LAI Chapter Template Style Guide

This is an online brochure designed for desktop, laptop, tablet, and smartphone use with links throughout.

TYPOGRAPHY

Header — Lato Black | 24 pt

Subtitle — Lato Light | 14 pt

Body Copy — Lato Light | 10.5 pt

COLORS

PANTONE 471 C	**R**188	**G**100	**B**49	**R**246 **G**145 **B**78	
PANTONE 647 C	**R**57	**G**106	**B**146	**R**135 **G**166 **B**188	
PANTONE 7459 C	**R**45	**G**154	**B**188	**R**152 **G**204 **B**221	

PHOTOS

Always use: ☑ **PNG or JPEG**   ☑ **72dpi**   ☑ **RGB mode**

Best if images are at least 275 x 130 px large.
This is an online brochure, not meant to be printed.
For print, images need to be JPEGs, 300dpi, CMYK mode.