

# Brand Template: Digital Storybook Project

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## FONTS

Use for titles, H1, and quotes

Montserrat  
**Montserrat Bold**  
*Montserrat Italic*  
***Montserrat Bold Italic***

Use for H2, H3 and paragraph text

Lora  
**Lora Bold**  
*Lora Italic*  
***Lora Bold Italic***

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## COLORS

1ABC9C

FF6B6B

FFF8E7

2E3A59

F5F5F5

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## SPECIAL USE CASES

### Hyperlink

Montserrat, #1ABC9C underlined

### Quote

“Text is Lora, centered, #2E3A59, while the quotation marks are #1ABC9C, and the person's name is smaller and bold as seen below.”

- Person's Name

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## STYLE ELEMENTS

Image and icons will always have rounded corners when the option is available.

### Icons



### Imagery



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## ACCESSIBILITY

- All resources follow WCAG 2.1 guidelines.
- Chosen color palette ensures sufficient contrast (minimum 4.5:1).
- Fonts are Montserrat and Lora, and they are easy to read.
- Use descriptive hyperlink text (avoid “click here”).
- Provide alt text for all images.

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## EXAMPLE OF PROPER BRAND USAGE

### Digital Storybook Project Overview Building Literacy Through Creativity

Students will collaborate to create digital stories that explore friendship challenges and solutions. All stories should include text, visuals, and narration while following accessibility guidelines.

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This example demonstrates the correct use of brand fonts, colors, and tone for all Digital Storybook Project materials.