

March 12, 2024



Style Guide



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Typeface - 1

Montserrat, Source Sans Pro



Primary Face

Montserrat

The quick brown fox jumps over the lazy dog
0123456789

Display

Display Large, ExtraBold, 60pt.

Display Medium, ExtraBold, 40pt.

Display Small, Extrabold, 42pt.

Secondary Face

Source Sans Pro

The quick brown fox jumps over the lazy dog
0123456789

H1 Heading, Bold, 36pt.

H2 Heading, Bold, 24pt.

H3 Heading, Semibold, 20pt.

H4 Heading, Semibold, 16pt.

Eyebrow, Regular, 18pt.

P Paragraph Body Large, Regular, 16pt.

P Paragraph Body, Regular, 15pt.



Anatomy of a type lock-up

Eyebrow

Short copy that contextualizes the content in relationship to other content. Should stylistically contrast the heading, sub-headings, and body of the content in scale, weight, and where possible, color

Subheading

Short copy that adds context to the heading and primes the reader with the information they need to comprehend the body of the content. Stylistically it should contrast the heading and the body by being set in the slab face and being drastically different in scale to both the heading and the body.



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Heading

A single sentence communicating the core idea of the content. The heading should contrast the subhead and body of the content in scale and weight.



Body

A single sentence communicating the core idea of the content. The heading should contrast the subhead and body of the content in scale and weight.



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Contrast Dos & Don'ts

Background Color

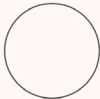


White
Hex Value #FFFFFF

Do ✓



Don't ✗



Beige
Hex Value #FAF4F2

Do ✓



Don't ✗



Blue
Hex Value #016D56

Do ✓



Don't ✗



Green
Hex Value #016D56

Do ✓



Don't ✗



Yellow
Hex Value #F59801

Do ✓



Don't ✗





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Typeface - 2

Source Sans Pro



Primary Face

Source Sans Pro

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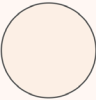


Colors

Color Palette

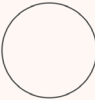


Primary Palette



Dark Beige

Hex Value #FCEFE5



Beige

Hex Value #FFF7F3

Secondary Palette



Dark Blue

Hex Value #071067



Blue

Hex Value #3548E4

Accent Palette



Green

Hex Value #016D56



Orange

Hex Value #FA4D09



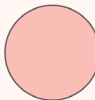
Yellow

Hex Value #F59801



Dark Pink

Hex Value #CC5394



Peach

Hex Value #FABEB6

Neutral Palette



Black

Hex Value #202020



Dark Gray

Hex Value #545454



Light Gray

Hex Value #EDED



White

Hex Value #FFFFFF

UI Palette



Destructive Red

Hex Value #D20025



Confirmation Green

Hex Value #FFFFFF



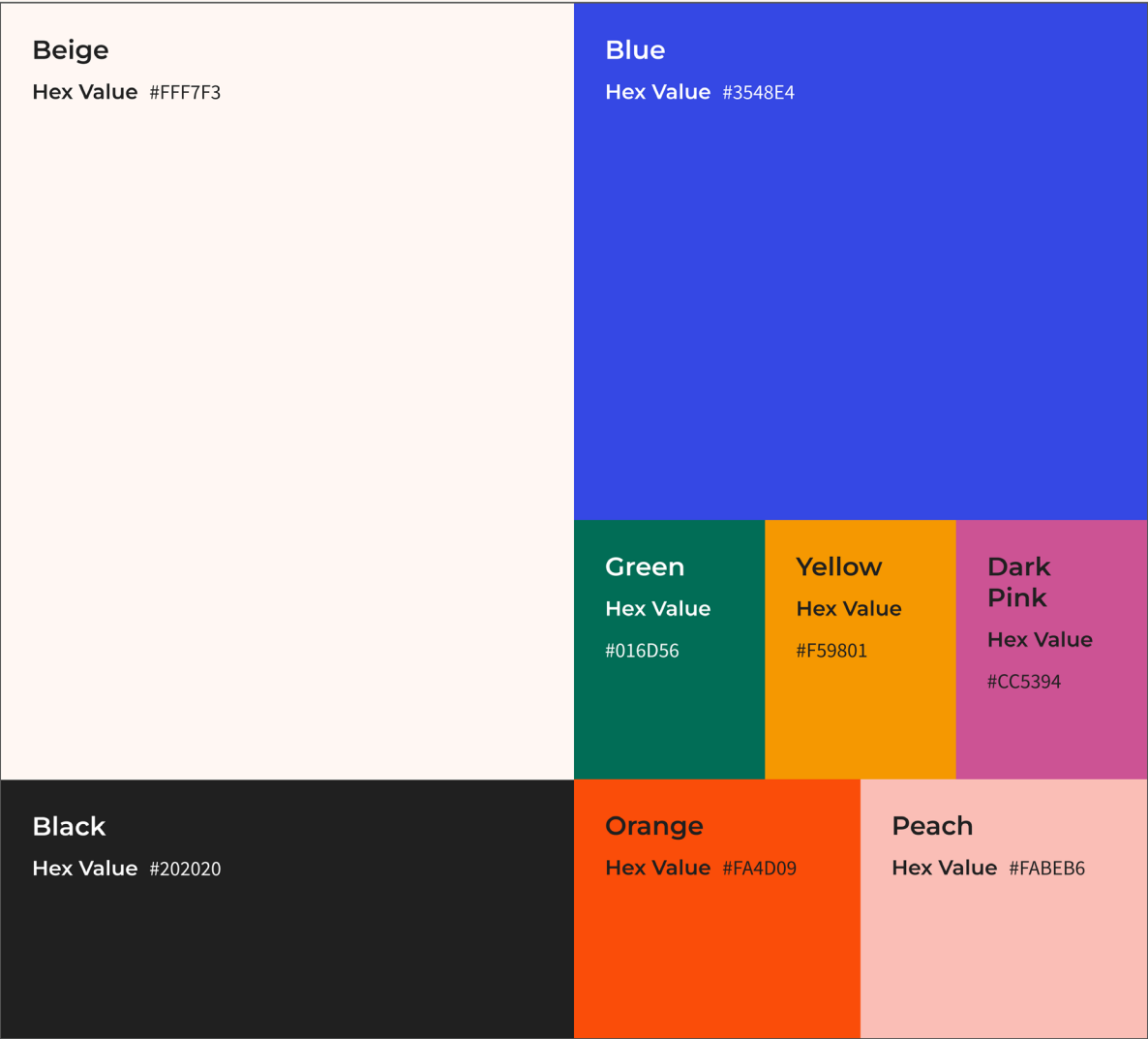
Disabled Gray

Hex Value #FFFFFF

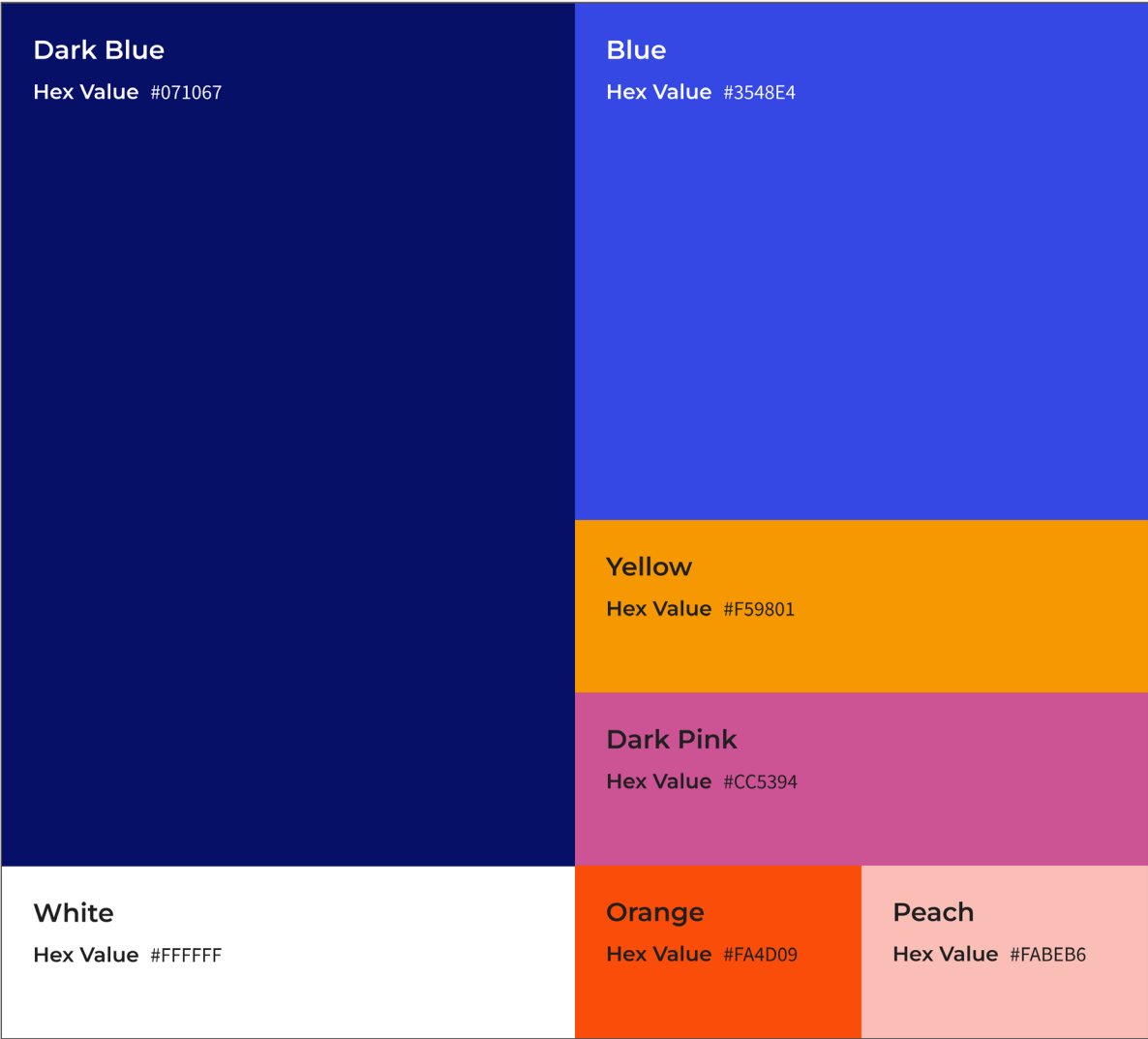
Light & Dark Variations



Light Variation



Dark Variation





Logo



Logo Variations

Full Color

Regular



With Tagline



Avatar



Black

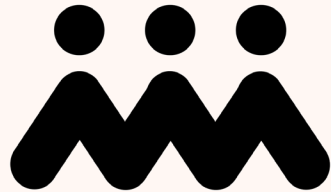
Regular



With Tagline



Avatar





Logo Variations (continued)

White

Regular



With Tagline



Avatar





Logo Don'ts

The logo may not be distorted, stretched, or altered in any way.

TIP: To resize proportionally, use the corners of the frame while holding down Shift.

The logo should not be reproduced on a strongly patterned background that might reduce its legibility. The logo should always have a sufficient amount of surrounding space, at least 1 pixel apart from all other elements.

Don't 





Contrast Dos & Don'ts

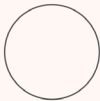
The background color should have enough contrast so that all aspects of the logo are clearly visible. Only use a black or white version of the logo when on a colored background. Do not use the white version of the logo on a white or beige background, and do not use the black version of the logo on a black background.

Background Color



White

Hex Value #FFFFFF



Beige

Hex Value #FAF4F2



Blue

Hex Value #016D56



Green

Hex Value #016D56



Yellow

Hex Value #F59801

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Tagline Guidelines

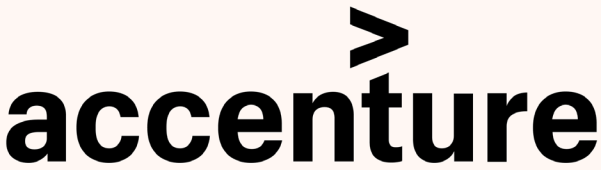


Tagline
Montserrat SemiBold size 31. Max 33 characters. 48px of space between the logo and the tagline.



Partnership Guidelines

All external logos should have a transparent background and should either be black or white to match The Women's Center logo. There should be 56px of space between the vertical line and both logos. The line should be 175px tall, 3px wide, and either black or white depending on the background.





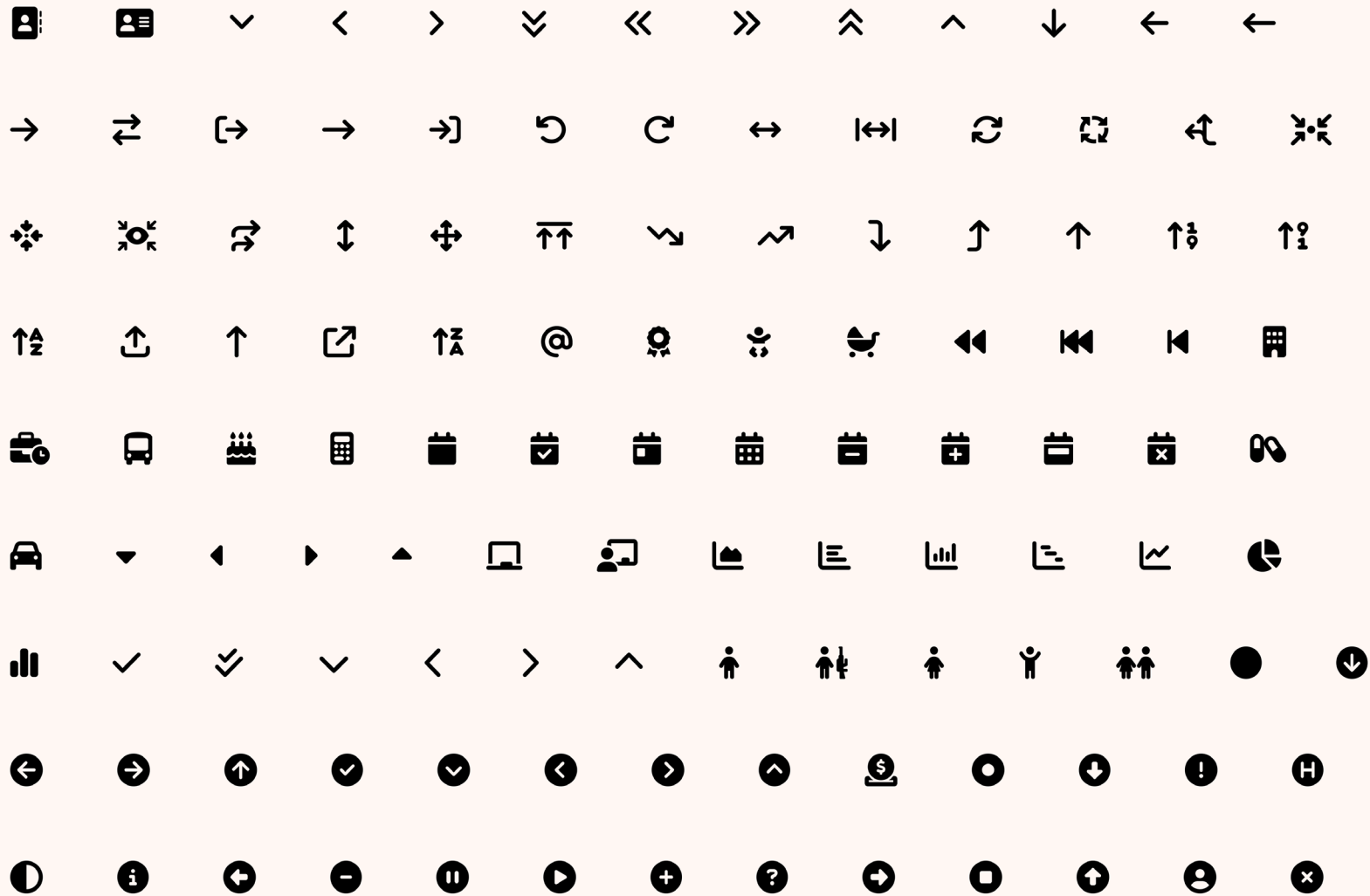
Iconography



Icons

These icons are from Font Awesome and are open source. They are available for download as a font or as SVGs. To download the entire icon library, go to this link:

• <https://fontawesome.com/download>





Elements



Organic Shapes

We're integrating organic shapes to nurture a genuine, inviting atmosphere that exudes inclusivity. These natural forms reflect flexibility and diversity, aligning with the ethos of our women's center.

We utilize a combination of solid-colored shapes in our secondary and accent hues alongside outlined shapes in orange and peach.

In design, we overlap these shapes to depict togetherness.

Solid-Colored Shapes



Outlined Shapes



Elements Dos and Don'ts



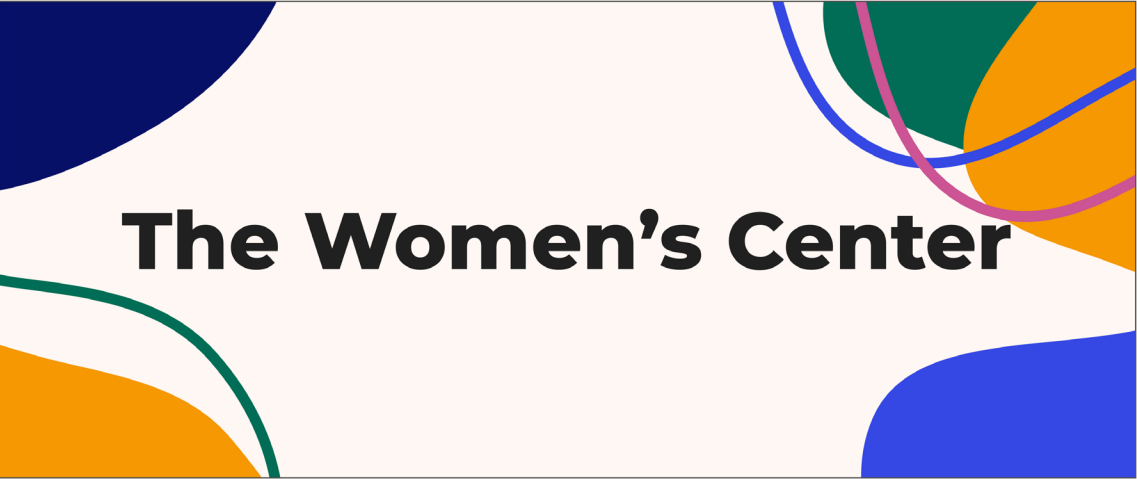
Do

- Keep outlined shapes peach and orange.
- On beige backgrounds, all accent colors and blue may be used.
- On dark blue backgrounds, only blue, orange, peach, yellow, and dark pink should be used.
- Ensure that the shapes complement the content rather than overwhelm it.



Don't

- Don't use a color more than once.
- Don't overlap more than 3 shapes at a time.
- Don't use beige or dark blue for shapes.



Elements Lockup with Imagery



When combining with imagery, only use **one** shape as the background of the image at a time.





Imagery

Image Types

To emphasize the welcoming atmosphere of the women's center, incorporate candid imagery featuring diverse individuals, including women, men, and children of various ages and ethnicities.

Ensure that the images depict individuals from at least the torso up and that they are not directly looking into the camera.

The images should be action shots where they are either supporting, embracing, or conveying the feeling of togetherness.

Images provided by Adobe Stock

Other Open Source Images:

- <https://unsplash.com/>
- <https://www.pexels.com/>
- <https://www.canva.com/>



Imagery Lock Up



By Itself (Vertical)

When using an image on its own, ensure that the top radius corners are curved.
Images should not float and should be positioned at the bottom.
Main subjects should fit within the shape.
Mainly used for PPT.



W/ Elements

When combining with imagery, only use **one** shape as the background of the image at a time.





E-mail Signature



E-mail Signature Lockup

Short Version



First Name Last Name
Job Title • Job Title • Job Title

The Women's Center
8230 Old Courthouse Rd. Ste. 500, Vienna, VA 22182
123.456.7890 x123

www.thewomenscenter.org



- Right
- Name
 - Job Title(s) (separated by dot if multiple)
 - The Women's Center
 - 1-2 address lines
 - Phone x Extension #
 - Website



Left

Avatar Logo
FB, Twitter, LinkedIn, IG icons
(available on FontAwesome)

Long Version



First Name Last Name
Job Title • Job Title • Job Title

The Women's Center
8230 Old Courthouse Rd. Ste. 500, Vienna, VA 22182
1025 Vermont Ave. NW, Ste. 310, Washington, DC 20005

Phone: 123.456.7890
Direct: 123.456.7890
Fax: 123.456.7890

www.thewomenscenter.org



- Right
- Name
 - Job Title(s) (separated by dot if multiple)
 - The Women's Center
 - 1-2 address lines
 - Phone
 - Direct
 - Fax
 - Website



Left

Avatar Logo
FB, Twitter, LinkedIn, IG icons
(available on FontAwesome)