



DIGITAL BRAND GUIDELINES

VERSION: 1.0

DIGITAL BRAND GUIDELINES

This document contains the rules for our visual communication system.
Follow these rules strictly to maintain brand consistency.

This includes all of the elements you may need
-logos, typefaces, colors, and more to create a consistent tone,
look, and feel for **FoxChapelPublishing's** materials.



COLOR PALETTE

02

Primary Color

- Main Theme Color

Digital:

RGB 205 23 30

HEX #CD171E

Print:

CMYK 13 100 100 4

Gradient Color

HEX #EF3239 #CD171E

STYLE Linear

ANGLE 135°

Primary Text Color

Digital:

RGB 9 44 76
HEX #092C4C

Print:

CMYK 100 83 42 41

- Main text color,
Titles,
Headings

Secondary Text Color

Digital:

RGB 127 146 163
HEX #7F92A3

Print:

CMYK 54 36 27 1

- Sub-title,
Paragraph text
Bullet Points

Primary Background Color

Digital:

RGB 246 250 253

HEX #F6FAFD

Print:

CMYK 2 1 0 0

Secondary Background Color

Digital:

RGB 255 255 255

HEX #FFFFFF

Print:

CMYK 0 0 0 0

#D8E0E7

Lines/Separators
Checkbox
Close Button (Model)

#8A92A5

Icons
Tooltips

#3FB547

Success Alert

#ECB908

Warning Alert

#FF575B

Error Alert

OSWALD

Google Font

ROBOTO

Google Font

Both **Oswald** and **Roboto** are clean, minimalistic fonts and work well at different screen resolutions. The shapes of the letters are simple and clear.

H1

Font Family : OSWALD
Font Size : 60px
Font Style : Regular

A book for every category

H2

Font Family : OSWALD
Font Size : 40px
Font Style : Regular

A book for every category

H3

Font Family : OSWALD
Font Size : 30px
Font Style : Regular

A book for every category

H4

Font Family : OSWALD
Font Size : 24px
Font Style : Regular

A book for every category

H5

Font Family : OSWALD
Font Size : 20px
Font Style : Regular

A book for every category

H6

Font Family : OSWALD
Font Size : 16px
Font Style : Regular

A book for every category

Boby Text & Paragraph

Font Family : Roboto
Font Size : 16px
Font Style : Regular

Fox Chapel Publishing publishes books, magazines, patterns, and videos for do-it-yourself enthusiasts. We inspire and inform readers who enjoy a variety of crafts and hobbies, including woodworking, jewelry making, scrapbooking, sewing, boating, back-yard farming, wine & beer-making, and much more.

Grid System

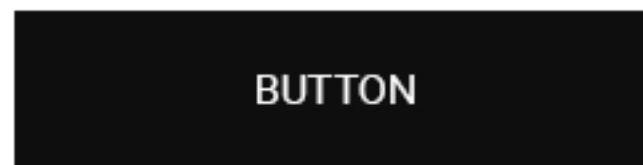
Grid system uses a series of containers, rows, and columns to layout and align content. It helps for building a mobile-responsive site.

Layout Settings

Total Width:	1200px
Number of Columns:	12
Gutter Width:	30px
Column Width:	70px

BUTTONS

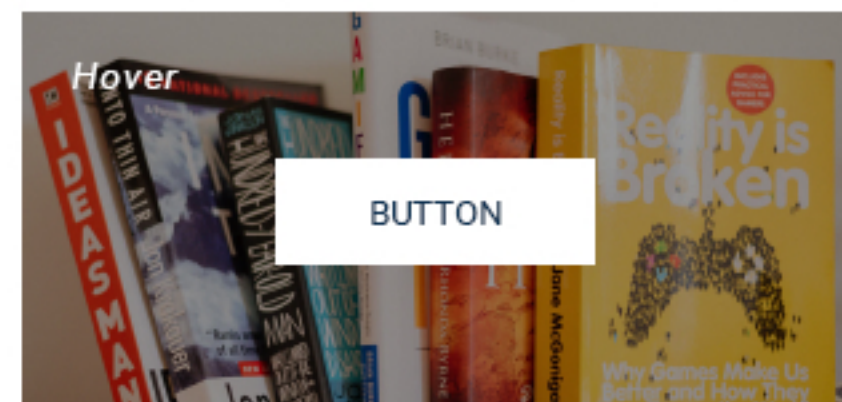
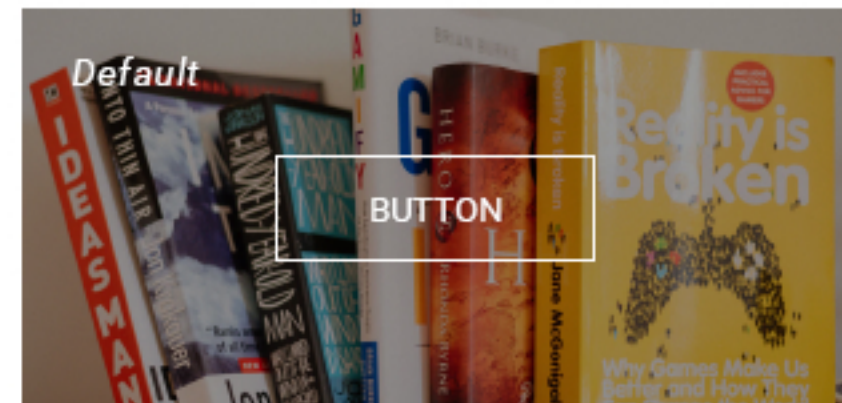
Default



Call to Action



Image





Normal

Write Something

Hover

Write Something

Focused

|Write Something

Typing

Rick |

Error

Rick_@ |



Success

brady@foxchapelpublishing.com |



Disabled

brady@foxchapelpublishing.com

Write Something

.....

Show

f0xch@p3l

Hide

Select



New York

Washington

Georgetown

Franklin

Bristol