

Style Guide

*“Good design = a few simple
choices repeated.”*

ADAM LEIPZIG



COLOR PALETTE



DARK BLUE
#082045

GOLDEN ORANGE
#EBAA2C

LIGHT GRAY
#E3E3E3

VIVID ORANGE
#E85623

DARK BLUE & LIGHT GRAY
#082045 & #E3E3E3

GOLDEN ORANGE & LIGHT GRAY
#EBAA2C & #E3E3E3

DARK BLUE & GOLDEN ORANGE
#082045 & #EBAA2C

VIVID ORANGE & LIGHT GRAY
#E85623 & #E3E3E3

TYPOGRAPHY

PRIMARY TYPEFACE

Newsreader

Aa

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmnopqr
stuvwxyz

1234567890(,.;'\$\$%
&*)

SECONDARY TYPEFACE

IBM Plex Sans

Aa

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890(,.;'\$\$%&*)