

Style Guide for Continuing Education Instructors Development Workshop

Color Palette

Photo Inspiration



COLOR 1	COLOR 2	COLOR 3	COLOR 4	COLOR 5	COLOR 6
					
#990000	#FFCC00	#777777	#CCCCCC	#000000	#FFFFFF

Typography

Titles, Headings, and Sub-Headings

Font

MONTERRAT (BOLD)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Hex Color, Size, Case, Justification

Hex Color: #990000

Title Size: 48 pt

Heading Size: 32 pt

Sub-Heading Size: 24 pt

Case: Title (e.g., The Cow Jumped Over the Moon)

Justification: Left justified



#990000

Body Text

Font

Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Hex Color, Style, Size, Case, Justification

Hex Color: #000000

Size: 14 pt

Case: Sentence (e.g., The cow jumped over the moon.)

Justification: Left justified

Paragraph Spacing: 5 pt before paragraph, 5 pt after paragraph

Line Spacing: Multiple at 1.25



#000000

Font – Captions, Labels

Font

Calibri (Semi bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Hex Color, Style, Size, Case, Justification

Hex Color: #777777

Size: 14pt -18 pt (adjust for best fit)

Case: Initial cap (e.g., Submit)

Justification: Center justified

Paragraph Spacing: 0 pt before paragraph, 0 pt after paragraph

Line Spacing: Single



#777777

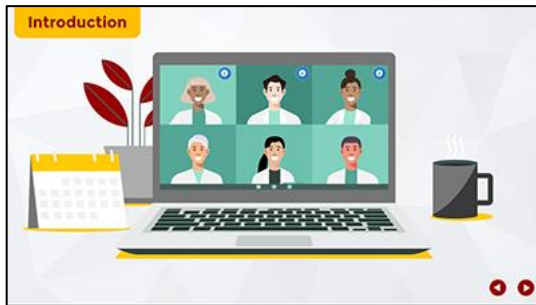
Visuals

Image Type

- Use vectors and icons for title slide and slide backgrounds

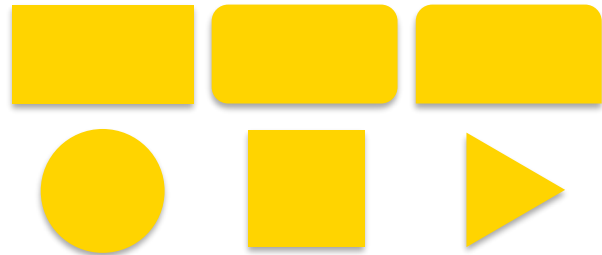


- Use photos, vectors, and icons with light gray pattern background for slide content



Shapes

Shapes: Rectangle, rounded rectangle, round same side corner rectangle, circle, triangle, and square.



Signaling Cues

Shape: Circle

Shape Fill: #FFFFFF (all states)

Shape Outline: Weight 4 px; Solid = Straight; #FFCC00 (all states)

Shape Effects: None

Size: Width – 35 px; Height 35 px

Typography: #FFCC00; Lower case – all states



Button Style

Submit

Button Shape: Rectangle

Button Fill: #FFCC00 (all states)

Button Border: Weight 1 px; Solid = Straight; #990000 (all states)

Button Effects: None



Size: Width – 210 px; Height 55 px

Typography: #000000; Sentence case – all states

Next and Previous

Button Shape: Circle

Button Fill: #990000

Button Border: No outline

- Normal State - #990000
- Hover State - #777777

Button Effects: Hover

Size: Width – 50 px; Height 50 px

Typography: None – use button icon

Button Icon: Next = right-pointing triangle; Previous = left-pointing triangle



Slide Interactions

Button Shape: Speech Bubble

Button Fill: #FFFFFF

Button Border: no border

Button Effects: None

Size: Width – 285 px; Height 235 px

Typography: #777777. Sentence case, all states.

