



# BRAND GUIDELINES

# THE LOGO

For visibility the logo should always  
appear on white or tan backgrounds  
that are not too busy.



The CIF standard logo should be used everywhere except for Spark applications (site, signage and other collateral) in which case the Spark version should be used. Both version are provided as EPS and PNG files.

CIF Logo



CIF "Spark" Logo

# COLOR PALETTE

Use of the colors in the following page will ensure a unified brand language. Main colors are dark red, tan, black and white . Using these colors for callouts, headlines, bullet points and other graphic elements will help to make sure everything that is produced for this project has consistent branding.

Large amounts of text should always be in black.

## PRIMARY

The primary color palette is composed of the main logo colors and tan. It is designed to be used in situations where the brand needs to be reinforced. For instance, use these colors sparingly only on white, black, or photography.

### DARK RED

CMYK 18/100/91/8

RGB 190/32/46

#BE202E

### TAN

CMYK 25/25/40/0

RGB 194/181/155

#C2B5PB

### BLACK

CMYK 0/0/0/100

RGB 0/0/0

#000000

### WHITE

CMYK 0/0/0/0

RGB 255/255/255

#FFFFFF

# TYPOGRAPHY

Two typefaces have been selected to support the brand: Montserrat and EB Garamond. The current Carry It Forward website uses fonts that aren't readily available (Proxima Nova and Adobe Garamond) the fonts chosen are good substitutes

**Headlines should be set in Montserrat Bold and text should be set in EB Garamond regular.** Other weights of both fonts can be used sparingly when needed.

You can find the fonts for download here:  
<https://fonts.google.com/specimen/Montserrat>  
<https://fonts.google.com/specimen/EB+Garamond>

## PRIMARY TYPEFACE

# MONTSERRAT

## CHARACTERS

ABCDEFGHIJKLMNOPQRSTUVWXYZ-  
vwxyz abcdefghijklmnopqrstu-  
vwxyz 0123456789

## STYLES

Thin

*Thin Italic*

Extra Light

*Extra Light Italic*

Light

*Light Italic*

Regular

*Italic*

Medium

*Medium Italic*

**Semi Bold**

***Semi Bold Italic***

**Bold**

***Bold Italic***

**Extra Bold**

***Extra Bold Italic***

## SECONDARY TYPEFACE

# EB Garamond

## CHARACTERS

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

## STYLES

Regular

*Italic*

Medium

*Medium Italic*

**Bold**

***Bold Italic***

**Extra Bold**

***Extra Bold Italic***



# UI/UX

The following pages list some of the most common material design elements that will appear in the program. These are intended to help visualize the look and feel of the program regardless of where it lives online. Font and button sizes are standard but based on the device used to access the program they may adjust in size and line-height.

## FONT SIZES

# MONTSERRAT BOLD

### — Headings

H1-60px

H2-48px

H3-40px

H4-30px

H5-24px

H6-18px

### — Paragraph 12px EB Garamond Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

## FORM FIELDS AND DROP DOWNS

### Field

inactive

email

active

email@url.com

#be202e  
Stroke: 2  
Corner Radius: 6

Hint Text for Text Area

Typing in Text Area

### Dropdown

Select...



Item 1

Item 2

Item 3

## BUTTONS & SELECTORS

TRY THIS

#be202e  
Corner Radius:  
300

TRY THIS

### — Checkboxes

☐ Unchecked

☐ Hover

☒ Checked

☒ Checked Hover

### — Radio Button

☐ Unchecked

☐ Hover

☒ Checked

☒ Checked Hover

### — Optional Button Colors

TRY THIS

TRY THIS