

# Exploring IB-Thought through Text: Branding Document

## Fonts

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Used for titles, Heading 1, paragraph text, and quotes

Lato

**Lato Bold**

*Lato Italic*

***Lato Bold Italic***

Used for headings 2, and 3

Merriweather

**Merriweather Bold**

*Merriweather Italic*

***Merriweather Bold Italic***

## Colors

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#FFFFFF

#AAC1F0

#14478b

#000000

## Special Use Cases

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Hyperlinks

[Lato, #14478b, underlined](#)

Block Quotes

“Text is set in Merriweather, centered, in the primary accent color, and the attribution is smaller, in bold, as seen below.”

**-Kelly Watson**

## Style Elements

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- All text assignments will include the objective and course title in the header.
- Non-assignment instructional resources will have the course title and module number
- If a resource is not module-specific, it will only include the course title

Icons and Imagery\*

\*If material is approved by school / IB, material will include the IB logo in the either blue branding or black/white.



## Accessibility Considerations

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- All content must follow ADA and WCAG 2.1 guidelines
- Final color codes pass contrast test on both light and dark backgrounds by 7:1
- Fonts are readable and sizing is consistent across single materials.

\*This branding is used to develop my LMS course, not the ePortfolio