

DESIGN SPECS

Primary colors are indicated on next page for navigation and color breaks. In general, use the palette below for color choices

#191129;

#221E1F;

#79C145;

#8557A3;

BRAND TYPOGRAPHY for WEB

A. MONSERRAT is the main font to be used for all Green Bank on the website. This is a departure from the Proxima Nova family used in print communication.

Monserrat has a large font family, including Bold, Semibold, Medium, Regular, Light and Thin. Bold can be used for most titling, and regular can be used for most body copy. The use of the Semibold and the Thin should be limited.

B. Abel is a modern interpretation of the condensed flat-sided sans serif. Its angled terminals and spiked stems give it enough style to be unique at display sizes, while its mono-weight still works well at smaller text sizes. Feels like it's Sci-Fi but it's still modern.

Primary Headings and most Body Copy

MONSERRAT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

MONSERRAT THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Secondary Headings and Navigational items

ABEL

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

USE ADEL ALL CAPS FOR TOP MENU SEARCH

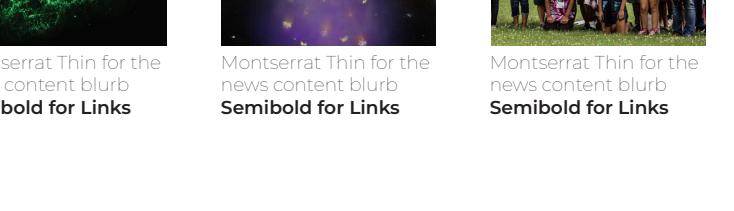
MONTserrat ALL CAPS BOLD FOR MAIN MENU

MONTserrat BOLD ALL CAPS TITLE

ABEL ALL CAPS FOR SUBTEXT

ABEL ALL CAPS FOR INFORMATIONAL INTERLUDE TEXT
SET AT SIZE TO FIT WITH 20PX MARGINS





Montserrat Thin for the news content blurb
Semibold for Links

Montserrat Thin for the news content blurb
Semibold for Links

Montserrat Thin for the news content blurb
Semibold for Links

HEADER
#170F28;

“HERO”
Changing images and headlines pulled dynamically from sticky posts or a “custom” post type

MAIN CONTENT
#FFFFFF;

**INFORMATIONAL
INTERLUDE - or not**
#79C145; or #8557A4;

**NEWS
(POSTS)**
Pulled dynamically from recent posts, press releases, or social media

Could use
“Page Links To”
in WordPress to drive content to “non-post” pages ...

NSF AUI
Montserrat Light for footer informational text

MONTserrat SEMI-BOLD for PRIVACY INFO

MONTserrat BOLD FOOTER MENU HEADERS

ABEL ALL CAPS FOR FOOTER MENU CONTENT			
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FOOTER
#221E1F

USE ADEL ALL CAPS FOR TOP MENU SEARCH

MONTserrat ALL CAPS BOLD FOR MAIN MENU

MONTserrat BOLD ALL CAPS TITLE

ABEL > ALL CAPS > FOR BREADCRUMBS

Montserrat Regular font for body with Montserrat Bold for section breaks

SECTION BREAK
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Montserrat Light for footer informational text

MONTserrat SEMI-BOLD for PRIVACY INFO

MONTserrat BOLD FOOTER MENU HEADERS

ABEL ALL CAPS FOR FOOTER MENU CONTENT			
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HEADER

SECONDARY PAGE (page.php)

PAGE HEADER
with breadcrumbs

PAGE CONTENT
(POST, etc.)

MAIN CONTENT

FOOTER

Use to address audience-specific needs.
number of “MENU” items may vary
no fewer than three



MONTserrat ▾ ALL CAPS ▾ BOLD FOR ▾ MAIN ▾ MENU ▾ ☰

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Top nav becomes “hamburger” nav - expandable

PRINT THIS PAGE

SHARE:

On Scroll, header flattens
(smaller logo, minimized Nav)



MONTSERRAT BOLD FOOTER MENU HEADERS

ABEL ALL CAPS
FOR FOOTER
MENU CONTENT

MONTSERRAT SEMI-BOLD for PRIVACY INFO

Print and Share
options Abel for text

FOOTER



MONTserrat ▾ ALL CAPS ▾ BOLD FOR ▾ MAIN ▾ MENU ▾ ☰

TITLE

HOME / SECTION / PAGE

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

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ABEL 700 WEIGHT

ABEL 400 WEIGHT
ABEL 400 WEIGHT
ABEL 400 WEIGHT
ABEL 400 WEIGHT
ABEL 400 WEIGHT
ABEL 400 WEIGHT
ABEL 400 WEIGHT
ABEL 400 WEIGHT
ABEL 400 WEIGHT

#dfd6df;

Active, #f0ffff;

PAGE/POST
Alternate with
right-nav



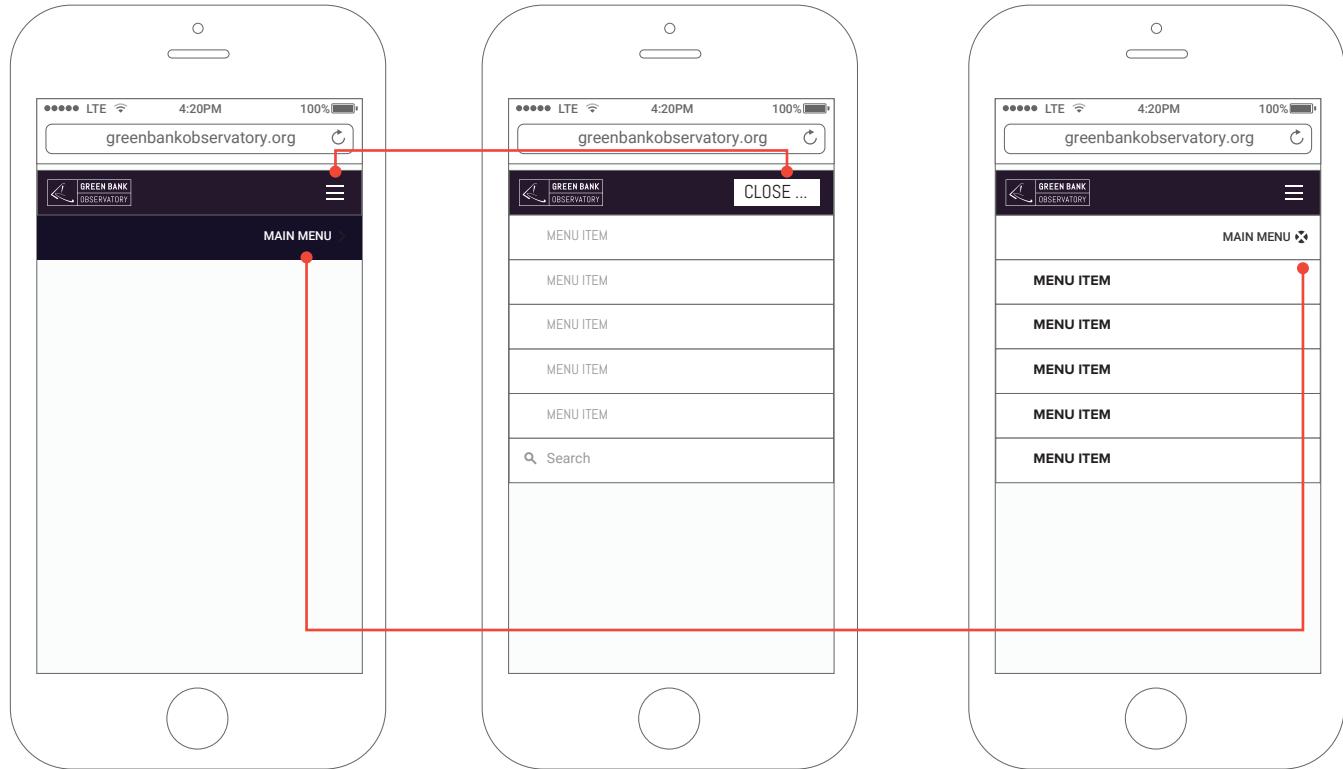
MONTSERRAT BOLD FOOTER MENU HEADERS

ABEL ALL CAPS
FOR FOOTER
MENU CONTENT

MONTSERRAT SEMI-BOLD for PRIVACY INFO

FOOTER

RESPONSIVE SITE



VISIT ▾ EDUCATION ▾ SCIENCE ▾ FOR OBSERVERS ▾ ABOUT ▾

USE ABEL ALL CAPS FOR TOP MENU SEARCH

MONTSERRAT ▾ ALL CAPS ▾ **BOLD FOR** ▾ MAIN ▾ MENU ▾

Monserrat Med For Sub Navigation Items

MAIN

TITLE

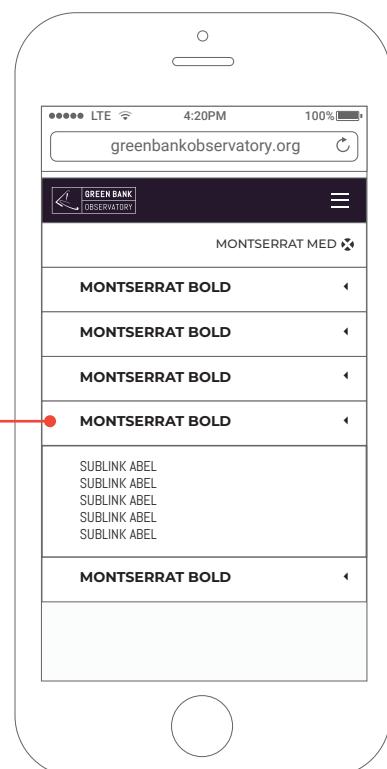
HOME / SECTION / PAGE

LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT, SED DIAM NONUMMY NIBH EUISMOD TINCIDUNT UT LAOREET DOLORE MAGNA ALIQUAM ERAT VOLUTPAT. UT WISI ENIM AD MINIM VENIAM, QUISS NOSTRUD EXERCITATION ULLAMCORPER SUSCIPIT LOBORTIS NILS UT ALIQUIP EX EA COMMODO CONSEQUAT. DUIS AUTEM VEL EUM IRIURE DOLOR IN HENDRERIT IN VULPUTATE VELIT ESSE MOLESTIE CONSEQUAT, VEL ILLUM DOLORE EU FEUGIAT NULLA FACILIS AT VERO EROS ET ACCUMSAN ET IUSTO ODO DIGNISSIM QUI BLANDIT PRAESENT LUPTATUM ZZRL DELENIT AUGE DUIS DOLORE FEUGIAT NULLA FACILIS.

LOREM IPSUM DOLOR SIT AMET, CONS ECTETUER ADIPISCING ELIT, SED DIAM NONUMMY NIBH EUISMOD TINCIDUNT UT LAOREET DOLORE MAGNA ALIQUAM ERAT VOLUTPAT. UT WISI ENIM AD MINIM VENIAM, QUISS NOSTRUD EXERCITATION ULLAMCORPER SUSCIPIT LOBORTIS NILS UT ALIQUIP EX EA COMMODO CONSEQUAT.

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MONTSERRAT BOLD FOOTER MENU HEADERS

ABEL ALL CAPS FOR FOOTER MENU CONTENT ABEL ALL CAPS FOR FOOTER MENU CONTENT ABEL ALL CAPS FOR FOOTER MENU CONTENT ABEL ALL CAPS FOR FOOTER MENU CONTENT

MONTSERRAT SEMI-BOLD for PRIVACY INFO