

Style Guide

Color Breakdowns

Primary



Secondary



Typography

| | Information | Voice |
|------------|--|--|
| Name & Use | Times New Roman regular is used to communicate information | Times New Roman regular is used to communicate information |
| Weights | Regular or Bold for heads and subheads. Regular for body copy Bold or <i>Italic</i> for emphasis | Regular for heads, subheads and body copy. Bold or <i>Italic</i> for emphasis. |
| Cases | Upper- and lowercase or ALL CAPS. Sentence case, NOT title case. | Upper- and lowercase Sentence case, NOT title case. |
| Colors | Preferred: Black, light teal when necessary, secondary | Preferred: Black, light teal when necessary, secondary |

Images

hiking_niagra_gorge.jpg

park 1.jpg

park 2.jpg

park 3.jpg

park 4.jpg

