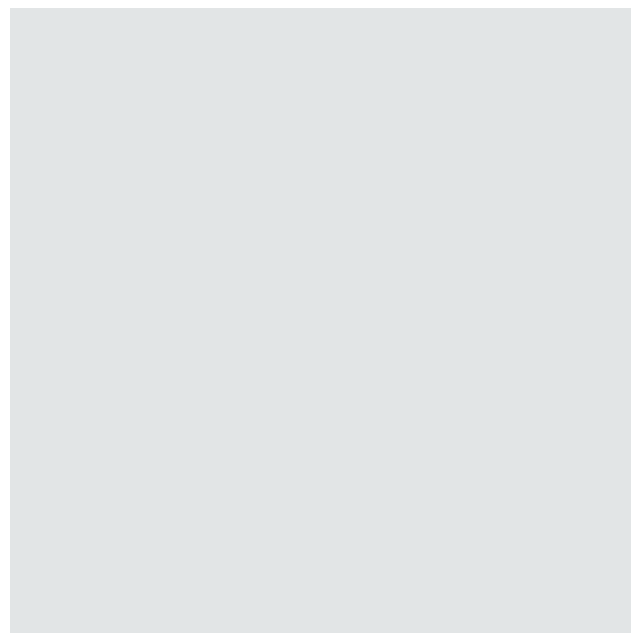
04 Secondary colors



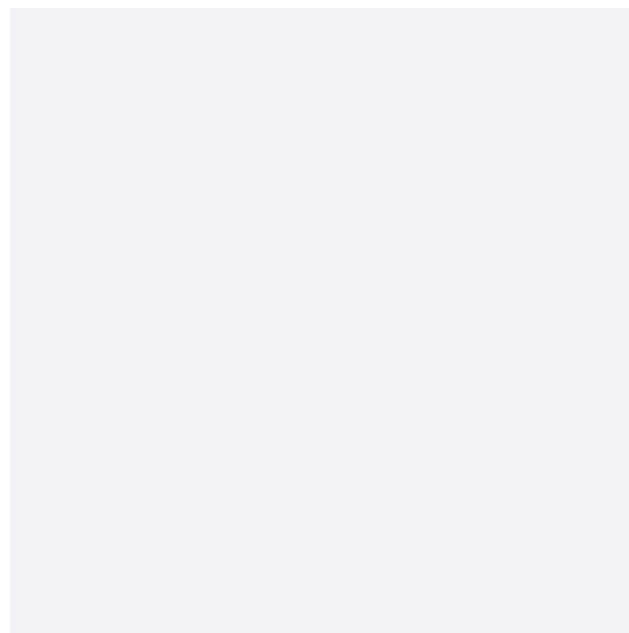
river-bed
#48525c



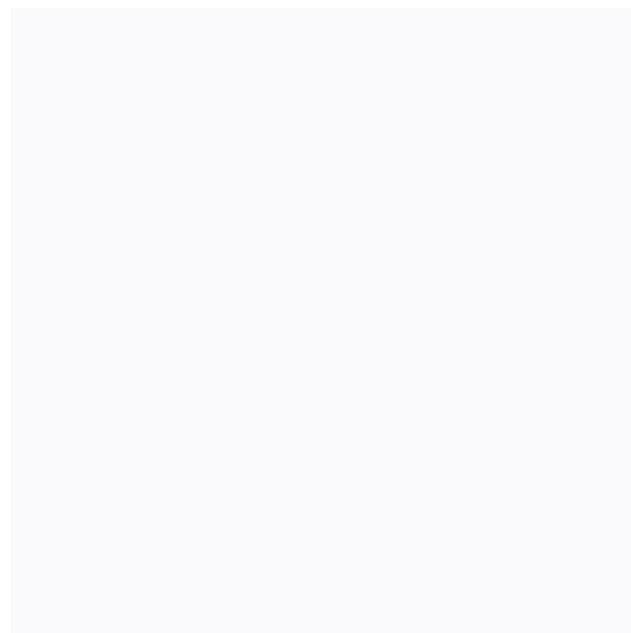
oslo-gray
#8C8F94



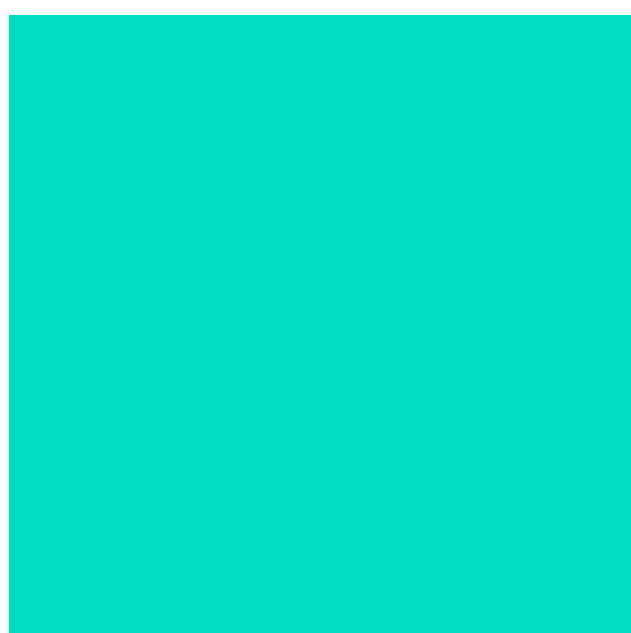
iron
#E2E5E6



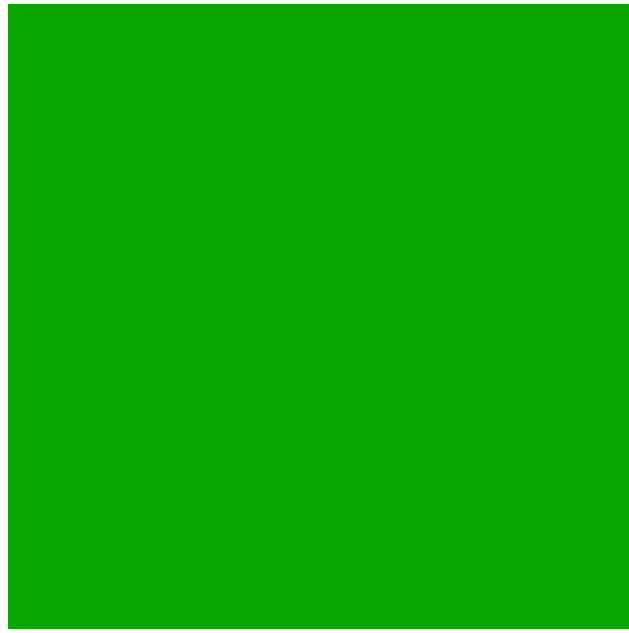
athens-gray
#F3F3F6



whisper
#FAFAFC



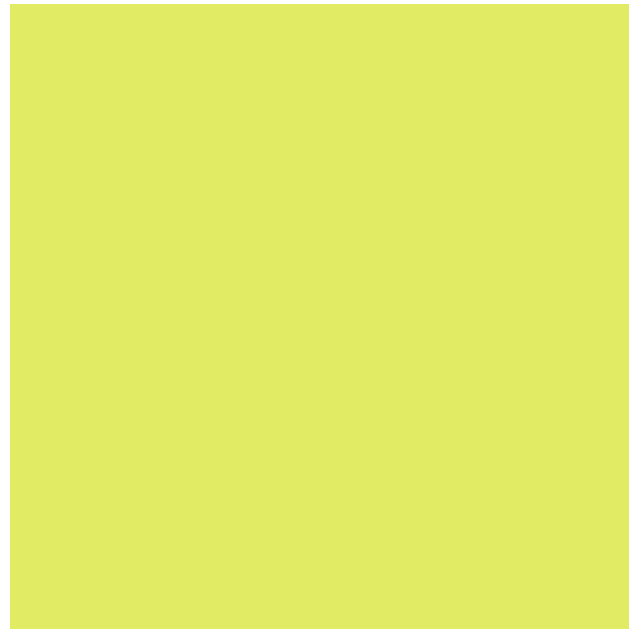
robins-egg
#00DCC0



japanese laurel
#09A600



pear
#A6E22E



confetti
#E1EB64



school-bus
#FFDC00



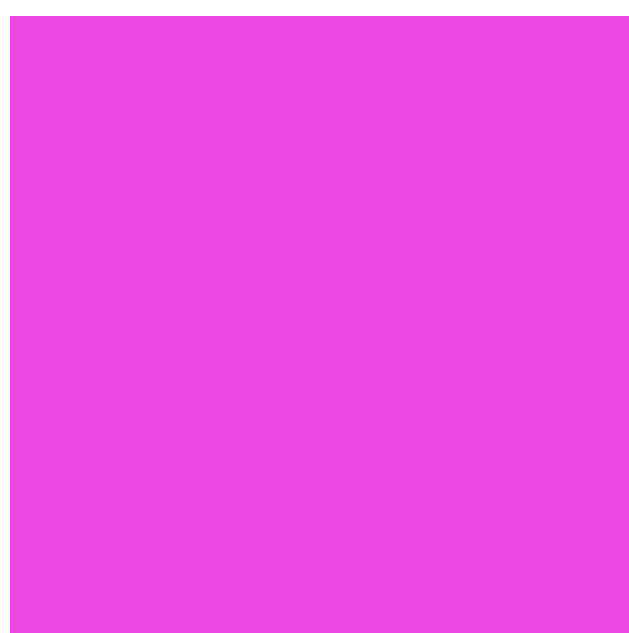
guardsman-red
#C80000



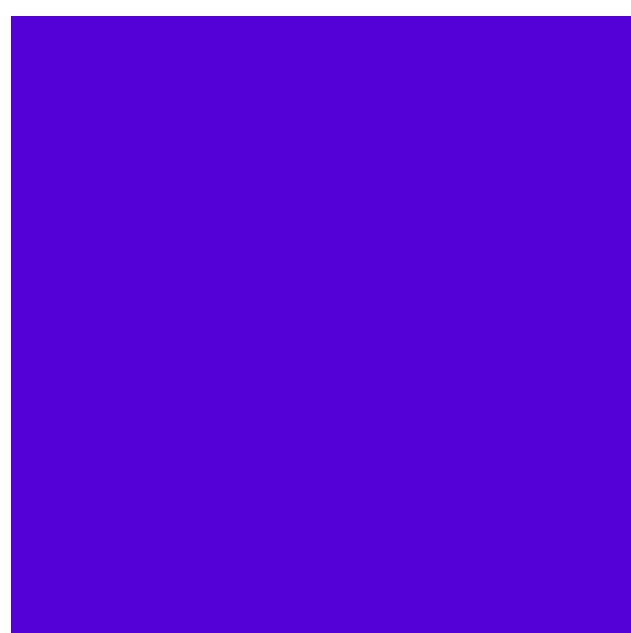
clementine
#EC6600



bittersweet
#FF7272



lavender-magenta
#EB49E1



electric-violet
#5500D7

05 Component examples

Primary buttons



Primary-blue / desktop



Primary-blue / mobile



Primary-white / desktop



Primary-white / mobile

Secondary buttons

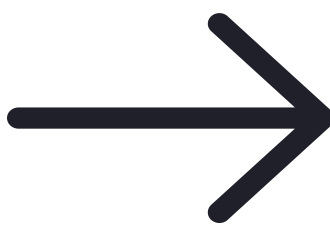


Secondary-blue / desktop



Secondary-blue / mobile

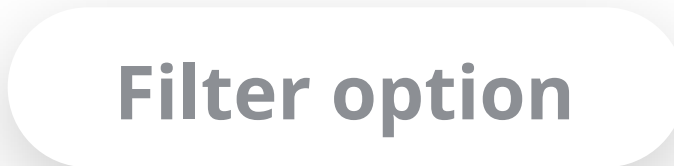
Icons



Pills



Pill active



Pill default



Pill active gradient



Pill with icon active

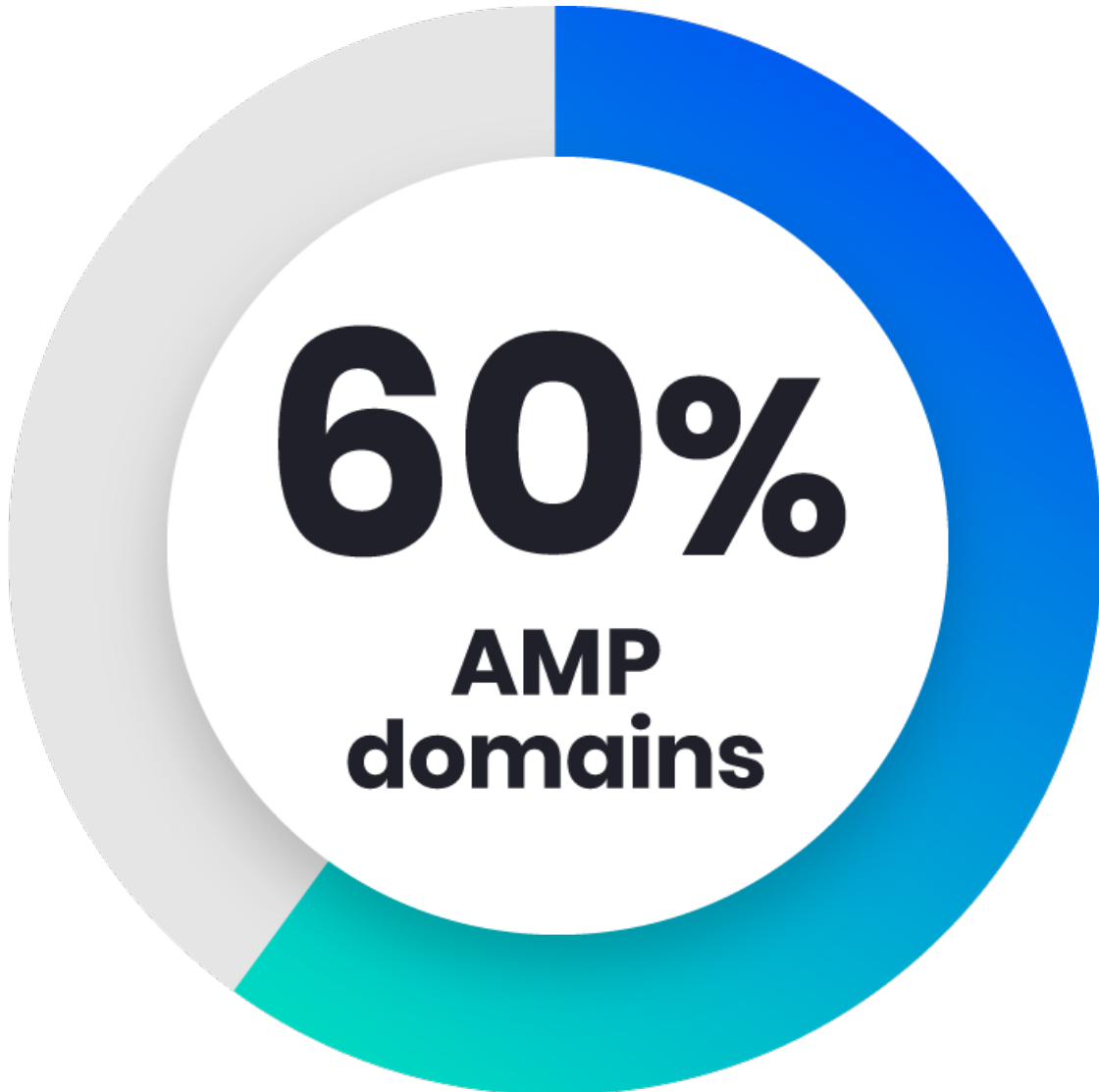


Pill with icon default



Pill with icon active gradient

Lorem ipsum
dolor sit amet



Charts

 **User Interface**
Responsible for AMP's infrastructure, including building, testing and release.

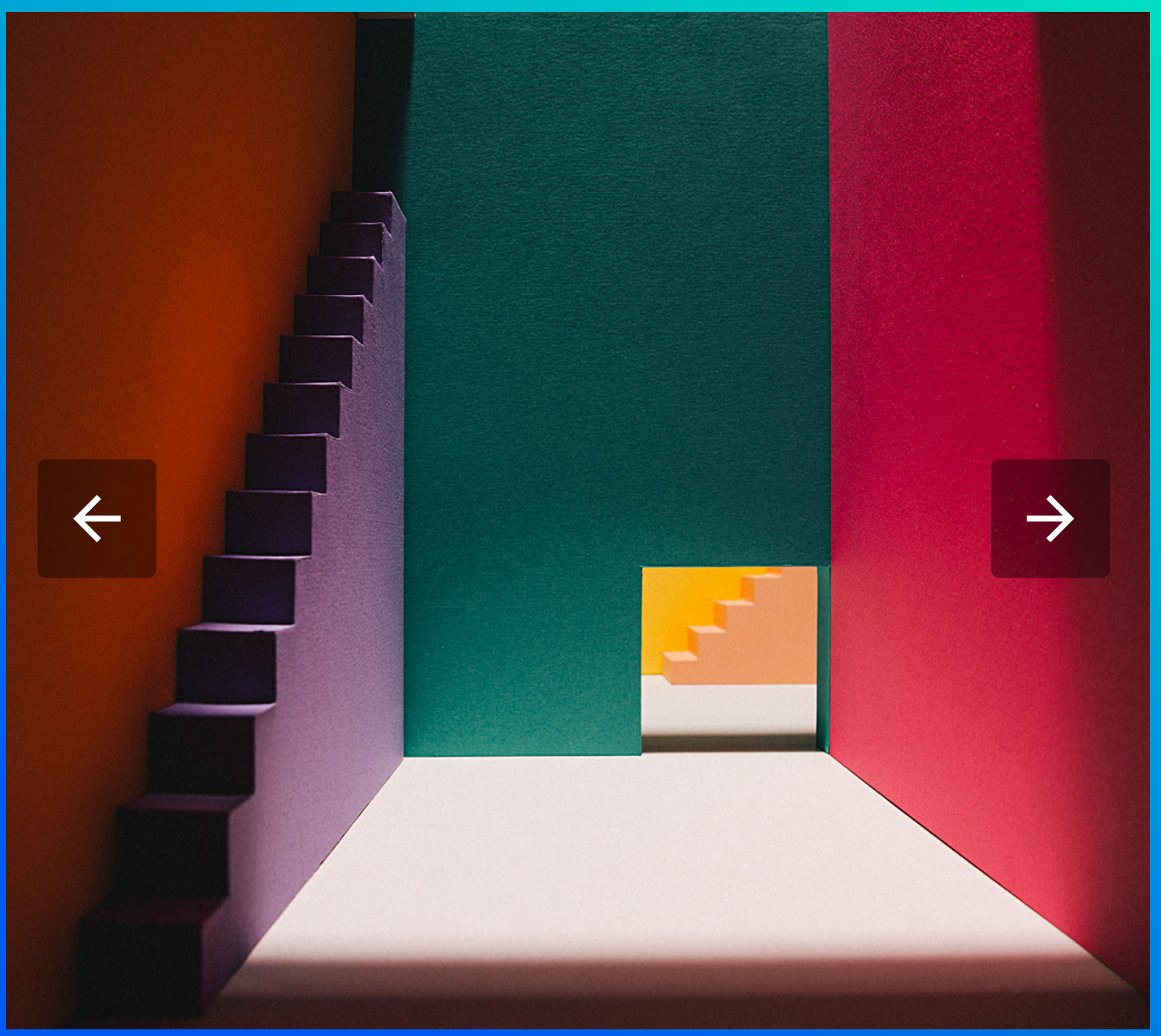
Information

index.html

```
<amp-carousel type="slides" width="450"
height="400"controls loop autoplay
delay="3000">
  <amp-img src="/static/image1.jpg"
width="450"
height="400">
</amp-img>
<amp-img src="/static/image2.jpg"
width="450"
height="400">
</amp-img>
<amp-img src="/image3.jpg"
width="450"
height="400">
</amp-img>
</amp-carousel>
```

Code blocks

<amp-carousel>



Stages