

#266FAB

Main blue – widely used

#467EB6

Secondary blue – to supplement the main

#4960AC

Dark purple – as an alternate to main blue



#6782DC

Light purple – as an alternate to secondary blue

#F05436

Warm Coral – highlight shade, sparingly

#EE3D4A

Cool Coral – highlight shade, very sparingly

#2D2C2D

Dark charcoal – body and heading text

#4E4E50

Dark charcoal – secondary text color, used sparingly

#F5F6F6

White gray – background secondary (white is primary background shade)

#E6E6E7

Light gray – background tertiary

#2D2C2D

Dark charcoal – body and heading text

#4E4E50

Dark charcoal – secondary text color, used sparingly

HEADING 1

An evolutionary leap

An evolutionary leap

- Roboto Font
- Bold Weight
- 24pt

HEADING 2

Subheading goes here

- Roboto Font
- Regular Weight
- 20pt

EMPHASIS TEXT / HEADING 3

Learning Institutions

- Raleway
- Bold Weight
- 12pt

BODY TEXT

The internet age led to an explosion in the availability of knowledge and information, yet until now no platform has had the power to harness this tidal wave.

Over light/white background

- Raleway
- Regular Weight
- 12pt

The internet age led to an explosion in the availability of knowledge and information, yet until now no platform has had the power to harness this tidal wave.

Over color background

- Raleway
- Regular Weight
- 12pt

NAVIGATION BAR TEXT (ALTERNATE FOR EMPHASIS TEXT, WHEN IT STANDS ALONE AND DON'T WANT TO USE THICK WEIGHT)

About EX-IQ How It Works Who's It For Contact Log in

- Roboto
- Regular Weight
- 10pt