**Zoe Robinson (andrewID: zrobinso)**

**67-250**

**Design Guide**

**Logo**

A black and white picture of a cable car

Description automatically generated.

**Colors**

A blue square with black text

Description automatically generated

**Fonts**

Montserrat

Noto Sans

**Example:**

**A close-up of a white background

Description automatically generated**

I establish my information hierarchy primarily through font type, size, and bolding. My titles and subtitles use the Montserrat font in a SemiBold style, as does my Heading 1. Meanwhile, heading 1, body text, bullet points, and any other headings (Heading 2, 3, and 4) are in Noto Sans. For my website design, I found it unnecessary to use Headings 2, 3, and 4, as variations in bolding and font type were sufficient to differentiate key information. Additionally, adjusting font sizes further would have made consistency across multiple pages more difficult to maintain.