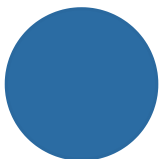# MedWater Style Guide

Color Palette

This color palatte uses a primary blue color. This reflects the organization's emphasis on water. The remaining colors reflect some of the tones found in the region of Ecuador where the organization's operations are based. The green shades for text reflect the mood of growth and optimism that the site coneys.

Background Colors

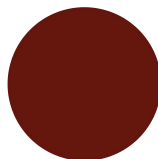This is the color palette for the updated mobile site

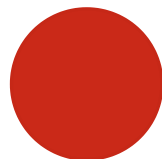| Astral	Alabaster	Cloud	Redwood	Thunderbird	Java
#2B6CA3	#FAFAFA	#D0CFCD	#65170E	#CA2918	#13C6D2
43, 108, 163	250, 250, 250	208, 207, 205	101, 23, 14	202, 41, 24	19, 198, 210

Text Colors

	White	HEX	#FFFFFF	RGB	255, 255, 255
	Black	HEX	#000000	RGB	0, 0, 0
	Astral-1	HEX	#2B689C	RGB	43, 104, 156
	Conifer	HEX	#4DA64F	RGB	77, 166, 79
	Sulu	HEX	#B8E986	RGB	184, 233, 134

Call to Action Buttons

CONTINUE   GIVE ONCE

```
1  <a class="button" href="#">CONTINUE</a>
2  <a class="button2" href="#">GIVE ONCE</a>
3  <link href="http://fonts.googleapis.com/css?family=Lato" rel="stylesheet" type="text/css">
```

Font Styles

Lato is a Google font that is effective on both Android and iOs devices. The font offers a clean and inviting look while providing excellent readability on small screens.

Lato `WEB`

Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(„.;:?!$&*)	Lato Weight: 400 Style: normal
Aa	*ABCDEFGHIJKLMNOPQRSTUVWXYZ* *abcdefghijklmnopqrstuvwxyz* *1234567890(„.;:?!$&*)*	Lato Weight: Style: italic
Aa	**ABCDEFGHIJKLMNOPQRSTUVWXYZ** **abcdefghijklmnopqrstuvwxyz** **1234567890(„.;:?!$&*)**	Lato Weight: 700 Style: normal
Aa	***ABCDEFGHIJKLMNOPQRSTUVWXYZ*** ***abcdefghijklmnopqrstuvwxyz*** ***1234567890(„.;:?!$&*)***	Lato Weight: 700 Style: italic
Aa	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(„.;:?!$&*)	Lato Weight: 100 Style: normal
Aa	*ABCDEFGHIJKLMNOPQRSTUVWXYZ* *abcdcfghijklmnopqrstuvwxyz* *1234567890(„.;:?!$&*)*	Lato Weight: 100 Style: italic

Usage

HTML
1 `<link href="http://fonts.googleapis.com/css?family=Lato" rel="stylesheet" type="text/css">`

CSS
1 `font-family: "Lato", sans-serif;`

Font Styles

H1 Headline

Text Color: ● #000000
Background: ● #2B689C
Font : Lato
Size : 28px

Regular 28

Click to add description...

Text Colors

Background Colors

H2 Subheading

Text Color: ● #000000
Background: ● #FAFAFA
Font : Lato
Size : 18px

Regular 18

Click to add description...

Text Colors

Background Colors

P1 Body

Text Color: ● #000000
Background: ● #FFFFFF
Font : Lato
Size : 13px

Regular 13