A black background with white text

AI-generated content may be incorrect.

**STYLE GUIDE**

**Primary Style**

**Theme: knowledgeable, capable, skilled, innovative, creative, professional but not too much**

**Color Codes (muted summer tones with some pop)**

* **Muddy Waters (b68b61):** Titles and main backgrounds.
* **Blue Bayoux (#4a6a75):** Headers
* **Cascade (8fabaa):** Sub headers
* **Burlywood (dcb786)**
* **Dark Blue Gray (2a3d4b):** Text, instead of black
* **Cloudy Grey (666e65)**

**Primary Font**: Montserrat

* **Title:** 36px/27pt, Bold, Muddy Waters
* **Headers:** 36px/20pt, Bold, Blue Bayoux
* Sub headers: 24px/18pt, Bold, Cascade
* **Body Text:** 16px/12pt, Regular, Dark Blue Gray
* Callouts: 14pt, Regular, Burlywood
* **Buttons/Links:** 18px/13.5pt, Bold, Cloudy Grey
* **List Titles:** 18.7px/14pt, Bold, Blue Bayoux
* **List Items:** 16px/12pt, Regular, Cascade

Wordmark Font: Hitch Route Sans

Slogan Font: Artifex CF

A screenshot of a computer

AI-generated content may be incorrect.

A palette of blue and brown colors

AI-generated content may be incorrect.

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

**whenever possible**