

eLearning Style Guide

Becoming More Aware

Color Palette

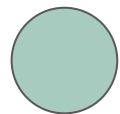
Inspiration



Primary Palette



Hex# 5A8F9F



Hex# A7CBBE

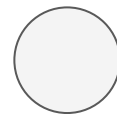


Hex# C2B9A7

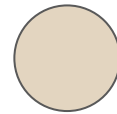


Hex# 3F5C6C

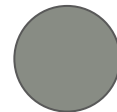
Secondary Palette



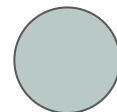
Hex# F4F4F4



Hex# E3D5C0



Hex# 888C84



Hex# B8C9C6

Typography

Font Type

Title, Heading, Subheading
Raleway

Body Text
Open Sans

Button, Label, Caption
Montserrat

Font Size

Title (bold; 38 pt.)

Heading (bold; 28 pt.)

Subheading (bold; 22 pt.)

Body Text (16 pt.)

Button (20 pt.)

Label, Caption (16 pt.)

Font Color

Title  Hex# 3F5C6C

Heading  Hex# 5A8F9F

Body Text  Hex# 888C84

Subheading  Hex# A7CBBE

Label/Caption  Hex# E3D5C0

Text: “light” objects  Hex# 888C84

Text: “dark” objects  Hex# F4F4F4

Case

Title, Heading, Subheading, Menu Button, Label, Caption

Title Case

Body Text **Start Button**
Sentence case ALL CAPS

Alignment

Button, Label, Caption
center-aligned

All other text
left-aligned

Spacing

Line Spacing: Custom, 1.3

Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Nunc iaculis nulla id hendrerit.

Visuals

Storyline 360 Characters (Scenario)



Mateo



Maya



River

Photos



Visuals

Callouts



Fill: #F4F4F4
Outline: #224C63
Shadow: #353643



Fill: #F4F4F4
Outline: #224C63
Shadow: #353643

Signaling Cues



Background Images

Transparency: 50%

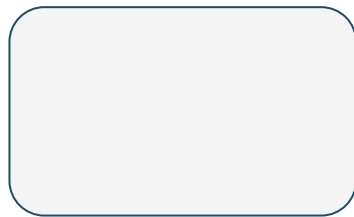


Visuals

Icons



Shapes



Other

No additional visual elements planned at this stage. Will reassess during prototype.

Navigation Buttons

Start/Begin



Button #3F5C6C
Text # E3D5C0

Menu



Previous/Next

PREVIOUS <
NEXT >

SUBMIT ✓

Use Storyline Navigation

Button #A7CBBE / Text #F4F4F4

Button #E3D5C0 / Text #F4F4F4

Button #3F5C6C / Text #F4F4F4

Button #F4F4F4 / Text #888C84

Custom Navigation Buttons (if applicable)