

# BRANDING AND TYPOGRAPHY SYSTEM

## FONTS

Use for titles, H1, and quotes

Title: **Montserrat ExtraBold**

Subtitle: Montserrat Medium

Quote: *Montserrat Medium Italic*

Caption: **OPEN SANS SEMIBOLD**

Use for H<sub>2</sub>, H<sub>3</sub>, and paragraph text

Heading(H2): **Montserrat Bold**

Subheading(H3): **Montserrat Semibold**

Section header: **MONTSERRAT BOLD**

Body: Open Sans Regular

## COLORS

#FFFFFF

#064039

#1c0640

#40060d

#2a4006

## SPECIAL USE CASES

### Hyperlink

Open Sans, #40060d, underlined

### Quote

*"Text is Montserrat Medium italic, centered, #2a4006 while the quotation marks are #1c0640 and the person's name is smaller and bold as seen below."*

- **Person's Name**

## STYLE ELEMENTS

Images and icons will always have rounded corners when the option is available.

### Icons



### Imagery



## ACCESSIBILITY CONSIDERATIONS

- All online content must follow WCAG guidelines.
- The color hex codes above show adequate contrast with the brand colors (black text on the light blue and white backgrounds and white text on the others).
- Brand fonts are easy to read.

## EXAMPLE OF PROPER BRAND USAGE

FACILITATOR RESOURCE

### Optimizing Science Literacy

A structured framework for extracting evidence and decoding complex scientific vocabulary.

