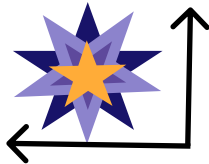


# Eternal Echo Society EES

## STYLE GUIDE

### Logo



Can be shrunk.

EES logo are stars layered onto each other. It symbolizes the complexity of souls and the many layers of it's lifespan.



Never stretch horizontally.



Never stretch vertically.

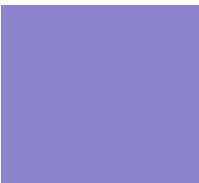
### Navigation

Home

Nav will be simple. The yellow will direct eyes.

The simpleness will give no confusion.

### Colors



Heading  
Background: us  
HEX: #8C84CC  
RGB: (140, 132, 204)  
Evoke safety/  
soothing feeling.



Heading Text: you  
HEX: #5F4A9D  
RGB: (95,74,157)  
Darker purple, draws  
attention towards  
the text.



Text: the core  
HEX: #FFAC38  
RGB: (255, 172, 56)  
Evoke warmth, it's a  
spark.



Background: the soul  
HEX: #191369  
RGB: (25, 19, 105)  
Evoke familiarity.

### Typography

**Heading: Inria Serif Bold**

**Subheading: *Inria Serif Italics***

**Body: Inria Serif Regular**

To keep consistency but distinguish from each other, header uses a bold serif. The sub header will be in italics, and then the body will be regular serif font. This will allow differentiation but keep to the reader engaged without multiple fonts confusing or overwhelming them.

The text will be paired with visuals to catch attention.

### Example Heading

*Example Subheading*

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.