

# AREA 21

## STYLE GUIDE



## COLORS



pms 282



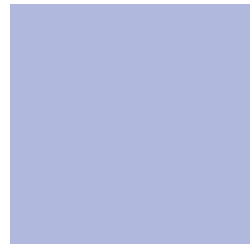
pms 7672



pms 301



pms 2905



pms 7444



pms 233



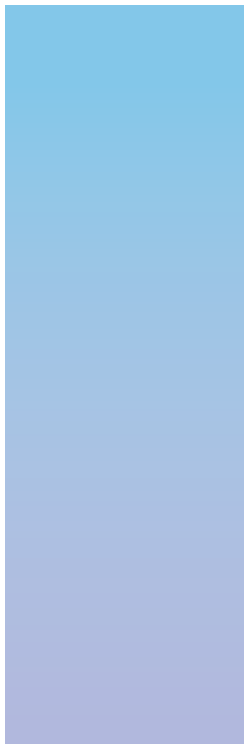
pms 2995



pms 396



pms 1495



# TYPOGRAPHY

## HEADERS

Sporty Pro,  
Black

# 6 ROBOTS

**SECTION**

## SUBHEAD

Sporty Pro,  
XLightXP

# OF THE FUTURE

## LARGE QUOTE

Söhne Mono,  
Kraftig

**Id quisciis dollamente  
dolupti stiistibus eos  
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erferenietus dolliqu  
asperi**

## BODY COPY

Avenir Black  
Avenir Book

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arum volum asperes cimusam

## BACKGROUNDS/PHOTOGRAPHY



Photo by Jakob Owens on Unsplash



Photo by Javier Martinez on Unsplash



Photo by ThisisEngineering RAEng on Unsplash

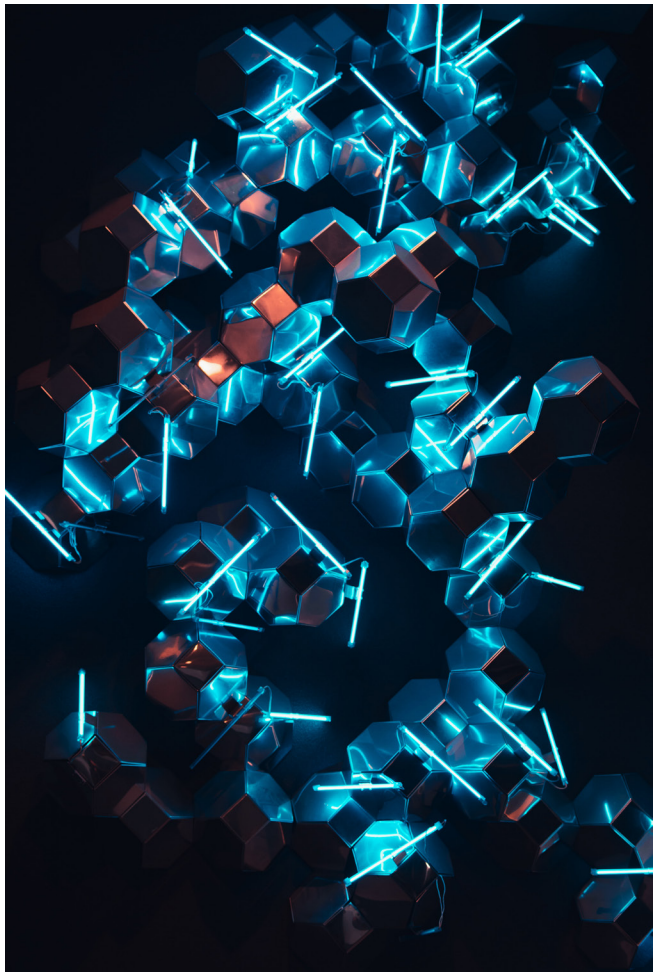
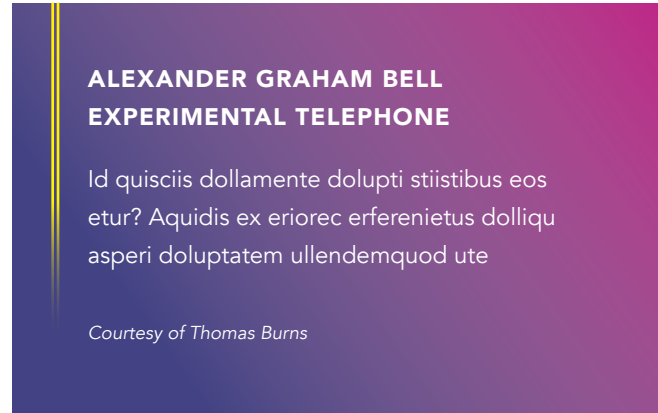


Photo by Maximalfocus on Unsplash

## SAMPLE GRAPHICS



### Artifact Labels - small example:

Type sizes: no smaller than 18 pts

Title: Avenir Black, 24 pts.

Body Copy: Avenir Book, 24 pts

Attribution: 18 pts





# SAMPLE GRAPHICS



## Sample Text Panel:

size shown 30" x 42"

## Header:

Sporty Pro, XLightXP; 187 pts

## Quote:

Söhne Mono,Kraftig; 156 pts

## Intro copy:

Avenir, Roman; 72/125 pts

## Secondary copy:

Avenir, Roman; 36/48 pts

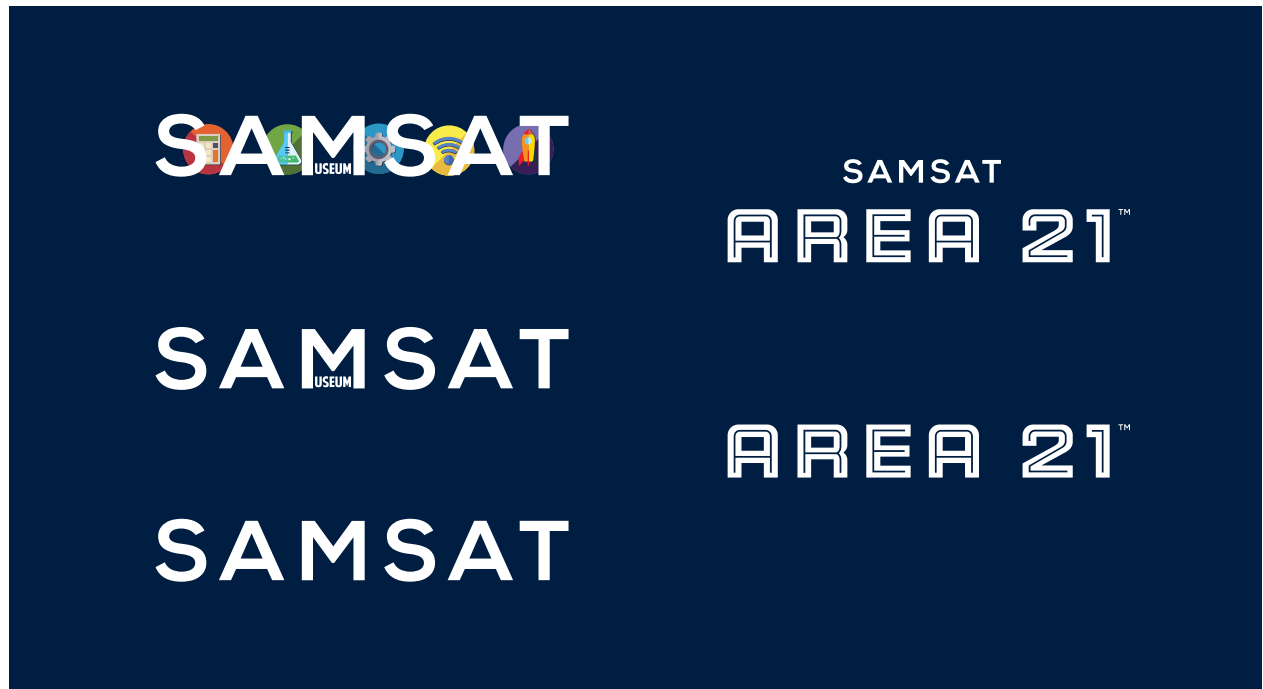
## Photo caption:

Avenir, Black; 24/32 pts

## Image credit:

Avenir, Roman; 24 pts

## LOGOS



**SAMSAT**

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**AREA 21™**

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**AREA 21** STYLE GUIDE