

Common Ground California



Style Guide



Logo

General use

COLOR

Logos must be displayed on a white background.
Greyscale logos may only be used only in print.

SPACING

Never stretch any logos or infringe on white space. SVG and PNG logos all contain white space constraints.

SIZING

Logos must be **>100 px or >1 inch** on their shortest side.
Horizontal logo must be **>250 px or >3.5 inches wide**.



Regular



Greyscale

Common Ground California

Horizontal

Logo

Web specific use

PROFILE PICTURES

Use the below square images, designed for circle crops. Use the logo with text on platforms if the profile pic displays at 150x150 or greater. Use the textless version otherwise (Facebook, Instagram, Tumblr, Medium).



With Text



Textless

FAVICONs

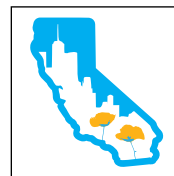
The below favicons can be used for web applications. If possible, use the more clear version for 32x32 or 64x64.



16x16



32x32



64x64

Color



WHITE

Hex FFFFFF
RGB 255, 255, 255
CMYK 0%, 0%, 0%, 0%



BLACK

Hex 000000
RGB 51, 51, 51
CMYK 0%, 0%, 0%, 100%



GREEN

Hex 39B54A
RGB 57, 181, 74
CMYK 75%, 0%, 100%, 60%



CYAN

Hex 00AEEF
RGB 0, 174, 239
CMYK 69%, 14%, 0%, 0%



ORANGE

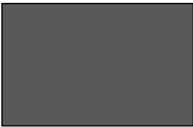
Hex FDB218
RGB 253, 178, 24
CMYK 0%, 34%, 99%, 0%

MAIN COLORS ACCENT COLORS



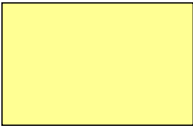
DARK GREEN

Hex 20652A
RGB 32, 101, 42
CMYK 85%, 35%, 100%, 29%



GREY

Hex 595959
RGB 89, 89, 89
CMYK 63%, 55%, 54%, 28%



YELLOW

Hex FFFF93
RGB 255, 255, 147
CMYK 3%, 0%, 51%, 0%

Type

Fonts

Use League Spartan for all web applications. If a contrasting serif font is needed, use Libre Baskerville. Click below to download for free online.

League Spartan

Libre Baskerville

Styles

Defer to style heirarchy for web and print applications. Avoid using title following use of logo.

Title

League Spartan Bold
Size 60 Green

Heading 1

League Spartan Bold
Size 36 Blue

HEADING 2

League Spartan Medium
Size 14 (all caps) Green

Heading 3

League Spartan Black
Size 18 Yellow

HEADING 4

League Spartan Regular
Size 14 (all caps) Grey

Body

League Spartan Regular
Size 14 Black

Serif Body

Libre Baskerville Regular
Size 12 Black

Feel

Stock images

Use vibrant, colorful images. Prioritize photos showing people to best emphasize our humanitarian mission.



Icons

Use remix icons (link below) with simple, linear designs. Ensure icons sufficiently contrast with backgrounds.

[Remix Icons](#)

ADD EXAMPLES HERE