

STYLE GUIDE

Color Palette

BG GREEN
#0B3342

SHADOW GREEN
#1B6572

EGGSHELL
#238D8C

LIGHT ORANGE
#F0F9F0

DARK ORANGE
#D7FED1

Typography

DISPLAY

MONTERRAT PT. 72

Headline

HIND PT. 48

Subheadline text

HIND PT. 36

Copy text

HIND PT. 24

CAPTION

HIND PT. 18, ALL CAPS

DISPLAY

Subheader

sample text box

sample text box

sample text box

this is a button

Logo

LORELAD

LORELAD

LORELAD

LORELAD

Exclusion Zone



Logo Misuse

LORELAD

×

Do not apply a gradient to the logo.

L O R E L A D

×

Do not change the spacing of the logo.

LORELAD

×

Do not change the fill or stroke of the logo.

LORELAD

×

Do not change the color of the logo.

LORELAD

×

Do not change the typeface of the logo.

LORELAD

×

Do not rotate the logo.