

AMP Styleguide

Version 1.1 | 01.02.2021

01 Logo

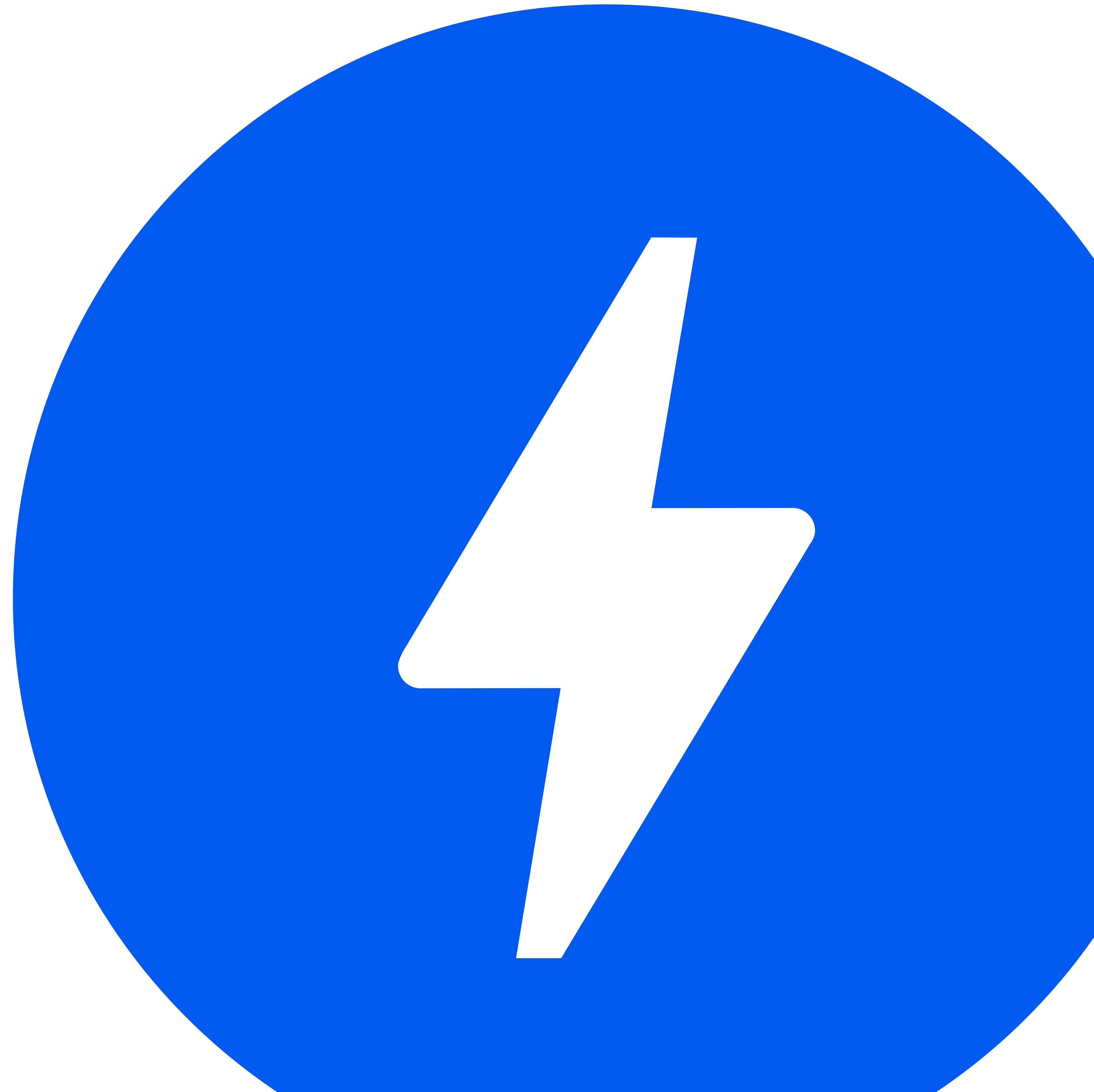
02 Typography

03 Primary colors

04 Secondary colors

05 Component examples

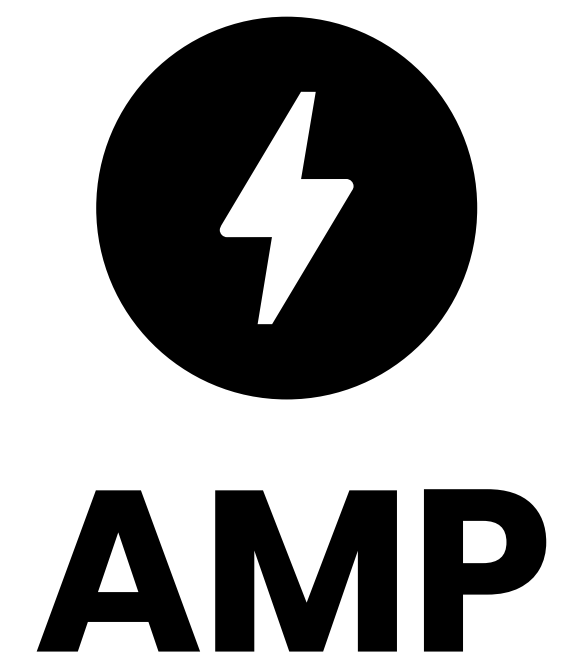
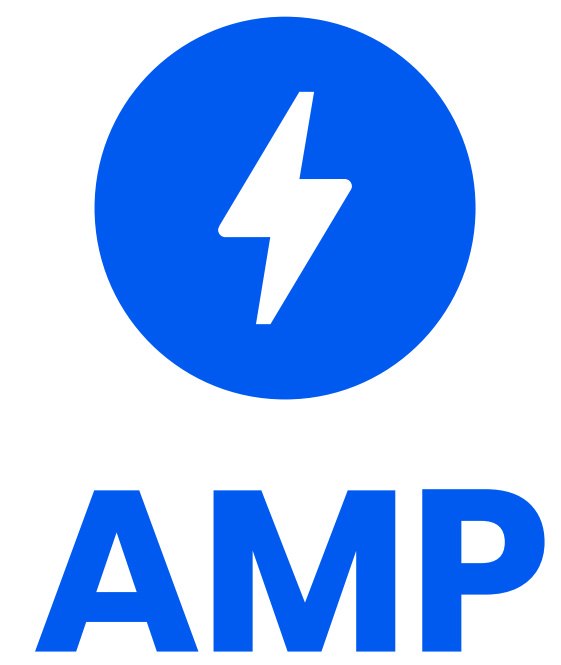
06 Styles



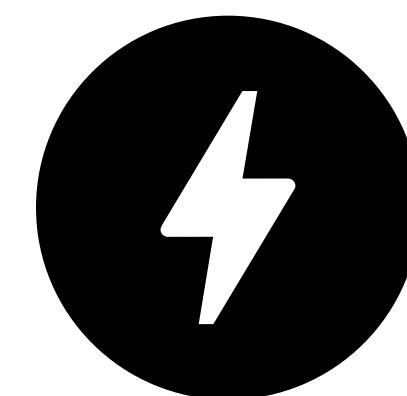
01 Logo variants



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

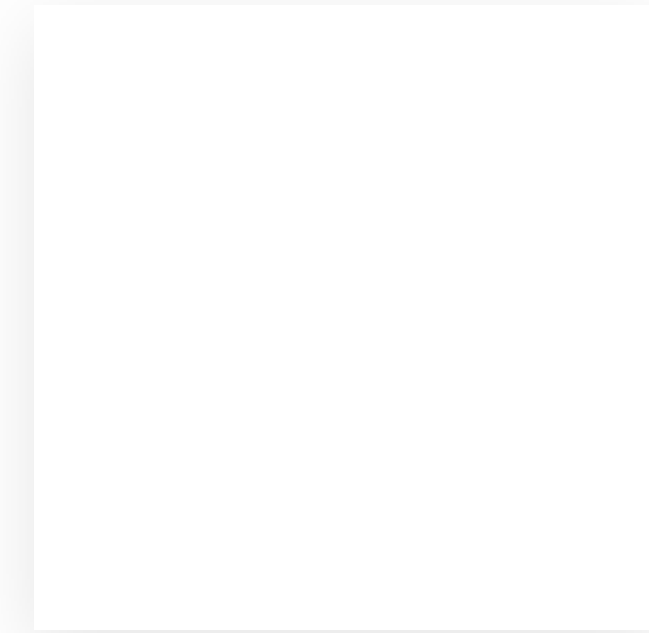
Fira Mono | Color: #000000

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

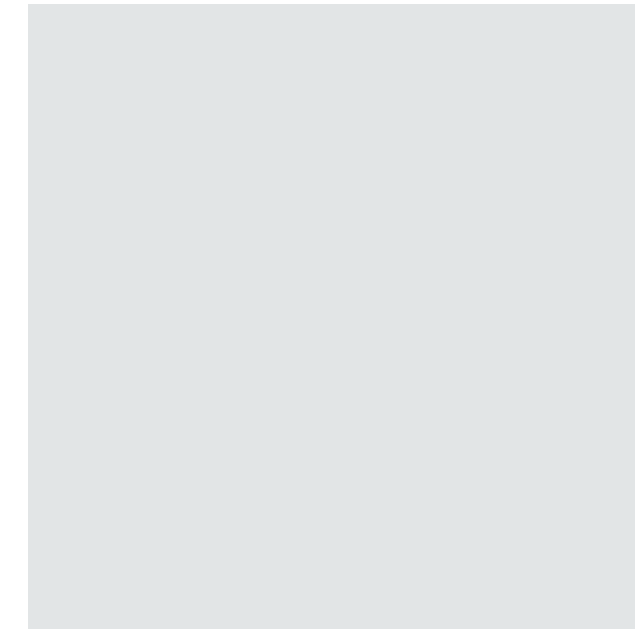
04 Secondary colors



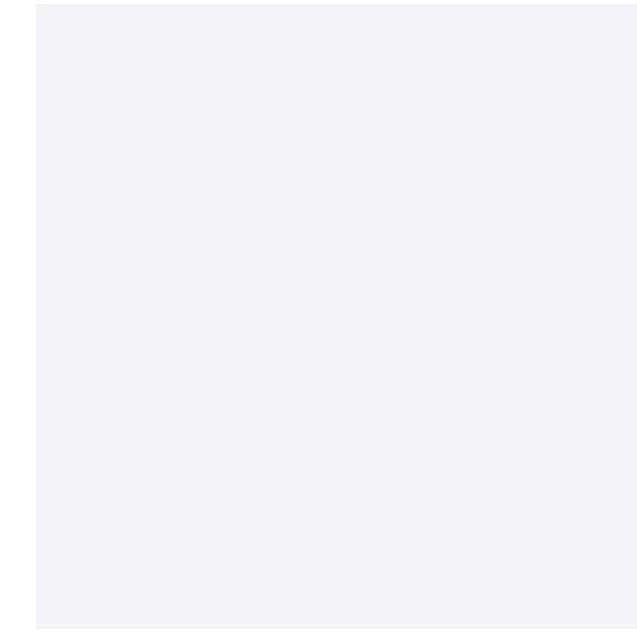
river-bed
#48525c



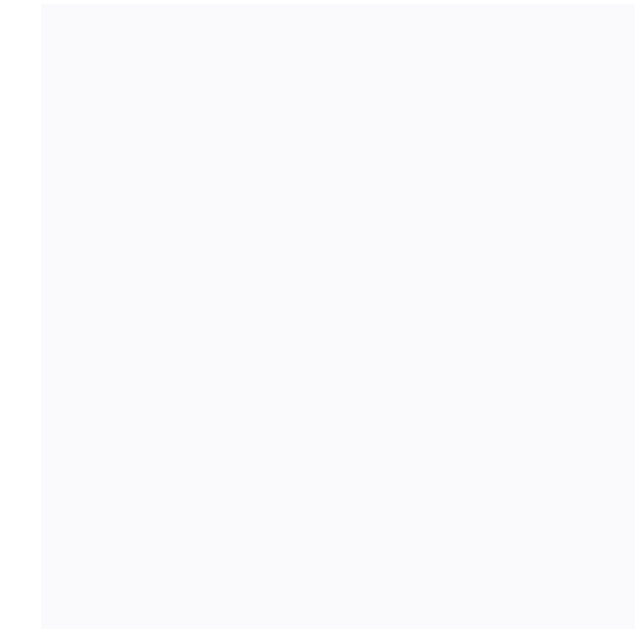
oslo-gray
#8C8F94



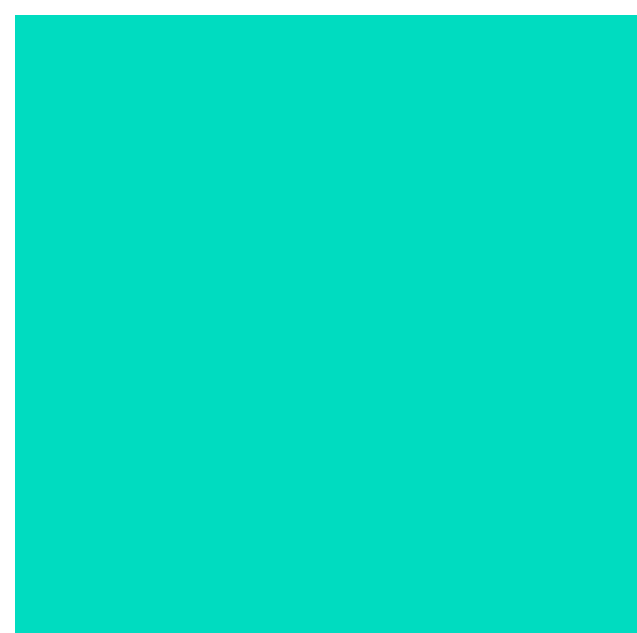
iron
#E2E5E6



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



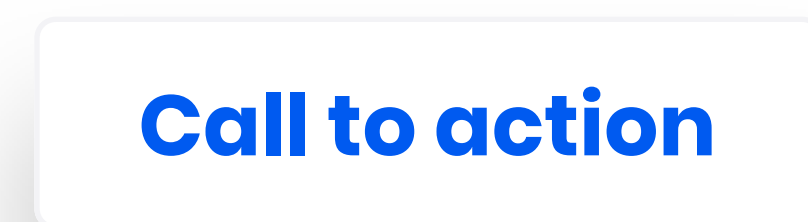
Primary-blue / desktop



Primary-white / desktop



Primary-blue / mobile



Primary-white / mobile

Secondary buttons



Secondary-blue / desktop



Secondary-blue / mobile

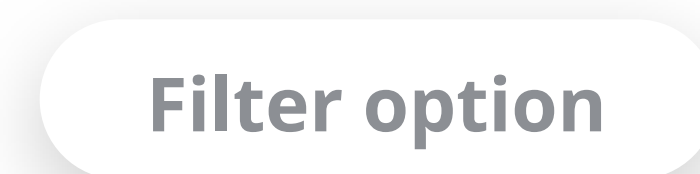
Icons



Pills



Pill active



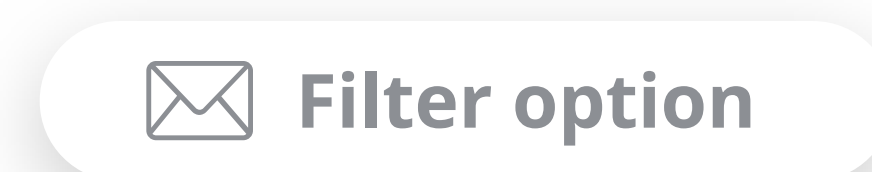
Pill default



Pill active gradient



Pill with icon active

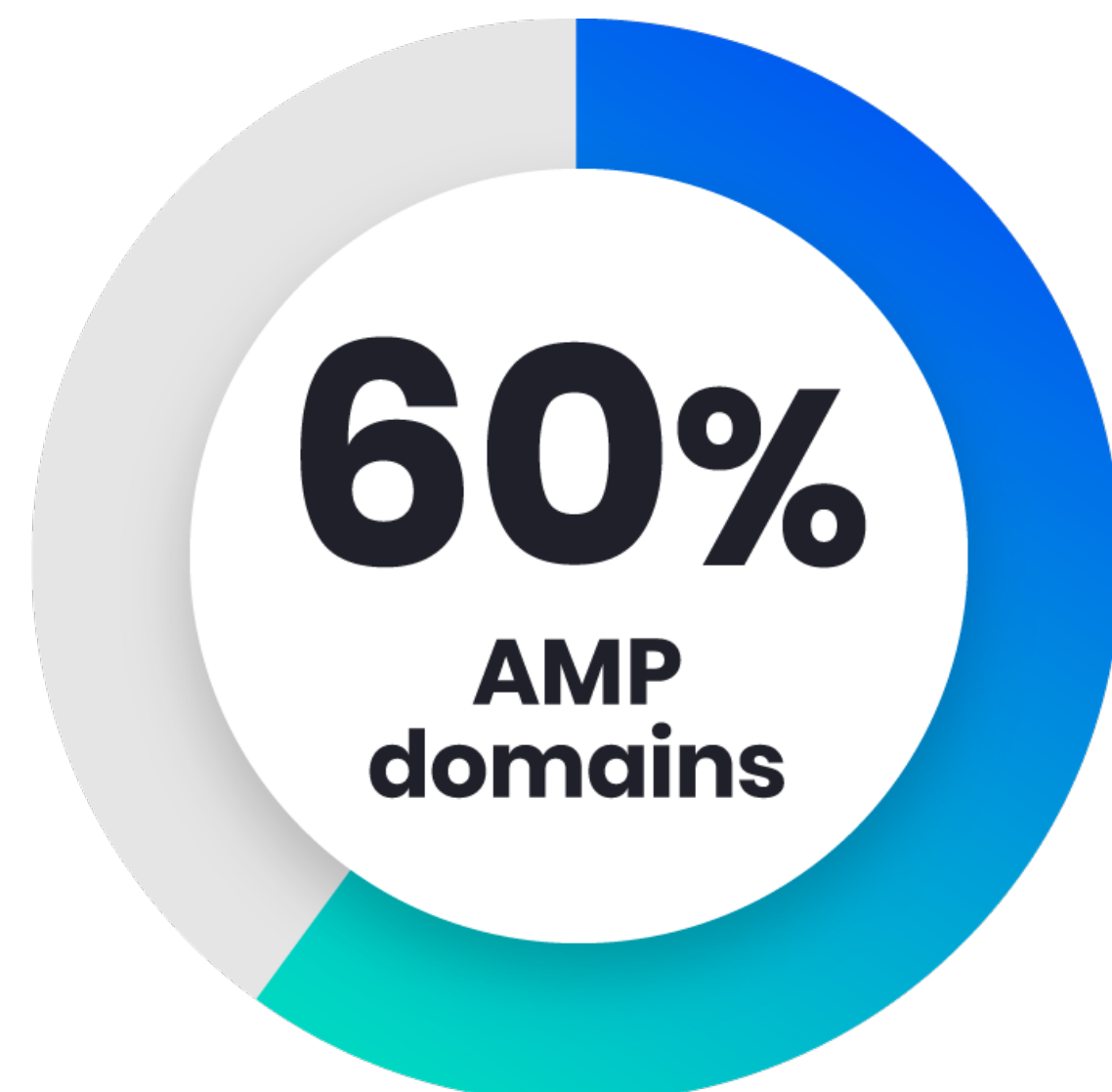


Pill with icon default



Pill with icon active gradient

Lorem ipsum
dolor sit amet



Charts

User Interface

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

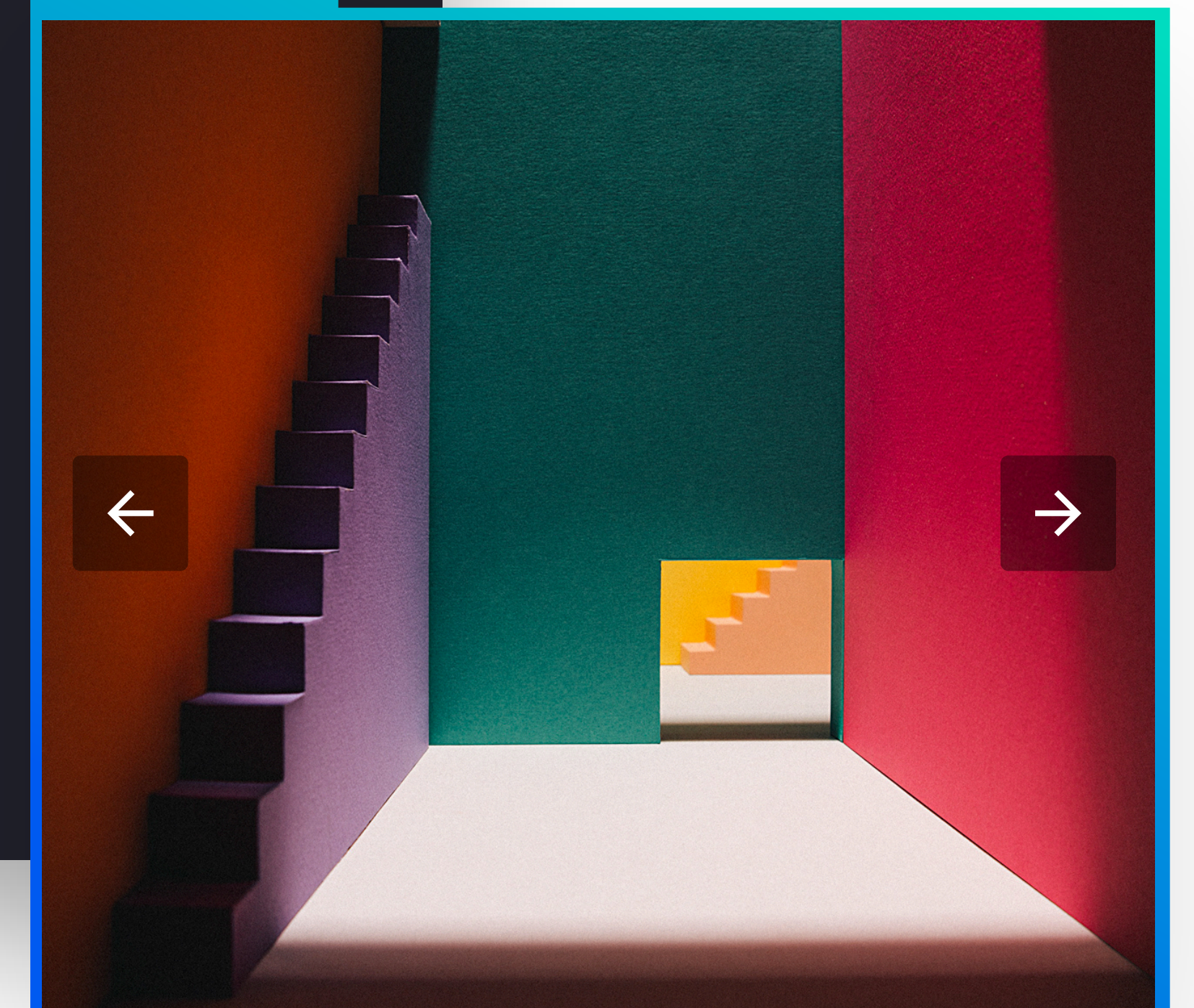
Information

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