1. Select the values you will use for the following parameters of your style guide
- **Title font:** Lora
- **Other font:** Sora
- **Title font size:** 24
- **Other font size:** 12
- **Font color:** #0a0a0a (near black)
- **Color palette:** #0072ce (CitiBike blue), #66b3e1 (Sky blue), #d4d4d4 (light gray)

2. How does the color palette above connect to your final project dataset?
The color palette above connects to my final project dataset as the dataset is based on CitiBike data, and so I am basing my color choices off this. I researched CitiBike's official branding to get the specific hex value that they use. Using sky blue is a similar color that complements their blue as well, and light gray is a good choice for background/less-important elements.

3. Create 1 visualization using your final project dataset.

Citi Bike Sees Greatest Usage Among Subscribed Members During Mid to Late Summer

Monthly ride counts in 2023 reveal seasonal trends and differences between casual riders and members.