

WHITE BEAR LAKE AREA SCHOOLS STYLE SHEET

Logos



Color Palette

ONYX HEX #000000 RGB 0, 0, 0 CMYK 50, 50, 50, 100 PMS 100% BLACK	CHARCOAL HEX #363636 RGB 54, 54, 54 CMYK 69, 63, 62, 56 PMS 447 C	ASH HEX #919191 RGB 145, 145, 145 CMYK 46, 38, 38, 2 PMS 7539 C	SMOKE HEX #EBEBEB RGB 235, 235, 235 CMYK 7, 5, 5, 0 PMS 663 C
ORANGE HEX #E65300 RGB 230, 83, 0 CMYK 5, 82, 100, 0 PMS 166 C	RUST HEX #CF4A02 RGB 207, 74, 2 CMYK 13, 84, 100, 4 PMS 173 C	APRICOT HEX #F8A970 RGB 248, 169, 112 CMYK 0, 39, 60, 0 PMS 7410 C	WHITE HEX #FFFFFF RGB 255, 255, 255 CMYK 0, 0, 0, 0 PMS 100% WHITE

Typography

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
ABCDEFGHIJKLMN
OPQRSTUVWXYZ

GoBold Bold Regular
Headlines

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz

Poly Italic
Subheads

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz

Lato Regular
Body Copy

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz

Arial Narrow Bold
Headlines
Microsoft programs only

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz

Georgia
Italic
Microsoft programs only

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz

Arial Regular
Body Copy
Microsoft programs only

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Accessibility

Accessibility in visual communications means making sure your design is clear and legible in as many situations as possible. Maintaining an effective contrast, for example, between typography and the background the words appear on is critical.

TEXT COLOR, ALL POINT SIZES	TEXT COLOR, IF ≥ 14PT BOLD
ASH SMOKE WHITE APRICOT ORANGE RUST	
SMOKE WHITE APRICOT	ASH ORANGE
ONYX	CHARCOAL WHITE
ONYX CHARCOAL	ORANGE RUST
ONYX CHARCOAL RUST	ASH ORANGE
ONYX CHARCOAL	
ONYX	CHARCOAL WHITE
ONYX WHITE	SMOKE