# **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

#### **DESIGN ELEMENTS**



Logo in brand color (for use on light backgrounds)



Logo in white (for use on dark backgrounds)







Instructor Profile Images

### **TYPOGRAPHY**

# Header 1, Arial Bold, 40px

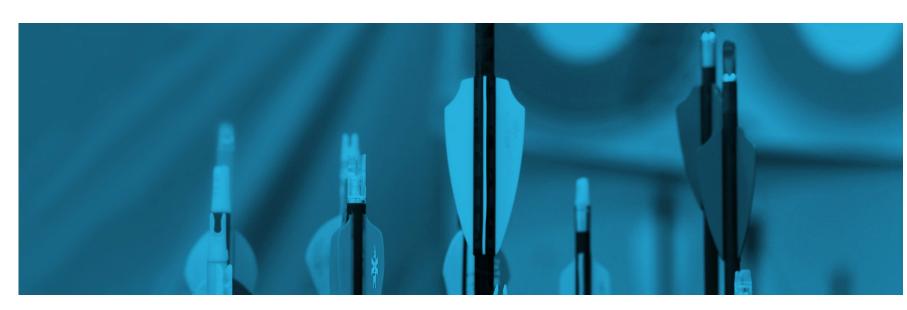
Header 2, Arial Bold, 24px

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



Footer image

# DESIGN ELEMENT EXAMPLES

**HEADER** 



Header nav 1 / Header nav 2 / Header nav 3

### INSTRUCTOR PROFILE (VERTICAL OR HORIZONTAL ARRANGEMENT)



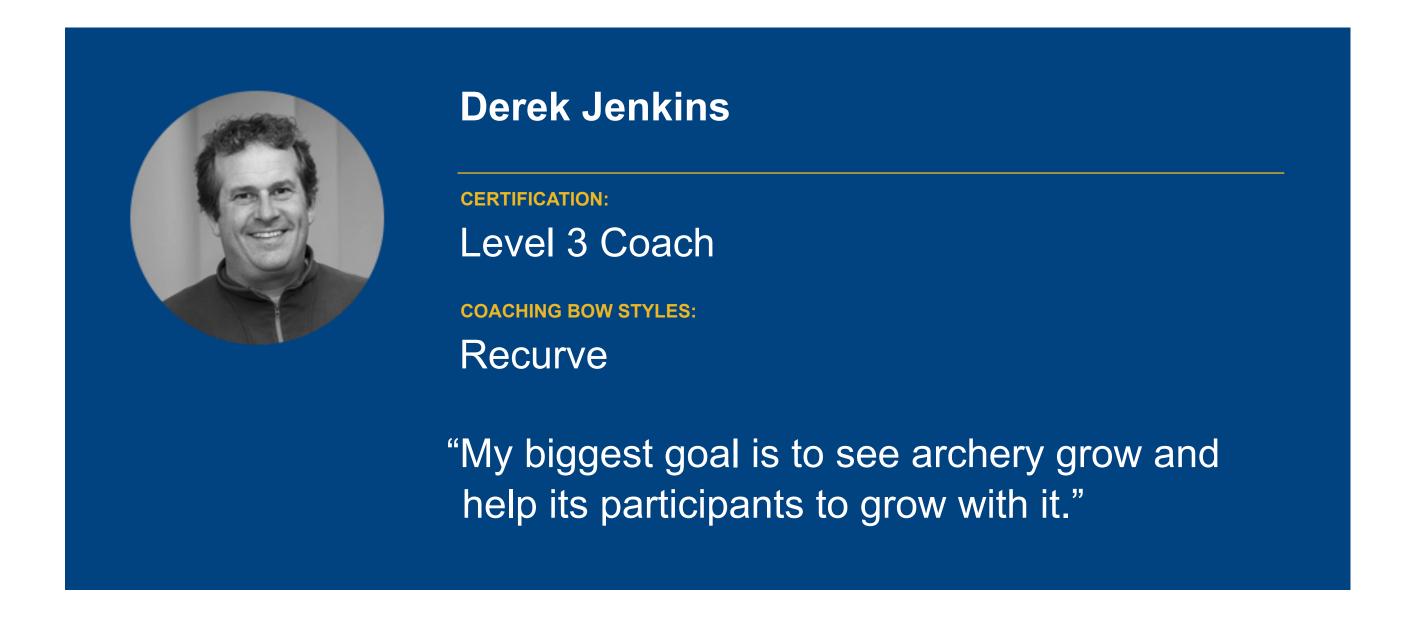
**Derek Jenkins** 

Level 3 Coach

**COACHING BOW STYLES:** 

Recurve

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



### FOOTER

