# TRUE NORTH INSIGHTS - STYLE GUIDE

This document outlines the styling conventions used across True North Insights' documentation and visual assets.

## Brand Identity

True North Insights represents: - **Military-Grade Precision**: Exact, reliable, and methodical approach - **Veteran-Led Excellence**: Leadership with proven discipline and experience - **Legendary Commitment**: "Be Legendary" ethos from America's heartland - **Patriotic Identity**: Pride in American values and service

## Color Palette

| Color | Hex Code | Usage |
|-------|----------|-------|
| Navy Blue | #002868 | Primary color for headings, navigation, and key UI elements |
| Red | #BF0A30 | Accent color for calls-to-action and highlights |
| Gold | #FFD700 | Accent for military/premium elements |
| White | #FFFFFF | Background and text on dark backgrounds |
| Light Blue | #0A3161 | Secondary elements and gradients |
| Army Green | #4B5320 | Veteran-focused elements |

## Typography

- **Primary Font**: Arial (sans-serif)
- **Headings**: Bold, Navy Blue ( #002868 )
- **Body Text**: Regular, Dark Gray ( #333333 )
- **Accent Text**: Bold or Italic, Red ( #BF0A30 )

### Font Sizes

★
★
★

2025-05-04
*American Excellence*

- H1: 28px
- H2: 22px
- H3: 18px
- Body: 16px
- Small Text: 14px
- Footnotes: 12px

## Document Structure

### Headers

All document headers should follow this format:

```
# [Document Title]

<div align="center">
  <p><strong>🦅 [Tagline] 🦅</strong></p>
</div>


*Organization:* **True North Insights, LLC**
*Date:* [Current Date]
*Version:* [Version Number]
```

### Problem-Solution-Benefit Format

Key sections should use the PSB format:

```
**Problem:** [Clear statement of the challenge]
**Solution:** [True North's approach with distinctive characteristics]
**Benefit:** [Tangible outcome with metrics when possible]
```

## Imagery Guidelines

- Use patriotic elements subtly, not overtly
- Include military-inspired design elements where appropriate
- Charts should use the True North color palette
- Visualizations should be precise and information-dense
- Include "Be Legendary" references with restraint

## Voice and Tone

- **Professional**: Authoritative but accessible

- **Precise**: Exact language with minimal ambiguity
- **Action-Oriented**: Focus on results and impact
- **Confident**: Assured but not arrogant
- **Mission-Focused**: Emphasize problem-solving for national priorities

## Military Terms

Use military terminology appropriately and sparingly: - "Mission" for organizational goals - "Tactical" for immediate actions - "Strategic" for long-term planning - "Hoorah!" as an occasional motivational closer

# Document Footers

All documents should end with:

```
----
<div align="center">
  <p><strong>True North Insights</strong> · Veteran-Owned Small Business · CAGE: 8NEX1</p>
  <p><strong>Contact:</strong> info@truenorthinsights.com · <strong>Website:</strong> www.truenorthinsights.com</p>
</div>
```

# Digital Accessibility

All documentation must adhere to: - WCAG 2.1 AA standards - Section 508 compliance requirements - Proper heading hierarchy - Alt text for all images - Accessible PDFs with proper tagging