



**EMERALD**  
S C I E N T I F I C

## WEBSITE STYLE GUIDE

June 2022

Logo:



Website Font: Montserrat

H1: 26px; weight: 500; #003349

H2: 22px; weight: 500; #003349

H3: 18px; weight: 500; #003349

H4: 16px; weight: 600; #545454

H5: 14px; weight: 600; style: *Italic*; #545454

Body Text: Montserrat: 14px; weight: 400; #545454

## Brand Colors & Tints

80% 60% 40% 20%

|                 |              |  |  |  |  |
|-----------------|--------------|--|--|--|--|
| Emerald Navy    | HEX: #003349 |  |  |  |  |
| Black           | HEX: #000000 |  |  |  |  |
| White           | HEX: #FFFFFF |  |  |  |  |
| Emerald Orange  | HEX: #FF6900 |  |  |  |  |
| Emerald Lt Blue | HEX: #63B1BC |  |  |  |  |
| Emerald Green   | HEX: #00B140 |  |  |  |  |

## Body Text Link

[Read More](#)

Font:-weight: 500  
Size: Default to content  
Inactive Color: #003349  
Style: None

## Body Text Link - Hover

[Read More](#)

Font:-weight: 400  
Size: Default to content  
Hover Color: #00B140  
Style: None

If not otherwise specified, all "Active" or "OnClick" button and links colors should match the hover color.

Inactive Color: #545454  
Hover Color: #003349  
Active Color: #003349  
Active underline: #FF6900  
Style: None

[Featured](#)

[Best Selling](#)

[New](#)

[Featured](#)

[Best Selling](#)

[New](#)

[Featured](#)

[Best Selling](#)

[New](#)

## Primary Button



Font: Montserrat 400, 12px  
Button Color: #63B1BC  
Border Color: #63B2BC  
Border-radius: 16px  
Text Color: #FFF  
Style: None

## Primary Button - Hover



Font: Montserrat 400, 12px  
Button Color: # 00B140  
Border Color: # 00B140  
Border-radius: 16px  
Text Color: #FFF  
Style: Non

Primary Button: Active Color: #00B140

## Secondary Button



Font: Montserrat 400, 12px  
Color: #63B2BC  
Button Color: #FFF  
Border Color: #63B2BC  
Border-radius: 16px  
Text Color: # 63B2BC  
Style: None

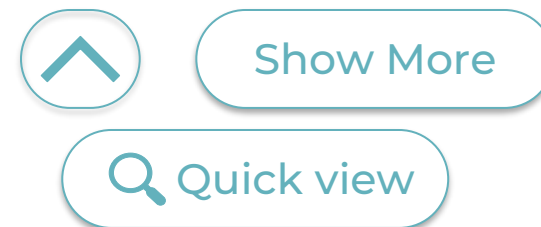
## Secondary Button - Hover



Font: Montserrat 400, 12px  
Color: #00B140  
Button Color: #FFF  
Border Color: # 00B140  
Border-radius: 16px  
Text Color: # 00B140  
Style: None

Secondary Button: Active Color: #00B140

## Tertiary Button



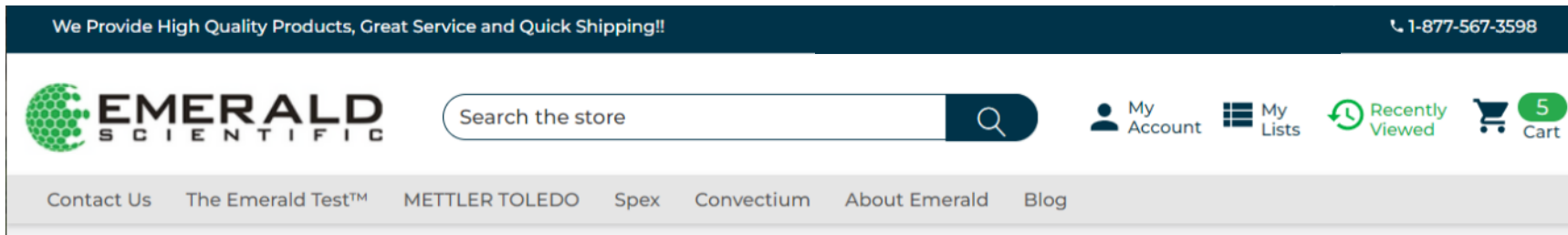
Font: Montserrat 400, 12px  
Color: #63B1BC  
Button Color: #FFF  
Border Color: #63B1BC  
Border-radius: 16px  
Style: None

## Tertiary Button - Hover



Font: Montserrat 400, 12px  
Color: #00778B  
Button Color: #FFF  
Border Color: #00778B  
Border-radius: 16px  
Style: None

Tertiary Button: Active Color: #00778B



## Top Header:

Background: #003349;  
 Padding: 0;  
 Font-size: 13px;  
 Font-weight: 500;  
 Color: #FFF;  
 Icon Color: #FFF;  
 Hover Color: #FF6900;  
 Style: None;

## Header:

Padding-top: 1.35rem;  
 Padding-bottom: 1.1rem;  
 Font-size: 12px;  
 Font-weight: 400;  
 Color: # 003349;  
 Icon Color: #003349;  
 Hover Color: #00B140;  
 Style: None;

## Shop by Category Navigation:

Font-size: 14px;  
 Font-weight: 400;  
 Color: #545454;  
 Hover Color: #00B140;  
 Active Color: #00B140;  
 Style: None;  
 Line-height: 1.2rem;

## Main Navigation:

Font-size: 14px;  
 Font-weight: 500;  
 Color: #545454;  
 Hover Color: #00B140;  
 Style: None;  
 Padding: 12px;  
 Text-transform: None;

## Search:

Height: 2.25rem;  
 Max-width: 60rem;  
 Padding-left: 1.5rem;  
 Border: #003349;  
 Border-radius: 16px;  
 Color: #545454;  
 Font-size: 14px;

## Tier 2-4 Navigation:

Font-size: 14px;  
 Font-weight: 400;  
 Color: #545454;  
 Hover Color: #00B140;  
 Active Color: #00B140;  
 Style: None;  
 Background-color: #FFF;

## Input button:

Match height  
 Match border radius  
 Background: #003349;  
 Color: #FFF;  
 Font-weight: 500;  
 Style: None;

## Shop by Brand Navigation:

Container: Match to Shop by  
 Category container above  
 Font-size: 14px;  
 Font-weight: 400;  
 Color: #545454;  
 Hover Color: #00B140;  
 Active Color: #00B140;  
 Style: None;

Footer Headings: H3

Accounts & Orders: Hover Color: #00B140

Style: None

Copyright container:

Background: #003349;

Font-weight: 500;

Style: None;

Address | Contact Widget:

Font-size: 14px;

Font-weight: 500;

Color: #545454;

Icon Color: #003349;

Hover Color: #00B140;

Style: None;

Bullet List Widgets:\*

Font-size: 14px;

Font-weight: 500;

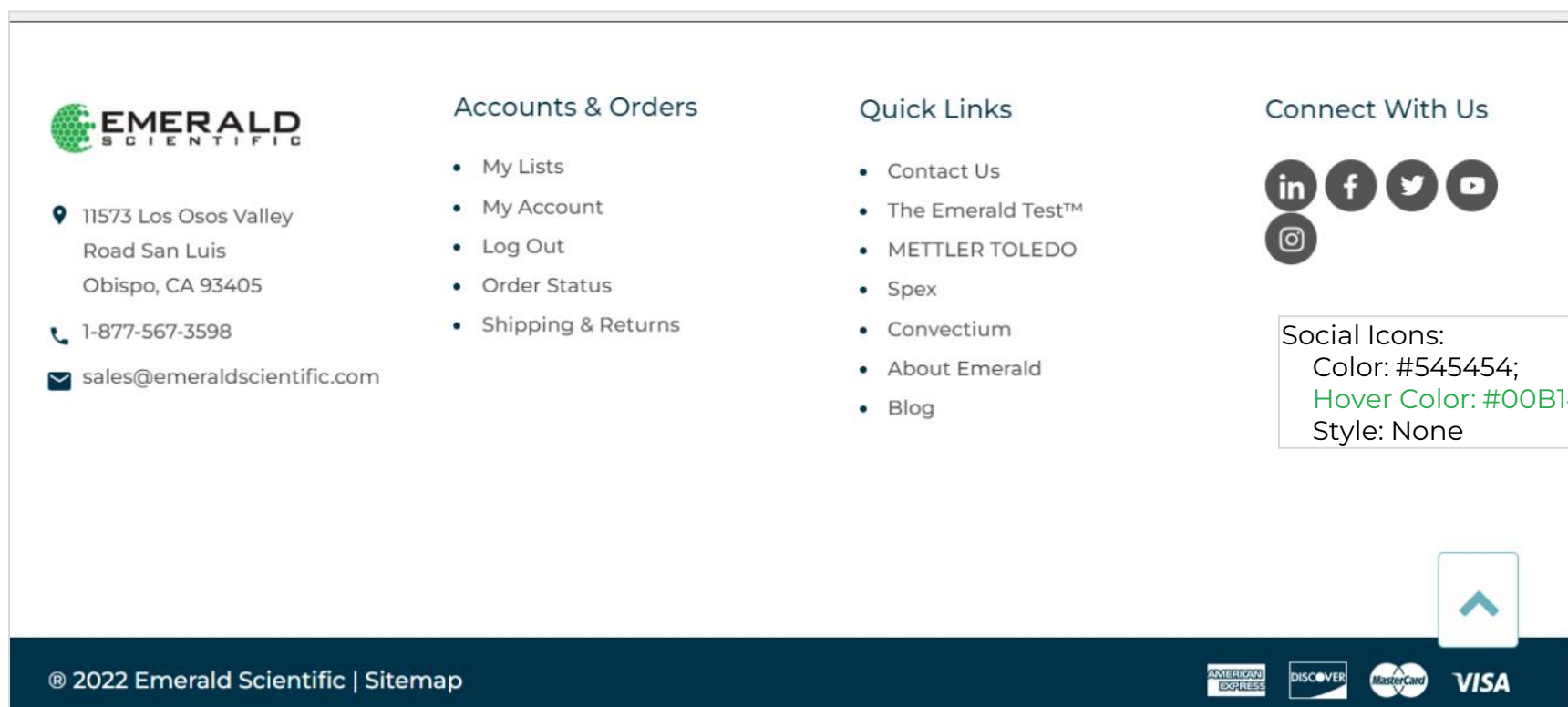
Color: #545454;

Hover Color: #00B140;

Bullet Color: #003349;

Style: None;

\*Same CSS for "Top Categories" section bullet lists



Same CSS for ALL Product Tiles/lists, in all sections, on all pages

**Product Tile CSS:**
**Line-height = 1.1**

Product name:

Weight: 600;  
 Size: 13px;  
 Color: #545454;  
 Hover color: #00B140;  
 Style: None;

Vendor:

Label Weight: 400;  
 Size: 12px;  
 Color: #545454;  
 Hover color: #00B140;  
 Style: None;

SKU:

Label weight: 600;  
 Data weight: 400;  
 Size: 12px;  
 Color: #545454;  
 Style: None;

Price:

Weight: 600;  
 Size: 13px;  
 Color: #000;  
 Style: None;  
**Margin-top: 10px;**

**Contact Us for Quote:**

Weight: 600;  
 Size: 14px;  
 Color: #00B140;  
 Style: Italics;  
**Margin-top: 10px;**

On Sale flag:

Weight: 700;  
 Size: 13px;  
 Color: #FFF;  
 Style: None;  
 Background: #00B140;  
 Hover Background: #FF6900;



Elmasonic S50R Ultrasonic cleaner

Tovatech

SKU: 104 9548

[Contact Us For Quote](#)



Gas Cylinder Support Bracket 1 Cylinder Capacity  
 Bench Mount Stainless Steel

Justrite

SKU: 35260

**\$167.88**

**On Sale**



Beaker Supporting Lid for Elmasonic S50R Ultrasonic  
 Sieve Cleaner

Tovatech

SKU: 104 9787

Now: **\$75.27** Was: ~~\$76.27~~



Heading:

Size: H2

Inactive Color: #003349;

Hover Color: #00B140;

Active Color: #003349;

Style: None;

Bestselling | Featured | New Arrivals:

Font-size: 13px;

Font-weight: 600;

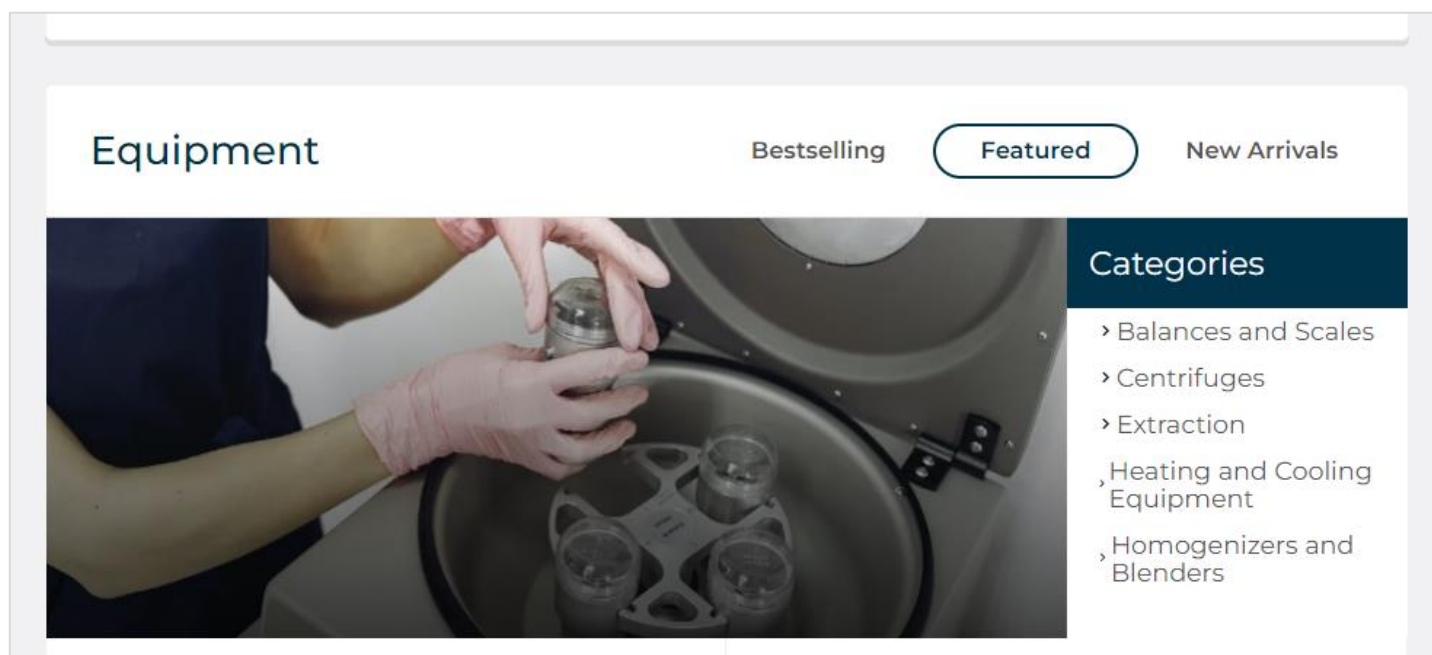
Inactive Color: #545454;

Hover Color: #003349;

Active Color: #003349;

Active Outline: #003349;

Style: None;



Category:

Font-size: 18px;

Color: #fff;

Background: #003349;

Style: None;

Sub-Category List:

Font-size: 14px;

Font-weight: 400;

Color: #545454;

Style: None;

**Product Detail Row CSS:**

Line-height = 1.1

Product name:

Weight: 600;  
 Size: 13px;  
 Color: #545454;  
 Hover color: #00B140;  
 Style: None;

Vendor:

Label Weight: 400;  
 Size: 12px;  
 Color: #545454;  
 Hover color: #00B140;  
 Style: None;

SKU:

Label weight: 600;  
 Data weight: 400;  
 Size: 12px;  
 Color: #545454;  
 Style: None;

Price:

Weight: 600;  
 Size: 13px;  
 Color: #000;  
 Style: None;

**Your Cart**

| Product                                                                                                                                                                                                               | Price                                      | Quantity                                                                                         | Subtotal                                                                                            |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------|--------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|
|  <b>On</b> Emerald Scientific Warehouse<br>Emerald Caps for 10 mL Potency Extraction and Storage Vials (100pk)<br>SKU: SPGU01068-100 | Was: <del>\$22</del><br>Now: <b>\$5.00</b> | <input type="button" value="v"/> <input type="text" value="4"/> <input type="button" value="^"/> | <b>\$20.00</b>   |
|  Restek<br>Add-On FID Gas Filter Kit for GC-FID<br>SKU: 22021                                                                        | <b>\$495.00</b>                            | <input type="button" value="v"/> <input type="text" value="1"/> <input type="button" value="^"/> | <b>\$495.00</b>  |

|                     |                                 |
|---------------------|---------------------------------|
| Subtotal:           | \$515.00                        |
| Shipping:           | <a href="#">Add Info</a>        |
| Coupon Code:        | <a href="#">Add Coupon Code</a> |
| Total (Before Tax): | <b>\$515.00</b>                 |

Applicable tax is calculated during checkout.

 **Proceed to Checkout**

[Convert Cart to Quote](#)

**Order Details Rows:**

Labels: (Subtotal, Shipping, etc.) :  
 Weight: 500;  
 Size: 16px;  
 Color: #545454;  
 Style: None;

Subtotal value:  
 Weight: 500;  
 Size: 14px;  
 Color: #000;  
 Style: None;

Shipping / Coupon links:  
 Label Weight: 500;  
 Size: 14px;  
 Color: #003349;  
 Hover color: #00B140;  
 Style: None;

Total value:  
 Weight: 500;  
 Size: 18px;  
 Color: #000;  
 Style: None;

Proceed to Checkout:  
 Primary button

Convert to Quote:  
 Secondary button



## Match all Account pages to this CSS

Home

### Invoices

Orders **Invoices** Messages (0) Recently Viewed Account Settings Shopping Lists Addresses Buy Again

User Management Quotes

Invoice# Search my invoices. Filters Export as CSV file

| Invoice#                 | Order# | Invoice Date  | Due Date     | Invoice Total | Discount Total | Amount Due | Status         | Actions |
|--------------------------|--------|---------------|--------------|---------------|----------------|------------|----------------|---------|
| <a href="#">00416031</a> | 111    | Jul 19th 2022 | Aug 3rd 2022 | \$202.67      | 0.00           | \$102.67   | Partially Paid |         |
| <a href="#">00416028</a> | 110    | Jul 19th 2022 | Aug 3rd 2022 | \$110.20      | 0.00           | \$110.20   | Open           |         |

Previous 1 Next

### Text Links:

Font-size: 14px;  
 Font-weight: 500;  
 Color: #003349;  
 Hover Color: #00B140;  
 Style: None;  
 Text-transform: None;

### In-page search / all form entry fields:

Color: #545454;  
 Font-size: 16px;  
 Background-color: #FFF  
 Border color: #00B140;  
 Border-radius: 16px

### Filters Button:

Color: #00B140  
 Border color: #00B140  
 Background Color: #FFF  
 Hover background color: #00B140  
 Hover Color: #FFF  
 Style: None;  
 Text-transform: None;

### Actions dropdown:

Font-size: 14px;  
 Font-weight: 500;  
 Background Color: #00B140;  
 Color: #FFF;  
 Hover background color: #FFF;  
 Hover Color: #00B140;  
 Style: None;  
 Text-transform: None;

### Breadcrumbs (ALL pages):

Font-size: 11px;  
 Font-weight: 500;  
 Color: #545454;  
 Active Color: #003349;  
 Hover Color: #00B140;  
 Style: None;  
 Text-transform: None;

### Account Menu/Tabs:

Font-size: 16px  
 Font-weight: 400;  
 Color: #545454;  
 Active Color: #003349;  
 Active Font-weight: 600;  
 Active bottom-border: #FF6900;  
 Hover color: #00B140;  
 Style: None;  
 Text-transform: None;

## Match all Account screens (invoices, orders, addresses, users, shopping lists, etc.) to this CSS

Print | Download [links\\*](#)

Font-weight: 500;

Font-size: 16px;

Color: #003349;

Hover color: #00B140;

Style: None;

### Table Heading: H3

Partially Paid:

Font-size: 18px;

Font-weight: 700;

Color: #63B1BC;

Payment Overdue:

Font-size: 18px;

Font-weight: 700;

Color: #FF6900;

Table header rows:

Background: #e5e5e5;

Color: #003349;

Font-size: 16px;

Font-weight: 600;

Style: None;

Invoice Section Headers:

Font-weight: 500;

Font-size: 22px;

Color: #003349;

Pay Now button = Primary Button CSS

 Print
  Download PDF

Invoice #00416031

PARTIALLY PAID

Payment is 89 days past due

Your invoice is 89 days past due, please make a payment.

| General Information |     | Invoice Dates and Totals |               |
|---------------------|-----|--------------------------|---------------|
| Order Number:       | 111 | Invoice Date:            | Jul 19th 2022 |
| Invoice Test Field: |     | Due Date:                | Aug 3rd 2022  |

BILLING ADDRESS

99 Margarita Blvd

Saltsville, Virginia 20117

United States

SHIPPING ADDRESS

99 Margarita Blvd

Saltsville, Virginia 20117

United States

|                      |          |
|----------------------|----------|
| Subtotal             | \$127.67 |
| Discount             | 0.00     |
| Freight              | \$75.00  |
| Sales Tax            | 0.00     |
| Grand Invoice Total: | \$202.67 |
| Amount Paid:         | \$100.00 |
| Amount Due:          | \$102.67 |

Pay Now

Invoice Line Items

| Item    | Description                                                      | Qty | Unit Price | Discount Total | Line Total | Comments |
|---------|------------------------------------------------------------------|-----|------------|----------------|------------|----------|
| 2103222 | Capitol Plastic Products Hinged Vials, 2-oz, Translucent, 600/cs | 1   | \$127.67   | 0.00           | \$127.67   |          |

Payments

| Date Received | Amount   | Transaction Type | Payment Type | Reference                                |
|---------------|----------|------------------|--------------|------------------------------------------|
| Oct 26th 2022 | \$100.00 | Paid             | Offline      | Partial payment received QB Memo# 123456 |

\*Same for all similar links in rest of Account tab screens.