A white circle with orange dots

AI-generated content may be incorrect.

**STYLE GUIDE**

A group of different colors of different shades of blue orange green and white

AI-generated content may be incorrect.

**Font Color Assignments**

|  |  |  |  |
| --- | --- | --- | --- |
| **Use Case** | **Font Style** | **Hex Code** | **Reason** |
| **Title** | **36px/27pt, Bold** | **#116945** | **Strong, authoritative, and central to brand identity.** |
| **Headers** | **36px/20pt, Bold** | **#F27907** | **Bold and energetic, draws attention without overpowering.** |
| **Sub Headers** | **24px/18pt, Bold** | **#F7B00A** | **Warm and inviting, great for secondary emphasis.** |
| **Body Text** | **16px/12pt, Regular** | **#104178** | **Dark Cerulean for brand consistency** |
| **Callouts** | **14pt, Regular** | **#F27907** | **Highlights key info with a friendly tone.** |
| **Buttons/Links** | **18px/13.5pt, Bold** | **#F7F2EB** | **High contrast, clean, and accessible.** |
| **List Titles** | **18.7px/14pt, Bold** | **#F7B00A** | **Keeps lists structured and visually distinct.** |
| **List Items** | **16px/12pt, Regular** | **#116945** | **Maintains consistency and legibility.** |

**Layout**

* The layout is structured and modular, divided into labeled sections:
* Typography: Showcasing heading, subheading, and body text styles.
* Colors: Displaying the brand palette.
* UI Components: Including a button and a card with title and body text.
* Icons: Scientific and tech-themed icons like atoms, molecules, microchips, and charts.

**Design Aesthetic**

* Minimalist: Plenty of white space, clean lines, and no unnecessary decoration.
* Professional and tech-oriented: The use of scientific icons and structured layout suggests a focus on clarity, precision, and innovation.
* Consistent typography: Likely sans-serif fonts, reinforcing a modern and accessible tone.

A poster of a brand guidelines

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