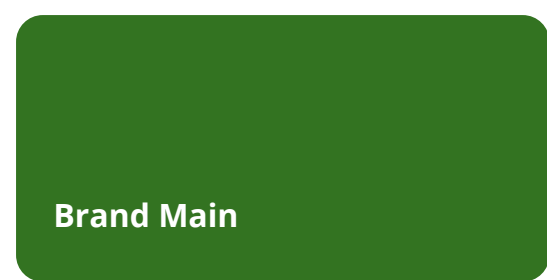


Brand Colors



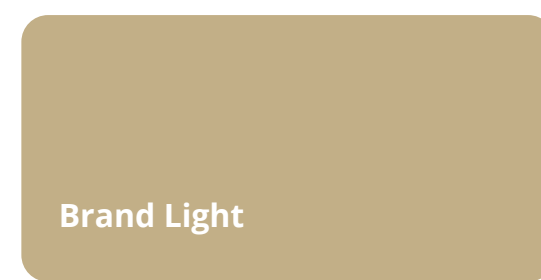
fill: #337321 100%
\$variable-name

Usage
- Primary Brand
- Interactive Text
- Active Links



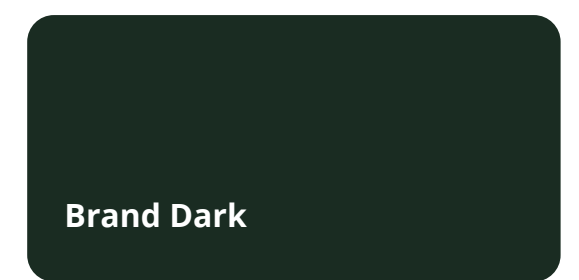
fill: #FFD100 100%
\$variablename

Usage
- Secondary Brand



fill: #C2AF87 100%
\$variablename

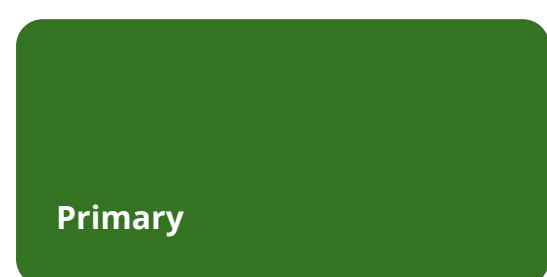
Usage
- Light Brand
- Preferred Deale



fill: #1A2C22 100%
\$variablename

Usage
- Hover Buttons

UI Colors



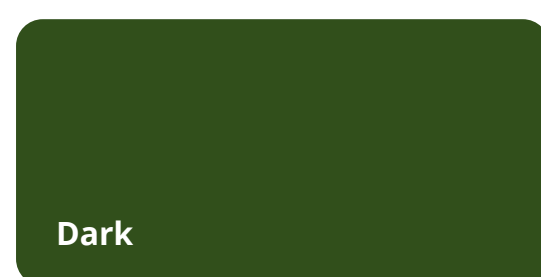
fill: #337321 100%
\$primary

Usage
- Primary Brand
- Interactive Text
- Active Links



fill: #FFD100 100%
\$secondary

Usage
- Secondary Brand



fill: #314F1B 100%
\$dark

Usage
- Hover Buttons



fill: #86744E 100%
\$light

Usage
- Light Brand



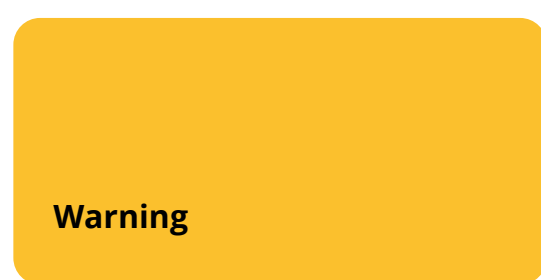
fill: #056808 100%
\$success

Usage
- Success Messaging



fill: #31708F 100%
\$info

Usage
- Info Messaging



fill: #FBC02D 100%
\$warning

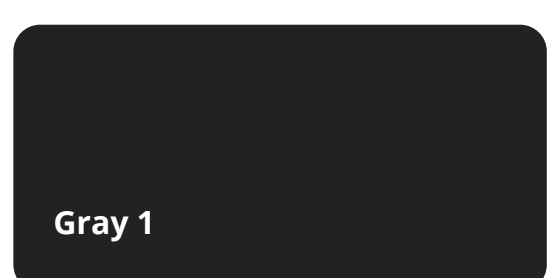
Usage
- Warning Messaging



fill: #92110F 100%
\$danger

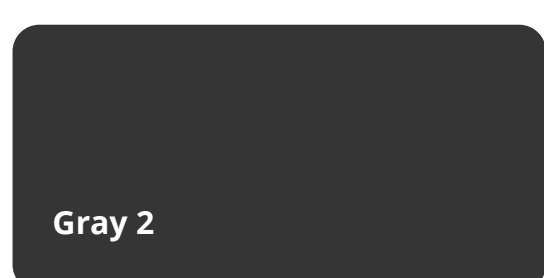
Usage
- Danger Messaging

Grays



fill: #222222 100%
\$gray1

Usage
- Text
- Background



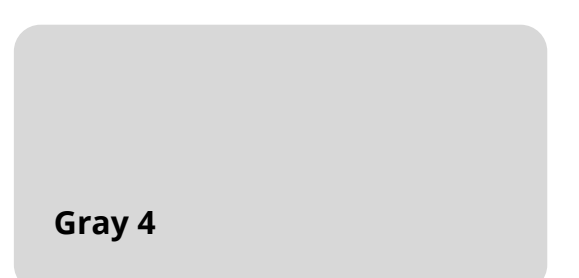
fill: #353535 100%
\$gray2

Usage
- Background
- New Badge



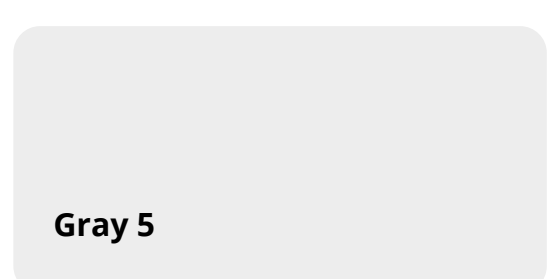
fill: #656565 100%
\$gray3

Usage
- Light Text
- Coming Soon Badge
- Disabled Button Text



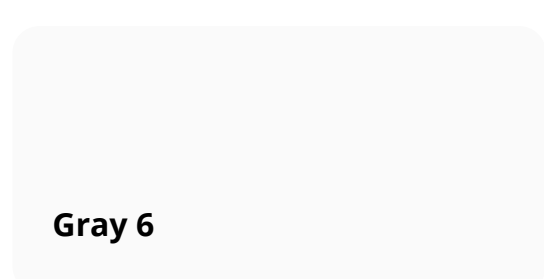
fill: #D7D3D1 100%
\$gray4

Usage
- Divider Line
- Discontinued Badge



fill: #EDED 100%
\$gray5

Usage
- Background
- Disabled Button



fill: #FAFAFA 100%
\$gray6

Usage
- Background



fill: #000000 100%
\$black

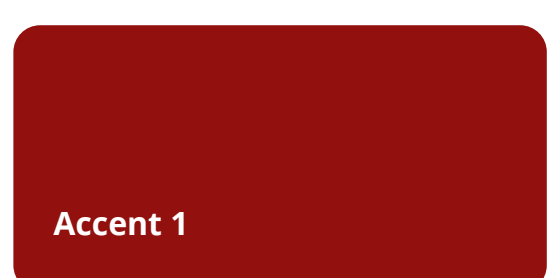
Usage
- General



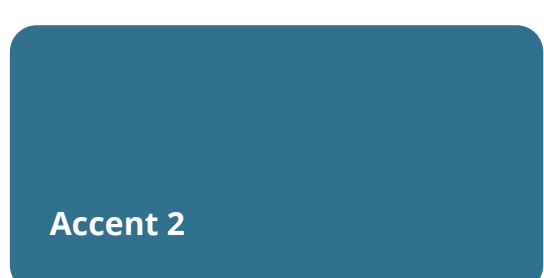
fill: #000000 100%
\$white

Usage
- General

Accents

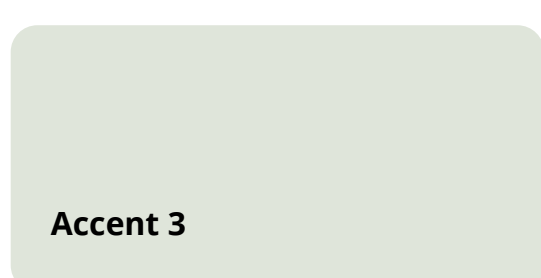


fill: #92110F 100%
\$accent1



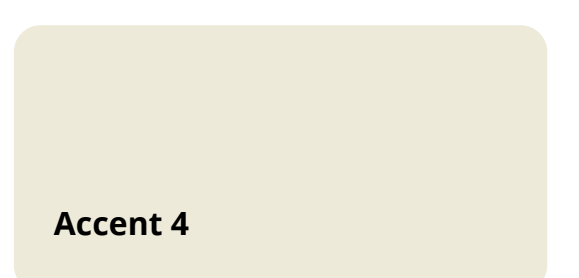
fill: #31708F 100%
\$accent2

Usage
- Text Links



fill: #DFE5DA 100%
\$accent3

Usage
- Secondary Outline Button Rollover



fill: #EEEAD9 100%
\$accent4

Usage
- Tertiary Outline Button Rollover

Fonts

SCALE	WEIGHT	LICENSE
Oswald	<ul style="list-style-type: none"> Light Regular Medium Bold 	<ul style="list-style-type: none"> Google Font
Open Sans	<ul style="list-style-type: none"> Light Regular Semi-bold Bold Extra-bold 	<ul style="list-style-type: none"> Google Font

Display

SCALE	DESKTOP SPECS	MOBILE SPECS	USAGE NOTES
Display 1	color: #222222 100% and #FFFFFF on dark backgrounds font-face: Oswald-Bold font-size: 80px character: 0px line: 118px	color: #222222 100% and #FFFFFF on dark backgrounds font-face: Oswald-Bold font-size: 55px character: 0px line: 70px	Usage USAGE NOTES, etc. Hero Primary Text *This text will scale
Display 2	color: #222222 100% and #FFFFFF on dark backgrounds font-face: Oswald-Bold font-size: 48px character: 0px line: 70px	color: #222222 100% and #FFFFFF on dark backgrounds font-face: Oswald-Bold font-size: 34px character: 0px line: 50px	Usage USAGE NOTES, etc. Hero Primary Text *This text will scale
Display 3	color: #222222 100% and #FFFFFF on dark backgrounds font-face: Oswald-Bold font-size: 18px character: 0px line: 26px	color: #222222 100% and #FFFFFF on dark backgrounds font-face: Oswald-Bold font-size: 14px character: 0px line: 20px	Usage USAGE NOTES, etc. Hero Primary Text *This text will scale

Headings

SCALE	DESKTOP SPECS	MOBILE SPECS	USAGE NOTES
Page Title (H1)	color: #222222 100% font-face: Oswald-Bold font-size: 48px character: 0px line: 70px	color: #222222 100% font-face: Oswald-Bold font-size: 34px character: 0px line: 50px	Usage USAGE NOTES, etc. Checkout Page Titles
Section Title (H2)	color: #222222 100% font-face: Oswald-Bold font-size: 36px character: 0px line: 50px	color: #222222 100% font-face: Oswald-Bold font-size: 26px character: 0px line: 40px	Usage USAGE NOTES, etc. Product Display Page Product Name, Carousel Title
Subsection Title (H3)	color: #222222 100% font-face: Oswald-Bold font-size: 28px character: 0px line: 40px	color: #222222 100% font-face: Oswald-Bold font-size: 20px character: 0px line: 30px	Usage USAGE NOTES, etc. Checkout subheading
HEADING 4 (H4)	color: #222222 100% font-face: Oswald-Bold font-size: 22px character: 0px line: 32px	color: #222222 100% font-face: Oswald-Bold font-size: 18px character: 0px line: 26px	Usage USAGE NOTES, etc. Category Browse Left Hand Navigstion Title
HEADING 5 (H5)	color: #222222 100% font-face: Oswald-Bold font-size: 16px character: 0px line: 24px	Same as Desktop	Usage USAGE NOTES, etc. Pricing on title and checkout headings
Product Name (H6)	color: #222222 100% font-face: Oswald-Bold font-size: 14px character: 0px line: 20px	Same as Desktop	Usage USAGE NOTES, etc. Accordion Title, Form Lable, PLP Result count, Card Heading

Labels

SCALE	DESKTOP SPECS	MOBILE SPECS	USAGE NOTES
Label 1	color: #222222 100% font-face: Oswald-Regular font-size: 14px character: 0px line: 19px	color: #222222 100% font-face: Oswald-Light font-size: 12px character: 0px line: 17px	Usage USAGE NOTES, etc. Stock Messaging
Label 2	color: #222222 100% font-face: Oswald-Medium font-size: 14px character: auto line: 21px	Same as Desktop	Usage USAGE NOTES, etc. Attribute
Label 3	color: #222222 100% and #92110For promotopns font-face: Oswald-Medium font-size: 14px character: auto line: 19px	Same as Desktop	Usage USAGE NOTES, etc. Attribute Panel, Promotional Text on Product Tiles

Body

SCALE	DESKTOP SPECS	MOBILE SPECS	USAGE NOTES
Paragraph	color: #222222 100% font-face: Open Sans - Regular font-size: 14px character: auto line: 19px	Same as Desktop	Usage USAGE NOTES, etc. Paragraph
Paragraph Bold	color: #222222 100% font-face: Open Sans - Bold font-size: 14px character: auto line: 19px	Same as Desktop	Usage USAGE NOTES, etc. Paragraph Bold








Price

SCALE	DEFAULT	CROSSED OUT	SALE	USAGE NOTES
\$52.95 \$52.95 \$52.95	color: #222222 100% font-face: Open Sans - Bold font-size: 16px character: auto line: 22px	color: #222222 100% font-face: Open Sans - Light font-size: 16px character: auto line: 22px	color: #337321 100% font-face: Open Sans - Bold font-size: 16px character: auto line: 22px	Usage USAGE NOTES, etc. Product Title Price
\$52.95 \$52.95 \$52.95	color: #222222 100% font-face: Open Sans - Bold font-size: 26px character: auto line: 36px	color: #222222 100% font-face: Open Sans - Light font-size: 26px character: auto line: 36px	color: #337321 100% font-face: Open Sans - Bold font-size: 26px character: auto line: 36px	Usage USAGE NOTES, etc. Product Display Page Price

Links

SCALE	DEFAULT	HOVER	USAGE NOTES
	<p>MAIN NAVIGATION</p> <p>color: #FFFFFF 100% font-face: Oswald - Bold font-size: 14px character: 0px line: 21px</p>	<p><u>MAIN NAVIGATION</u></p> <p>color: #FFFFFF 100% font-face: Oswald - Bold font-size: 14px character: 0px line: 21px</p>	Usage USAGE NOTES, etc. Main Navigation
	<p>Primary Link</p> <p>color: #337321 100% and #FFFFFF on dark backgrounds font-face: Open Sans - Regular font-size: 14px character: 0px line: 19px</p>	<p><u>Primary Link</u></p> <p>color: #337321 100% and #FFFFFF on dark backgrounds font-face: Open Sans - Semi Bold font-size: 14px character: 0px line: 19px</p>	Usage USAGE NOTES, etc. Standalone Link
	<p><u>Secondary Link</u></p> <p>color: #337321 100% and #FFFFFF on dark backgrounds font-face: Open Sans - Regular font-size: 14px character: 0px line: 19px</p>	<p><u>Secondary Link</u></p> <p>color: #337321 100% and #FFFFFF on dark backgrounds font-face: Open Sans - Bold font-size: 14px character: 0px line: 19px</p>	Usage USAGE NOTES, etc. Paragraph Link


Buttons

SCALE	DEFAULT	HOVER	USAGE NOTES
Main Button .btn-primary	 <p>fill: #337321 100% border: 0px radius: 0px</p> <p>color: #FFFFFF 100% font-face: Oswald - SemiBold font-size: 14px character: 0px line: 21px</p>	 <p>fill: #314F1B 100% border: 0px radius: 0px</p> <p>color: #FFFFFF 100% font-face: Oswald - SemiBold font-size: 14px character: 0px line: 21px</p>	CTA button for all primary actions
Secondary Button .btn-secondary	 <p>fill: #FFFFFF 100% border: 2px inside #4A7729 100% radius: 0px</p> <p>color: #337321 100% font-face: Oswald - SemiBold font-size: 14px character: 0px line: 21px</p>	 <p>fill: #DFE5DA 100% border: 2px inside #4A7729 100% radius: 0px</p> <p>color: #337321 100% font-face: Oswald - SemiBold font-size: 14px character: 0px line: 21px</p>	CTA button for all secondary actions, use next to Main Buttons to establish hierarchies between the two
Tertiary Button .btn-tertiary	 <p>fill: #FFFFFF 100% border: 2px inside #86744E 100% radius: 0px</p> <p>color: #86744E 100% font-face: Oswald - SemiBold font-size: 14px character: 0px line: 21px</p>	 <p>fill: #F5F5DC 100% border: 2px inside #86744E 100% radius: 0px</p> <p>color: #86744E 100% font-face: Oswald - SemiBold font-size: 14px character: 0px line: 21px</p>	CTA button for all tertiary actions, use for standalone action, establish hierarchy on pages with multiple CTAs, used in Account
Disabled Button .btn-disabled	 <p>fill: #E0E0E0 100% border: 0px radius: 0px</p> <p>color: #656565 100% font-face: Oswald - SemiBold font-size: 14px character: 0px line: 21px</p>		Disable state for all button types
Text Only Button .btn-text	<p>Text Only Button</p> <p>color: #337321 100% and #FFFFFF on dark backgrounds font-face: Open Sans - Regular font-size: 14px character: 0px line: 19px</p>	<p><u>Text Only Button</u></p> <p>color: #337321 100% and #FFFFFF on dark backgrounds font-face: Open Sans - Regular font-size: 14px character: 0px line: 19px</p>	Used for standalone CTA's, e.g., tertiary actions that follow content blocks ("Read More")





DIMENSIONS

Mobile Button	
Desktop Button	

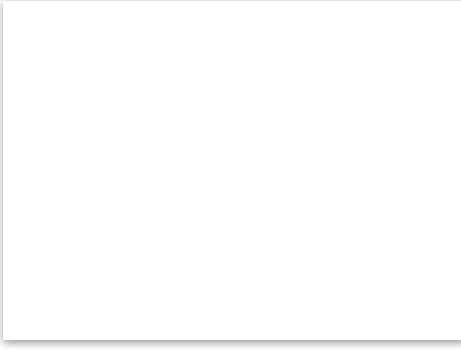
Dividing Lines

SPECS	USAGE NOTES
 <p>Thin Line 1px fill: #D7D3D1 100%</p>	<p>Usage Notes, etc. Divider Line</p>

Borders

SPECS	USAGE NOTES	SPECS	USAGE NOTES
 <p>border-default: 1px inside #D7D3D1 100%</p>	<p>Usage USAGE NOTES, etc. Form fields, default borders</p>	 <p>border-default: 1px inside #4a7729 100%</p>	<p>Usage USAGE NOTES, etc. Success message border</p>
 <p>border-default: 1px inside #FBC02D 100%</p>	<p>Usage USAGE NOTES, etc. Warning message boarder</p>	 <p>border-default: 1px inside #92110F 100%</p>	<p>Usage USAGE NOTES, etc. Danger message border</p>

Shadows

SPECS	USAGE NOTES
 <p>color: #000000 40% shadow: outer x,y: 0px, 1px blur - 3px spread - 0px</p>	<p>Usage USAGE NOTES, etc. Tool Tip Border</p>

Forms

	FORM FIELD	LABEL	TEXT IN FIELD
Default	<p>Label</p>	<p>border: 2px inside #D7D3D1 100% radius: 0px</p>	<p>color: #222222 100% font-face: Open Sans - SemiBold font-size: 14 px character 0px line: 19px</p>
Dropdowns	<p>Label</p>	<p>border: 2px inside #D7D3D1 100% radius: 0px</p>	<p>color: #222222 100% font-face: Open Sans - SemiBold font-size: 14 px character 0px line: 19px</p>
Focus State	<p>Label</p>	<p>border: 2px inside #656565 100% radius: 0px</p>	<p>color: #222222 100% font-face: Open Sans - SemiBold font-size: 14 px character 0px line: 19px</p>
Entered Text	<p>Label</p>	<p>border: 2px inside #D7D3D1 100% radius: 0px</p>	<p>color: #222222 100% font-face: Open Sans - SemiBold font-size: 14 px character 0px line: 19px</p>
Error State	<p>Label</p> <p>Error Text</p> <p>color: #92110F 100% font-face: Open Sans - SemiBold font-size: 12 px character 0px line: 17px</p>	<p>border: 2px inside #92110F 100% radius: 0px</p>	<p>color: #92110F 100% font-face: Open Sans - SemiBold font-size: 14 px character 0px line: 19px</p>
Default with Hint	<p>Label</p> <p>Error Text</p> <p>color: #222222 100% font-face: Open Sans - SemiBold font-size: 12 px character 0px line: 17px</p>	<p>border: 2px inside #D7D3D1 100% radius: 0px</p>	<p>color: #222222 100% font-face: Open Sans - Regular font-size: 14 px character 0px line: 19px</p>

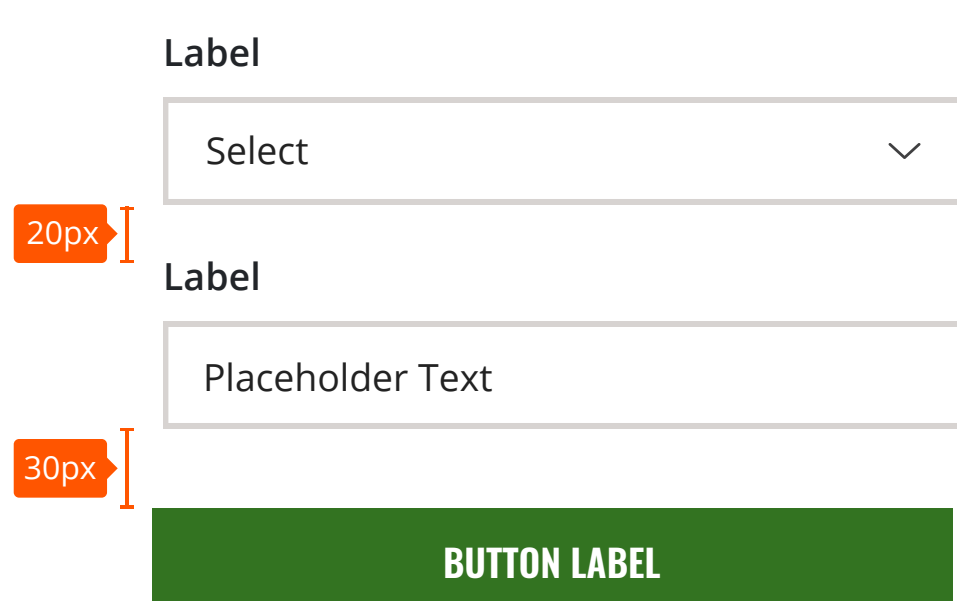
Checkboxes

	ICONS	WITH TEXT
Checkboxes	<input checked="" type="checkbox"/> Selected <input type="checkbox"/> Unselected	<input type="checkbox"/> I certify that I am at least 18 years of age, agree with the Privacy Policy and the Terms & Conditions, and consent that the information I submit will be transmitted in the United States
Radio Buttons	<input checked="" type="radio"/> Selected <input type="radio"/> Unselected	<input type="radio"/> I certify that I am at least 18 years of age, agree with the Privacy Policy and the Terms & Conditions, and consent that the information I submit will be transmitted in the United States

Stacking Rules

RULES

- Form stack on all viewports (Desktop & Mobile)
- Space between form label and fields: 5px
- Space between form fields: 20px



Alerts

CONTAINERS

✓ Well done! You successfully read [this important alert message](#).

55px

☰ Heads up! This alert needs your attention, but it's not super important.

55px

The info alert message is just a part of Bootstrap backend elements and is available for your use if you ever need it.

⚠ Warning! Better check yourself, you're not looking too good.

55px

! Oh snap! [Change a few things up](#) and try submitting again.

55px

PROP 65

DETAIL

Default

Hover

On Click

WARNING for California Residents

⚠ **WARNING** for California Residents

Modal appears on click like Bushnell:
<https://www.bushnell.com/products/binoculars/prime/prime-binoculars-10x28mm/>

Modals

TRANSACTIONAL LG

Label 3 Black Left
SUBSECTION TITLE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.

BUTTON LABEL **BUTTON LABEL**

500px

PASSIVE LG

Label 3 Black Left
SUBSECTION TITLE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.

500px

TRANSACTIONAL MED

Label 3 Black Left
SUBSECTION TITLE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Utenim ad minim veniam.

BUTTON LABEL **BUTTON LABEL**

400px

PASSIVE MED

Label 3 Black Left
SUBSECTION TITLE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Utenim ad minim veniam.

400px

TRANSACTIONAL SM

Label 3 Black Left
SUBSECTION TITLE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna.

BUTTON LABEL **BUTTON LABEL**

300px

PASSIVE SM

Label 3 Black Left
SUBSECTION TITLE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna.

300px

Tool Tips

TOP

RIGHT

Fusce dapibus, tellus ac cursus comune modo, tortor mauris condimentum nih tellus cursus.

color: #000000 40%
shadow: outer
x,y: 0px, 1px
blur - 3px
spread - 0px



Fusce dapibus, tellus ac cursus comune modo, tortor mauris condimentum nih tellus cursus.

color: #000000 40%
shadow: outer
x,y: 0px, 1px
blur - 3px
spread - 0px



Logo



Desktop



Tablet



Mobile



Desktop



Tablet



Mobile



Desktop



Tablet



Mobile

R Logo



R Logo Green (130x130px)



R Logo Black (130x130px)



R Logo White (130x130px)



R Logo Green (65x65px)



R Logo Black (65x65px)



R Logo White (130x130px)

R Logo Favicon



Remington Favicon Green (16x16px)
















Remington Favicon Black (16x16px)



















Remington Favicon White (16x16px)





UI

 Arrow Down fill: #222222 100%	 Arrow Left fill: #222222 100%	 Arrow Right fill: #222222 100%	 Arrow Up fill: #222222 100%	 Checkbox Selected fill: #337321 100%	 Checkbox Unselected outline: #D7D3D1 100%	 Radio Selected fill: #337321 100%	 Radio Unselected outline: #D7D3D1 100%
 Minus fill: #222222 100%	 Plus fill: #222222 100%	 Close fill: #222222 100%	 Menu fill: #222222 100%	 Tooltip fill: #222222 100%			

Icons

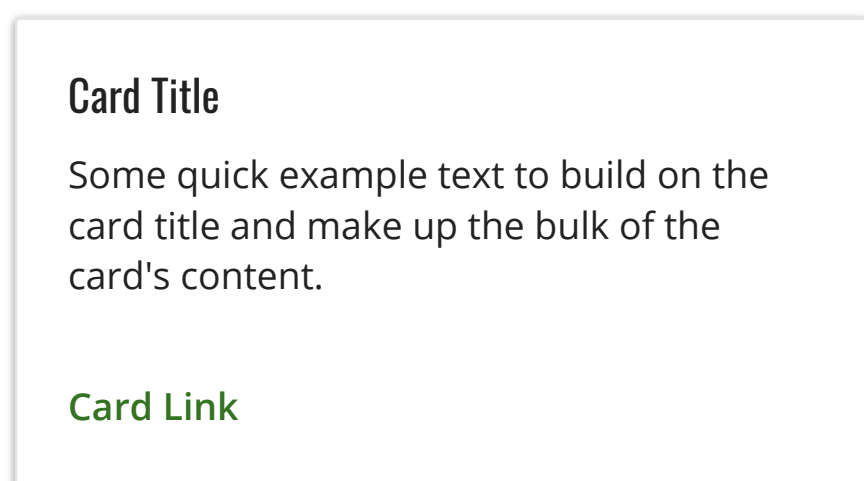
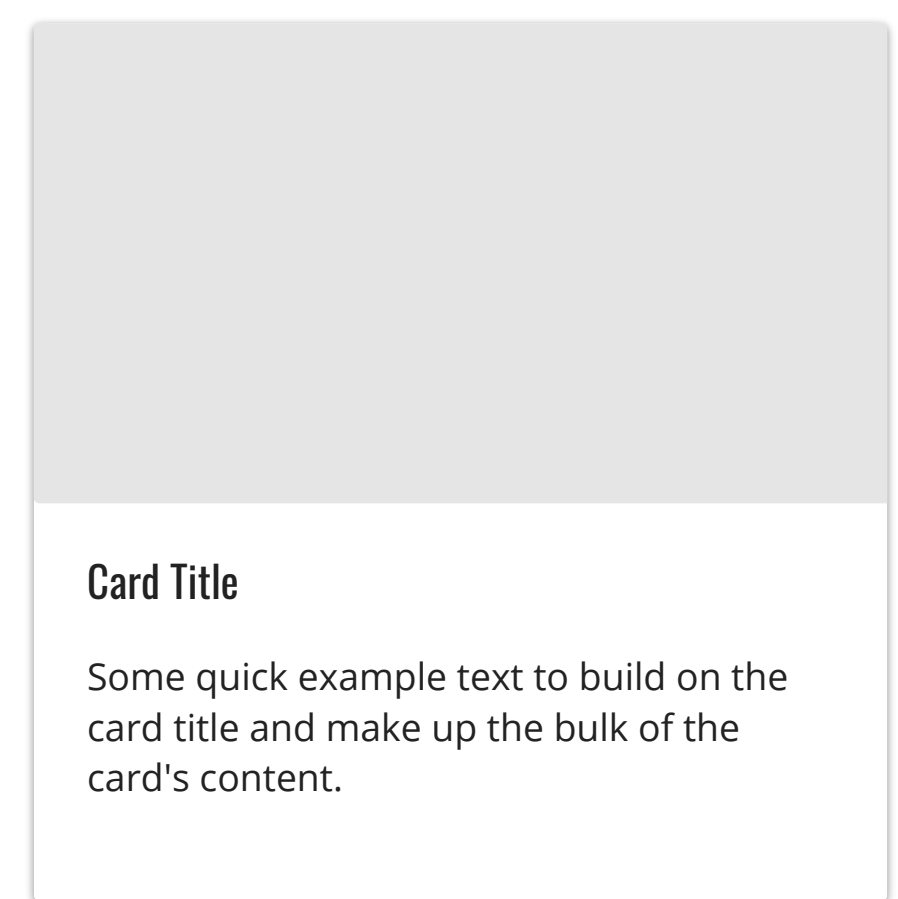
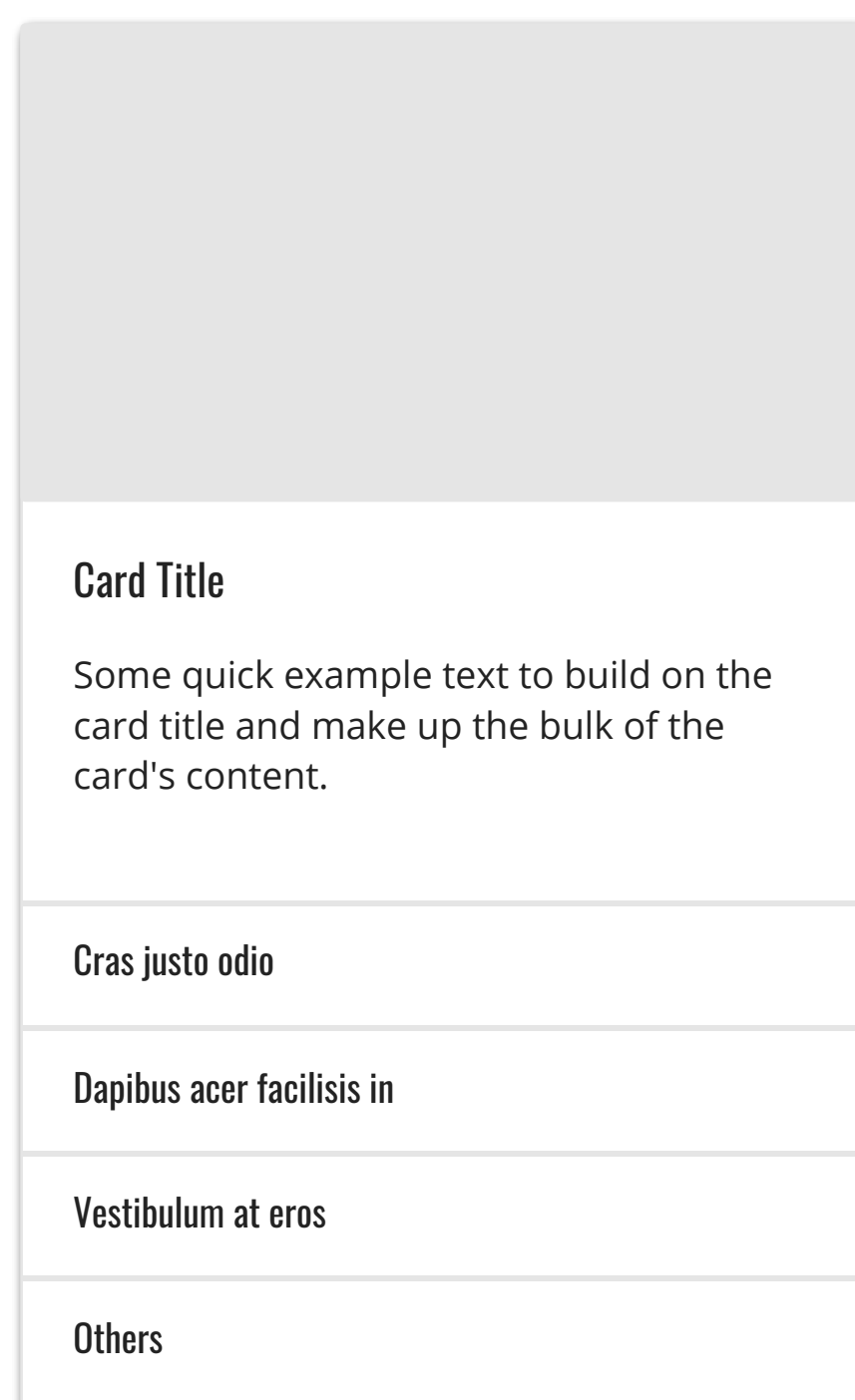
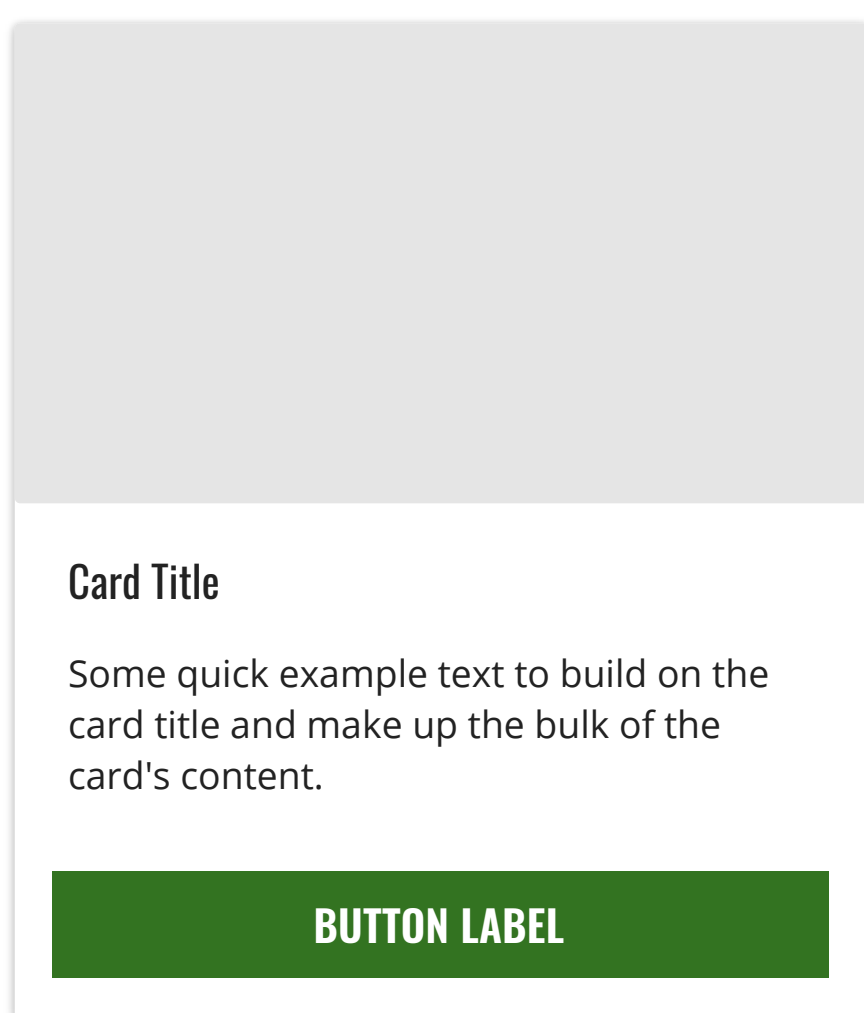
 Cart fill: #FFFFFF 100%	 Cart fill: #222222 100%	 Search fill: #FFFFFF 100%	 Search fill: #222222 100%	 Email fill: #222222 100%	 Phone fill: #222222 100%	 Pin fill: #222222 100%	 Preferred Dealer Pin fill: #337321 100%
 Danger fill: #D2232A 100%	 Info fill: #31708F 100%	 Success fill: #056808 100%	 Warning fill: #FBC02D 100%	 Warning - Prop 65 fill: #FBC02D 100%	 Carousel Dots		
 Video Icon fill: #353535 80% arrow: #FFFFFF 100%	 Video Icon Example on Image						

Social Media

 Facebook fill: #FFFFFF 100%	 Youtube fill: #FFFFFF 100%	 Twitter fill: #FFFFFF 100%	 Instagram fill: #FFFFFF 100%
--	---	---	---

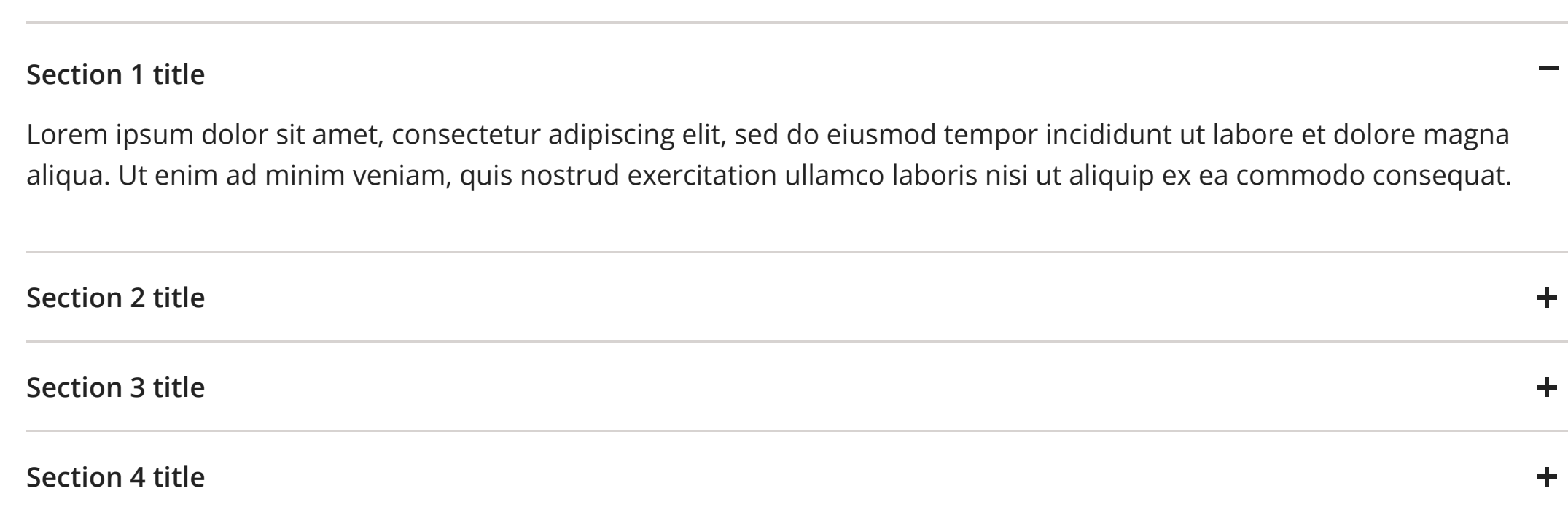
Content Cards

DESKTOP

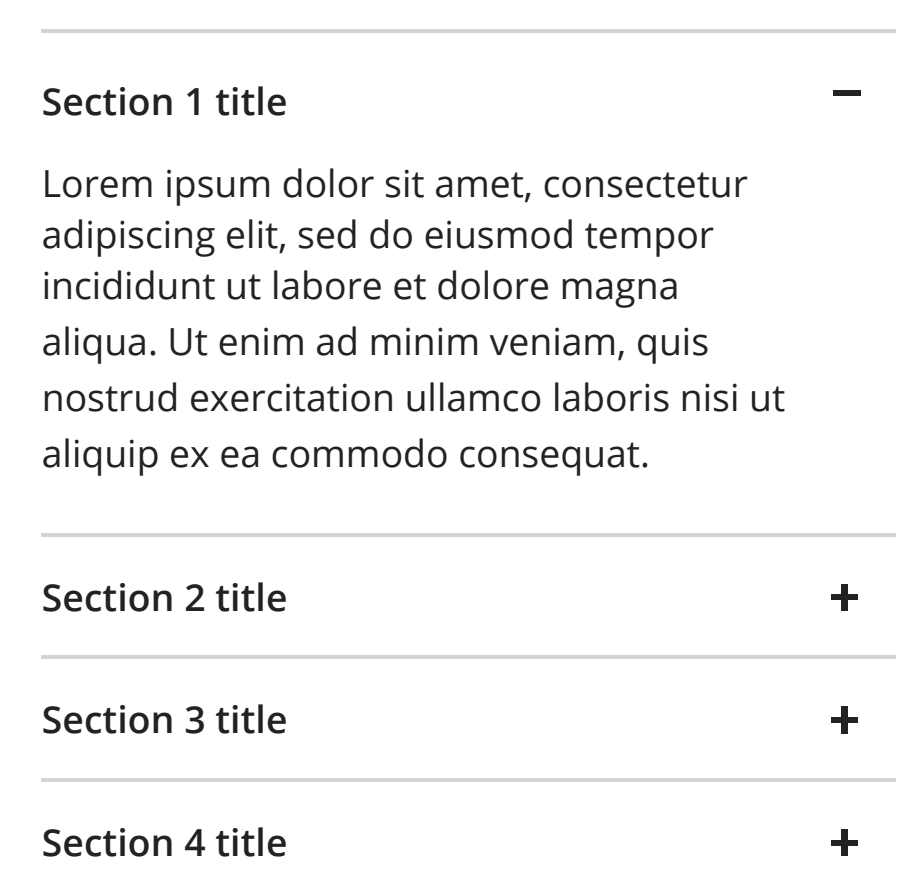


Accordians

DESKTOP



MOBILE

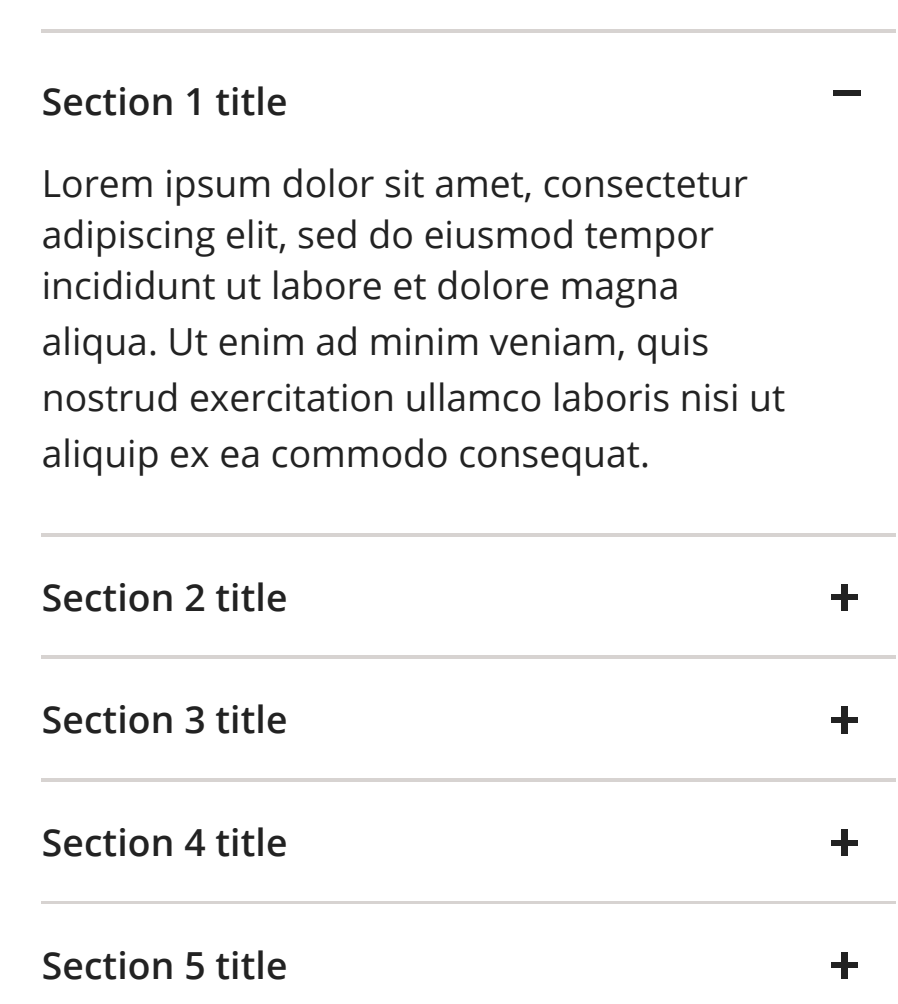


Tabs

DESKTOP



MOBILE



Tables

DESKTOP

COLUMN A	COLUMN B
Row	Row
Row	Row
Row	Row
Row	Row
Row	Row
Row	Row

MOBILE

COLUMN A	COLUMN B
Row	Row
Row	Row
Row	Row
Row	Row
Row	Row
Row	Row

Breadcrumbs

DESKTOP

Home | Level 1 | Level 2 | **Level 3**

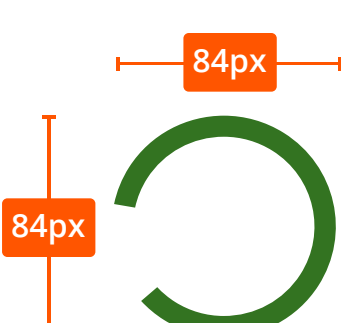
Lists

DESKTOP

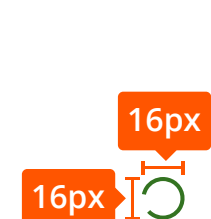
- Unordered nested list level 1
 - Unordered nested list level 2
 - Unordered nested list level 2
 - Unordered nested list level 1
 - Unordered nested list level 1
- Unordered nested list level 1
 - Unordered nested list level 2
 - Unordered nested list level 2
 - Unordered nested list level 1
 - Unordered nested list level 1

Loading Graphic

DESKTOP



MOBILE



Header

Desktop

Get Up To \$20 Back When You Buy Remington

Login Support Dealer Locator

Remington Search 0

RIMFIRE HANDGUN RELOADING MERCHANDISE SPECIALS ABOUT US

Tablet

Get Up To \$20 Back When You Buy Remington

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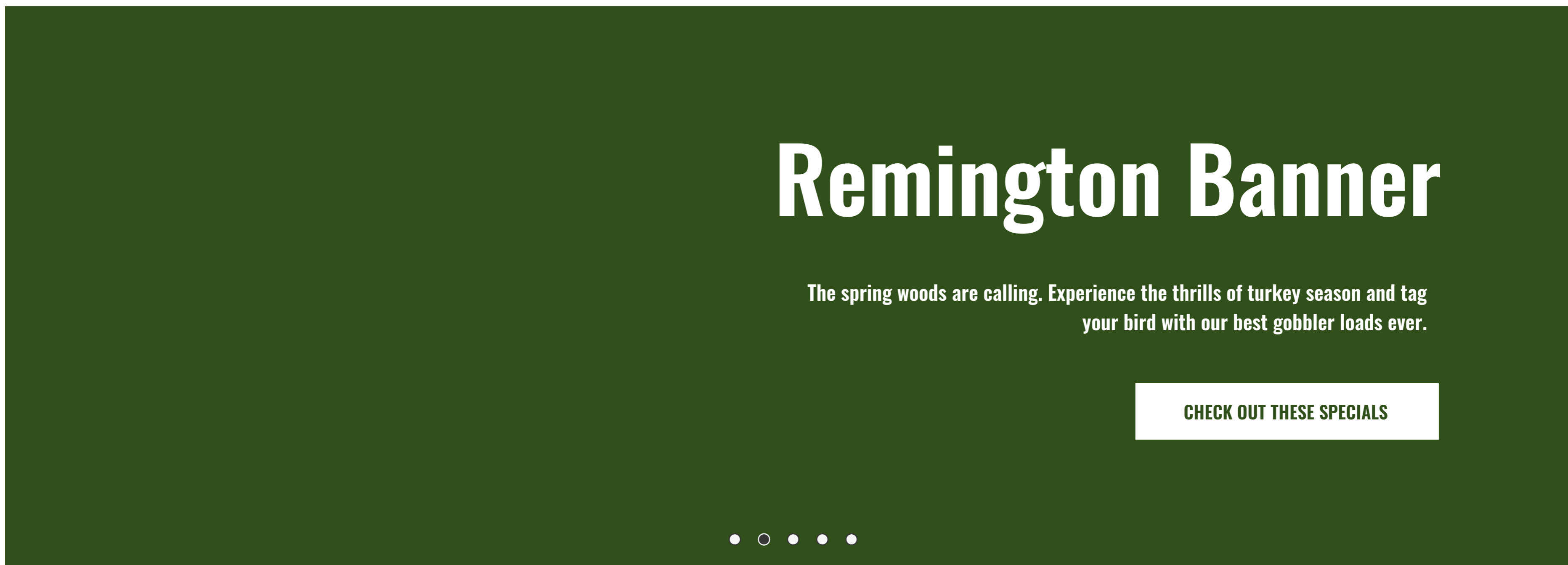
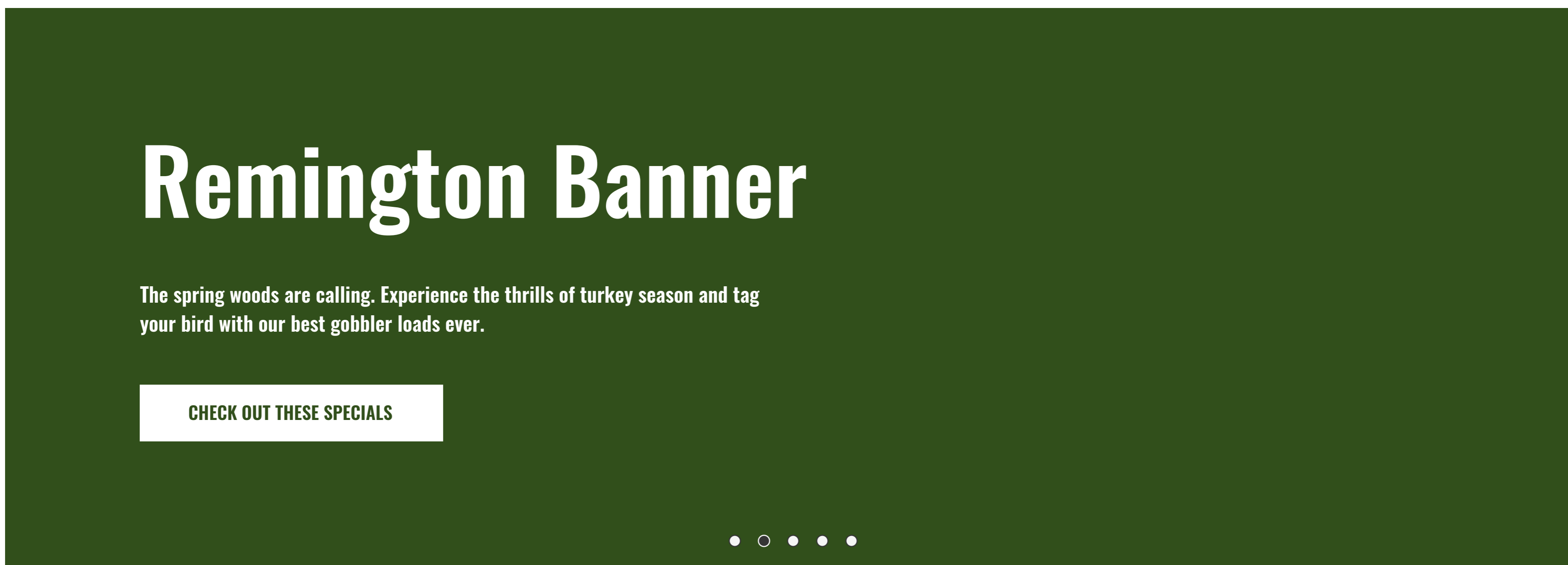
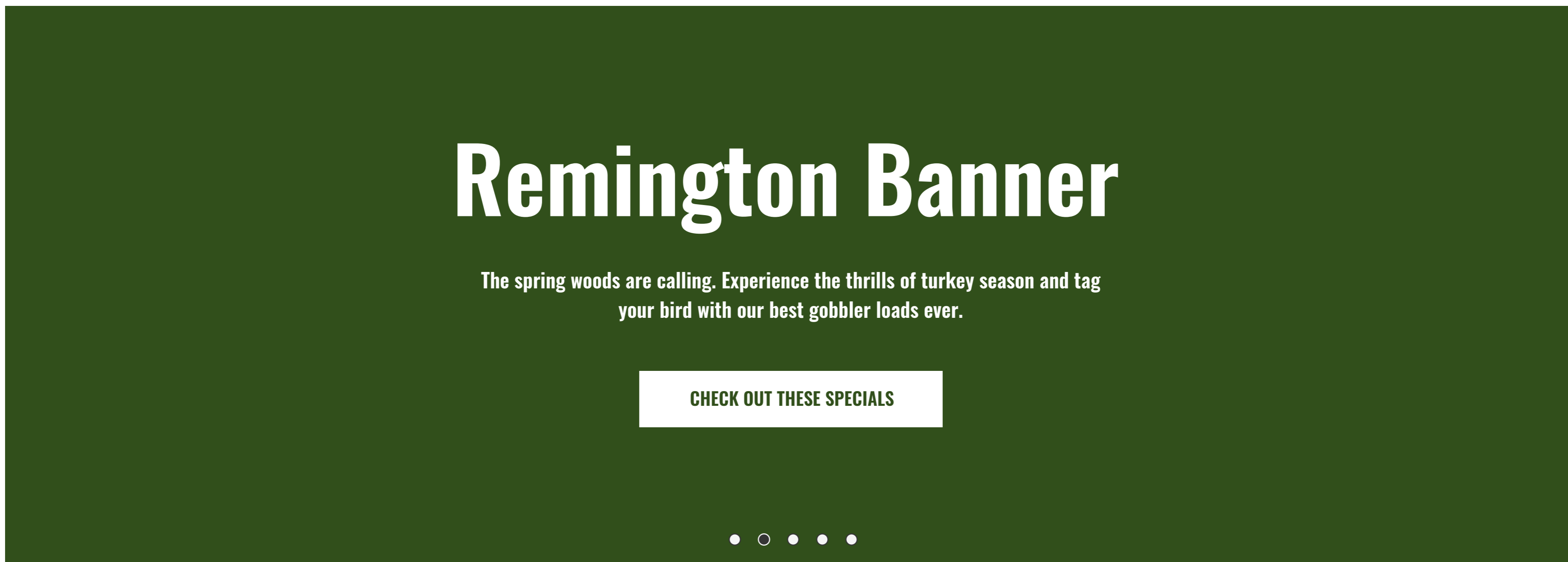
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