

Style Guide

Storm Story Print Reports

Introduction

These guidelines describe the visual elements that represent the Storm Story identity. This includes elements such as color, typography, graphics, and images.

While each reserve is unique and has its own image and character, if cohesive branding is desired for the Storm Stories reports/series, then these guidelines will help to ensure quality, consistency, and a visual unification.

Table of Contents

1. Color Palette
2. Typography
3. Graphics & Images

1. Color Palette

The color palette is based on the NOAA Office of Coastal Management NERRS website reserve web pages and some common color themes across the Storm Story project team reserves (blues, greens). The color palette consists of blues, greens, and grays. All colors in the report should follow this color palette.

<div>Light Blue</div> <div>RGB 163,223,255 Hex #A3DFFF</div>	<div>Medium Blue</div> <div>RGB 36,123,160 Hex #247BA0</div>	
<div>Light Sea Green</div> <div>RGB 199, 231, 230 Hex #C7E7E6</div>	<div>Sea Green</div> <div>RGB 71, 162, 155 Hex #47A29B</div>	<div>Lime Green</div> <div>RGB : 174, 186, 65 Hex #AEBA41</div>
<div>Light Gray</div> <div>RGB 217,217,217 Hex #D9D9D9 <i>*Set at 25% transparency</i></div>	<div>Medium Gray</div> <div>RGB 89,89,89 Hex #595959</div>	<div>Dark Gray</div> <div>RGB 64,64,64 Hex #404040</div>

2. Typography

The dominant typefaces are Segoe UI and Calibri. A description and example of how each typeface is used in the report are provided below.

The Segoe UI typeface is used for titles, headers, and highlight statements.

Segoe UI

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

The Calibri typeface is used for text sections, captions, and some call-outs.

Calibri

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

3. Graphics & Images

Images should be visually pleasing, representative of the topic of interest, and reinforce the message conveyed. The images should be high quality and high resolution. Print quality resolution is typically 300 dpi. Examples are below.



The graphics used in the report reflect a simple, flat design style. Any new graphics used in the report should maintain the style and look of the existing graphics. An example graphic is provided below.

Icon colors are currently in medium blue (#247BA0), dark grey and white, and in a simple, flat style. Examples are provided below.

