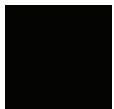# Colors

#474C50
Headers

#F5F5F5
Header font

#000000
Other title font

#777777
Body & copy

#9DC2A6
Ancillary color

#47C7EA
Ancillary color

#F4ED2F
Ancillary color

Fonts

Raleway - http://www.fontsquirrel.com/fonts/Raleway
Titles & headers

Open Sans Light - http://www.fontsquirrel.com/fonts/open-sans
Body & copy

General Guidelines

• Title and header fonts should be around 30-40% larger than subheadings and bodies

• When possible, use vector graphics. Use very high resolution raster images when necessary.

• Embed fonts when exporting to PPT

• To install a font on OS X, unzip downloaded file, open folder, double click on font, and select "Install font".