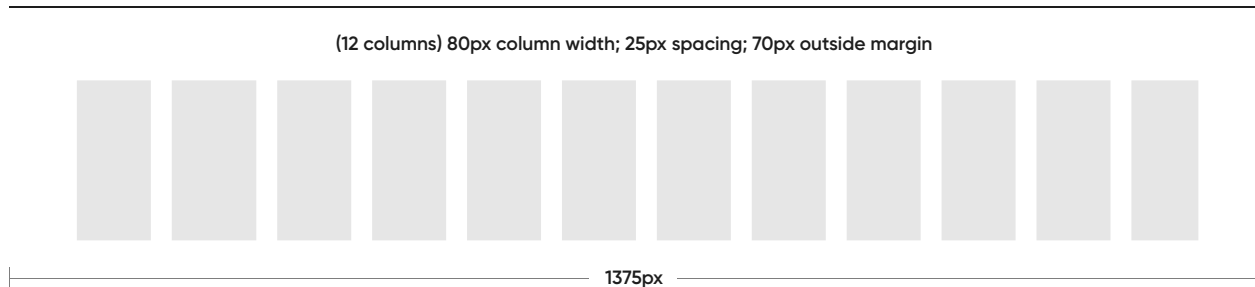
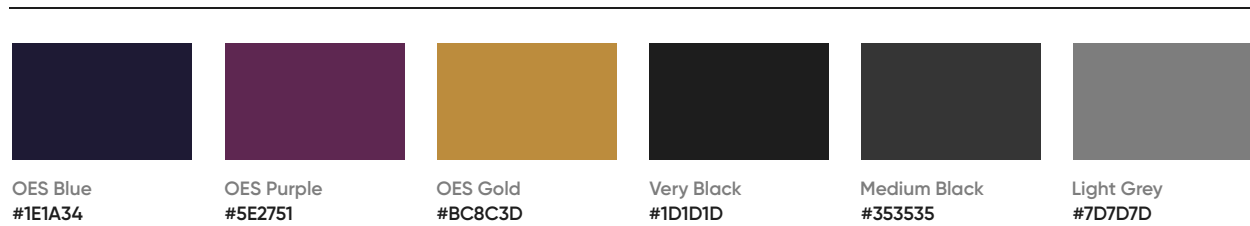


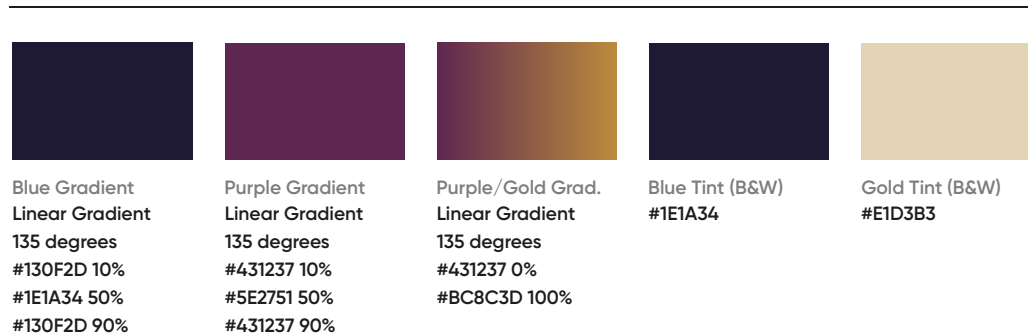
Grid



Primary Colors



Secondary Colors



Typography

Base
Font

Source Code Pro

Type	Weight	Capitalization	Size/LH (M)	Size/LH (D)	Tracking	Special Rules
Body Copy	Regular	Sentence Case	16/26	19/29	-10	No hyphenation.
H2	Bold	Sentence Case	22/28	25/31	-10	No hyphenation.
H3	Bold	Sentence Case	19/25	19/25	-10	No hyphenation.
Kicker	Bold	Sentence Case	18/27	25/34	-10	No hyphenation.
Lead	Bold	Sentence Case	22/28	25/31	-10	No hyphenation.
Deck	Regular	Sentence Case	16/26	19/29	-10	No hyphenation.
Pagination (body)	Semi Bold	Sentence Case	16/16	19/auto	-10	
Pagination (alt)	Bold	N/A	19/auto	19/auto	-10	
Colophon	Regular	Sentence Case	12/21	14/19	-10	No hyphenation.
Meta Data	Regular	Sentence Case	14/19	14/19	-10	No hyphenation.
Menu	Regular	Sentence Case	19/auto	25/auto	-10	No hyphenation.

Font

BACKLASH SMALL CAPS

Type	Weight	Capitalization	Size/LH (M)	Size/LH (D)	Tracking	Special Rules
H2	Regular	Sentence Case	65/50	90/75		No hyphenation.
Emphasized Kicker Text	Regular	Uppercase	38/27	45/34	25	No hyphenation.

Typography Cont'd

Font

coco sharp

Type	Weight	Capitalization	Size/LH (M)	Size/LH (D)	Tracking	Special Rules
H1 (banner)	Extra Bold	Lowercase	60/66	200/209		Scale instead of wrapping.
H1 (white bg)	Extra Bold	Lowercase	60/66	160/169		No hyphenation.
H1 (article)	Extra Bold	Sentence Case	60/66	90/99		No hyphenation.
H2	Extra Bold	Lowercase	60/66	90/99		No hyphenation.
H3	Extra Bold	Lowercase	35/41	60/69		No hyphenation.
CTA (h2)	Extra Bold	Lowercase	35/41	60/69		No hyphenation.
CTA (pull quote)	Extra Bold	Lowercase	35/41	60/69		No hyphenation.
Button Text	Bold	Lowercase	16/21	19/24	10	No hyphenation.
Primary Nav	Regular	Lowercase	16/auto	19/auto	10	No hyphenation.
Menu	Extra Bold	Lowercase	30/auto	45/auto		No hyphenation.

Font

backlash script

Type	Weight	Capitalization	Size/LH (M)	Size/LH (D)	Tracking	Special Rules
H3	Regular	Lowercase	50/40	60/50	25	No hyphenation.
CTA (text)	Regular	Lowercase	50/40	60/50	25	No hyphenation.
Strapline	Regular	Lowercase	55/45	90/80	25	No hyphenation.

Misc Elements

Banner Overlays



All banners have been made black and white, and have a blue tint added.

The overlay is a very slight gradient that gives a little dimension to the banner.

Opacity: 90%

Images and Border Radius



Image Radius

Full color images have a square edge.

Small tinted images, News list blocks, Resources list blocks, and Project list blocks have a border radius of 5%.

Larger tinted images and list thumbnails have a border radius of 25%.

Tinted Image vs Full Color Image

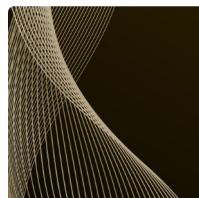
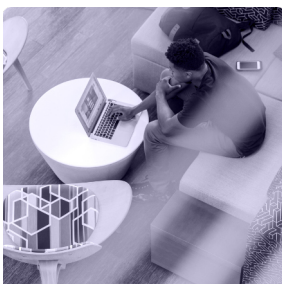
Use a Full Color image within articles and project detail pages.

Use a Gold Tinted image for all Project, News, and Resource thumbnails.

Use a Blue Tinted image for all other images and thumbnails.

Other

_Press + Partner logos are greyscale.

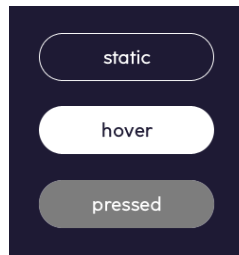


Buttons + Text Anchors

Primary Button



Secondary Button



Text Anchors

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