# Visual & Interactive Style Guide Example

# *Professional Communications OER*

# Video/Slide/Asset Title Screen Layout

See Slide Deck template

See Video Title Screens

# Document Styling

Header/Footer background colour: #2e3747. White text in the footer.

Line spacing - 1.5

Document styling follows typography style as below.

# Colour Pallette

## Main Colours

|  |  |  |
| --- | --- | --- |
|  | **Hexadecimal** | **Notes** |
| **Primary Colour** | #2e3747 | Deep Blue |
| **Compliment Colour** | #00c5b9 | Teal |
| **Accent Colour** | #82cfbe | Light Teal |
| **Accent Colour** | #f05367 | Red |
| **Accent Colour** | #f0f2f5 | Light Grey |
| **Hyperlinks** | #00c5b9 | (Unvisited) Underlined |
| #f05367 | (Visited) Underlined |

# Typography

## Titles

* Roboto
* Bold
* Black/White
* 21pt
* left-aligned

## Sub-Titles

* Roboto
* Medium
* Black/White
* 18pt
* left-aligned

## H1

* Roboto
* Medium
* Black/White
* 16pt
* left-aligned
* All-caps

## H2

* Open Sans
* Bold
* Black/White
* 14pt
* left-aligned

## H3

* Roboto
* Bold
* Grey
* 12pt
* left-aligned

## Body

* Roboto
* Light
* Grey #999999/Black
* 11pt
* left-aligned
* line-spacing 1.5

## Captions

* Open Sans
* Light
* Dark Grey/Blue #434a54
* 12pt
* left-aligned

## Button Text

* Roboto
* Medium
* White
* 14pt
* centre-aligned
* 21pt leading

# Graphics

## Image Style

* Illustrations using the above colours and fonts. No clip art.

## Image Borders

* None.

This project/resource was funded by the Alberta Open Educational Resources (ABOER) Initiative, which is made possible through an investment from the Alberta government