SUBTOTAL

01 color systems

02 logo + marks

03 typography

04 iconography

05 www + mobile

SECTION 04
ICONOGRAPHY

Any existing or future iconography must be in either **#6678B9** or **#FFFFFF**. A tint of these colors is acceptable but full saturation is preferable. For drawn assets, the use of neutrals for fills and strokes is justifiable. In the case of a colored background, follow **Alternative Color Backgrounds** styles (Section 02 Logo + Marks).

ICONS

PARTNER LOGOS

HYPERLINKS

All hyperlinks on a webpage should adhere to the following styles:

General Links	
:link	This is a hyperlink.
:hover	This is a hyperlink.
:active	This is a hyperlink.

CALL TO ACTION

Any existing and future call to action buttons should follow the **Alternative Color Backgrounds** guidelines. On hover, the background color should change to have an opacity of 80%.

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