

**GoMentor**  
move your life forward

# Color palette

Primary color for use on buttons and links.

**HEX #6EA356**  
**RGB 110, 163, 80**  
**CMYK 55:13:76:1**

Secondary color for use on splashes or other non-clickable elements that has to be emphasized

**HEX #6D497F**  
**RGB 109, 73, 127**  
**CMYK 56, 71, 17, 1**

Primarily used to titles

**HEX #000000**  
**RGB 0, 0, 0**  
**CMYK 0:0:0:0**

Used for all body text

**HEX #666666**  
**RGB 102, 102, 102**  
**CMYK 54:45:45:10**

# Typography

## Offline

### **Gotham Bold**

Used for titles on all non-web material.

### Gotham Book

Used for body text on all non-web material.

## Online

### **Roboto Bold**

Used for titles on the website.

### Roboto Regular

Used for body text on the website.