

Typography + Styles

Heading 1

Work Sans

Weight: Bold
Size: 24
Navy (#043858)

Heading 2

(can also switch
this out for gold)

Work Sans

Weight: Bold
Size: 16
Pink (#e50963)

Heading 3

Merriweather

Weight: Black
Size: 14
Navy (#043858)

Body Text

(can also bold
for emphasis)

Merriweather

Weight: Light
Size: 10
Black (#000000)

Brand Colors



#043858



#d0ac60



#e50963

Formatting Guidelines

- Use H1 for Titles
- Line spacing: 1.15 pts
- Spacing “after” bullet points: 8 pts (leave “before” at 0 pts)
- Bullet point style: “very small black square” (under “Geometric Shapes;” right click on bullet -> select “More Bullets”)
- Margins: 0.75 or 0.5 inches