Typography

Titles & Headings

Titles Gnuolane Regular 60px

H1 Gnuolane Regular 40px

H2 Gnuolane Regular 32px

H3 Gnuolane Regular 26px

H4 Open Sans Bold 23px

H5 Open Sans Bold 20px

H6 Open Sans Bold 18px

NOTE

DO Use correct colors for bold typography

DO Use tall caps font for short headlines

DON'T Use incorrect colors or colors with too little contrast

DON'T Use tall caps font for body copy or long headlines

Text

Body copy is always Open Sans Regular 15px with 22px of line height in Gray #3f3f3f.

Bold *Italic* Text Link

Unordered list

Unordered list

1. Ordered list
2. Ordered list

NOTE

DO Use an appropriate mixture of uppercase titles and lowercase copy throughout a design to add subtle variations in typography.

DON'T USE ALL UPPERCASE FOR EXTREMELY LONG HEADINGS OR AS BODY COPY.

Palette

General

Blues are intended to be used as foundation colors:

Blue 1
HEX #003865

Blue 2
HEX #006298

Blue 3
HEX #0085ca

Blue 4
HEX #00a9e0

Blue 5
HEX #71c5e8

The following colors are to be used as accents, in concert with one or more of the shades of blue:

HEX #f2a900

HEX #fa6600

HEX #e0004d

Type

These are the color designations for typography. These colors should ideally be used against a white or light gray background, or likewise may be the background colors from which white or light gray type is reversed:

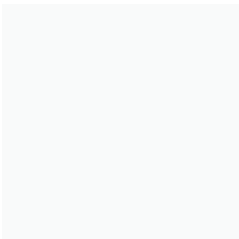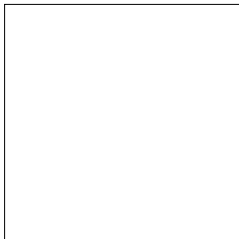|		
HEX #3f3f3f	HEX #0085ca	HEX #00263e

Reversed-out type is to be used sparingly, for headings only; nothing smaller than H3 should be reversed out. These are the suggested colors for type reversed out of a darker background color:

HEX #f7f7f7	HEX #ffffff

Highlighting colors

These are colors intended to highlight or underline selections from text passages set in #3f3f3f only; these colors have been designated because they have good contrast with that text color:

HEX #ffc72c	HEX #87d6f8	HEX #90b82e	HEX #ff5858