Sunlight Brand Guide for Design/ Video Media
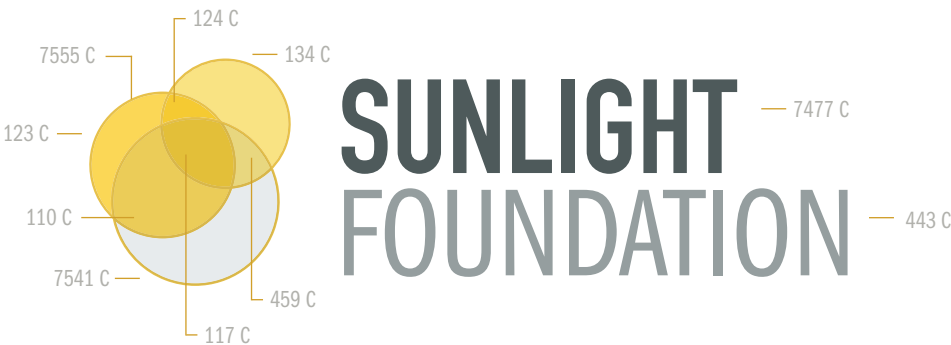
Getting to know the Sunlight Logo

Colors in RGB

244, 201, 69
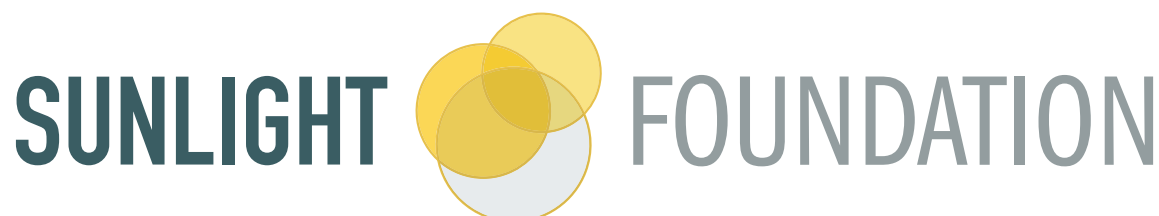220, 184, 85
246, 214, 19
251, 208, 22
77, 91, 91
234, 203, 73
233, 239, 241
231, 215, 133
149, 159, 160
227, 190, 70

SUNLIGHT
FOUNDATION

PMS Color Reference

124 C
7555 C
134 C
123 C
7477 C
110 C
7541 C
459 C
443 C
117 C

SUNLIGHT
FOUNDATION

Getting to know the Sunlight Logo Continued

○ On Dark Background

SUNLIGHT — 255, 255, 255
FOUNDATION — 231, 237, 238

○ Only When Absolutely Necessary

SUNLIGHT FOUNDATION

The Wonderful World of Sunlight Fonts

○ For the Web

Prenton Condensed (in typekit)
For single main title: caps   (34px | 35px leading)

Georgia
All secondary titles (27px | 29px leading)
Explanatory Text: italic (13px | 16px leading)

Helvetica Neue
All tertiary titles   (22pt | 25pt leading)
All quaternary titles: bold (16pt | 25pt leading)
Body copy (13pt | 22pt leading)

EXAMPLE

MAIN TITLE — #635F5C

For explainatory text that's not very long. — #8E8883

30 px ⌐

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi viverra laoreet mauris, nec viverra felis fringilla vel. Sed id lorem sed velit euismod imperdiet in at felis. Phasellus ultrices augue eu tortor mattis bibendum. Sed porttitor sapien id hendrerit. — #76716E

Secondary Title — #635F5C

25 px ⌐

Body Copy: Lorem ipsum dolor sit amet, consectetur adipiscing elit...

Tertiary Title — #635F5C

20 px ⌐

Body Copy: Lorem ipsum dolor sit amet, consectetur adipiscing elit...

Quaternary Title — #76716E

15 px ⌐

Body Copy: Lorem ipsum dolor sit amet, consectetur adipiscing elit...

The Wonderful World of Sunlight Fonts Continued

○ For Print

Franklin Gothic Book Compressed
For single main title: caps   (18px | 20px leading)

Adobe Garamond Pro
All secondary titles (15px | 18px leading)
Explanatory Text (9px | 13px leading)

Helvetica Neue
All tertiary titles   (10pt | 12pt leading)
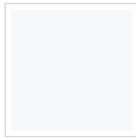Body copy (9pt | 13pt leading)

EXAMPLE

MAIN TITLE   — 59, 53, 55, 25

0.125 in [

For explanatory text that's not very long.   — 29, 27, 26, 0

0.25 in [

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi viverra laoreet mauris, nec viverra felis fringilla vel. Sed id lorem sed velit euismod imperdiet in at felis. Phasellus ultrices augue eu tortor mattis bibendum. Sed porttitor sapien id hendrerit.   — 42, 38, 37, 2

Secondary Title   — 59, 53, 55, 25

0.19 in [

Body Copy: Lorem ipsum dolor sit amet, consectetur adipiscing elit...

Tertiary Title   — 59, 53, 55, 25

.156 in [

Body Copy: Lorem ipsum dolor sit amet, consectetur adipiscing elit...

The Ins & Outs of Sunlight Colors & Graphics

Colors

Backgrounds

CMYK: 2, 1, 1, 0
RGB: 247, 248, 249

CMYK: 2, 2, 4, 0
RGB: 246, 244, 239

Action Item Colors

CMYK: 15, 28, 95, 0
RGB: 220, 178, 49
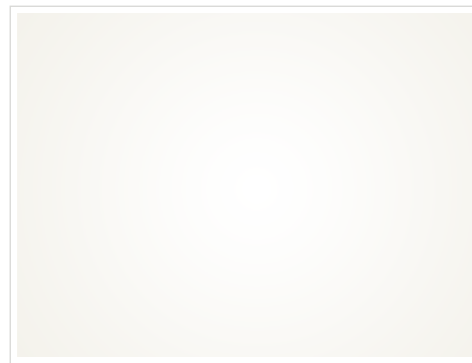
CMYK: 16, 72, 100, 4
RGB: 202, 99, 40

Text Colors

CMYK: 75, 53, 51, 28
RGB: 66, 89, 94

CMYK: 63, 63, 61, 47
RGB: 71, 63, 62

Background Graphics

Gradient from #f6f4ef or 246, 244, 239 to white

○ **Graphics**

The Sunlight Foundation uses cutting-edge technology and ideas to make government transparent and accountable.

○ **Photos**

- Where possible photos should have a muted color palette that fits in with the background of the content.
- Preferable approximate color: #e8d485.
- Photos should also be of a childlike nature when promoting the main site or brand.

Example with photo and color preference

Other Photos