

## Typography

### Lorem Ipsum Dolor

h1 Desktop | Arial Black | 72px | Line Height: 75px | #34735B

### Lorem Ipsum Dolor

h2 Desktop | Arial Bold | 60px | Line Height: 60px | #34735B

### Lorem Ipsum Dolor

h3 Desktop | Arial Bold | 48px | Line Height: 60px | #34735B

### Lorem Ipsum Dolor

h4 Desktop | Arial Bold | 36px | Line Height: 36px | #34735B

### LOREM IPSUM DOLOR

h5 Desktop | Arial Bold | 24px | Line Height: 28px | #34735B | Uppercase | Letter Spacing: 2px

### LOREM IPSUM DOLOR Lorem Ipsum Dolor

h6 Desktop | Arial Bold | 16px | Line Height: 22px | #34735B | Uppercase or Mixed Case | Letter Spacing: 1px

Aenean lacinia bibendum nulla sed consectetur. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Vestibulum id ligula porta felis euismod semper. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Donec sed odio dui. Donec id elit non mi porta gravida at eget metus. Lorem ipsum dolor!

p Desktop | Arial Regular | 18px | Line Height: 30px | #34735B

Aenean lacinia bibendum nulla sed consectetur. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor.

big p Desktop | Arial Regular | 20px | Line Height: 34px | #34735B | Letter Spacing: 1px

[Vestibulum id ligula porta felis euismod semper.](#)

p Desktop | Arial Regular | 18px | Line Height: 30px | #3B3D95 | Underline

### Lorem Ipsum Dolor

h1 Mobile | Arial Black | 40px | Line Height: 50px | #34735B

### Lorem Ipsum Dolor Sit Amet

h2 Mobile | Arial Bold | 36px | Line Height: 50px | #34735B

### Lorem Ipsum Dolor Sit Amet

h3 Mobile | Arial Bold | 30px | Line Height: 40px | #34735B

### Lorem Ipsum Dolor Sit Amet

h4 Mobile | Arial Bold | 24px | Line Height: 32px | #34735B

### Lorem Ipsum Dolor Sit Amet

h5 Mobile | Arial Bold | 18px | Line Height: 26px | #34735B | Mixed Case | Letter Spacing: 1.5px

### LOREM IPSUM DOLOR Lorem Ipsum Dolor

h6 Desktop | Arial Bold | 16px | Line Height: 22px | #34735B | Uppercase or Mixed Case | Letter Spacing: 1px

Aenean lacinia bibendum nulla sed consectetur. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Vestibulum id ligula porta felis euismod semper. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Donec sed odio dui. Donec id elit non mi porta gravida at eget metus. Lorem ipsum dolor!

p Mobile | Arial Regular | 16px | Line Height: 25px | #34735B

Aenean lacinia bibendum nulla sed consectetur. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Vivamus sagittis lacus vel augue.

big p Mobile | Arial Regular | 18px | Line Height: 26px | #34735B | Letter Spacing: 1px

[Aenean lacinia bibendum nulla sed](#)

p Mobile | Arial Regular | 16px | Line Height: 25px | #3B3D95 | Underline

## Buttons

READ MORE >

Desktop Primary Button, Purple

READ MORE >

READ MORE >

Mobile Primary Button, Purple

READ MORE >

Desktop Primary Button, White

READ MORE >

READ MORE >

Mobile Primary Button, White

Lorem Ipsum Link >

Desktop Secondary Button

Lorem Ipsum Link >

Lorem Ipsum Link >

Mobile Secondary Button

# Color Scheme



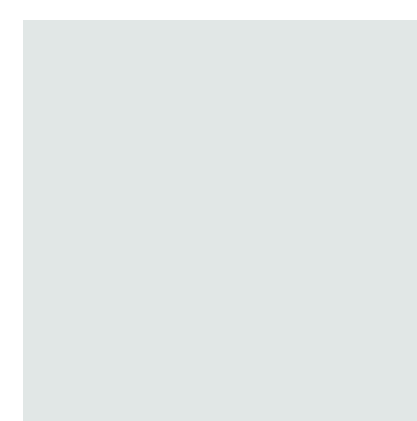
Purple  
#3B3D95  
R:59 G:61 B:149



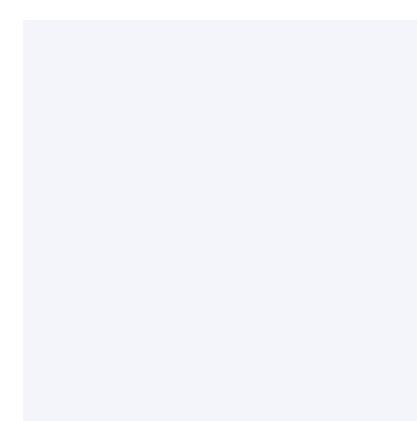
Green  
#34735B  
R:52 G:115 B:91



Light Green  
#7F9C8C  
R:127 G:156 B:140



Super Light Green  
#E1E7E6  
R:225 G:231 B:230



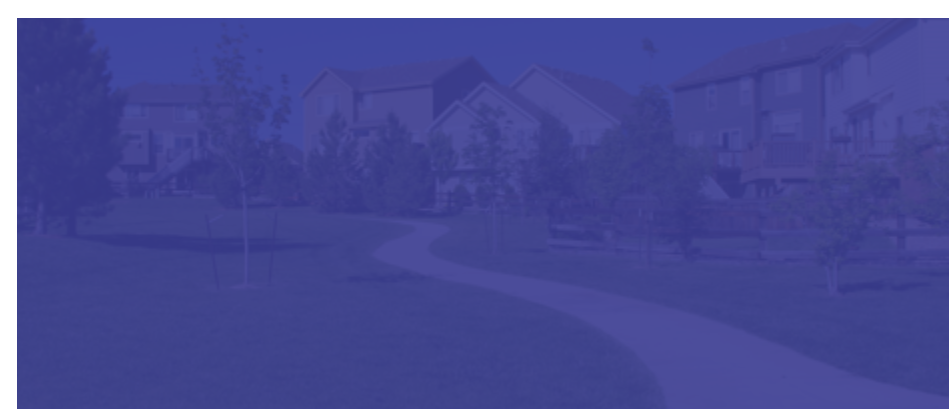
Light Cool Grey  
#F4F5FA  
R:244 G:245 B:250



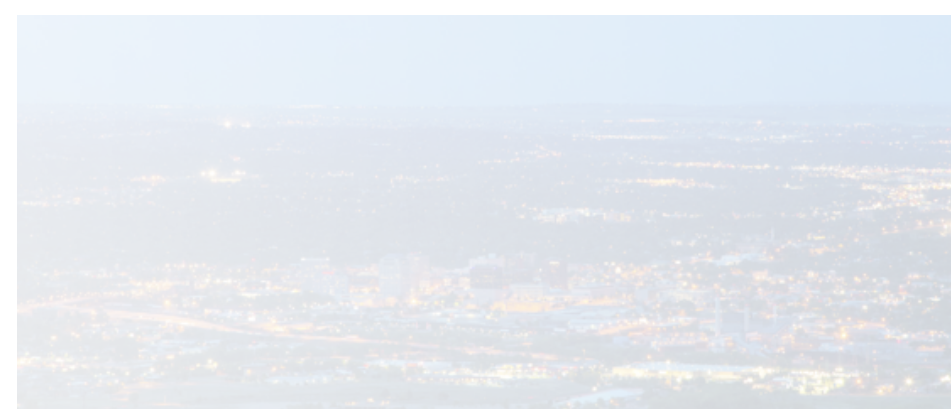
Black  
#6A8780  
R:106 G:135 B:128



Light Purple Overlay  
#3B3D95  
R:59 G:61 B:149  
60% Opacity



Dark Purple Overlay  
#3B3D95  
R:59 G:61 B:149  
90% Opacity



White Overlay  
#FFFFFF  
R:106 G:135 B:128  
90% Opacity

# Drop Shadow Styles



Image on Light Background  
#34735B  
20% Opacity  
20px Blur  
10px Y Axis Offset  
(Same on desktop and mobile)



Image on Light Background Desktop  
#34735B  
20% Opacity  
40px Blur  
10px Y Axis Offset



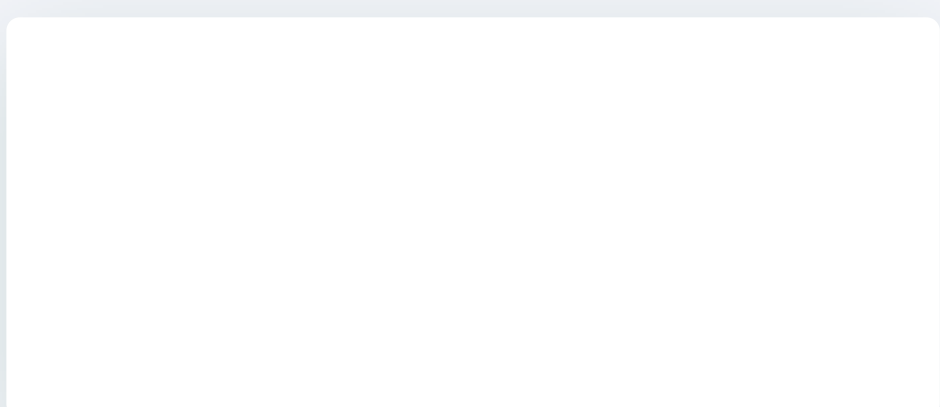
Image on Light Background Desktop  
#34735B  
40% Opacity  
15px Blur  
10px Y Axis Offset



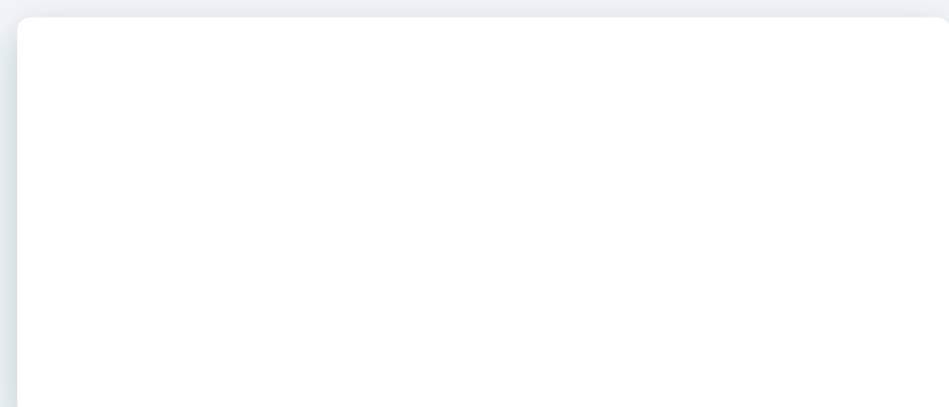
Selected Thumbnail Desktop  
4px Solid #3B3D95 Border  
#3B3D95  
80% Opacity  
30px Blur  
0px Offset



Selected Thumbnail Mobile  
3px Solid #3B3D95 Border  
#3B3D95  
50% Opacity  
10px Blur  
0px Offset



Card Elements Desktop  
#34735B  
20% Opacity  
40px Blur  
10px Y Axis Offset



Card Elements Mobile  
#34735B  
30% Opacity  
15px Blur  
5px Y Axis Offset



Dark Background Card Elements Desktop  
#000000  
50% Opacity  
40px Blur  
0px Offset



Dark Background Card Elements Mobile  
#34735B  
3\50% Opacity  
20px Blur  
0px Offset

# Image Specs

Note: Most of the images throughout the site are set to “cover” their container. That means that no matter what aspect ratio the image is, the space it is supposed to be in will always be filled. This makes it much more flexible, especially when transitioning from desktop to mobile, but also means images will almost always be cropped in some way. It's best to prevent this from causing issues by making sure the focal point of the image is centered.

With that said, all the below sizes are rough guidelines and don't need to be exact. However, we recommend any image on the size that is displayed at a large size be between 1200 and 3000 px.

## HOME HERO

2600 x 600

## DEFAULT HERO

2600 x 600

## SPLIT CTA BACKGROUND IMAGE

1:1 Aspect Ratio

~ 800 x 800

## SPLIT CTA ICON

1:1 Aspect Ratio, Add white space around icon, if needed

200 x 200

## ALTERNATOR

Any size or aspect ratio

600px –1200px wide x Any Height

## LOOSE CARDS W/ IMAGE

1200 x 600

## BIG NUMBERS

2600 x 525

## TESTIMONIAL SLIDER BACKGROUND IMAGE

2600 x 670

## TESTIMONIAL SLIDER CARD IMAGE

At least 500 x 600

(This image will definitely be cropped at many browser sizes)

## WYSIWYG VIDEO POSTER IMAGE

1200 x 580

## WYSIWYG IN-LINE IMAGES

Any size

## STANDALONE WYSIWYG HERO IMAGE

1200 x 585

## PHOTO GALLERY

1040 x 695

## EVENTS SLIDER BACKGROUND IMAGE

2600 x 735

## EVENTS SLIDER CARD IMAGE

Roughly Square image

At least 250 x 250

## EVENTS DETAILS FEATURED IMAGE

680 x Any Height

## RECENT BLOGS STACK CARD IMAGES

If implemented the way we intend, the images will be pulled in dynamically from the blog posts' slideshow

## RECENT BLOGS BACKGROUND IMAGE

2600 x 785

## NEWS DETAIL SLIDESHOW

650 x 415

## NEWS LANDING IMAGES SLIDESHOW

If implemented the way we intend, the images will be pulled in dynamically from the blog posts' slideshow