

Arlene Williams  
GRC 175 Fall 2011  
Project 1

## STYLE GUIDE

### Colors:



db5a20 top gradient color, r=219, g=91, b=32



dbad21 bottom gradient/background, r=219, g=173, b=33



f1e327 name/email, r=241, g=227, b=39



a5580e name/email stroke, r=165, g=88, b=14, also some ground brush strokes at various lower opacities



83540b mountain text/horizon line, r=131, g=84, b=11, also some ground and mountain brush strokes at various lower opacities



528456, dragon, scales, darker gradient color, r=82, g=132, b=86



c6ff9f, dragon highlights, lighter gradient color, r=198, g=255, b=159



000000, dragon outlines, foreground text, logo, r=0, g=0, b=0

### Logo and Logotype



Font unknown, from another source: TMCC Website

## Graphics


Dragon: original illustration, drawn in Adobe Illustrator, can be used throughout

## Typography

Tekton Pro: *Bold*, *Bold Oblique*

Arial: Regular

Design:




*Old Dragon... dreaming of lost poems and unwritten stories... searching for the way... knowing the first step is pretend...*

*project 2 project 3 inspirations*

Arlene Williams writes tales of magic and mystery for younger folk. She has been seen swishing a very long tail while speaking about dragons and writing with school children.

GRC 175 Web Publishing and Design

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