A blue and white logo

AI-generated content may be incorrect.

**STYLE GUIDE**

**Primary Style**

**Theme: Reliability and Playfulness**

**Color Codes**

**Royal Blue (#0D255E)**: Titles and main backgrounds.

**Dark Slate Blue (324c65):** Headings and footers

**Denim (1378c3):** Subheadings

**Shadow Blue (7497a8):** Callouts

**Teal (008080)**: Secondary color for subheadings, backgrounds, and highlights.

**Yellow (FFD700)**: Accent color for buttons, links, and call-to-action sections.

**Vivid Cerise (#D91070):**

**Blaze Orange (**F66603):

**White (FFFFFF)**: Neutral color for backgrounds, borders, and text highlights.

**Burlywood (E4C994)**: alternate background

**Light Gray (D3D3D3)**: Neutral color for backgrounds, borders, and text highlights.

**Primary Font**: Montserrat

* **Backgrounds:** Use White for a clean, crisp look
* **Title**: 36px/27pt, Bold, Royal Blue (conveys reliability and stability)
* **Headers**: 36px/20pt, Bold, Dark Slate Blue
* **Sub headers**: 24px/18pt, Bold, Denim (adds a modern touch)
* **Body Text**: 16px/12pt, Regular, Royal Blue
* **Callouts**: 14pt, Regular, Shadow Blue
* **Buttons/Links**: 18px/13.5pt, Bold, Yellow (draws attention and adds energy)
* **List Titles:** 18.7px/14pt, Bold, Sky Blue
* **List Items**: 16px/12pt, Regular, Navy Blue

A collage of a magazine

AI-generated content may be incorrect.**Logo Font:** Renogare

**Usage**

**Notations:** Ratios always bring one side of the ratio to one

**Lists:** Lists must contain two or more items. If you only have one item, it isn't a list.

**\*\*\*Avoid using black as the text color whenever possible**

**Secondary Style**

**Theme: Trust and Innovation**

**Color Codes**

**Navy Blue (#003366):** Primary color for headers, footers, and main backgrounds.

**Sky Blue (#87CEEB):** Secondary color for subheadings, backgrounds, and highlights.

**Orange (#FFA500):** Accent color for buttons, links, and call-to-action sections.

**Light Gray (#D3D3D3):** Neutral color for backgrounds, borders, and text highlights.

**Primary Font:** Lato

* **Backgrounds:** Use Light Gray for a clean, sophisticated look.
* **Headers:** 36px/27pt, Bold, Navy Blue (conveys trust and professionalism)
* **Sub headers:** 24px/18pt, Bold, Sky Blue (clarity and openness)
* **Body Text:** 16px/12pt, Regular, Navy Blue (readability and consistency)
* **Buttons/Links:** 18px/13.5pt, Bold, Orange (draws attention and adds a playful touch)
* **List Titles:** 18.7px/14pt, Bold, Sky Blue
* **List Items:** 16px/12pt, Regular, Navy Blue

**Usage**

**Notations:** Ratios - always bring one side of the ratio to one.

**Lists:** Lists must contain two or more items. If you only have one item, it isn't a list.

**\*\*\*Avoid using black as the text color whenever possible**

A collage of a brochure

AI-generated content may be incorrect.