

# 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

## 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**

## DESIGN ELEMENTS



Logo in brand color  
(for use on light backgrounds)



Logo in white  
(for use on dark backgrounds)



Instructor Profile Images



Footer image

# DESIGN ELEMENT EXAMPLES

## HEADER

ARCHERY  
ACADEMY

Header nav 1 / Header nav 2 / Header nav 3

## INSTRUCTOR PROFILE (VERTICAL OR HORIZONTAL ARRANGEMENT)



Derek Jenkins

CERTIFICATION:  
Level 3 Coach

COACHING BOW STYLES:  
Recurve

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



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## FOOTER

ARCHERY  
ACADEMY

Aborpos nisto inci tet aut que volupti beruptiberro to ex esseque invenienihil imaximu scideru ptistiusam consequunt

Footer link 1 / Footer link 2 / Footer link 3 / Footer link 4

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