

HomeKit

F2F2F2

D8914D

323D07

4C648D

2E4470

A77B3F

F0EEDE

91A452

25ADF1

03355C

6DF0E6

24315C

2E55BE

1E3B8A

04050C

FFFEFF

EF8333

FFDA55

27478A

0A46DA


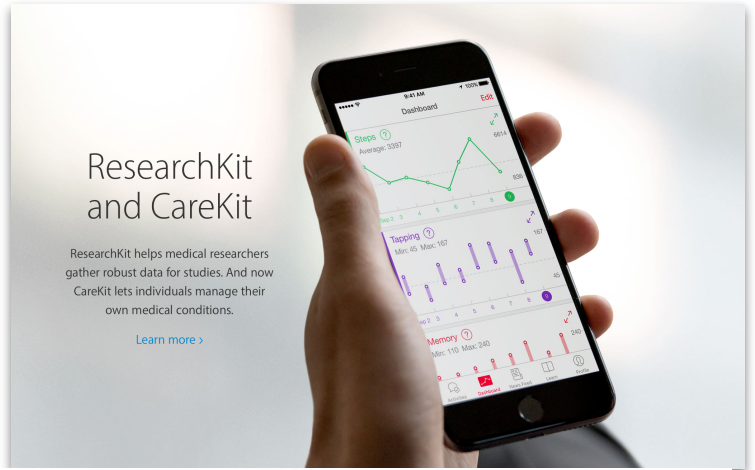

F3F4F5

FAA43D

01B140

2AAFD6

22A3FF



Overall Impression

High-end, modern, unobtrusive

Typeface

Myriad Set Pro

Treatments

Ultra Light

Light

Regular

Sizes

Fullscreen

13pt smallest

52pt largest

Mobile

12pt smallest


32pt largest

Links

Unique color (blue) with right-facing chevron

Justification

Center



A77B3F

F0EEDE

91A452

25ADF1

03355C


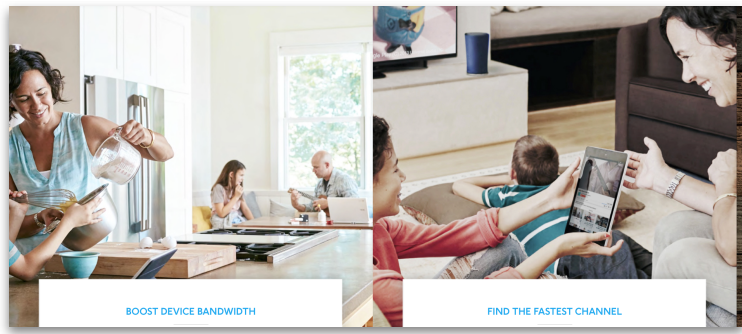
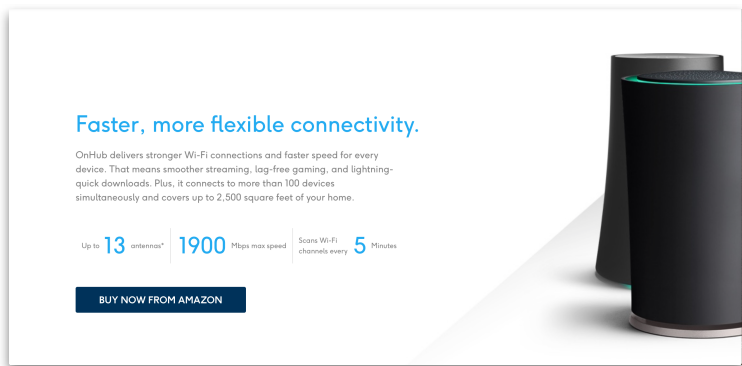
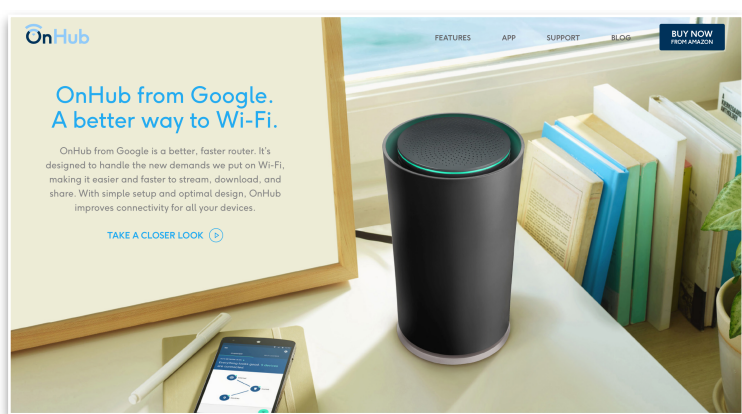
F2F2F2

D8914D

323D07

4C648D

2E4470



Overall Impression

Approachable, modern, easy

Typeface

Ginger

Treatments

Regular

Bold

Sizes

Fullscreen

12pt smallest

38pt largest

Mobile


No size change from full screen

Links

Unique color (blue) with right arrow

Justification

Center



6DF0E6

24315C

2E55BE

1E3B8A

04050C




F2F2F2

D8914D

323D07

4C648D

2E4470



Overall Impression

Futuristic, fragmented, disorganized

Typeface

Arial

A second font is embedded in the hero images—modern sans serif similar to Futura (all caps)

Treatments

Regular

Bold

Sizes

Fullscreen

12pt smallest (10pt for fine print)

18pt largest

Mobile

No size change from full screen


Links

Unique color (blue), underlined

Justification

Center

Left (some paragraphs and 2-column feature description section)



FFFEFF

EF8333

FFDA55

27478A

0A46DA

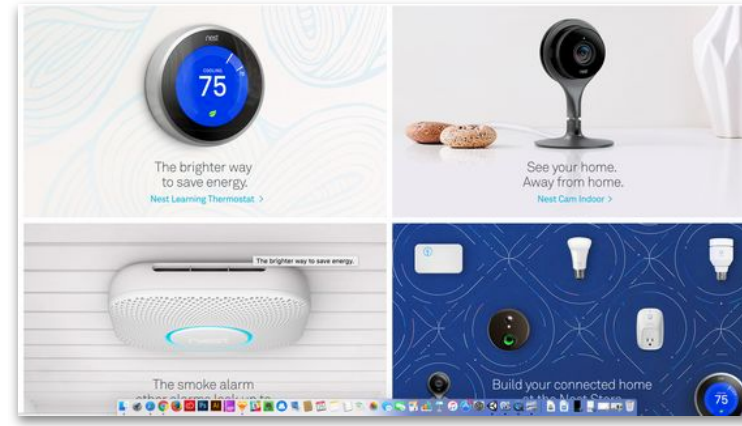
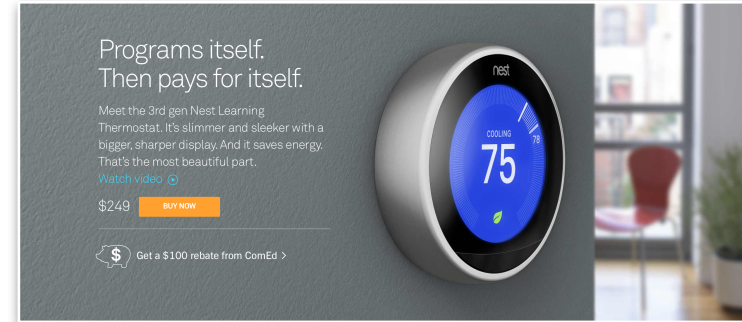
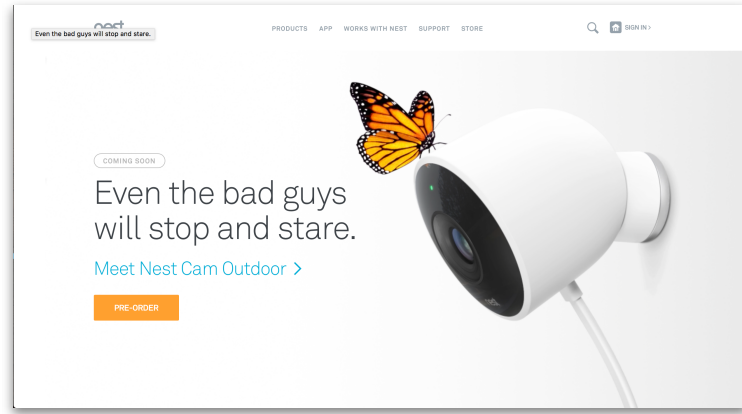
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D8914D

323D07

4C648D

2E4470



Overall Impression

Sans serif, modern, friendly (soft grays, blue, orange)

Typeface

Akkurat

Fuller Sans

Treatments

Light

Bold

Regular

Sizes

Fullscreen

11pt smallest

56pt largest

Mobile

14pt smallest

32pt largest


Links

Unique color (blue) with right chevron

Justification

Center

Left (hero image text, footer, blog post preview cards)



F3F4F5

FAA43D

01B140

2AAFD6

22A3FF



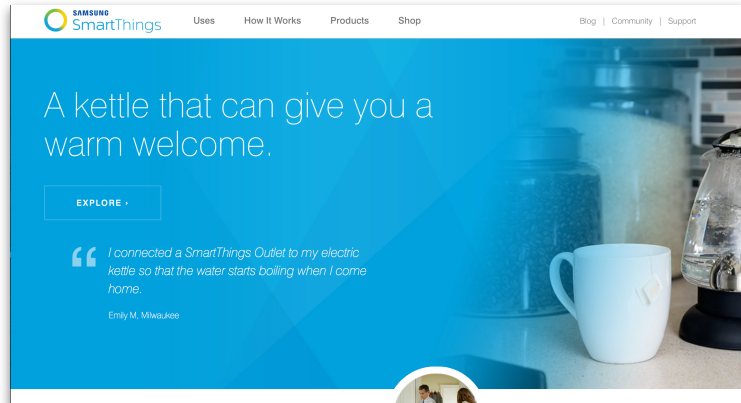
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D8914D

323D07

4C648D

2E4470



Overall Impression

Sans serif, modern, white

Typeface

Interface Trial

Interface

Treatments

Interface Trial

Light

Regular

Bold

Sizes

Fullscreen

14pt smallest

60pt largest

Mobile

14pt smallest

35pt largest

Links

Only indication is upon mouse-over some linked text gets an underline

Justification

Left (used about 50% of the time, mostly on detail sections)

Center (used about 50% of the time)