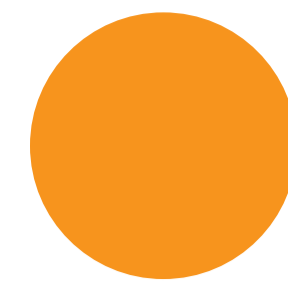


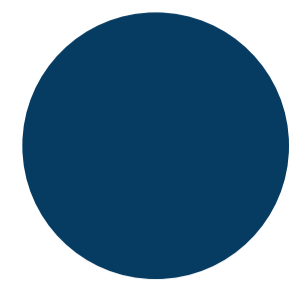
# Wecanprevent20 Styleguide

Created August 2018

## Primary Colors

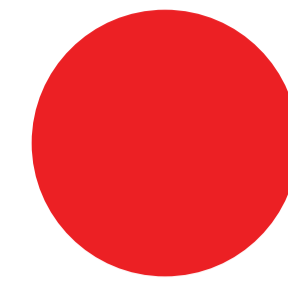


#F7941D  
247, 148, 29



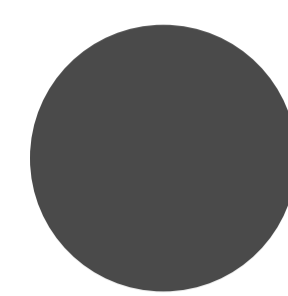
#063B62  
6, 59, 98

## Accent Color

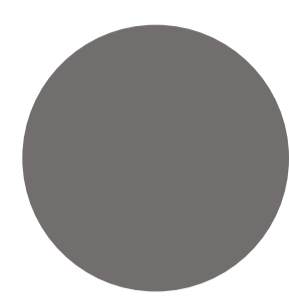


#EC2024  
236, 32, 36

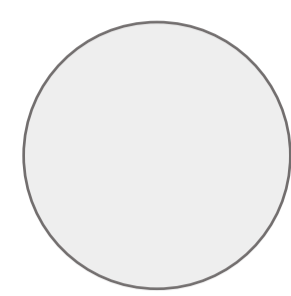
## Secondary Colors



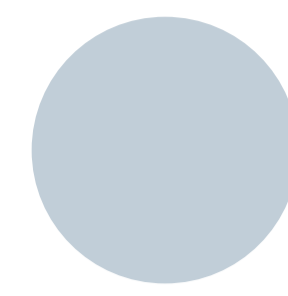
#4A4A4A  
74, 74, 74



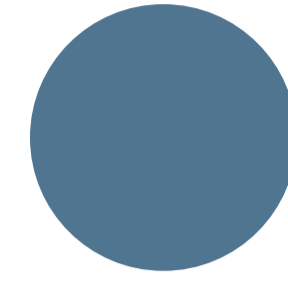
#726E6E  
114, 110, 110



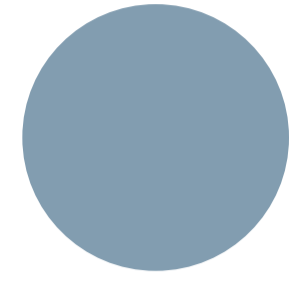
#EEEEEE  
238, 238, 238



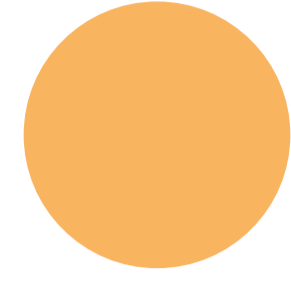
#C1CED8  
193, 206, 216



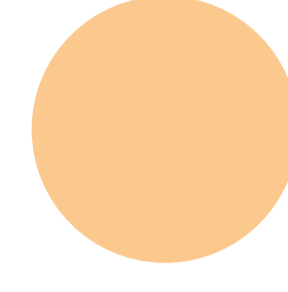
#507591  
80, 117, 140



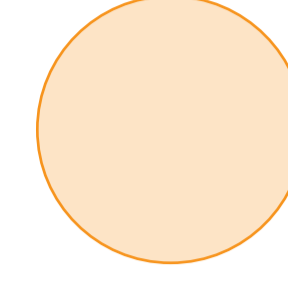
#829DB0  
130, 157, 176



#F9B460  
249, 180, 196



#FBC98E  
251, 201, 142



#FDE4C6  
253, 228, 198

## Typography

**Roboto** is a neo-grotesque sans-serif typeface family developed by Google as the system font for its mobile operating system Android. Google describes the font as "modern, yet approachable" and "emotional".

# AaBcDd

Open Sans, Bold, 60px, #F7941D

## Heading Level 1

Roboto, Bold, 46px, #063B62 and #F7941D

## Heading Level 2

Roboto, Bold, 30px, #063B62

## Heading Level 2

Roboto, Bold, 30px, #FFFFFF

## Heading Level 3

Roboto, Medium, 26px, #656262

## Intro Body Text

## Paragraph

Nam porttitor blandit accumsan. Ut vel dictum sem, a pretium dui. In malesuada enim in dolor euismod, id commodo mi consectetur. Curabitur at vestibulum nisi. Nullam vehicula nisi velit. Mauris turpis nisi, molestie ut ipsum et, suscipit vehicula odio. Vestibulum interdum vestibulum felis ac molestie. Praesent aliquet quam et libero dictum, vitae dignissim leo eleifend. In in turpis turpis. Quisque justo turpis, vestibulum non enim nec, tempor mollis mi. Sed vel tristique quam.

Roboto, Regular, 18px, #726E6E

## Quote

“The World Health Organization target is to reduce tobacco use prevalence 30% by 2025. But in recent years (2010 to 2015), world smoking prevalence has reduced only slightly, from 22% to 21%. To meet the target, the world adult smoking prevalence rate will need to fall to 15% by 2025.

Courgette, Regular, 24px, #4A4A4A

## Buttons

Default

GET INVOLVED

GET INVOLVED

Hover

GET INVOLVED

GET INVOLVED

Disabled

GET INVOLVED

GET INVOLVED

## Inputs

<input type="text" value="Full Name"/>	<input type="text" value="Email Address"/>	<input type="text" value="Organization"/>	<input type="button" value="JOIN NOW"/>
--	--	---	---

Default

Email Address

Email\_Address@youremail.com

Form info goes here

Active

Email Address

Email\_Address@youremail.com

Something went wrong. Check your email and try again.

Disabled

Email Address

Info copy

Email Address

Form info goes here

## Imagery

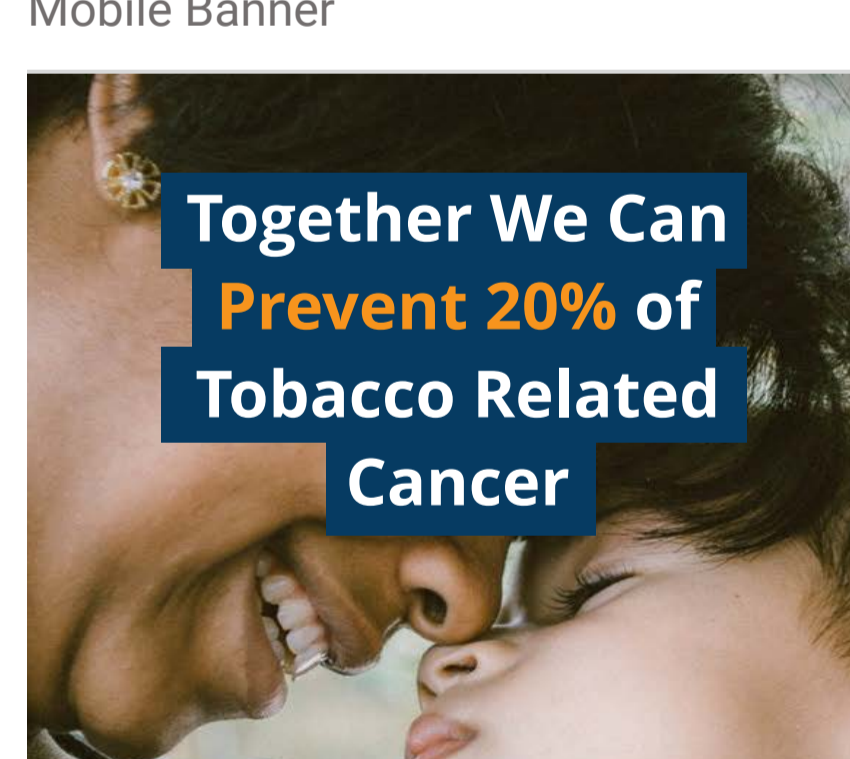
Desktop Banner



Tablet Banner



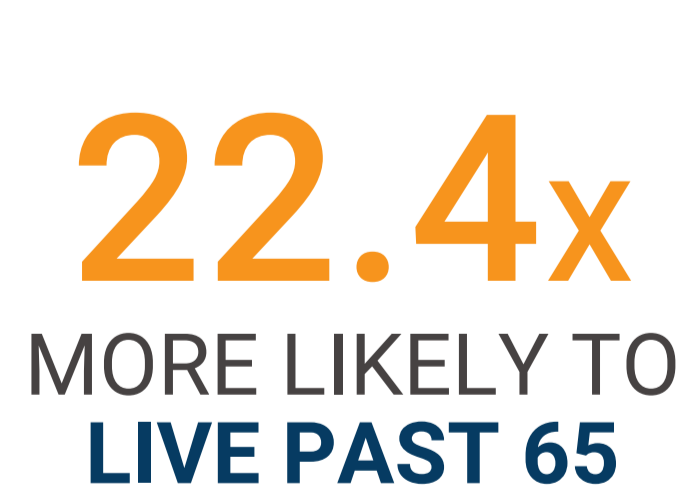
Mobile Banner



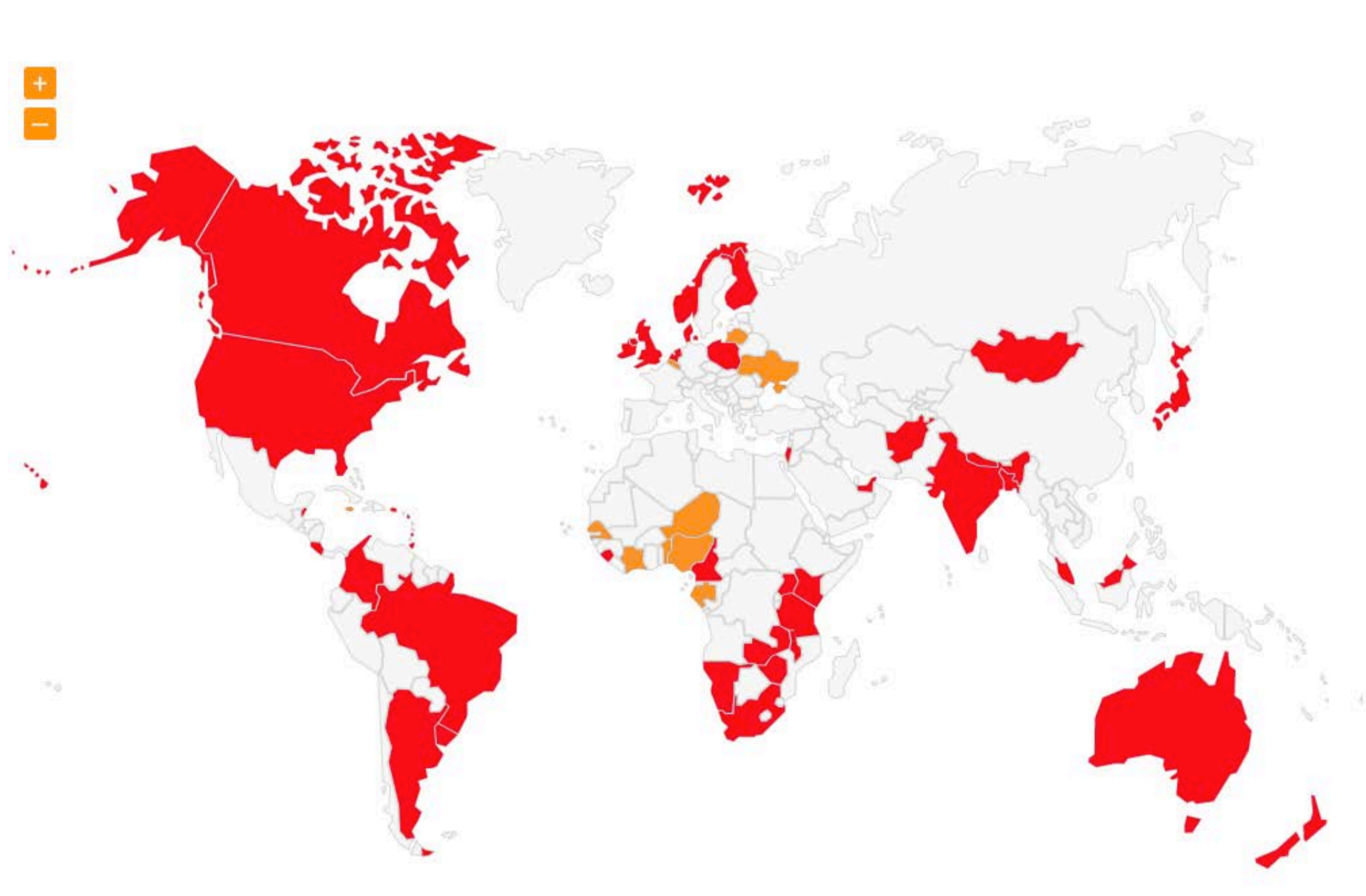
Infographics

INCREASE TOBACCO TAXES

SAVE LIVES



Maps



## Navigation

Desktop



TOBACCO TAX 101 ▾ TAKE ACTION ▾ LEARN MORE ▾ SUPPORT JOIN NOW CONTACT 🔍 EN ▾

Tablet



🔍 EN ▾ ☰

Mobile

