Starland County Style Guide 2023

Starland design themes are evolving and heavily tied to the seasons and the land. Other than the two main colours much of our design is directly tied to the colours found in the Alberta Badlands and the agricultural landscape. Our goal is to tie that design to a future of possibilities beyond the landscape while attention is paid to the more conservative nature of our ratepayers. Design in Starland County should ease the transition between the past and the future.

Logos, Light. Dark for dark the prefernce is a 1 pt white stroke

Colour Guide

The colour guide is very loose and based mainly on Starland Teal. Starland Teal is a problematic colour as there is no direct translation between RGB and CMYK so attention should be paid to using only the RGB codes for web design and the CMYK swatches for print. Starland Gold is much more forgiving in design programs and swapping from RGB to CMYK is not as much of an issue.

Starland Teal Hex #006780 CMYK 100,0,15,55				Starland Gold Hex #F3A7112 CMYK 0,38,100,5

Accessibility
Accessibility has become an important factor when designing colour themes for Starland County. Colour themes should not only be aesthetically pleasing, but also ensure that the content is readable and understandable for all users, regardless of their visual abilities or preferences.

High contrast using Starland Teal #006780 on #a0faff

High contrast using Starland Gold #F3A712 on #040257

#006780	#19D1FF	#00bae8	#9C4B00	#E86F00
Complimentary Pallet				

#006780	#19D1FF	#13496e	#9C4B00	#006780
Agriculture Pallet				

#0D1F30	#006780	#8BADA3	#F0E3C0	#DB6C0F
Summer Pallet				