**Style Guide Template**

**Colours:**

[In this section list the colours that you have chosen to represent your brand. This should include primary/main colours as well as secondary/alternative colours. Also include the Hex number- ie. #000000]

EG:

Primary Colours

Pale Cornflower Blue

#BDD7EE

Pigment Green

#00B050

Red

#FF0000

Secondary Colours

Shocking Pink

#EC4AC9

Bright Navy Blue

#0066CC

Daffodil

#FFFF21

**Typography:**

[Include types of fonts, and where these should be used/what they should be used in. Demonstrate fonts using ‘Lorem Ipsum’ text.]

EG:

Primary Font

*For all applications*

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua

Gill Sans MT

Secondary Font

*Strictly for quotes and special breakouts*

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua

Century

Schoolbook

**Buttons:**

[include examples of buttons when in normal state and when ‘pressed’- include changes of colour, what each button will represent. This is for online use.]

EG:

1.

Primary Button

Used for links to news page on website.

Pressed State

2.

Primary Button

Used for links from contact page on website to email.

3.

Used for social links to website.

Pressed State

Secondary Button

Pressed State