

Salty Pelican Style Guide

Brand Colors

Primary Colors

- **Pelican Blue** (#1E88E5)
 - Derived from logo
 - Primary brand color for headers and key elements
- **Ocean Blue** (#13293D)
 - Deep blue for contrast and professionalism
 - Used in navigation and footers
- **Sky Blue** (#7DC0DE)
 - Matches logo's gradient
 - Used for accents and highlights

Secondary Colors

- **Sand White** (#FFFFFF)
 - Clean background color
 - Text on dark backgrounds
- **Coastal Grey** (#F5F7F9)
 - Light backgrounds
 - Secondary sections

Typography

Headers

- Font Family: "Montserrat"
- Weights: Semi-Bold (600), Bold (700)
- Use Cases:
 - H1: 48px/60px, Ocean Blue
 - H2: 36px/44px, Pelican Blue
 - H3: 24px/32px, Ocean Blue
 - H4: 20px/28px, Pelican Blue

Body Text

- Font Family: "Open Sans"
- Weights: Regular (400), Medium (500)
- Body: 16px/24px
- Small: 14px/20px
- Color: #2C3E50 (Dark Blue-Grey)

Logo Usage

- Minimum size: 48px height
- Clear space: Equal to 'P' height in logo
- Background: Prefer white or light backgrounds
- Don't: Stretch, recolor, or add effects