



Style Guidelines

Fonts



Document Titles

Proxima Nova Bold (Initial Caps - at least 24 point). Generally, these are white on one of the Main Colors

SubTitle

Heading 1

Proxima Nova Bold (or Bold Condensed) (at least 18 point). Generally, these are in one of the Main Colors or one of the Highlight Colors

Heading 2

Heading 3

Heading 4

Heading 5

Document Body Text: Proxima Nova Regular (color - black). At least 10 point, with leading at least 1.2 point size. (i.e.: 10 point font with 14 point leading). Hyperlinks: Proxima Nova Condensed Italic

<http://www.kingcd.org/>

Colors

Main Colors

Pantone: 574

C: 73 M: 47
Y: 10 K: 51

R:50 G:70 B:30

Hex: #32461e

Pantone: 7495

C: 42 M: 19
Y: 100 K: 1

R:160 G:173 B:57

Hex: #a0ad39

Highlight Colors

Pantone: 302

C: 94 M: 24
Y: 0 K: 76

R:0 G:53 B:85

Hex: #003555

Pantone: 1675

C: 0 M: 69
Y: 100 K: 31

R:179 G:83 B:19

Hex: #b35313

Background Color

Pantone: 1205

C: 5 M: 12
Y: 50 K: 0

R:242 G:217 B:146

Hex: #f2d992

(Tint to 20% of PMS 1205)

Reach out the to the Engagement Team with any questions or requests for assistance in formatting.