

## Style Guidelines

- Provide consistency, clarity, quality, and readability
- Provide professional-looking documents
- Provide a framework to streamline and expedite production
- Help build consensus between key audiences
- Act as a reference for commonly asked style questions
- Useful when outsourcing to external resources

Stroudwater blue:

PMS 301

**R 0 G 91 B 153**

**C 100 M 45 Y 0 K 18**

When possible, always set color to Pantone code (PMS).

Stroudwater orange:

PMS 166

**R 255 G 102 B 0**

**C 0 M 62 Y 100 K 8**

When possible, always set color to Pantone code (PMS).

Stroudwater gray:

Cool Gray 11

**R 109 G 110 B 112**

**C 0 M 62 Y 100 K 8**

When possible, always set color to Pantone code (PMS).

### Word documents

Text: Calibri, 11 pt, black, 1.15 spaced

HEADINGS: Trebuchet MS 11 pt,  
Stroudwater blue, all caps, expanded 1.5  
pt

### PPT documents

Text: Calibri

Headings: Trebuchet MS, 28pt, black