

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 conveys.

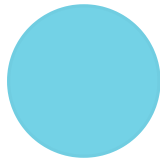
Background Colors

Mobile Site



Alto

#DDDDDD
221, 221, 221



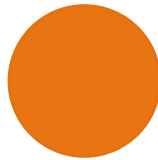
Sky Blue

#73D2E6
115, 210, 230



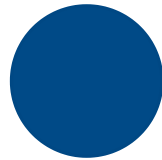
Feijoa

#78D64A
120, 214, 74



Bilbao





#E87511
232, 117, 17



Congress Blue

#004A87
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
	Valencia	HEX #CF2A27	RGB 207, 42, 39

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

Text Colors



Regular 28

H2 Subheading

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

Text Colors



Regular 18

P1 Body

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

Text Colors



Regular 13