# Rights4Girls Fonts & Colors

## Fonts

Although not completely exhaustive, this list covers the main type styles used in this site. Note: these styles do not include color because each style is used in multiple colors. Please refer to the color portion of this guide below and the comps for text color.

# H1
Franklin Gothic URW Comp, Demi, All Caps, 60 pt.
*Ex: "THERE IS NO SUCH THING," "293,000," Homepage*

# H2
Franklin Gothic URW Comp, Book, All Caps, 54 pt.
*Ex: "GET THE FACTS: WHY IT MATTERS," Home Page*

# H3
Franklin Gothic URW Comp, Book, All Caps, 40 pt.
*Ex: "JUVENILE JUSTICE," "TRAFFICKING OF GIRLS," "GIRLS' RIGHTS," text laid over images at top of page, Issue Areas Page*

# H4
Franklin Gothic URW Comp, Demi, All Caps, 38 pt.
*Ex: "FEATURED NEWS & UPDATES," Home Page*

# H5
Franklin Gothic URW Comp, Demi, All Caps, 38 pt.
*Ex: "AMERICAN CHILDREN/AMERICAN GIRLS/OFGIRLS," in the "Get the Facts: Why it Matters" section of Home Page*

# H6
Franklin Gothic URW Comp, Demi, All Caps, 24 pt.
*Ex: All square button text, i.e. "ACT NOW" and "DONATE" in content area 4 of Home Page, all main navigation items*

## H7
Franklin Gothic URW, Book, All Caps, 16 pt.
*Ex: "ESTIMATED TO BE AT RISK OF..." "WILL EXPERIENCE SEXUAL VIOLENCE..." "IN THE JUVENILE JUSTICE SYSTEM," (Smallest text in stat. boxes) in "Get the Facts: Why It Matters" section of Home Page*

## *SUB-NAVIGATION ITEMS*
Franklin Gothic URW, Book Italic, All Caps, 16 pt.

## Short body text style
Franklin Gothic URW Cond, Book, 20 pt.
*Ex: "Girls are abducted or lured by pimps and traffickers...," (Summary description text in each news story) in "Featured News & Updates" section of Home Page*

## Long body text style
Franklin Gothic URW Cond, Book, 18 pt.
*Ex: "Today, throughout urban, rural, and tribal regions of the nation...." (long body text in tabbed content for each issue area) on Issue Areas Page*

## **Call to action text style**
Franklin Gothic URW Comp, Demi, All Caps, 18 pt.
*Ex: "Learn more about what you..." "Support our work to stop gender-based..." text next to square buttons on Home Page*

## Mission statement text style
Franklin Gothic URW Comp, Demi, All Caps, 18 pt.
*Ex: "Rights4Girls is a human rights organization focused on..." mission statement text in content area 2 on Home Page*

## Colors

Although not completely exhaustive, this list covers the main colors used in this site, along with examples of where these colors can be found, for reference.

**#380d36**
*Ex: Sub-Navigation background*

**#4a1249**
*Ex: Main Navigation background*

**#6b0269**
*Ex: CTA Containers in Content Area 4 of Homepage, "JOIN US. TAKE ACTION" footer top section background*
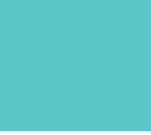
**#81026e**
*Ex: "ISSUE AREAS" section title in content area 1 of Issue Areas Page*

**#ab01a7**
*Ex: Square button default state*

**#ff00ff**
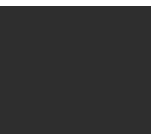*Ex: Hover state for all square buttons, "Read More" button default color in "Featured News & Updates" on Homepage*

**#21e3db**
*Ex: social media icons default in header, "293,000" "1 IN 4" "73%" on Homepage*

**#c4c2c7**
*Ex: Background color for many sections, Background of "Follow Us" (left section), "Stay Inofrmed" (right section) of footer,*

**#dedade**
*Ex: Background color for amny sections, Background of center "Act Now" section of footer, Mission statement content area 2 background on Home Page*

**#2f2f2f**
*Ex: top header (for logo, social media, and Donate button) background*

**#404040**
*Ex: Header Donate button Default background, Body text*