BWxD Blog Style Guide 2017

Typographic System:

Font-family: Calibre
Body Text: Regular 20px, LH 23px
Headers: Semibold 38px LH 40px
Subheaders: Medium 24px, LH 26px
Dates (in circles): Semibold 30px
Nav Bar: Medium 26px
Links: Medium, underlined
Emphasis: Medium

Text Color System:

Blue: Body & Header text, links
Green: Linear elements, active links/hover
Yellow: Highlights & active linear elements
Red: Call to action/prompts

Special Graphics:

Post dates: 1/5 3/4 3/7

Display pics:

Social media:

Post Category Colors:

Green: Local Events
Red: Design around the World
Yellow: Better World Alumni

Image Treatment

Graphic purposes: Blue Monochrome

Event Photos: Original color