CODE for AMERICA

STYLE GUIDE

Gotham Medium

Gotham Light

Gotham Thin

Cabin Regular

Cabin Italic

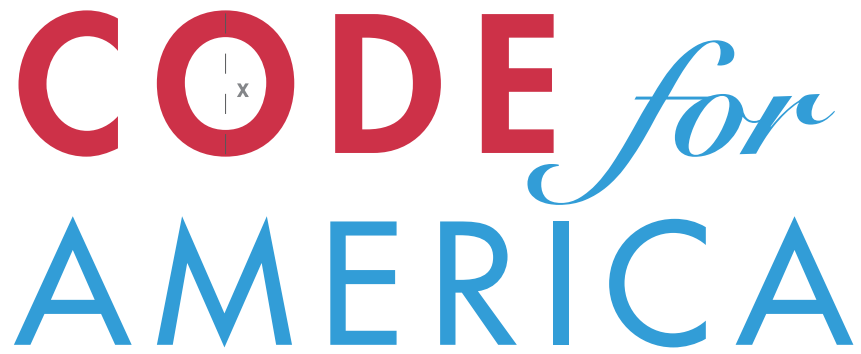**Helvetica Neue**

Helvetica Neue

Oswald Regular

FONT USAGE

Gotham Light at 12pt for Body Copy. When adding subtitles to Code for America logo, it is best to use ALL CAPS.
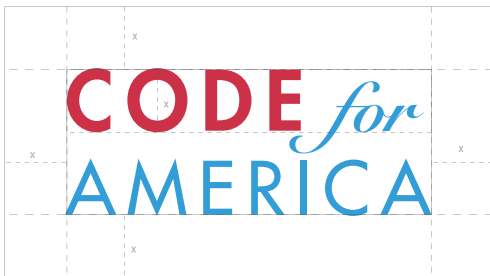
Gotham is the font used in all graphic text. If you do not have the Gotham font family the recommended font to use is san serif typeface, specifically Cabin. All HTML body copy is Cabin or Helvetica Neue.

Cabin can be used in place of Gotham or as a secondary font with Gotham.

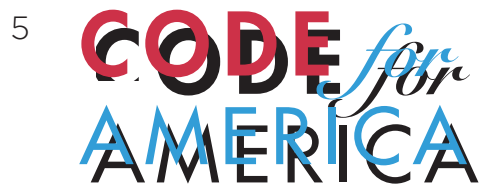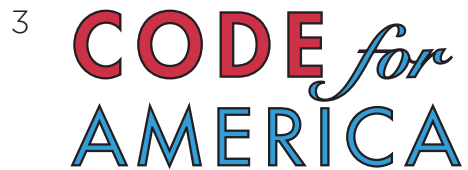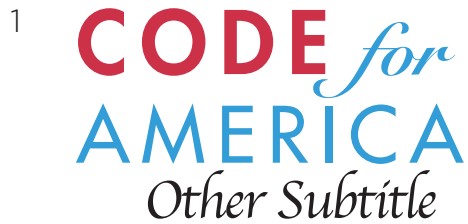Oswald can be used for specialty projects and reports. Do not overuse.

CLEAR SPACE

Clear space refers to a distance of "X", as a unit of measurement, Surrounding each side of the Symantec signature. "X" equals the height of the letter "O" of the Symantec logotype.

A minimum clear space requirement has been established to ensure the prominence and clarity of the Code for America signature. It is essential that the

1

CODE *for*
AMERICA
Other Subtitle

2

CODE *for*
AMERICA
Try not to use other cursive

3

CODE *for*
AMERICA

4

CODE *for*
AMERICA

5

CODE *for*
AMERICA

6

CODE *for*
AMERICA

RESPECT THE LOGO: THINGS NOT TO DO

Figure 1. Do not use the (Apple Chancery) that is use in the logo as a subheading.

Figure 2. Do not use the other cursive, or "Constitution" like fonts

Figure 3. Do not use outline the logo in other colors. It should not have a stroke.

Figure 4. Do not change the color of the logo to a solid color unless you are chaning it to black for a black and whilte printed version .

Figure. 5. Do not add a dropshadow to the logo because it is not legible.

Figure 6. Do not change colors of only part of the logo. or add other icons/imagery to the logo

COLOR USAGE

■	C13	M94	Y69	K4
■	C70	M24	Y0	K0
■	C0	M0	Y0	K49

#cf1b41

#399fd3

#939699

Code for Americas red, blue, and grey serve as the Code for America brand colors for print, electronic, and environmental applications.

The CMYK numbers and hex# reflect the CfA color swatches. These are the set colors and should be maintained in all printed and online materials. The colors should be matched to the best of your ability.The CfA blue and red should be used as the primary colors in a material either in collaboration or individually. The CfA grey should be used as a complementary or secondary color option. The use of these colors ensures the constant representation of CfA's brand identity.

Sample type treatment

TITLE 18PT

10pt eams Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam

THIS IS A SUBTITLE 11PT

10p teams 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 exercitation ullam corper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

footer exercitation ulla

LETTERHEAD TREATMENT

Logo can be placed in top left or right corners, but not in center.

WORD CONSISTENCY

- The "f" in Code for America is always low-ercase. The abreviation Code for America should read "CfA." The single exeception is when CODE FOR AMERICA is in a heading or title and the entire name is captialized to keep style with the rest of the document.
- "Datasets" is one word.
- "Open source" is two words, "opensourcing" is one word.
- URLs do not include, www.