Using 18F's Brand Templates Instructions & Best Practices

Last updated 1/7/16

18F

18F Logo Usage

A detailed visual style guide is in the works. Until it's ready, here are some guidelines for using 18F's logo.

Note: Blue (#00cfff) and white are not 508 conformant, however, logos are exceptions to this rule. Because the blue logo is less accessible, use the black logo as the default.
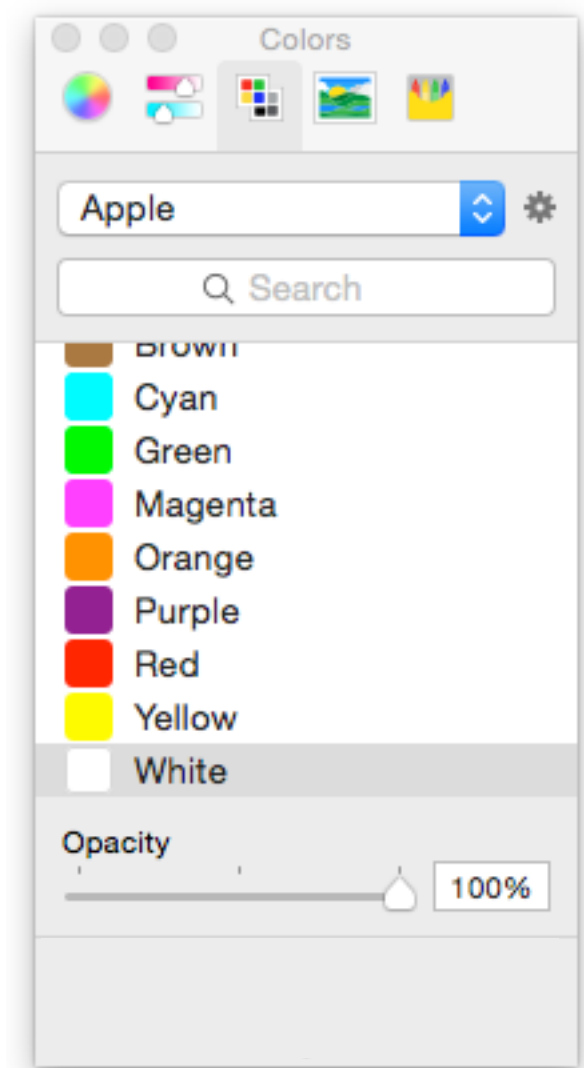
- **Do** use the black version of the logo as your default. The bright blue version should be used in stand alone instances or templates we've provided.

- **Do** place the logo on a white background with adequate white space surrounding it.

- **Do** ask in #18f-branding when you have questions.

- **Don't** change the color of the logo.

- **Don't** place the logo over images.

- **Don't** stretch or skew the logo.

Installing Color Swatches
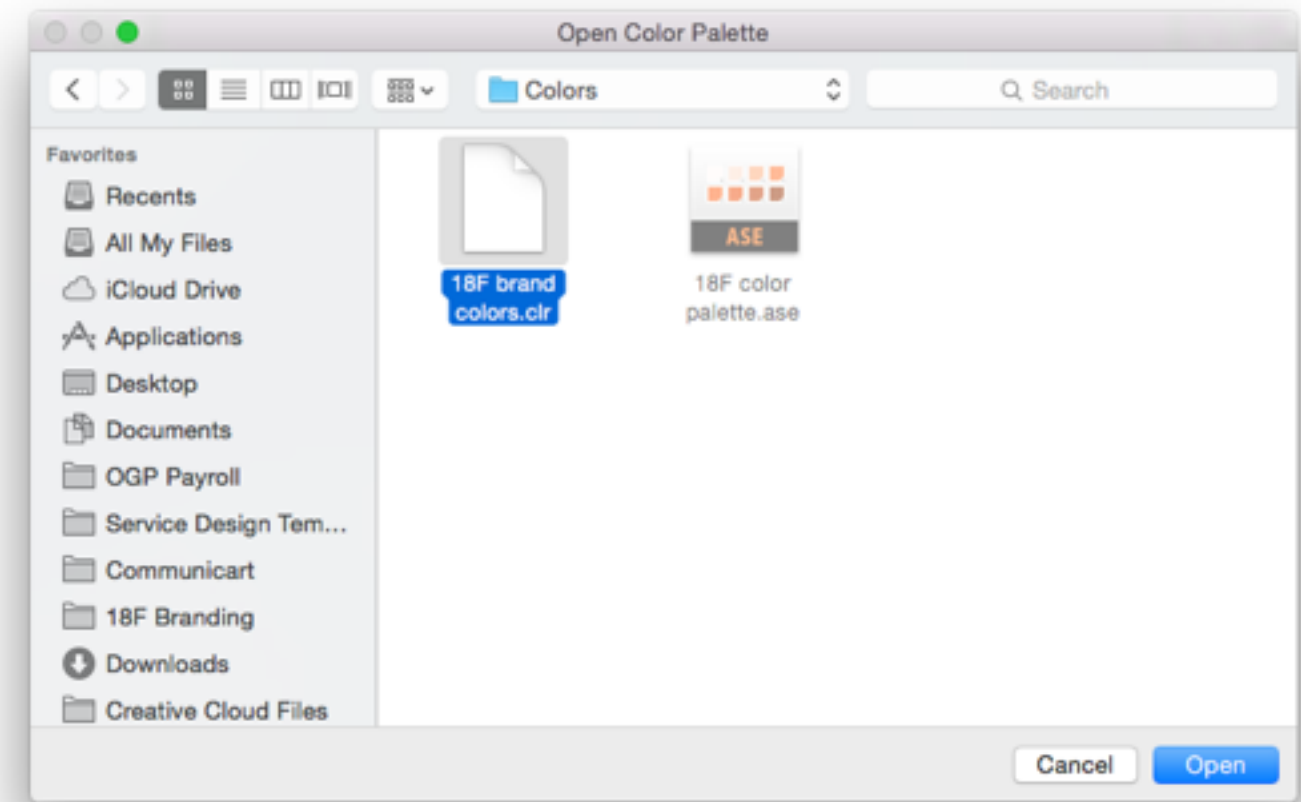
18F Brand Colors

Step 1

In Keynote, open the colors window (Shift + command +C) in Keynote. Click the gear icon and select open.
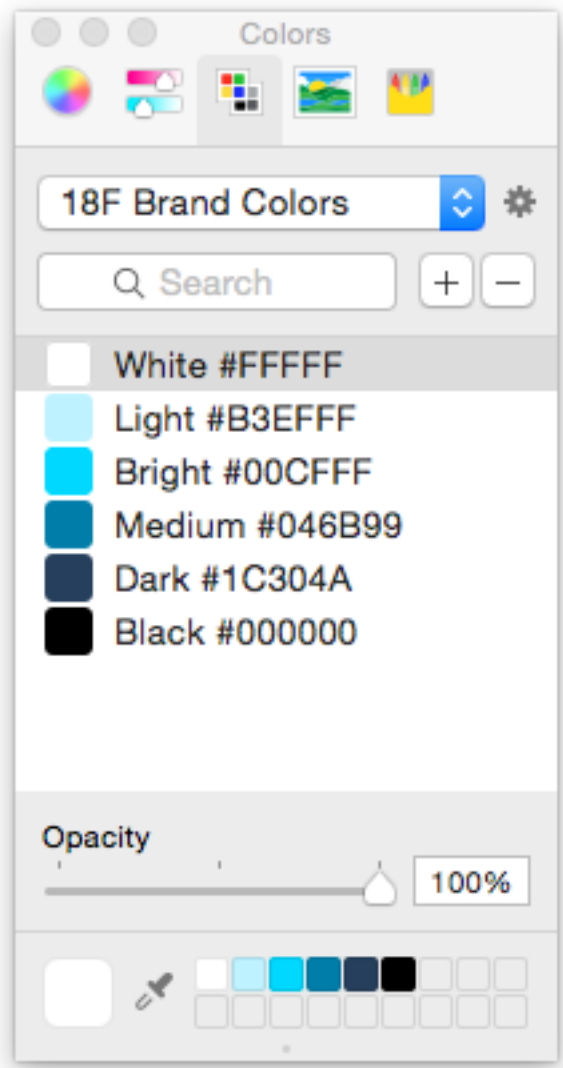

Step 2

In the 18F brand colors folder, select 18F_brand_colors.clr and click open.

Step 3

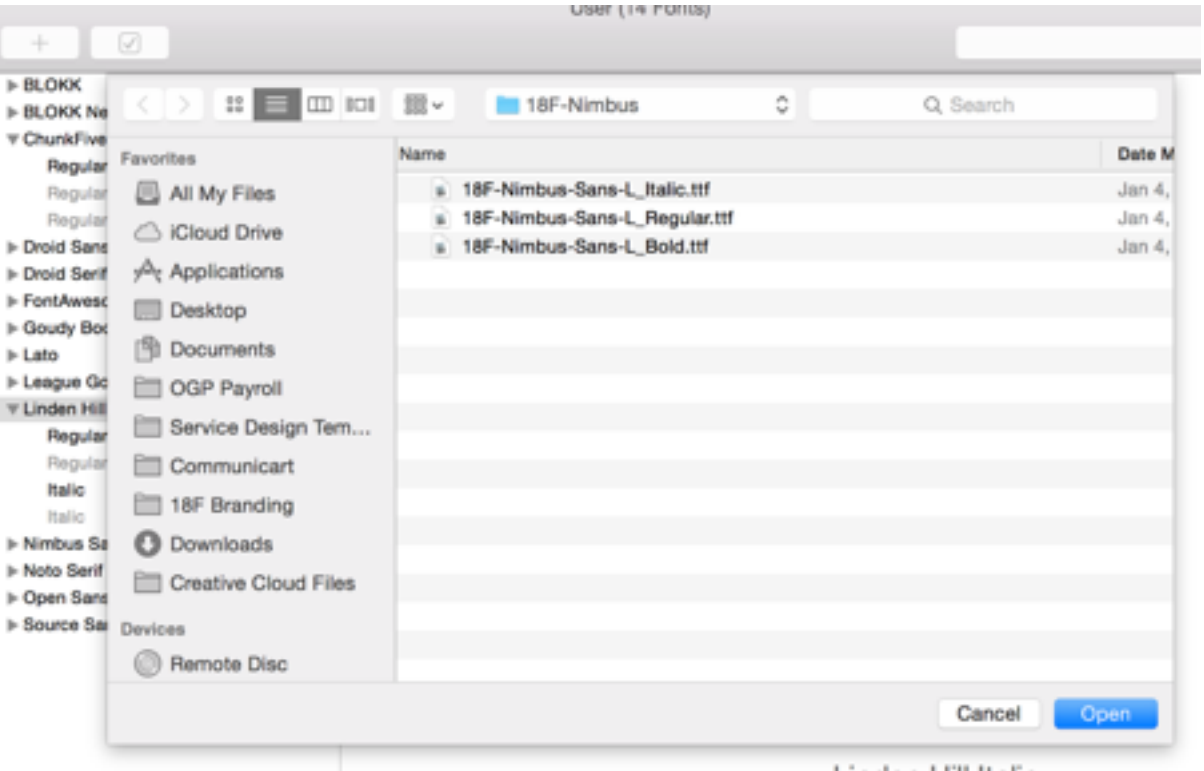You now have access to 18F's brand colors across apple apps.
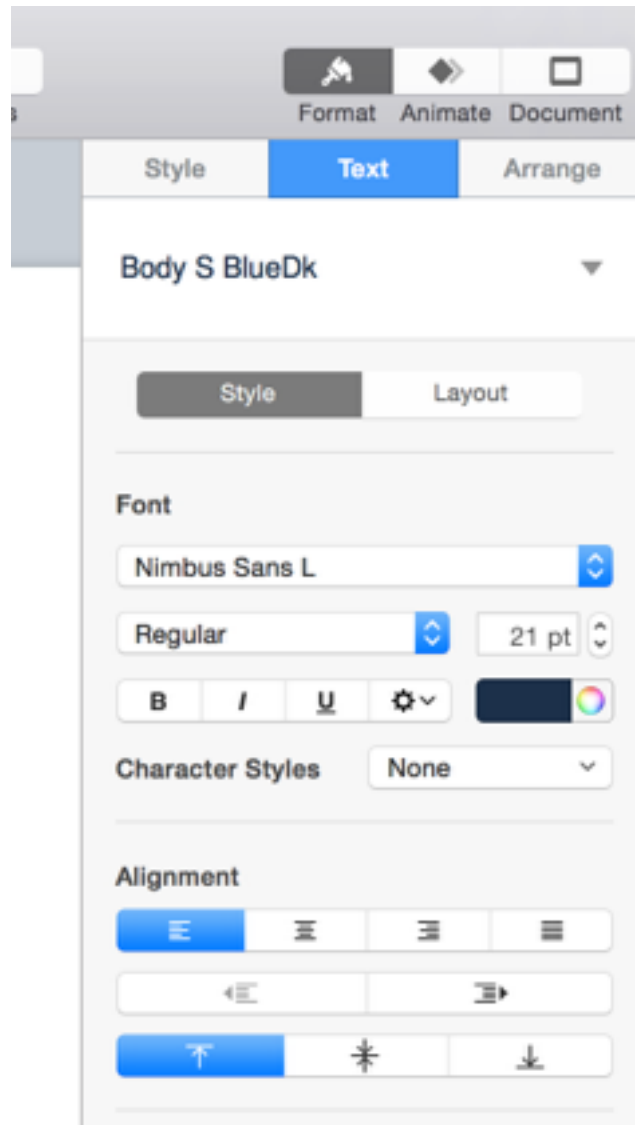
Typography

Using 18F's Brand Font

Step 1

In Font Book (or your preferred font manager) click File > Add Fonts and navigate Typography / 18F-Nimbus.
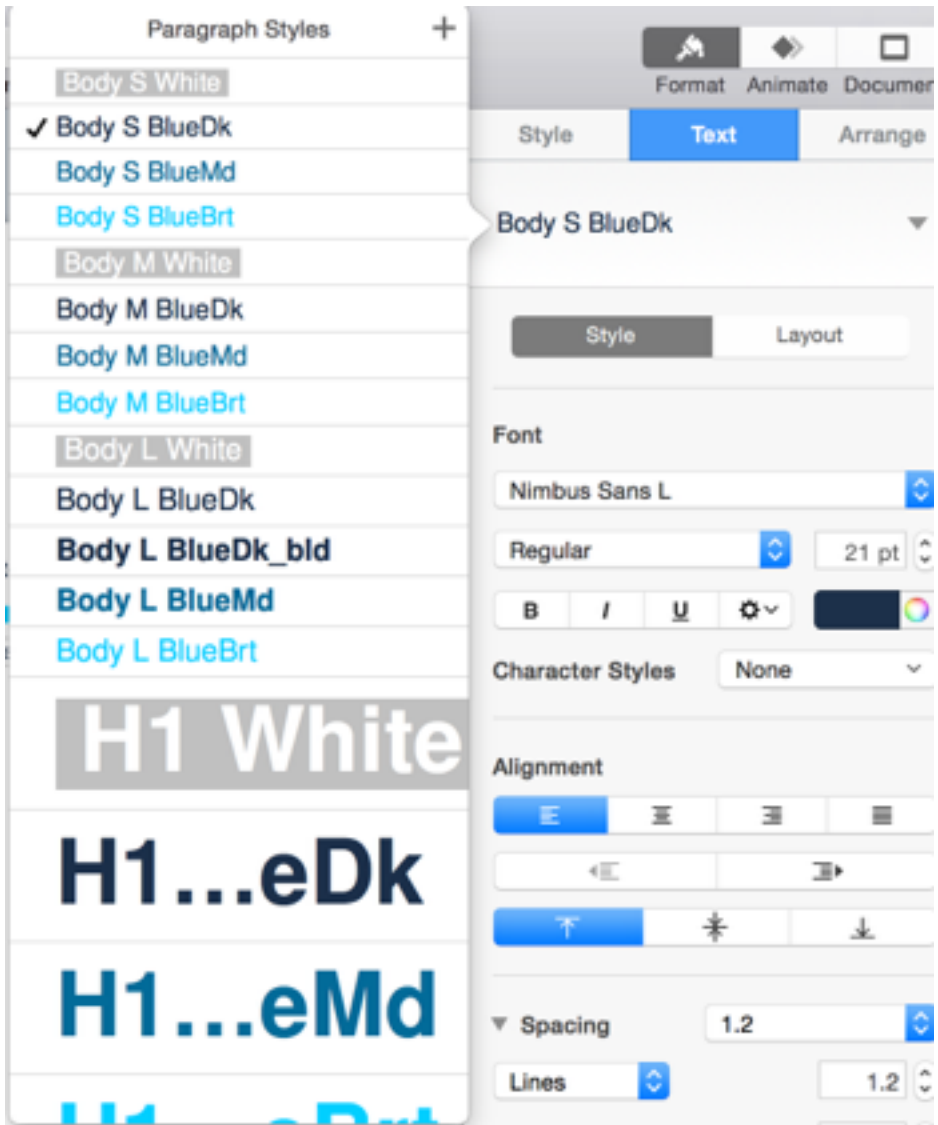
When using google docs use Helvetica.

Step 2

In Keynote, click on the Format button in the top right. The inspector panel will allow you to customize your presentation.

Step 3

Paragraph styles are provided to give you a starting point for formatting your presentation. Using paragraph styles allows you to easily make changes across your presentation.
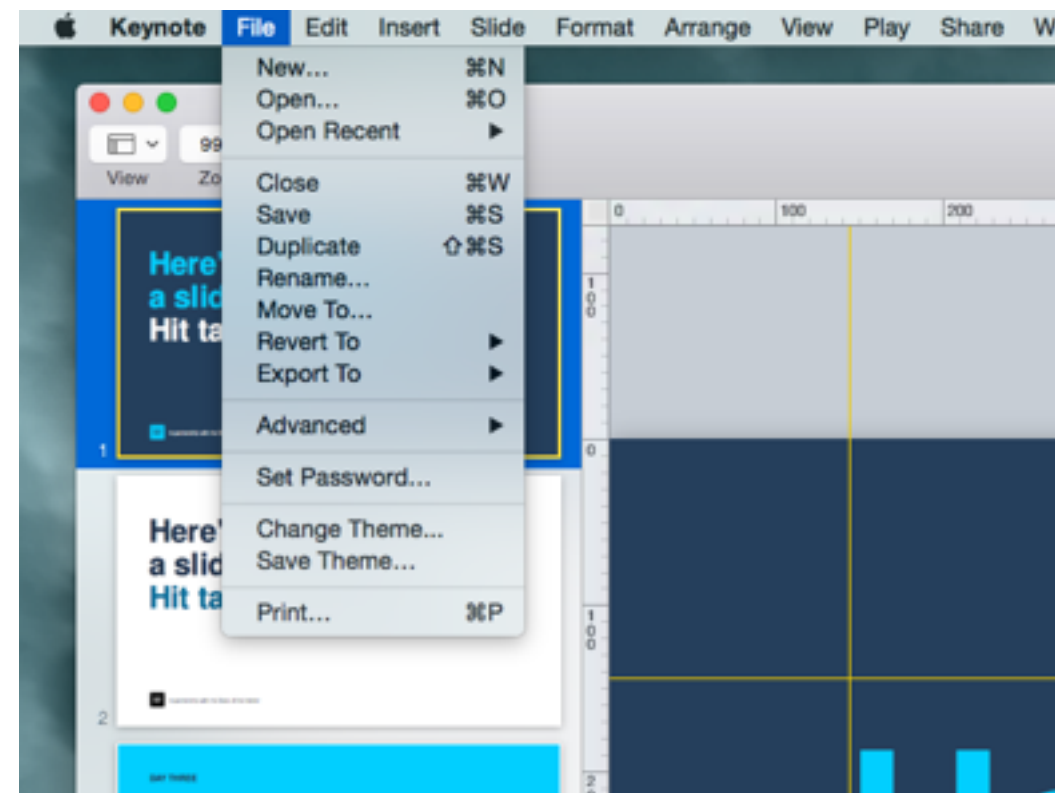
Saving a Theme

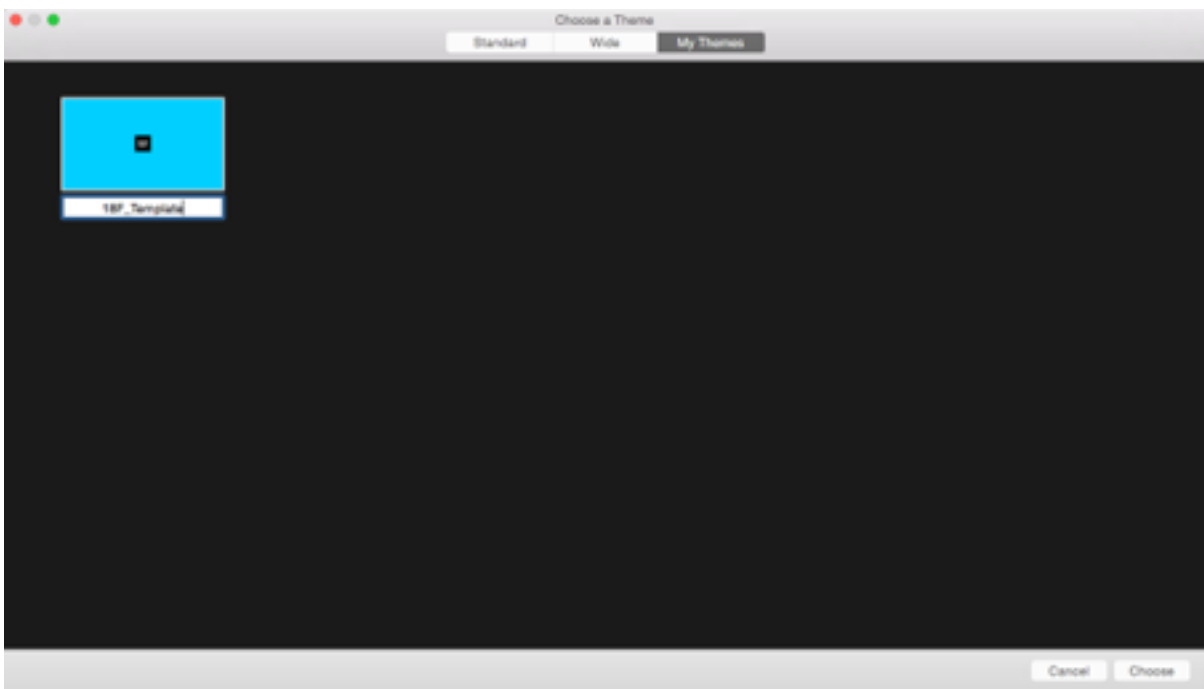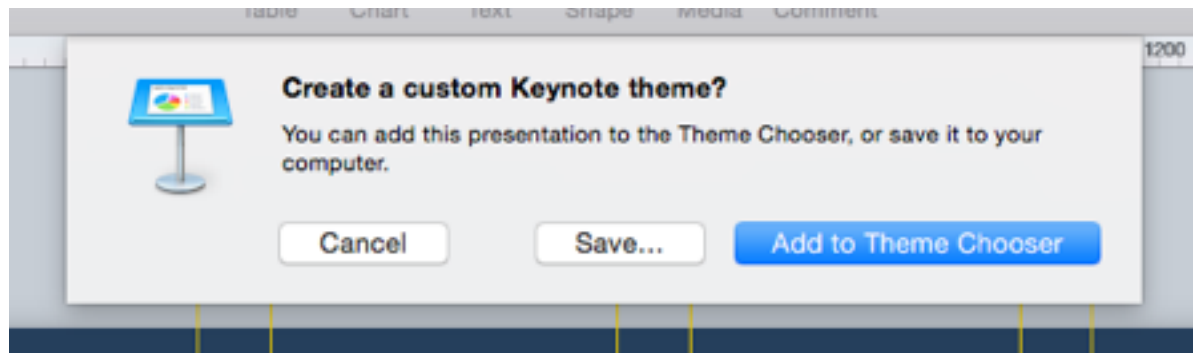# Installing and using a keynote theme

Step 1

With the 18F's keynote template open, click File > Save Theme.
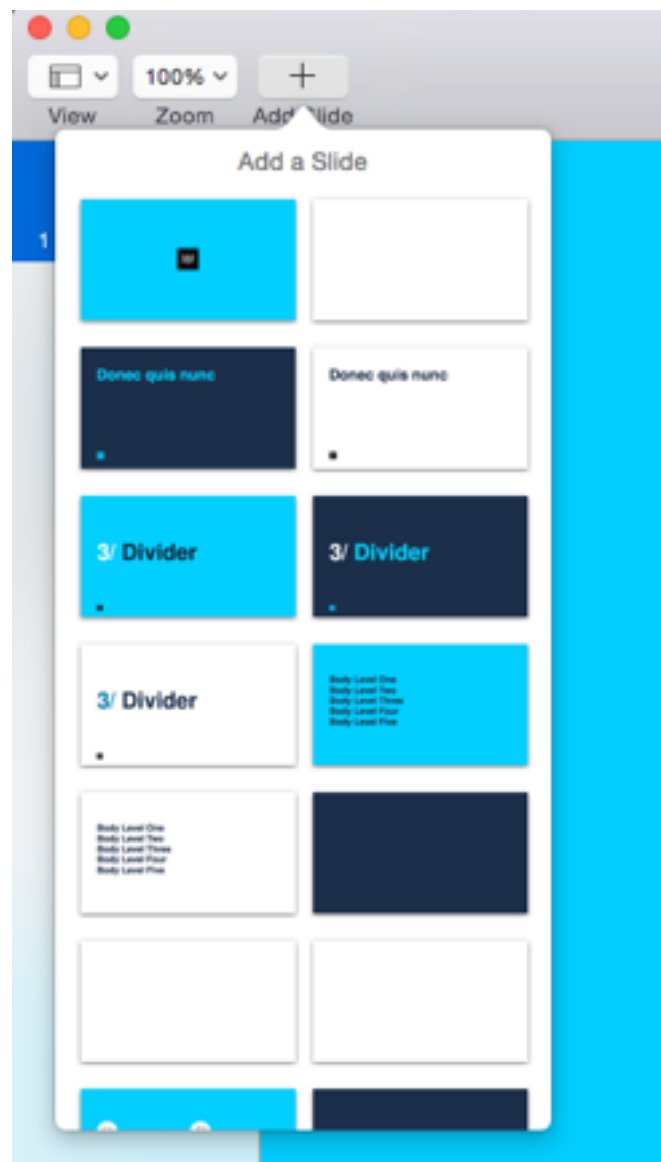
Step 2

Click Add to Theme Chooser. Now you can choose 18F's template from the Theme Chooser when creating a new presentation.

Step 3

When using 18F's template, you can choose different layouts by selecting and inserting master pages.

18F

Keynote Support:

https://www.apple.com/support/mac-apps/keynote/

18F Visual Brand Questions:

#18F-branding