WorldWater Style Guide

Color Palette

This color palette 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 Amazon Basin where the organization's operations are based. The green shades for text reflect the mood of growth and optimism that the site coneys.
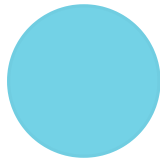
Background Colors

Mobile Site

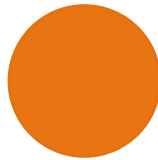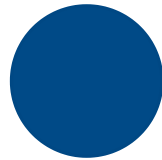| Alto	Sky Blue	Feijoa	Bilbao	Congress Blue
#DDDDDD	#73D2E6	#78D64A	#E87511	#004A87
221, 221, 221	115, 210, 230	120, 214, 74	232, 117, 17	0, 74, 135

Text Colors

	Black	HEX	#000000	RGB	0, 0, 0
	Congress Blue	HEX	#004A87	RGB	0, 74, 135
	Conifer	HEX	#6AA84E	RGB	106, 168, 78

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: **100**
Style: **normal**

Aa
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!$&)*

Lato
Weight: **100**
Style: **italic**

Font Styles

H1 Headline

Text Color: ● #000000
Background: ○ #FFFFFF
Font : Lato
Size : 28px

Regular 28

Text Colors

H2 Subheading

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

Regular 18

Text Colors

P1 Body

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

Regular 13

Text Colors