



style guide

Saint Francis University

fonts

primary

Boton Medium

Boton Light

Boton should be used when "Saint Francis University" is written in an official capacity. It is also recommended for headlines, or H1 tags.

secondary

Lato / **Lato Bold**

Roboto / **Roboto Bold**

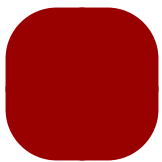
Arimo / **Arimo Bold**

Times New Roman / **Times Bold**

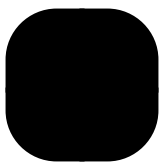
Lato and Roboto make stylish sub-headings. Arimo and Times New Roman should be used primarily for body text.

colors

primary



HEX: #990000



HEX: #000000



HEX: #D3C6A0

RGB: 211, 198, 160

C=18 M=18 Y=40 K=0

secondary



HEX: #3B5F84
RGB: 59, 95, 132
C=84 M=62 Y=29 K=9



HEX: #228ABC
RGB: 34, 138, 188
C=80 M=35 Y=10 K=0



HEX: #8FB0BE
RGB: 143, 176, 190
C=35 M=10 Y=10 K=15



HEX: #283D34
RGB: 40, 61, 52
C=100 M=85 Y=95 K=6



HEX: #5B6550
RGB: 91, 101, 80
C=62 M=45 Y=69 K=27



HEX: #B3D676
RGB: 179, 214, 118
C=33 M=0 Y=70 K=0



HEX: #4F2643
RGB: 79, 38, 67



HEX: #D49621
RGB: 212, 150, 33
C=10 M=40 Y=100 K=7



HEX: #FFD773
RGB: 255, 215, 115
C=0 M=15 Y=65 K=0



HEX: #A64A32
RGB: 166, 74, 50



HEX: #BF3F21
RGB: 191, 63, 33
C=20 M=85 Y=95 K=6



HEX: #F68D76
RGB: 246, 141, 118
C=0 M=55 Y=50 K=0

For logos and design inspiration, go to francis.edu/branding