

STYLEGUIDE

COLOR PALETTE



PRIMARY

r 3, g 163, b 223
#03a3df



SECONDARY

r 27, g 68, b 127
#1b447f



r 236, g 183, b 34
#ecb722



r 68, g 68, b 68
#444444

TYPOGRAPHY

Header 1, Arial Bold, 40px

Header 2, Arial Bold, 24px

Header 3, Arial Bold, 17px

Body, Arial Regular, 17px

CALL-OUTS & QUOTES

“Quotes and call-outs should use
Arial Regular, 30px. Use #03a3df
if on a light background.”

— **SPEAKER’S NAME, ARIAL BOLD, 14PX, ALL CAPS**

DESIGN ELEMENTS



Logo in brand color
(for use on light backgrounds)



Logo in white
(for use on dark backgrounds)



Instructor Profile Images



Footer image

DESIGN ELEMENT EXAMPLES

HEADER

ARCHERY
ACADEMY

Header nav 1 / Header nav 2 / Header nav 3

INSTRUCTOR PROFILE (VERTICAL OR HORIZONTAL ARRANGEMENT)



Derek Jenkins

CERTIFICATION:
Level 3 Coach

COACHING BOW STYLES:
Recurve

“My biggest goal is to see archery grow and help its participants to grow with it.”



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FOOTER

ARCHERY
ACADEMY

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Footer link 1 / Footer link 2 / Footer link 3 / Footer link 4

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