

caitecTM

Pet Life... Elevated

Caitec UI Kit

v1.0b



Logos

CAITEC LOGO



CAITEC LOGO WITH TAGLINE

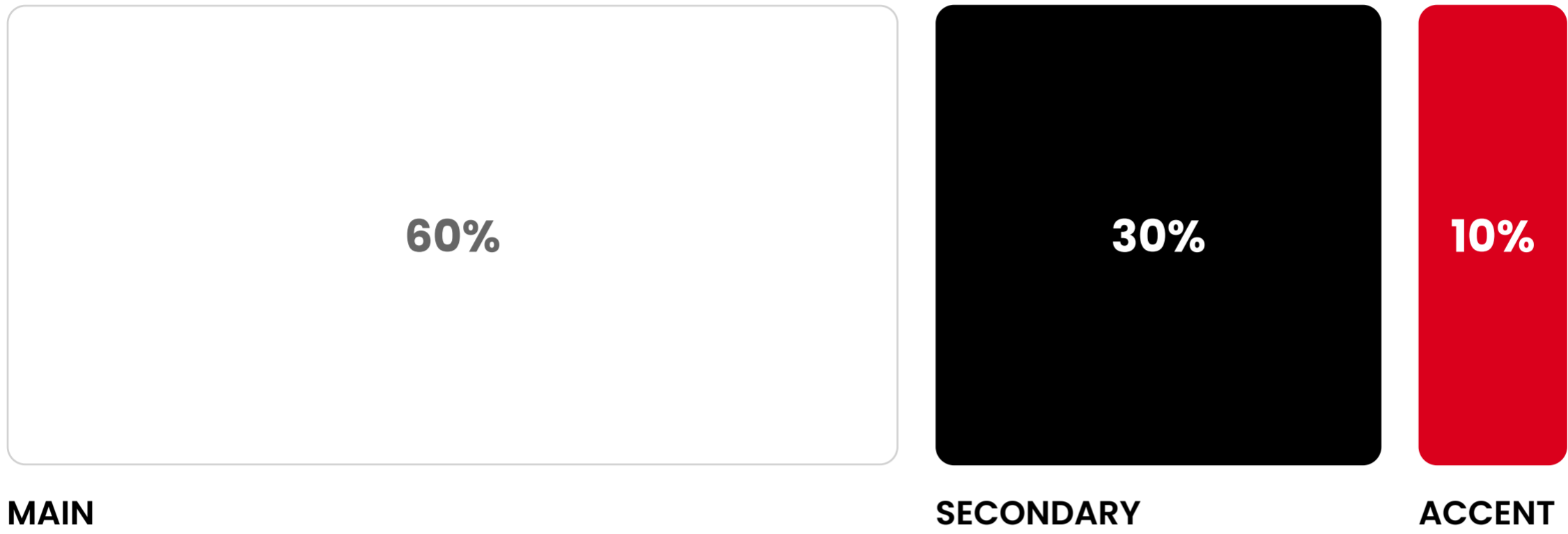


Colors

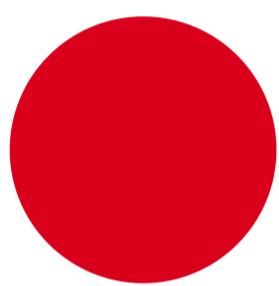
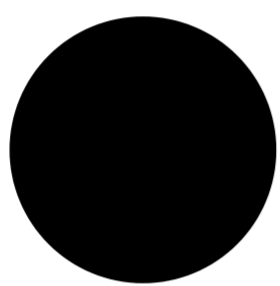
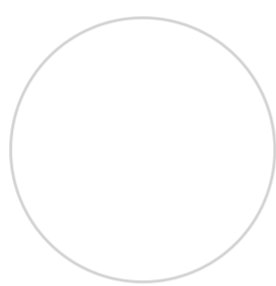
COLOR PALETTE

The core theme is a balanced palette based on the 60-30-10 Rule. Additionally grayscale with tints of the Caitec Red for UI elements. In addition to the core theme, a palette of accent colors can be used for category specific ui elements and sections.



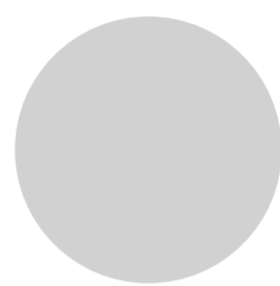
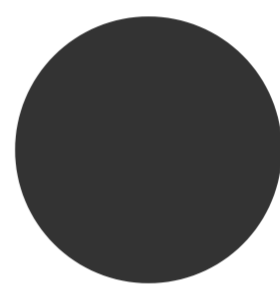
THEME



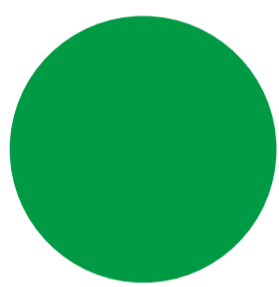

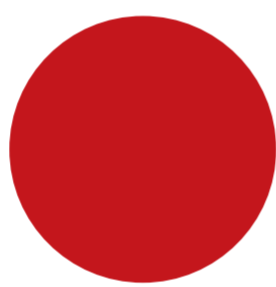
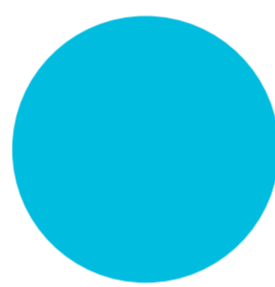


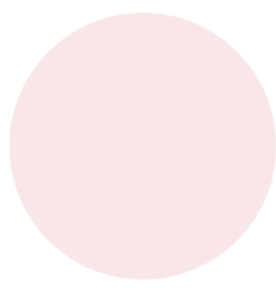

PRIMARY COLORS

-  Caitec Red
#DA001C
-  Black
#000000
-  White
#FFFFFF

SECONDARY COLORS

-  Alt Bkg
#F5F5F5
-  Border Grey
#D1D1D1
-  Input Border
#A6A6A6
-  Body Text
#333333

STATUS COLORS

-  Success
#009944
-  Warning
#FFC107
-  Danger
#C4161C
-  Info
#00BCDF
-  Success Bkg
#E5F5EC
-  Warning Bkg
#FFF9E5
-  Danger Bkg
#F9E7E7
-  Info Bkg
#E5F8FC

ACCENT COLORS

-  Bird Blue
#0042DA
-  Dog Brown
#9B6317
-  Smol Orange
#DC6502
-  Cat Purple
#9500CD
-  Yellow
#D5A300
-  Green
#21B26F

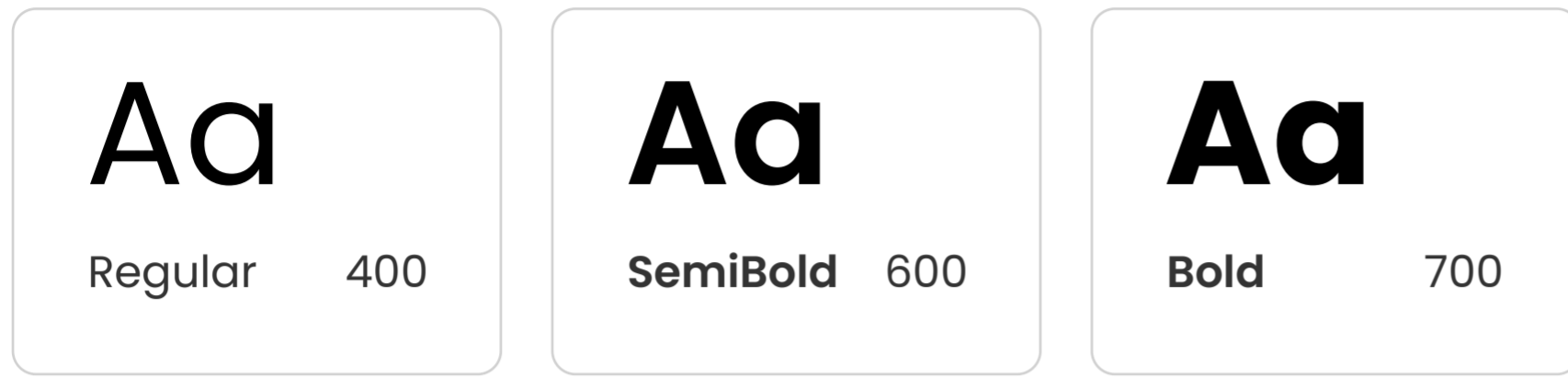
TINTS & SHADES

#FFF4F5	#F4F7FF	#FCF4E8	#FFFBF8	#F9E7FF	#FFFBEE	#EFFCF6
#FFDADF	#DAE5FF	#F5DDBC	#FFEDDE	#F2CDFD	#FFF5D5	#DAF8EA
#FFA7B2	#FFA7B2	#EFC78F	#FED2AC	#E49AFF	#FFE9A2	#AFF0D1
#FF7486	#A7C2FF	#E8B063	#FEB679	#D667FF	#FFDD6F	#84E8B9
#FF4159	#FF4159	#E19937	#FD9A47	#C834FF	#FFD13C	#59E0A1
#FF0E2D	#417BFF	#C77F1E	#FD7E14	#BA01FF	#FFC509	#2ED889
#DA001C	#0042DA	#9B6317	#DC6502	#9500CD	#D5A300	#21B26F
#A70015	#0033A7	#855514	#A94E02	#70009A	#A27C00	#198754
#74000F	#002374	#6F4710	#773701	#4B0067	#6F5500	#115C39
#410008	#001441	#422A0A	#442001	#260034	#3C2E00	#09311E

Typography

TYPEFACE

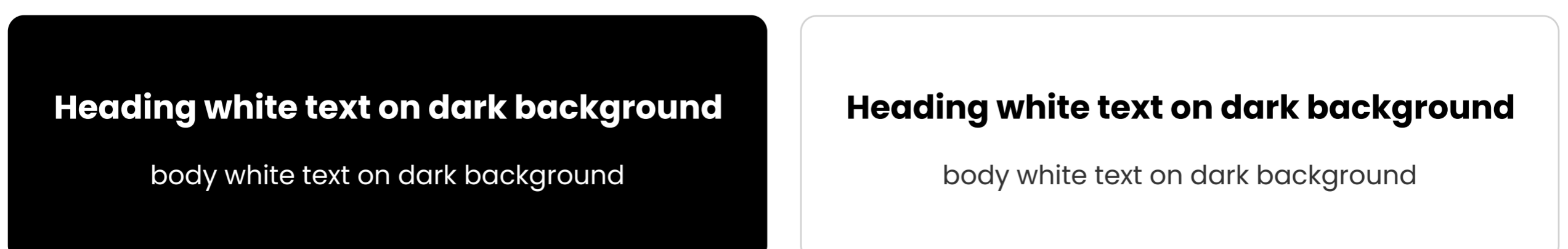
Poppins



HIERARCHY

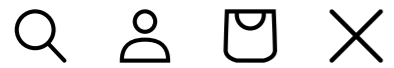
Style	Weight	Font Size	Line Height	Bottom Margin
h1 Heading	Bold	40px	1.2	
h2 Heading	Bold	32px	1.2	
H3 Heading	Bold	28px	1.2	
H4 Heading	Bold	24px	1.2	
H5 Heading	Bold	20px	1.2	
H6 Heading	SemiBold	16px	1.2	
Subheading	SemiBold	18px	1.2	
CTA Paragraph	Regular	18px	1.2	
LEAD LEAD	SemiBold	18px	1.2	
Body	Regular	16px	1.3	
Bold Body	SemiBold	16px	1.3	

EXAMPLES



Icons

HEADER / LOGIN



GLOBAL ICONS*



*Global icons are using FontAwesome 6 Pro icons for placeholders until we can extract the svg icons from Shopify

Buttons & Links

DEFAULT



LARGE



PRIMARY



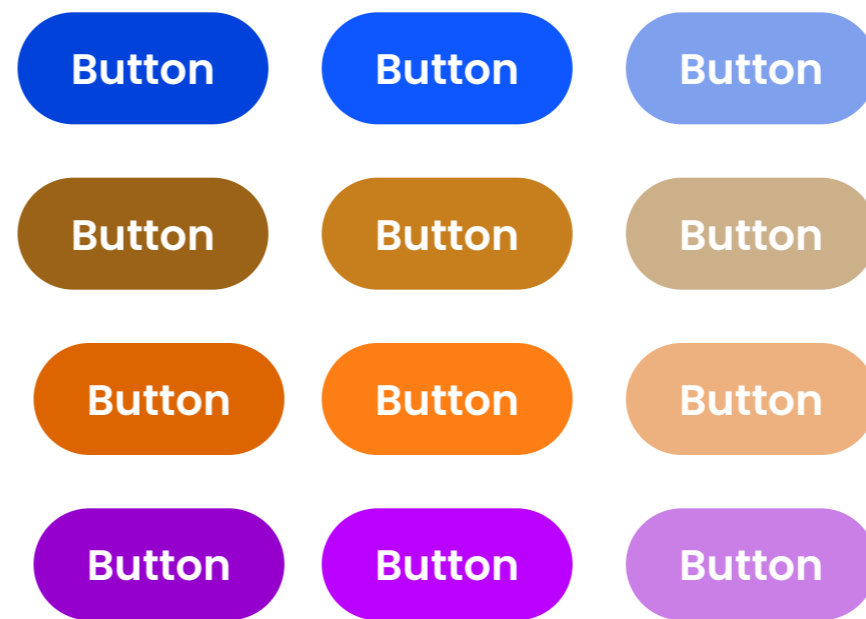
SMALL



SECONDARY



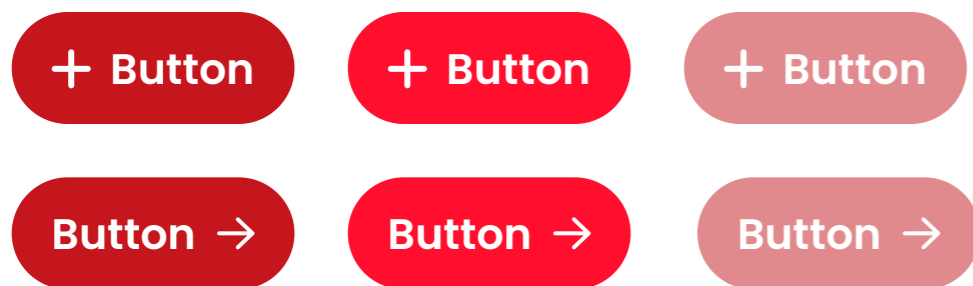
COLORS



OUTLINE



PRIMARY WITH ICON



LINK

Link [Link](#) Link

Link [Link](#) [Link](#)

CTA LINK

Link [Link](#) Link

CTA LINK WITH ICON

Link → [Link](#) → Link →

← Link [← Link](#) ← Link

Navigation

NAV LINK

Link

Link

NAV LINK

Dropdown ▾

Dropdown ▾

Dropdown ▾

NAV LINK



DROPDOWN SUB-CATEGORY

Toys

Toys



DROPDOWN THIRD LEVEL CATEGORY



Extra Small Toys

Extra Small Toys



Example

Toys		
Cages & Accessories		
Food & Treats		
On Sale	Extra Small Toys	Extra Small Toys

FOOTER MENU

Heading

Link

Link

Link

Link

Tabs & Accordions

COLLECTIONS TAB



PDP TAB



ACCORDION HEADER



Form Inputs

CHECKBOX

Checkbox label Checkbox label

RADIO

Radio label Radio label

FAVORITE / WISHLIST



SIZE SELECT (RADIO)

XL
 L
 M
 S
 XS

Beef
 Mint
 Wood

QUANTITY SELECT

Quantity

RATING STAR



TEXT INPUT

Label

Label - Focus

Label - Focus

Label*

Label*

Label

Label

Sub Label

SELECT

Label

Label - Focus

Label*

Label*

Label

Label

Label

TEXT AREA

Label

Placeholder text

Label

PRICE RANGE

\$0.00 \$100.00



\$0.00 \$50.00



\$0.00 \$0.00



Breadcrumb & Pagination

BREADCRUMB

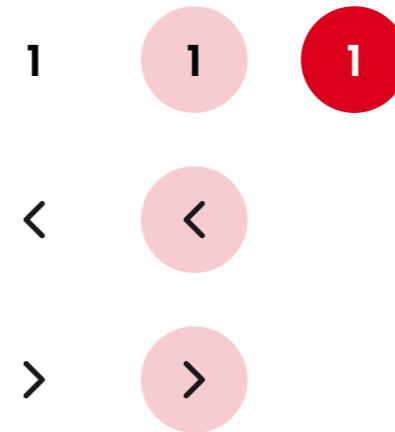
Home

Home / **Top Category**

Home / Top Category / **Product Category**

Home / Top Category / Product Category / **Product Title**

PAGINATION



Examples



Carousel

CAROUSEL BUTTON



CAROUSEL PAGINATION



Alerts & Badges

REQUIRED ERROR MESSAGE

 Please adjust the following:

- Incorrect email or password.

PLP STATUS BADGES

On Sale

Top Rated

Out of Stock

Cards

SUBSCRIPTION CARD



For Your Dog

Keep your furry friend happy and healthy with our carefully selected toys and treats.

[Learn More](#)

BLOG CAROUSEL CARD



How To Curb Anxiety & Fear In Dogs With Hero Bonetics™

May 5, 2021


[Read More](#)

Patterns

PLP FILTERS

Price

\$0.00 \$29.99




Brand

- Chase N Chomp (1)
- Hero Bonetics (3)
- Hero Duramax (2)

PLP PRODUCT CARD

Top Rated ♥



Hero Bonetics™ Dental Dog Chew Toy - Mint


★★★★★ 1 reviews

\$8.59

M S

[Add To Basket](#)

On Sale




Hero Bonetics™ 3-Pack Chew Combo Dog Chew ...

Be the first to write a [review](#)

\$10.31 ~~\$12.89~~

[Add To Basket](#)

Out of Stock ♥



Hero Bonetics™ Small Femur Bone Dog Chew Toy

★★★★★ 1 reviews

\$4.29

[Add To Basket](#)

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Birds

Bird food, toys, shelters and more. We have everything to keep your bird singing.

[Shop Now](#)



Dogs

Dog food, Chew toys, and a lot more. We have everything to keep your friend happy.

[Shop Now](#)



Small Animals

Food, toys, shelters and more. We have everything to keep your smols health and happy.

[Shop Now](#)