



WEBSITE STYLEGUIDE

V.12.12-18



Website Color Palette

In keeping with the new, minimalist look of the NSTA website design, the color palette has been kept very simple. Listed below, you will find the website color palette with hex #'s, RGB values, CMYK values, and a proposed Pantone color code for future print work. The CMYK and Pantone values will be slightly different from the RGB and Hex colors.

Primary Colors

HEX# f0811e
RGB 240-129-30
CMYK 2-60-100-0
Pantone DS 36-1 U

HEX# 2e7fa4
RGB 46-127-164
CMYK 81-41-22-1
Pantone DS 228-4 U

Secondary Colors

HEX# 225e7a
RGB 34-94-122
CMYK 89-57-36-14
Pantone DS 213-3 U

HEX# 262626
RGB 38-38-38
CMYK 71-65-64-69
Pantone DS Process
Black U

HEX# 33aab8
RGB 51-170-184
CMYK 72-13-27-0
Pantone DS 248-5 U

HEX# 716f6a
RGB 113-111-106
CMYK 55-48-52-17
Pantone 417 C

HEX# 5a5a5a
RGB 90-90-90
CMYK 63-55-54-28
Pantone 426 U

HEX# e8eced
RGB 232-236-237
CMYK 8-4-4-0
Pantone DS 221-9 U



Website Fonts

The NSTA website uses three fonts: Helvetica, Arial, and ITC Kabel.

Helvetica is used mostly for titles and headers. Because it is not a web-safe font, it may not be available on all computers: in these cases, Arial will be used as a back-up font.

Arial is used for body copy throughout the site, as well as pull-quotes and captions.

ITC Kabel is used very sparingly, for the Elementary, Middle School, High School and College links in the footer.

Helvetica

ABCDEFGHIJKLM	ABCDEFGHIJKLM	<i>ABCDEFGHIJKLM</i>	<i>ABCDEFGHIJKLM</i>
NOPQRSTUVWXYZ	NOPQRSTUVWXYZ	<i>NOPQRSTUVWXYZ</i>	<i>NOPQRSTUVWXYZ</i>
abcdefghijklm	abcdefghijklm	<i>abcdefghijklm</i>	<i>abcdefghijklm</i>
nopqrstuvwxyz	nopqrstuvwxyz	<i>nopqrstuvwxyz</i>	<i>nopqrstuvwxyz</i>
1234567890	1234567890	<i>1234567890</i>	<i>1234567890</i>

Arial

ABCDEFGHIJKLM	ABCDEFGHIJKLM	<i>ABCDEFGHIJKLM</i>	<i>ABCDEFGHIJKLM</i>
NOPQRSTUVWXYZ	NOPQRSTUVWXYZ	<i>NOPQRSTUVWXYZ</i>	<i>NOPQRSTUVWXYZ</i>
abcdefghijklm	abcdefghijklm	<i>abcdefghijklm</i>	<i>abcdefghijklm</i>
nopqrstuvwxyz	nopqrstuvwxyz	<i>nopqrstuvwxyz</i>	<i>nopqrstuvwxyz</i>
1234567890	1234567890	<i>1234567890</i>	<i>1234567890</i>

ITC Kabel STD, Medium

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890



Font Color Guidelines

These are colors from the palette that are commonly used on text throughout the site. For specific examples, see the templates.

HEX# 262626
RGB 38-38-38
CMYK 71-65-64-69
Pantone DS Process
Black U

This dark gray is used for body copy, subheaders, pull-quotes and captions. Very common text color.

HEX# 2e7fa4
RGB 46-127-164
CMYK 81-41-22-1
Pantone DS 228-4 U

The medium blue is a common link color. Also sometimes used as a header color

HEX# dd9a19
RGB 221-154-25
CMYK 13-42-100-1
Pantone DS 26-3 U

This yellow-orange is used for some subtitles and subsection header styles.

HEX# ffffff
RGB 255-255-255
CMYK 0-0-0-0

White is used for text on a colored background.

HEX# ecedde
RGB 236-237-222
CMYK 7-3-13-0
Pantone DS 303-9 U

This light khaki is often used for headers and links on a colored background.



Common Font Styles

While these are certainly not ALL of the styles you will find on the NSTA website, they are the ones you should be generally familiar with when editing content, especially on secondary pages. Subsequent pages in this guide will go into greater detail on the specific details of the different templates.

Page Title	Helvetica Bold 32 Strong weight, 32px size, 32 leading, #2e7fa4.
Header Style	Helvetica Regular Strong weight, 18px size, 20px leading, #3790ae
Sidebar Nav Style	Helvetica Regular, Crisp weight, 18px size, 24px leading, #3790ae. This style is used for headers and intro copy.
Quote Style	Helvetica Bold, Crisp weight, 22px size, 24px leading, #5e5e5b. This size is used for pull-quotes.
Header Style	Helvetica Regular, Strong weight, 14px size, 14px leading, #f0811e. This size is used for smaller headers.
Link Style	Arial Regular, Smooth weight, 13px size, 14px leading, #33aab8
Paragraph	Helvetica Regular, Strong weight, 12px size, 18px leading, #262626