Official Style Guide

Introduction

blahblahblahloremipsum brand and colors and whatever is important. Just use the colors and fonts, okay?

Logo

The Block Party logo should have a reasonable amount of padding (space) around it (think of it as a personal bubble). The logo will typically have our wordmark underneath it, but for very small icons, the wordmark may be removed for clarity. **With the exception of removing the wordmark, no other modifications (e.g. stretching, recoloring, or rotating) made be made to the logo unless approved by the Arts/Publications Director.**

Fonts

Open Sans will be used for all body text (e.g. paragraphs).
Roboto with a thick weight (black is preferred but bold is acceptable) will be used for headers. The logo uses **Roboto Light** to spell out "Block Party".

Colors

Our logo and brand consists of three main colors: **magenta**, **blue**, and **gray**. Any text placed over these colors will be in **white**. In hierarchical order, **magenta** is the first, primary color used when accenting text or any other documents though we would like to keep a fairly even balance of both **magenta** & **blue**.

If any shading effect or other variation (e.g. two button states) is necessary to be made to **magenta** and **blue**, **alt. magenta** and **alt. blue** should be used. Alternate colors must not be used without the presence of its primary variant. However, if the main colors need to appear on a **dark background, then the alternate colors should be used** and is exempt from having to be paired with its primary variant if no shading effect or other variation is necessary. The use of **gray** should generally be kept conservative, for things like flat drop shadows. **Black** should be kept specifically for text on light backgrounds.

Primary Colors		**Alternate Colors**		**Yin and Yang**	
Magenta:	**#C8005A**	Alt. Magenta:	**#E00069**	White:	**#EEEEEE**
Blue:	**#1B75BB**	Alt. Blue:	**#0098CB**	Black:	**#222222**
Gray:	**#555555**				

Formatting

Primary titles (such as main title or our name under the logo) will be centered. Any headers under that level will be left aligned. All other body text will be justified unless the line width is too short to create a visually pleasing effect, in which case left align will then be preferred.

Margins will be made to be 1" all around, except for important pages (e.g. first page of a business letter, or a new section in a collection of information), where the top margin will be 2". **Only body text needs to respect the margins**. The extra allocated space in the margins may be used for the logo and other designs.

Additional Branding

We support the use of the [Oxford comma](#).