

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



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

ABCDEFGHIJKLMNOPQRSTU-VWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

STYLES

Regular

Thin
Thin Italic
Extra Light
Extra Light Italic
Light
Light Italic

Italic
Medium
Medium Italic
Semi Bold
Semi Bold Italic
Bold
Bold Italic

Extra Bold Italic

SECONDARY TYPEFACE

EB Garamond

CHARACTERS

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

STYLES

Regular Bold Italic

Italic Extra Bold

Medium Extra Bold Italic

Medium Italic

Bold

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

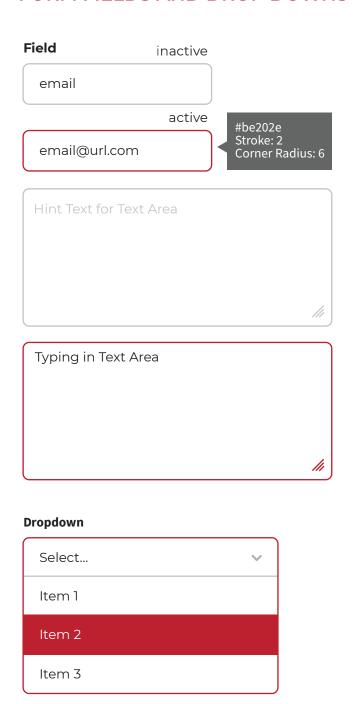
— Headings

H1-60px H2-48px H3-40px H4-30px H5-24px H6-18px

Paragraph 12px EB Garamond Regular

Lorem ipsum dolor sit amet, consectetuer 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



BUTTONS & SELECTORS

r Radius:

| TRY THIS #be20 Corne 300 |
|---|
| TRY THIS |
| — Checkboxes ☐ Unchecked |
| ☐ Hover |
| ✓ Checked✓ Checked Hover |
| — Radio Button O Unchecked |
| O Hover |
| CheckedChecked Hover |
| — Optional Button Colors |
| TRY THIS |
| TRY THIS |