



ET AL SOLUTIONS LLC
INNOVATION DRIVEN BY EXPERTISE

Style Guide for Palette 2: Reliability and Playfulness



1) Color Codes

- a) **Royal Blue (#4169E1)**: Primary color for headers, footers, and main backgrounds.
- b) **Teal (#008080)**: Secondary color for subheadings, backgrounds, and highlights.
- c) **Yellow (#FFD700)**: Accent color for buttons, links, and call-to-action sections.
- d) **White (#FFFFFF)**: Neutral color for backgrounds, borders, and text highlights.

2) Primary Font: Aptos

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

3) Usage

- a) **Headers**: Use Royal Blue for main headers to convey reliability and stability.
- b) **Subheaders**: Use Teal for subheadings to add a modern touch.
- c) **Body Text**: Use Royal Blue for readability and consistency.
- d) **Buttons/Links**: Use Yellow to draw attention and add energy.
- e) **Backgrounds**: Use White for a clean, crisp look.