

**blount
lit
project**

STYLE GUIDE

LOGOS

main logo

**blount
lit
project**

greyscale

**blount
lit
project**

inverted

**blount
lit
project**

secondary logo

blount lit project

blount lit project

blount lit project

FONTS

Myriad Bold -- *headings & logo*
a b c d e f g h i j k l m n o p q r s t u v w x y z

Myriad Regular -- *body*
a b c d e f g h i j k l m n o p q r s t u v w x y z

Myriad Condensed -- *subtitles & captions*
a b c d e f g h i j k l m n o p q r s t u v w x y z

COLORS

#FFF200

#44C7EE

#8DC63F

#EC008C

#262620

UI FUNCTIONAL ELEMENTS PLAN

Mobile hamburger menu

- *Better navigation for users on mobile devices*

Pop-up ad

- *Encourage users to like them on social media accounts, where the nonprofit posts most of their updates. Users can click on the links from the pop-up, which will open their socials in a new tab.*

Accordion

- *Under the “Books of the Month” section, an accordion will be available to reveal previous months’ books.*

API - Word of the Day (Wordnik)

- *This will display a new word of the day every day on the website. It is literature-related so I think it goes well with the overall website theme.*



FUNCTIONALITIES
