

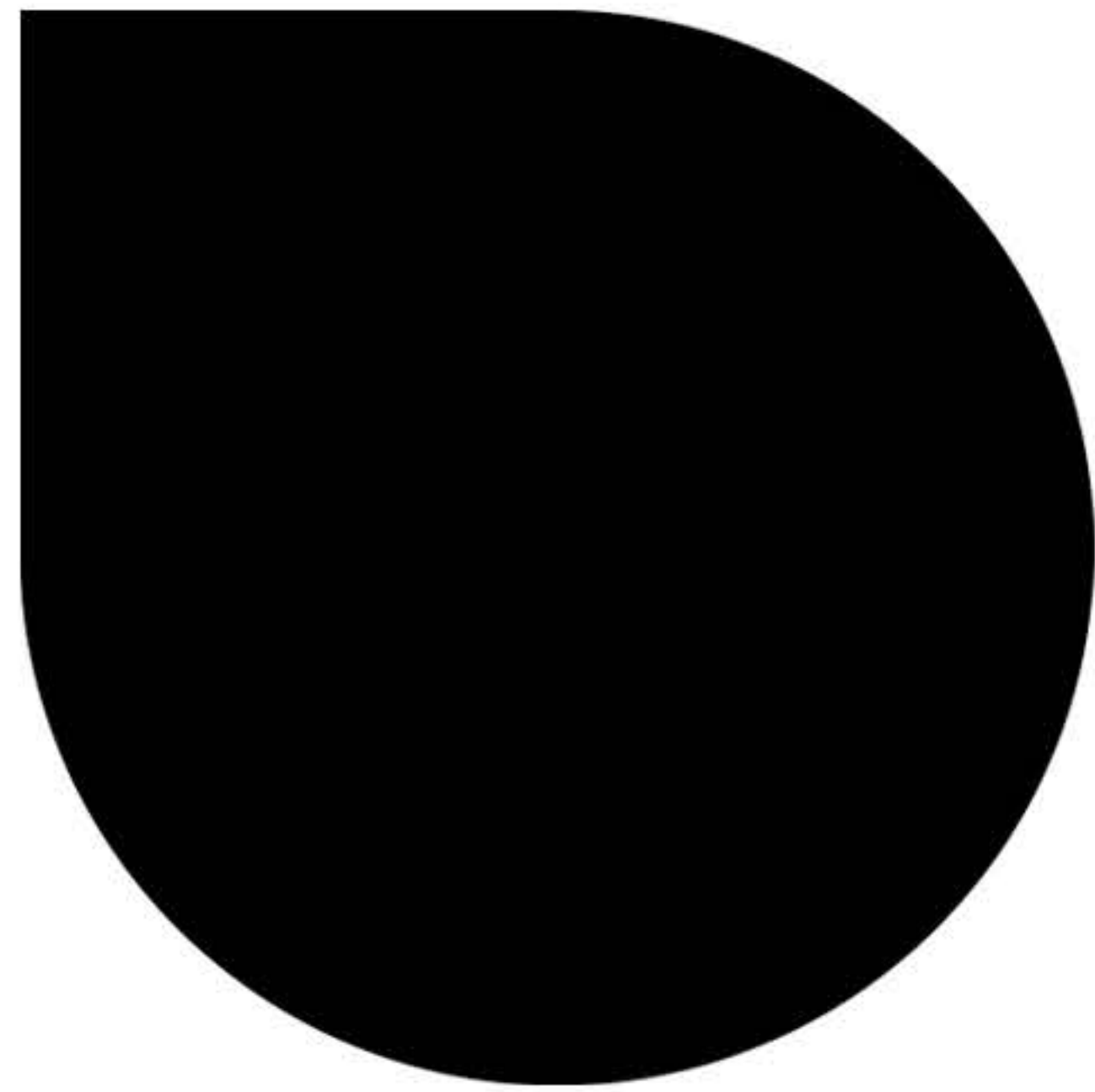
VFW Website Style Guide



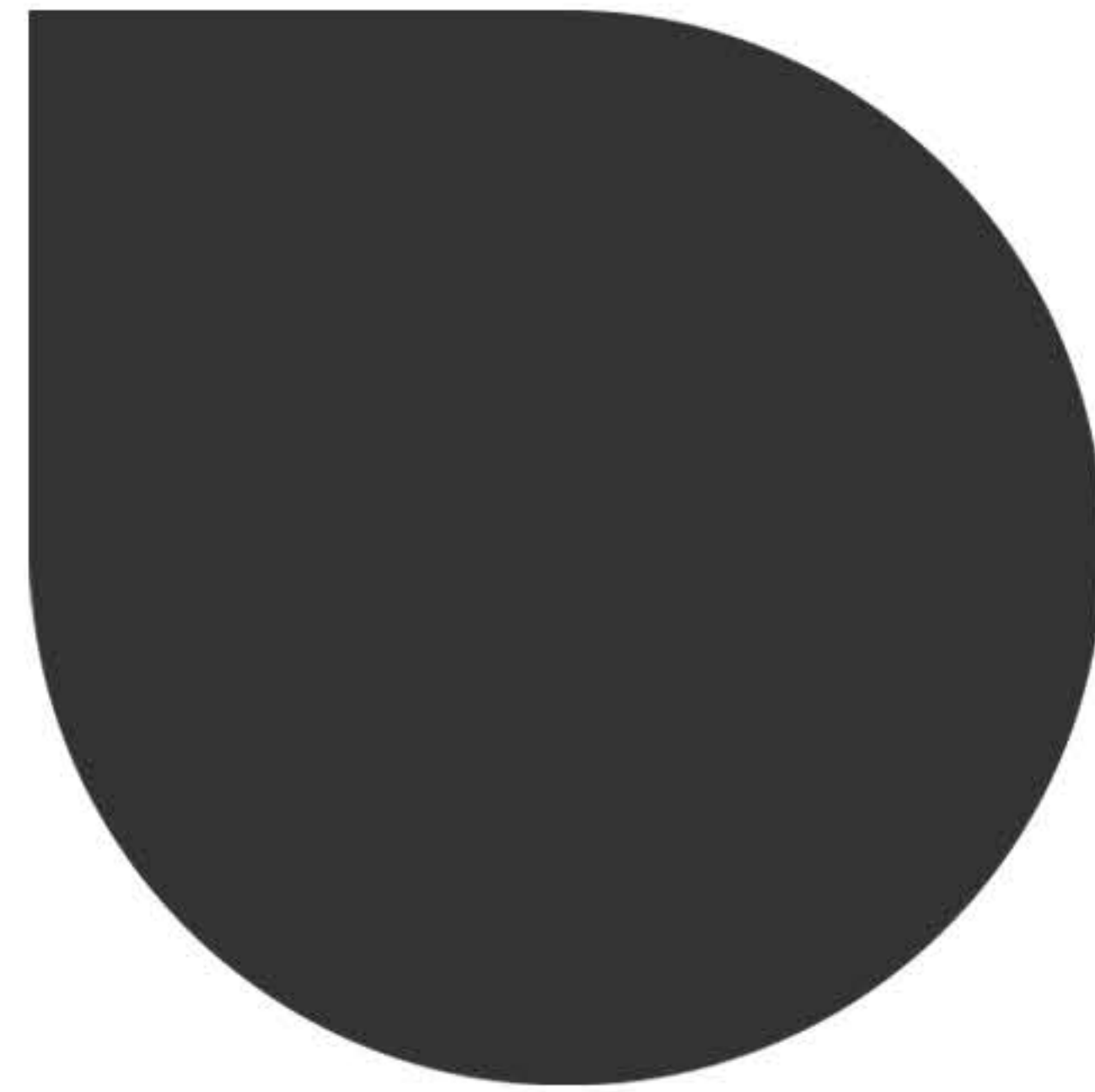
415 Delaware St.
Kansas City, MO 64105
816.527.0300

Color Palette

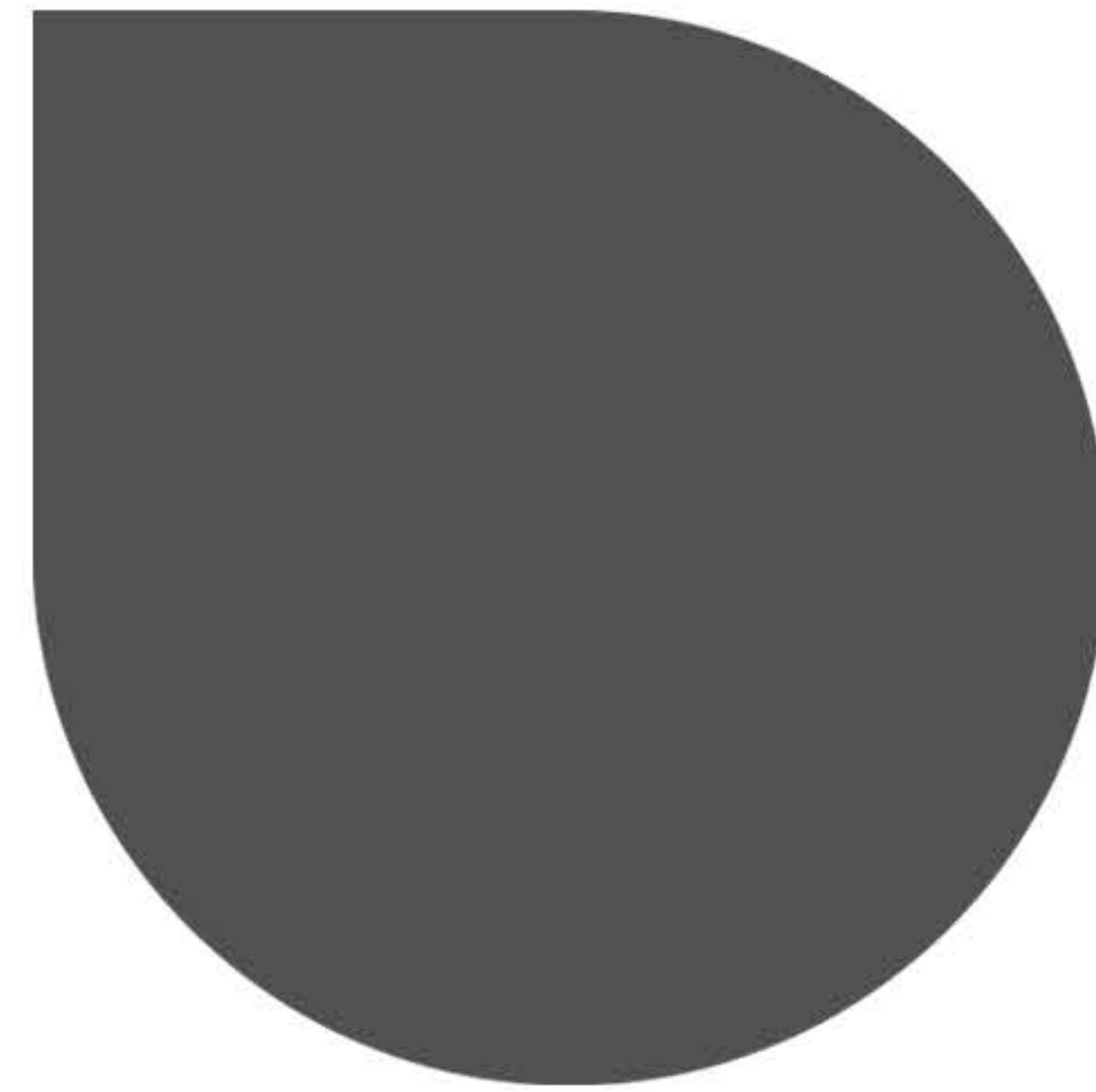
The color palette consist of 7 major colors with the primary colors being shades of gray. Red Matisse and Teak are to be used sparingly.



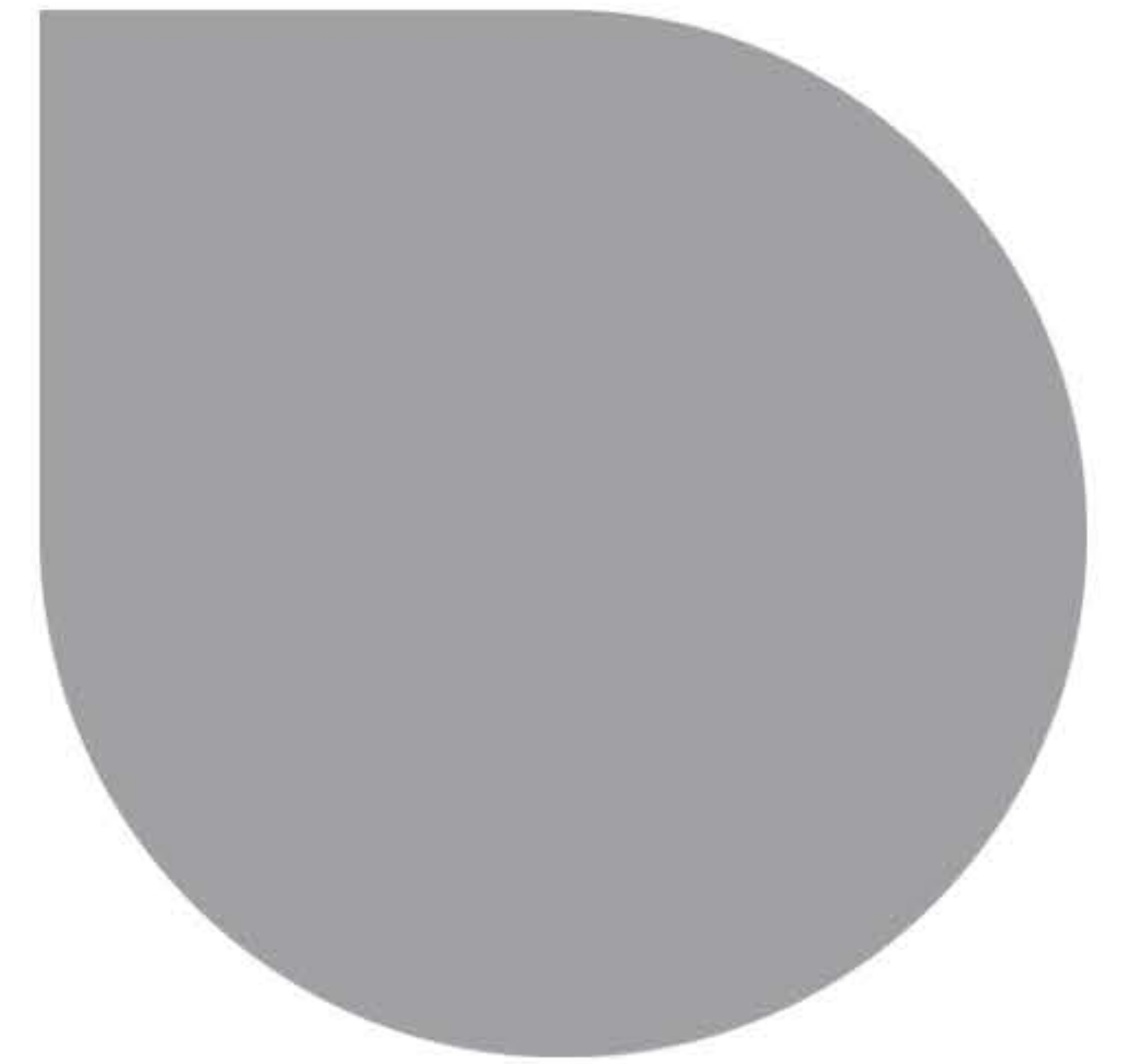
Black
#000000
0, 0, 0



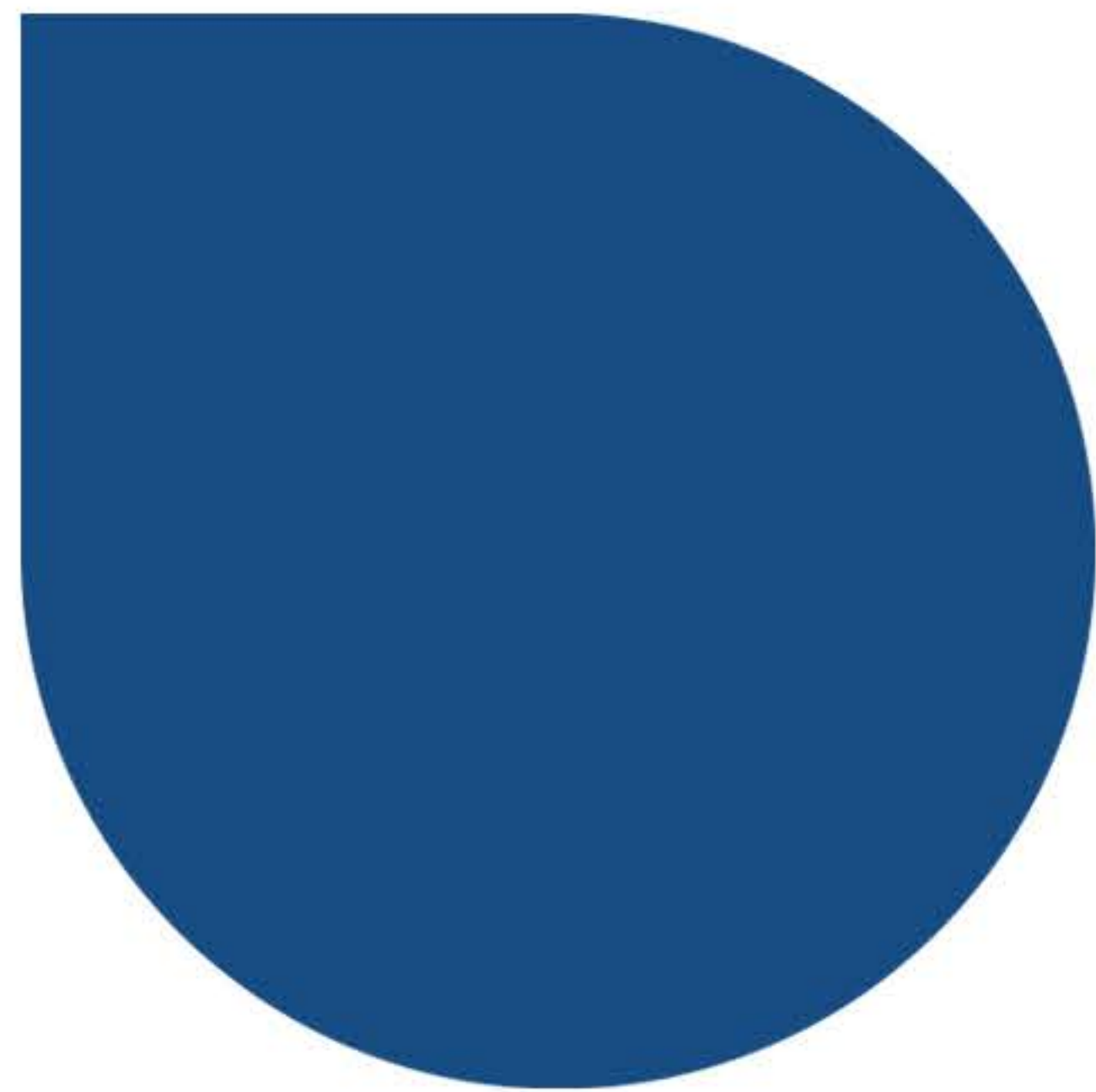
Mine Shaft
#333333
51, 51, 51



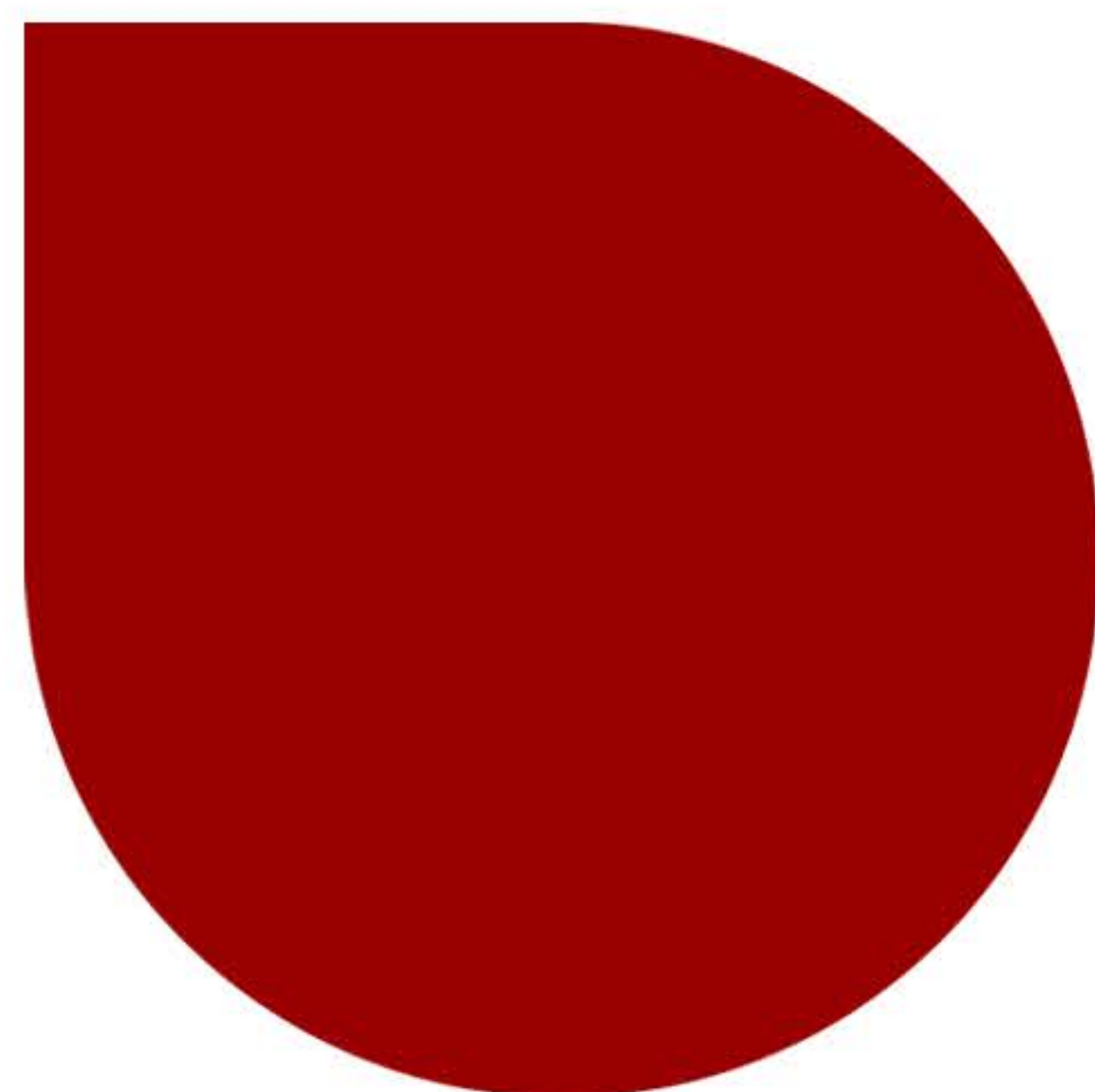
Dove Gray
#515151
81, 81, 81



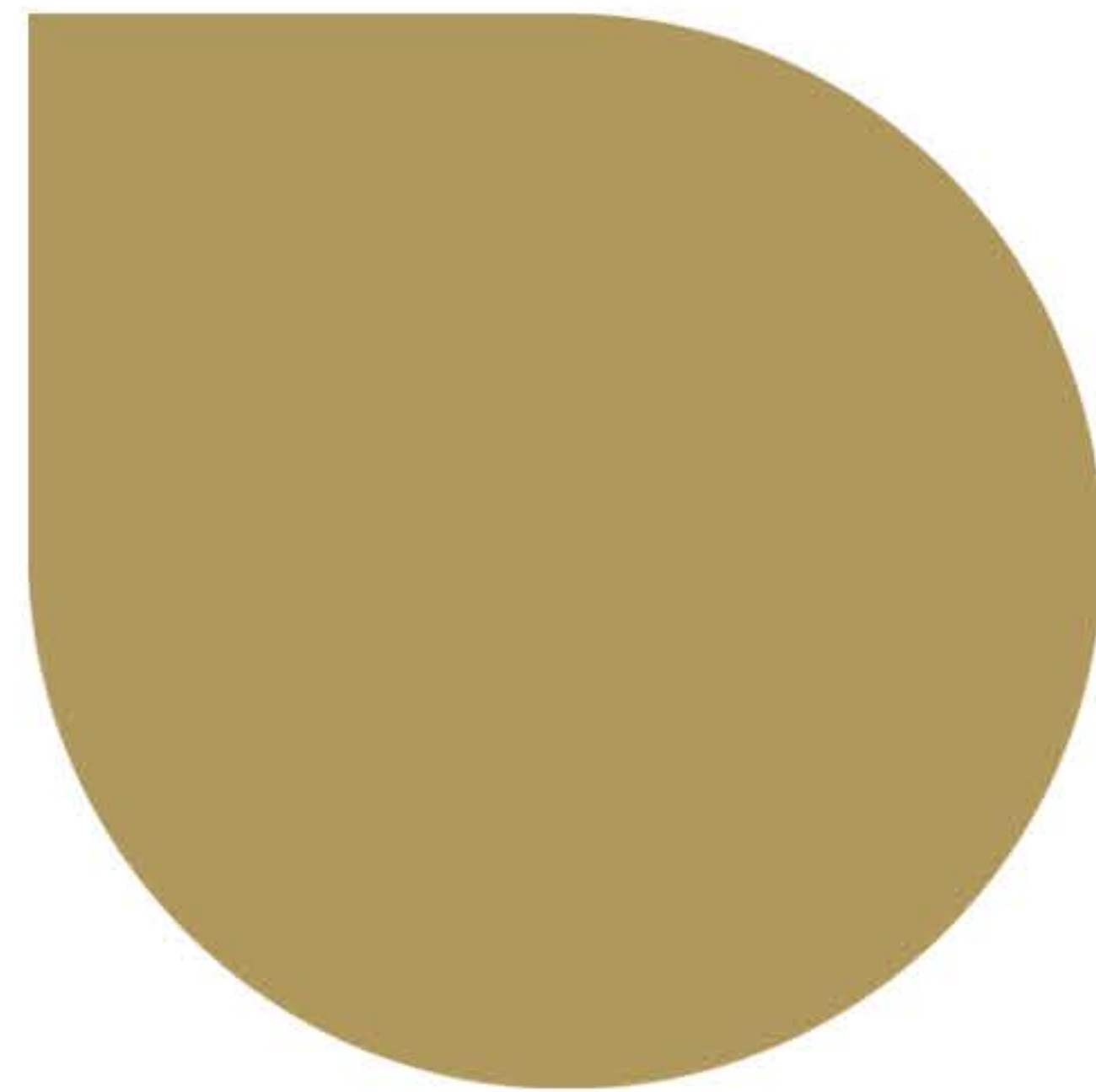
Santas Gray
#A1A1A3
161, 161, 163



Matisse
#174C83
23, 76, 131



Red Berry
#990000
153, 0, 0



Teak
#B0985D
176, 152, 93

Fonts

PT Serif

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!\$&*)

PT Serif
Weight: 400
Style: normal

Aa

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!\$&*)*

PT Serif
Weight: 400
Style: italic

Roboto

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!\$&*)

Roboto
Weight: 400
Style: normal

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!\$&*)

Roboto
Weight: 500
Style: normal

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!\$&*)

Roboto
Weight: 700
Style: normal

Roboto Font Usage

Bold
45px

H1 Title

Bold
32px

Highlight Header

Regular
32px

H2 Title

Regular
22px

Main Nav Link

Regular
20px

Links

Regular
18px

Sub Nav Link

Regular
13px

Tools Sub Text

PT Serif Font Usage

Regular
24px

Paragraph Text

Italic
20px

Highlight Tag Line

Social Icons

Social Icons are located in the footer, thier size is 47px x 47px and hex color is #B0985D



Facebook



Google+



Instagram



LinkedIn



Pinterest



RSS Feed



Twitter



You Tube

Tool Icons

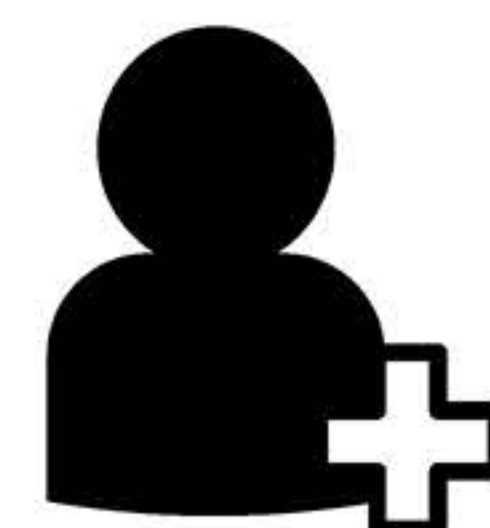
Tool Icons are located in a modle that can be placed anywhere on the page. However the placement should stick the the footer as to not throw of the balance of the page. Each Icon is 63px x 63 px with a hex color #333333.



Frequently
Asked Questions



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VFW Store



Support America's
Heroes