



# **Style Guide for Palette 1:**

## **Trust and Innovation**



### 1) Color Codes

- a) **Navy Blue (#003366):** Primary color for headers, footers, and main backgrounds.
- b) **Sky Blue (#87CEEB):** Secondary color for subheadings, backgrounds, and highlights.
- c) **Orange (#FFA500):** Accent color for buttons, links, and call-to-action sections.
- d) **Light Gray (#D3D3D3):** Neutral color for backgrounds, borders, and text highlights.

### 2) Primary Font: Aptos

- a) **Headers:** 36px, Bold, Navy Blue
- b) **Subheaders:** 24px, Bold, Sky Blue
- c) **Body Text:** 16px, Regular, Navy Blue
- d) **Buttons/Links:** 18px, Bold, Orange

### 3) Usage

- a) **Headers:** Use Navy Blue for main headers to convey trust and professionalism.
- b) **Subheaders:** Use Sky Blue for subheadings to add clarity and openness.
- c) **Body Text:** Use Navy Blue for readability and consistency.
- d) **Buttons/Links:** Use Orange to draw attention and add a playful touch.
- e) **Backgrounds:** Use Light Gray for a clean, sophisticated look.