#### NORTH CAROLINA LIBRARY ASSOCIATION

## WEB STYLE GUIDE



#### COLORS

**CMYK** 47 0 17 0 **RGB** 127 208 215 **HEX** 7FD0D7

**CMYK** 70 55 42 18 **RGB** 85 98 113 **HEX** 556271

**CMYK** 25 0 77 0 **RGB** 200 221 100 **HEX** C8DD64

#### **TYPOGRAPHY**

#### **HEADING 1**

### **OSWALD REGULAR, ALL CAPS**

**HEADING 2** 

OSWALD EXTRALIGHT, ALL CAPS

**HEADING 3** 

Oswald ExtraLight

#### **BODY COPY**

Open Sans Regular

The quick brown fox jumps over the lazy dog.

#### LINK

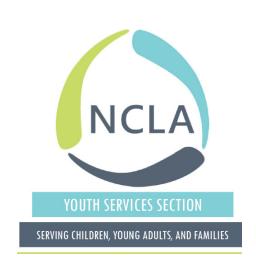
Open Sans Regular, HEX #3398DA

#### LOGO CLEARANCE

# NCLA

It is important to adhere to the clearspace for the logo to give it the prominence it requires. The clearspace is equal to the width of "N" in NCLA. Elements should never interfere with the clearspace.

#### LOGO SELECTION



When possible and applicable, sections should use their custom logos created by the NCLA Marketing Committee. Contact the current Marketing Committee Chair for your custom files.