FOX CHAPEL
PUBLISHING

DIGITAL BRAND GUIDELINES

VERSION: 1.1

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

Primary Color

- Main Theme Color

Digital:

RGB   206 24 31
HEX   #CE181F

Print:

CMYK   13 100 100 3

Gradient Color

HEX   #EF3239   #CE181F
STYLE   Linear
ANGLE   135 °

COLOR PALETTE

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

COLOR PALETTE

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	#8A92A5	#3FB547	#ECB908	#FF575B
Lines/Separators	Icons	Success Alert	Warning Alert	Error Alert
Checkbox	Tooltips			
Close Button (Model)				

TYPEFACE

OPEN SANS

Google Font

Open Sans is the clean, minimalistic fonts and work well at different screen resolutions.
The shapes of the letters are simple and clear.

TYPOGRAPHY

H1

Font Family	:	Open Sans
Font Size	:	60px
Font Style	:	Semi-Bold

A book for every category

H2

Font Family	:	Open Sans
Font Size	:	40px
Font Style	:	Semi-Bold

A book for every category

H3

Font Family	:	Open Sans
Font Size	:	30px
Font Style	:	Semi-Bold

A book for every category

H4

Font Family	:	Open Sans
Font Size	:	24px
Font Style	:	Semi-Bold

A book for every category

H5

Font Family	:	Open Sans
Font Size	:	20px
Font Style	:	Semi-Bold

A book for every category

H6

Font Family	:	Open Sans
Font Size	:	16px
Font Style	:	Semi-Bold

A book for every category

Boby Text & Paragraph

Font Family	:	Open Sans
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:	1370px
Number of Columns:	12
Gutter Width:	40px
Column Width:	75px

UI ELEMENTS

BUTTONS

Default

BUTTON

BUTTON

BUTTON

BUTTON

Call to Action

BUTTON

BUTTON

BUTTON

BUTTON

Image

Default

BUTTON

Hover

BUTTON

ICONS

FORMS
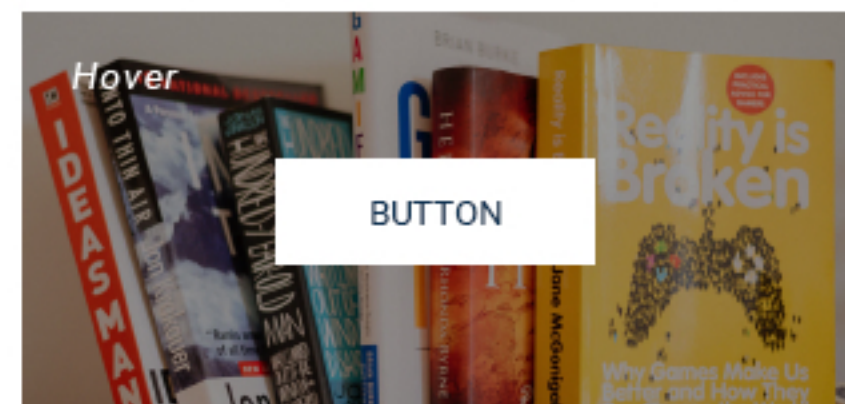
Normal

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