



## STYLE GUIDE

Questions? Contact **Adam Marton** on slack @adamm or amarton@umd.edu

FONTS

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Aa

Poppins  
Weight: 400  
Style: normal

Aa

Source Serif  
Weight: 400  
Style: normal

Aa

Poppins  
Weight: 600  
Style: normal

Aa

Source Serif  
Weight: 600  
Style: normal

A

Lovelo  
Weight: 600  
Style: normal

FONTS USAGE

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## Source Serif | Source Serif bold

Best used for paragraph type, body copy

  Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum a rhoncus massa. Quisque dignissim metus velit, non ullamcorper ligula ultricies ut. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Donec interdum felis ut risus pretium tempus. Duis vel ultrices dui, eu finibus nulla. Suspendisse et aliquam nulla, a mattis purus. **Proin vel molestie felis.**

## Poppins | Poppins bold

Best used for headlines, pull quotes, highlight text

**A HEADLINE Alt headline**

## LOVELO BLACK

CNS logo font. Best used for logos and branding

**CNS MARYLAND**

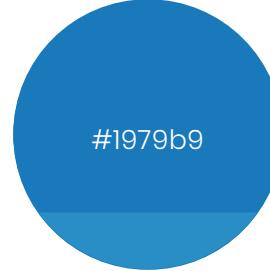
## COLORS

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### ORIGINAL/NEUTRAL



### ACCENT COLORS



Generate color ramps at [color.adobe.com](http://color.adobe.com) or [mycolor.space](http://mycolor.space)

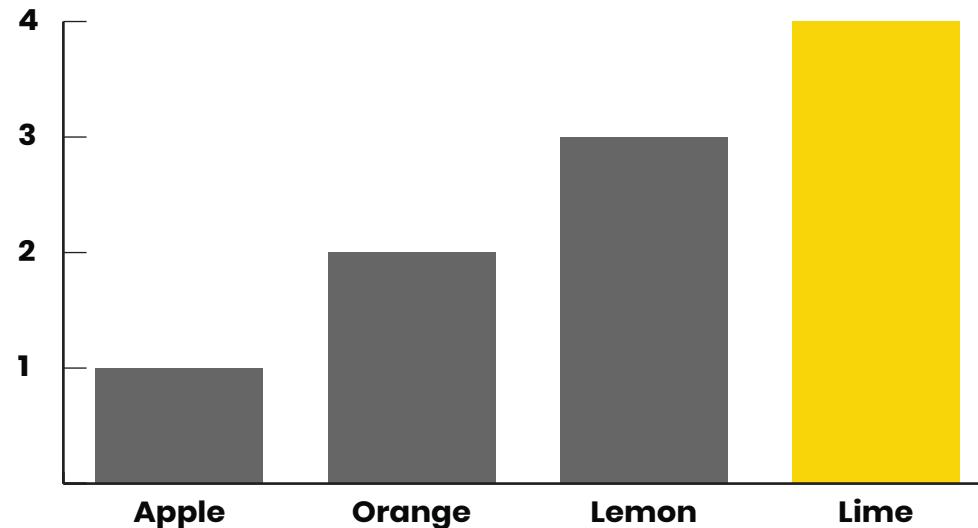
## GRAPHIC / CHART EXAMPLE

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### Maryland's 6th District at center of Supreme Court case focused on gerrymandering



BY STUDENT NAME | CAPITAL NEWS SERVICE



Source: United States Census Bureau

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Use source serif for headline and source, poppins for all byline, dateline and all labels. Example of Illustrator chart shown. When using online tools like datawrapper, carto, etc match styles as closely as possible.  
Full graphics template available at: [go.umd.edu/wH4](http://go.umd.edu/wH4).

WEBSITE TYPOGRAPHICAL STYLES

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# SECTION HEAD

POPPINS | WEIGHT 600 | 45PT | #000000

## Article Headline

POPPINS | BOLD | 38PT | #080808 | H5

### Homepage Headline

POPPINS | BOLD | 16PT | #080808 | H5

#### Body copy

DROID SERIF | REGULAR | 13PT | #080808 | P

#### BYLINE

POPPINS | REGULAR | 10PT | #080808 | H5

### RAIL HEADER

POPPINS | BOLD | 20PT | #ffffff | UPPERCASE | #990000

#### FEATURED CATALOG

POPPINS | REGULAR | 10PT | #ffffff | #666666

BRANDING

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**CAPITAL NEWS SERVICE****CAPITAL NEWS SERVICE**

## PODCAST LOGOS

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CNS PODCAST NETWORK



WASHINGTON BULLPEN | 2018



ANNAPOLIS BULLPEN | 2018



TALKING POP CULTURE | 2017



WAR ON HOT TAKES | 2017



FANALYTICS | 2017