

Pamela Stewart's Style Guide

TYPOGRAPHY

FONT

League Gothic

abcdefghijklm

nopqrstuvwxyz

1234567890

HEADER TEXT WEIGHT

H1: 44pt

SUB HEADER TEXT WEIGHT

H4: 24 pt

BODY TEXT WEIGHT

P: Helvetica, 12pt

COLORS



LIGHT BLUE
#1095bd



MIDNIGHT BLUE
#172150



MAUVE
#491e49



DARK PURPLE
#362559



ROYAL BLUE
#073373

LOGO



MINIMUM SIZE

- Don't stretch
- Don't distort
- Don't alter colors
- Don't add shadow
- Don't add graphics to logo