Style Guide | **Brand & Platform**

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Intro

Civic, the Brand

All of us connected to the Civic platform are the Brand. The logo, colors, typography, etc is all meant as shorthand for expressing our intent and values.

The Guide

This Brand and Style Guide is an iterative document that will be updated as the Platform matures. Please reach out to us in #product_design channel with any questions about usage or suggestions for improving this guide.

Values

Data for the People, by the People
Story over Framework
Usable over Pretty
Neutrality over Partisanship
Inclusion over Specificity
Clarity over Saturation

Civic, the Platform

Civic is a radical new open data platform that enables engaged exploration of civic analytics. We make public information, public knowledge.

Powered by the people, for the people.

The Purpose

The purpose of this product is to showcase the power of open data and to cultivate new prosperous relationships among Hack Oregon, community organizations and citizens alike.

Values

Accessibility
Accuracy
Authenticity
Curiosity
Discoverability
Engagement
Inclusion
Speed
Transparency
Usability
Utility
Warmth

Logos

Quick Usage

This quick usage guide should assist in using the appropriate logo version for most applications. Examples of each version in use follows. All Logos should carry the "Built by Hack Oregon" with the "Code Tree" except for special circumstances approved by Hack Oregon.

Step 1: Select Orientation Type

Select the appropriate orientation and size for the space in which the logo will appear.

Stack

Standard go-to Logo. Use in tall or square spaces.

Wide

Use in wide spaces such as headers or color bars.

Icon

Use only when standard "CIVIC" logo has already been used or in some primary brand content where "CIVIC" is already understood by the audience.

Step 2: Select Color Version

Select the appropriate color version for the background in which the logo will appear.

Standard

Standard go-to Logo. Use on light solid-color backgrounds.

Invert

Use on dark solid-color backgrounds.

Single Color

Use on multi-color or photographic backgrounds. Also useful for any other application where only one color can be used such as in printing.

CIVIC

Built By Hack Oregon

CIVIC Built By Hack Oregon

CIVIC Built By Hack Oregon

CIVIC Built By Hack Oregon

Built By
Hack Oregon

Built By
Hack Oregon

Built By
Hack Oregon

Built By
Hack Oregon

Color

Plum (Primary)

Hex: #201024

RGB: 32,16,36

Used for primary brand content such as logo, headings, backgrounds.

Salmon (Secondary)

Hex: #EE495C

RGB: 238,73,92

Used in logo and action color within the platform.

Plum Light (Tertiary)

Hex: #726371

RGB: 114,99,113

Compliment to primary for paragraphs and secondary content.

Medium

Hex: #AAA4AB

RGB: 170,164,171

Used for primary brand content such as logo, headings, backgrounds.

Subdued

Hex: #F3F2F3

RGB: 243,242,243

Used in logo and action color within the platform.

Housing

Housing

Hex: #3E75AC

RGB: 62,117,172

Homelessness

Homelessness

Hex: #75568D

RGB: 145,85,161

Budget

Budget

Hex: #329F97C

RGB: 50,159,124

Transportation

Transportation

Hex: #E87220

RGB: 232,114,32

Emergency Response

Emergency Response

Hex: #D7075F

RGB: 215,8,95

Typography

Brand/Display

Sofia Pro

Source: Adobe Typekit

Headings

Rubik

Source: Google Fonts

Paragraphs

Merriweather

Source: Google Fonts

Data

Roboto Condensed

Source: Google Fonts

Headline — Rubik Light

The Effect of the Minimum Wage throughout Oregon

Meta — Merriweather

March 31st, 2017 | *Published by* **Hack Oregon**

Sub Heading — Rubik Bold

How does it affect me?

Paragraph — Merriweather

Vivamus vitae odio **tempor neque** iaculis iaculis. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Aliquam gravida risus nibh, non *rutrum ipsum* efficitur at. Fusce volutpat nisl nec odio aliquet facilisis. Integer eu lacus metus. Mauris tortor lectus, pulvinar a aliquet vel, venenatis a diam. Vivamus et lorem feugiat, venenatis justo vel, luctus eros.

Action — Rubik Medium

Read More

H1 Rubik Light in 36 point

H2 **Rubik Bold in 21 point**

H3 **Rubik Black in 18 point**

H4 **Rubik Black in 16 point**

H5 **Rubik Bold in 13 point**

H6 **Rubik Bold in 11 point**

Large Paragraph can be used as in intro paragraph or callout within content. Vivamus vitae odio *tempor neque* iaculis iaculis. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Aliquam gravida risus nibh, non *rutrum ipsum* efficitur at. Fusce volutpat nisl nec odio aliquet facilisis. Integer eu lacus metus. Mauris tortor lectus, pulvinar a aliquet vel, venenatis a diam. Vivamus et lorem feugiat, venenatis justo vel, luctus eros.

Merriweather
Regular, 16px

Otherwise, **Normal Paragraph** should be used throughout the content. Vivamus vitae odio *tempor neque* iaculis iaculis. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Aliquam gravida risus nibh, non *rutrum ipsum* efficitur at. Fusce volutpat nisl nec odio aliquet facilisis. Integer eu lacus metus. Mauris tortor lectus, pulvinar a aliquet vel, venenatis a diam. Vivamus et lorem feugiat, venenatis justo vel, luctus eros.

Merriweather
Regular, 13px

Vivamus vitae odio *tempor neque* iaculis iaculis. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Aliquam gravida risus nibh, non *rutrum ipsum* efficitur at. Fusce volutpat nisl nec odio aliquet facilisis. Integer eu lacus metus. Mauris tortor lectus, pulvinar a aliquet vel, venenatis a diam. Vivamus et lorem feugiat, venenatis justo vel, luctus eros.

Action inside paragraph.

Just add Salmon.

Vivamus vitae odio *tempor neque* iaculis iaculis. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Aliquam gravida risus nibh, non *rutrum ipsum* efficitur at. Fusce volutpat nisl nec odio aliquet facilisis. Integer eu lacus metus. Mauris tortor lectus, pulvinar a aliquet vel, venenatis a diam. Vivamus et lorem feugiat, venenatis justo vel, luctus eros.

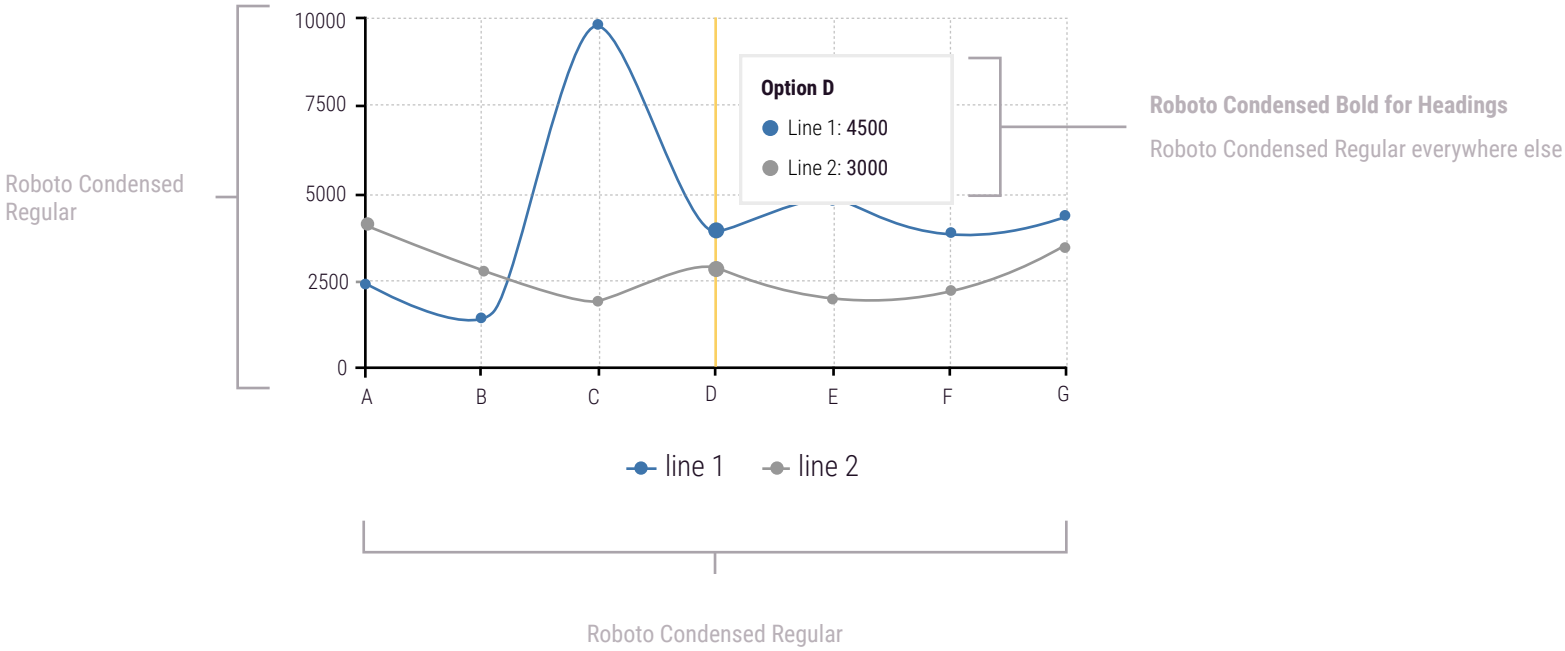
Read More

Action outside of paragaph.

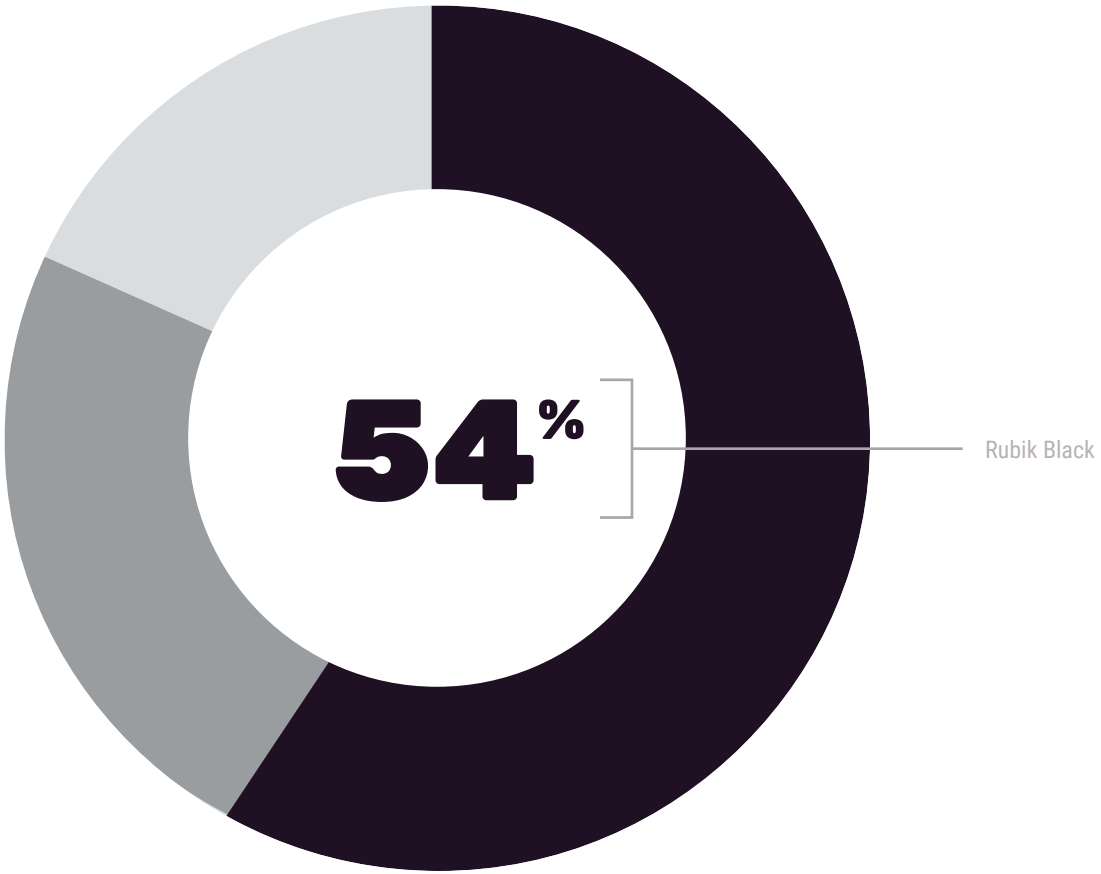
Switch to Rubik Medium and add Salmon.

Use Roboto Condensed within visualizations and anywhere else with tiny text or numbers.

It is condensed (allowing more content in smaller areas) and has good letter spacing and form hints (really legible down to 11px on digital devices).



If a visualization displays larger numbers or text, feel free to use the heading typography, Rubik instead of Roboto Condensed.



Visualizations

This portion of the style guide is for best practices on the data visualizations. The Civic platform uses ~~Recharts (http://recharts.org/)~~ as the primary library for basic charts.

Victory charts

For more information on data visualization types and best practices, see the following resources:

Data Viz Catalogue

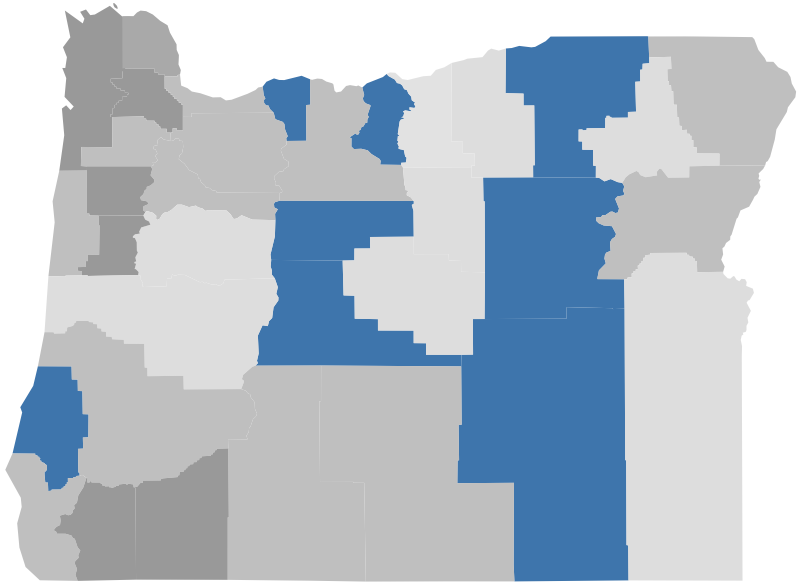
http://www.datavizcatalogue.com/

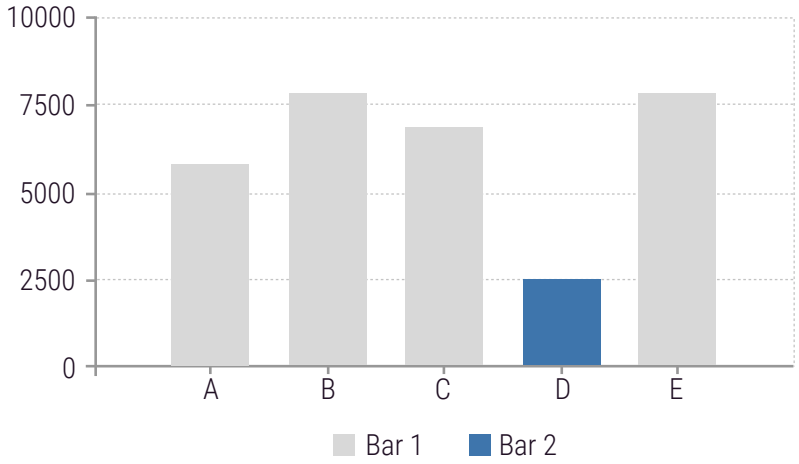
How to Design Charts & Graphs (from Hubspot)

https://cdn2.hubspot.net/hub/53/file-863940581-pdf/Data_Visualization_101_How_to_Design_Charts_and_Graphs.pdf

IBM ~~DATA~~ VIZ

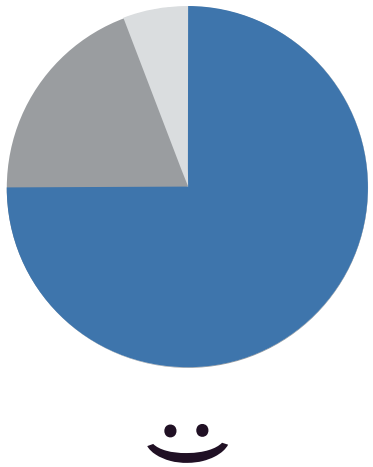
Color should be used selectively to highlight an important insight into the data. Only diverging if the story calls for it.



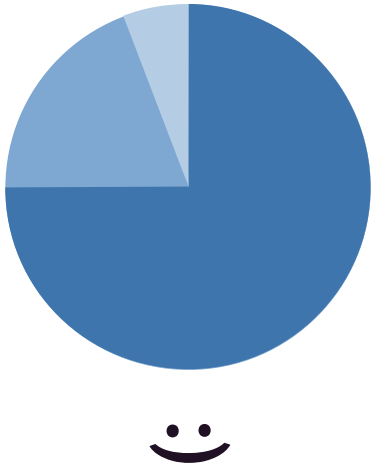


Ideally, each visualization has a limited color palette.

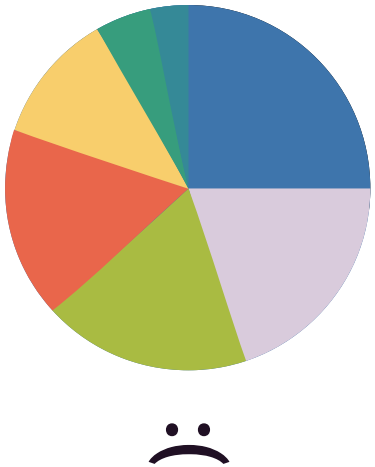
Keep it simple and readable.



If you are looking for a primary insight, highlight that with your team color.



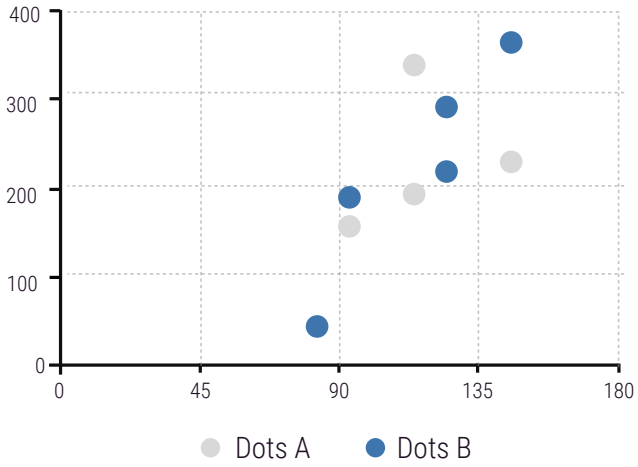
Use a monochrome palette based on your primary team color for supplementary data.



Don’t overload vizualizations with too much data. Don’t overuse color without purpose.

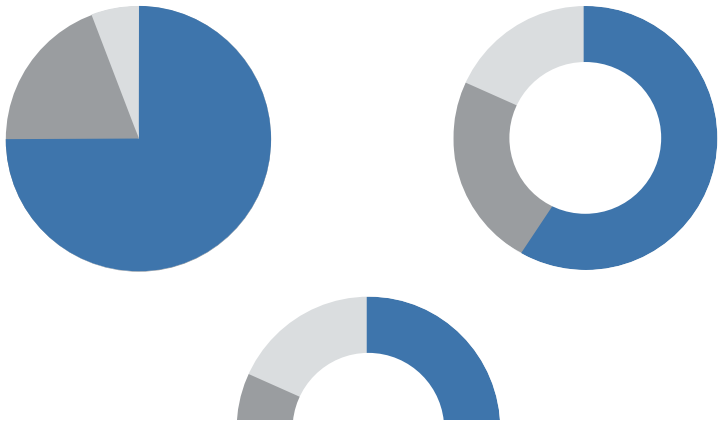
Use the right visualization type for the message you are trying to convey.

Scatter Plots



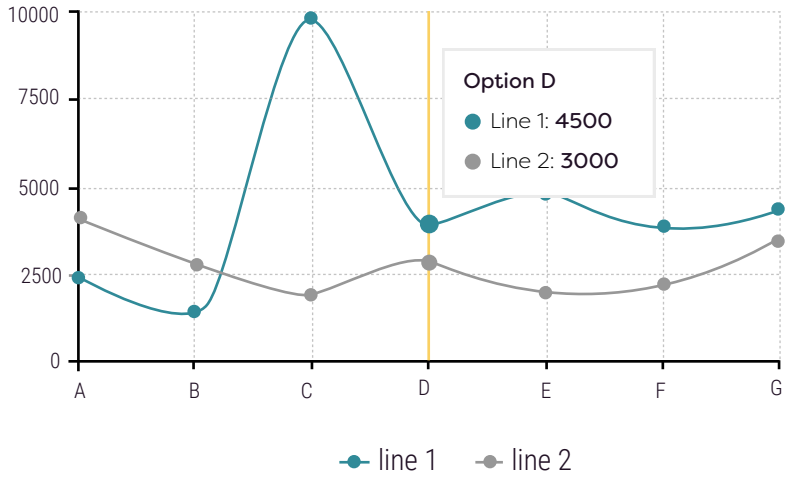
Scatter Plots show joint variation of two data items.

Pie and Donut Charts



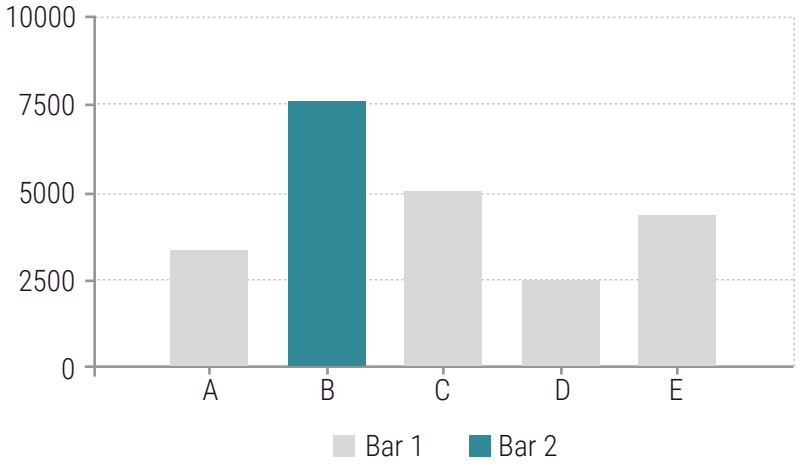
Pie Charts are used to compare quantities of different categories within a relationship.

Line Charts



Line Charts track changes or trends over time and show the relationship between two or more variables.

Bar Charts



Bar Charts are used to compare quantities of different categories

Interface

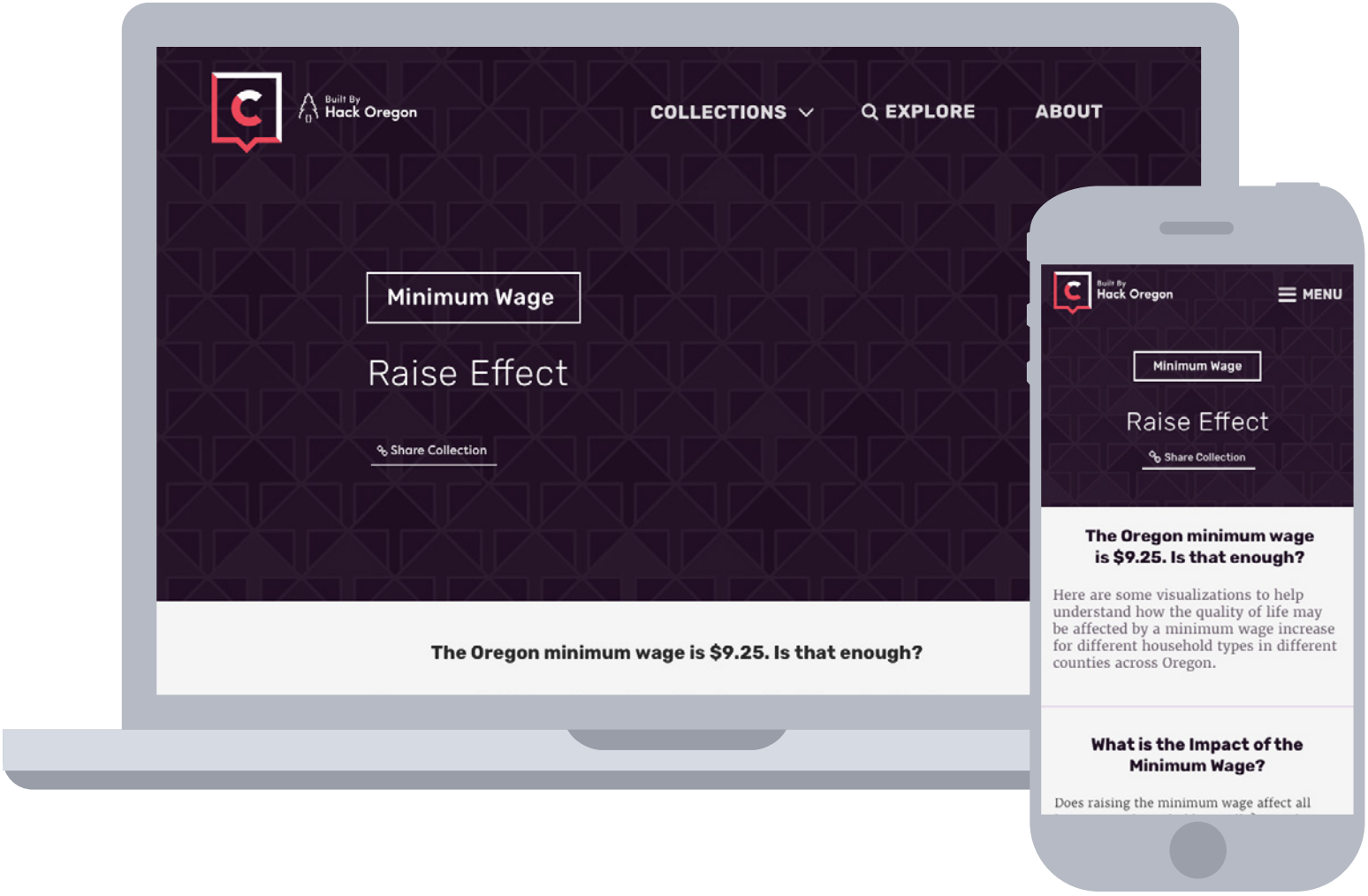
This portion of the style guide refers to the User Interface of Civic, the platform. It provides an overview as well as a page by page breakdown of its main features and interactions.

Desktop Prototype: https://invis.io/F8ALM7AJV#/212434100_Desktop_1_-_Home

Mobile Prototype: https://invis.io/AQ9UA35Y2#/212337781_Mobile_1_-_Landing_Page

For a more in-depth technical definition, refer to the Civic Tech Specs documentation:

https://docs.google.com/document/d/1IOjvQgOq7KQ_t55d52INY4f5bDCOTJQZRmGybv9ohwA/edit?usp=sharing



The Civic platform consists of a main landing page that links to the current project collections. Within a Collection, each card can be viewed in more detail and shared individually.

Home or Landing

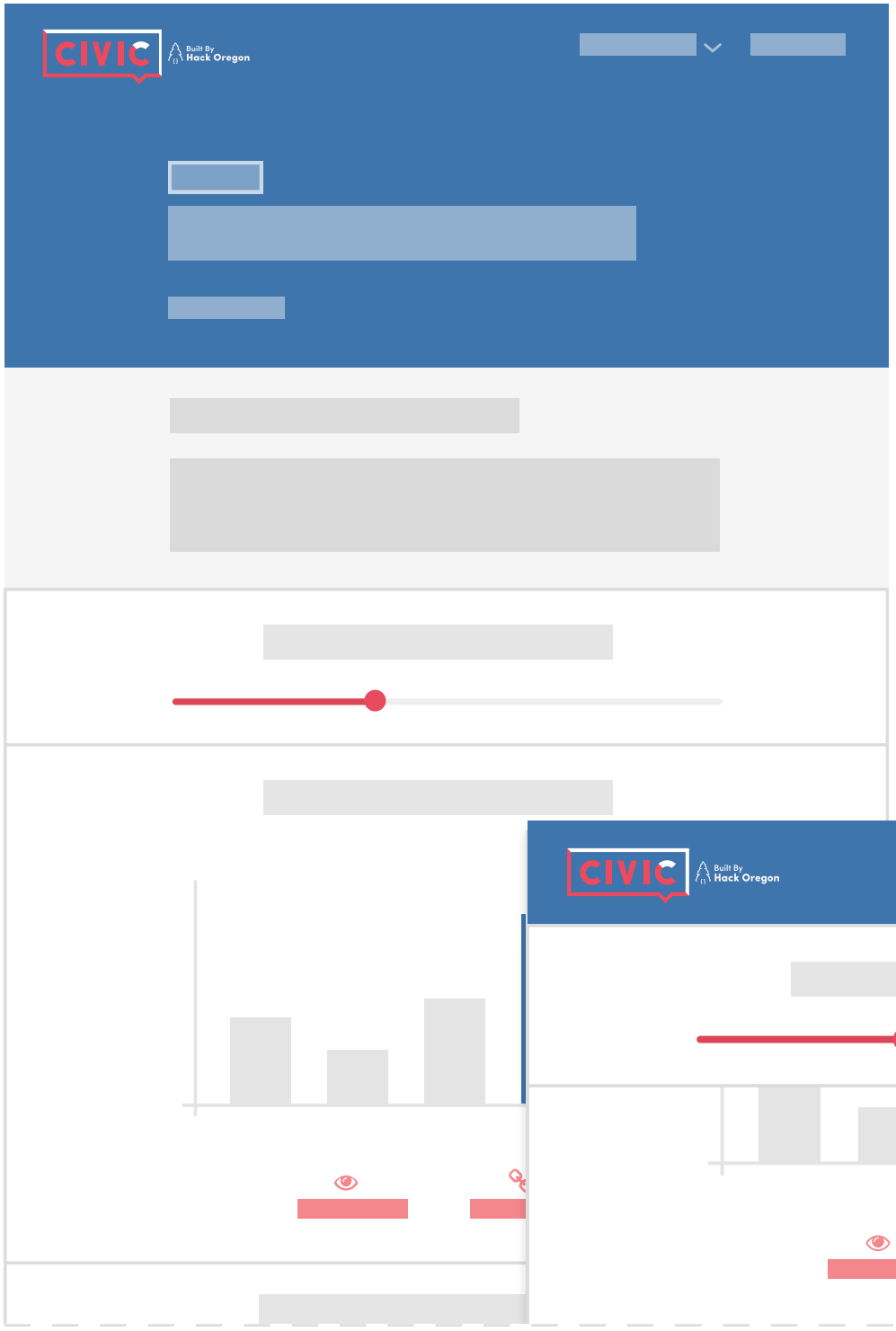
The platform landing page, all current projects are linked from here.

Collection View

A collection of cards and non-card assets that tell a cohesive narrative.

Card View

A view of a single card with details on the context of the data and the sources.



Collection Hero

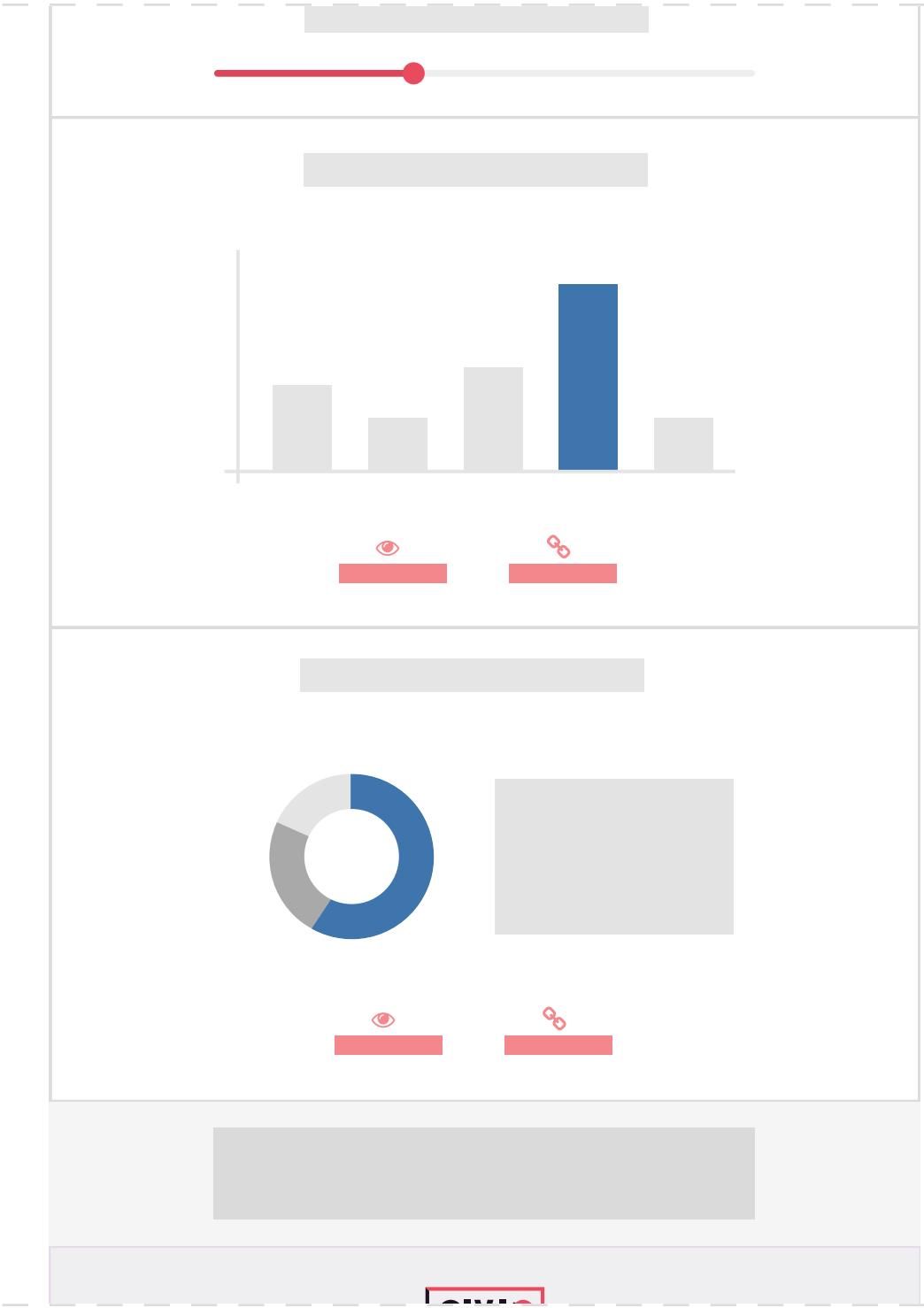
Contains the title, main collection tag, and link to copy collection.Background for the header is a data-based illustration or design that is based on data from the project.

Collection Intro

Text to introduce the collection (optional).

Collection Controller

Interactive control that changes data across the collection. On scroll it stays with the user (see below).



Cards

A card contains a visualization that supports the narrative of the collection.

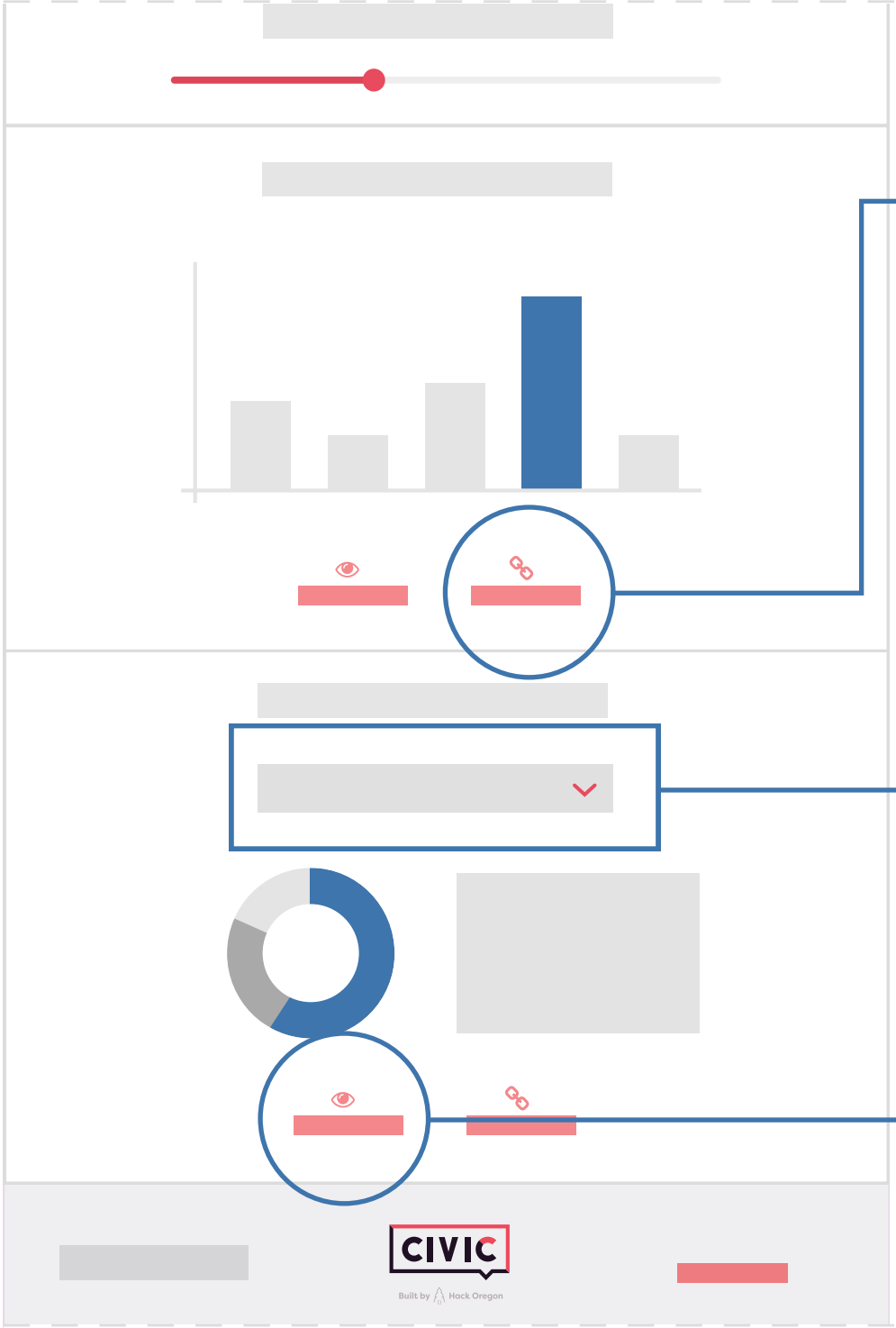
Cards can optionally use the global controller to show further interacvitity with the data.

All card must contain:

- Title
- Data visualization
- Links to context
- Link to copy link to share

Non-Card Asset

Any extra narrative information for the collection.



Share Card

Copies the Card's URL to the user's clipboard for sharing.

Interactivity

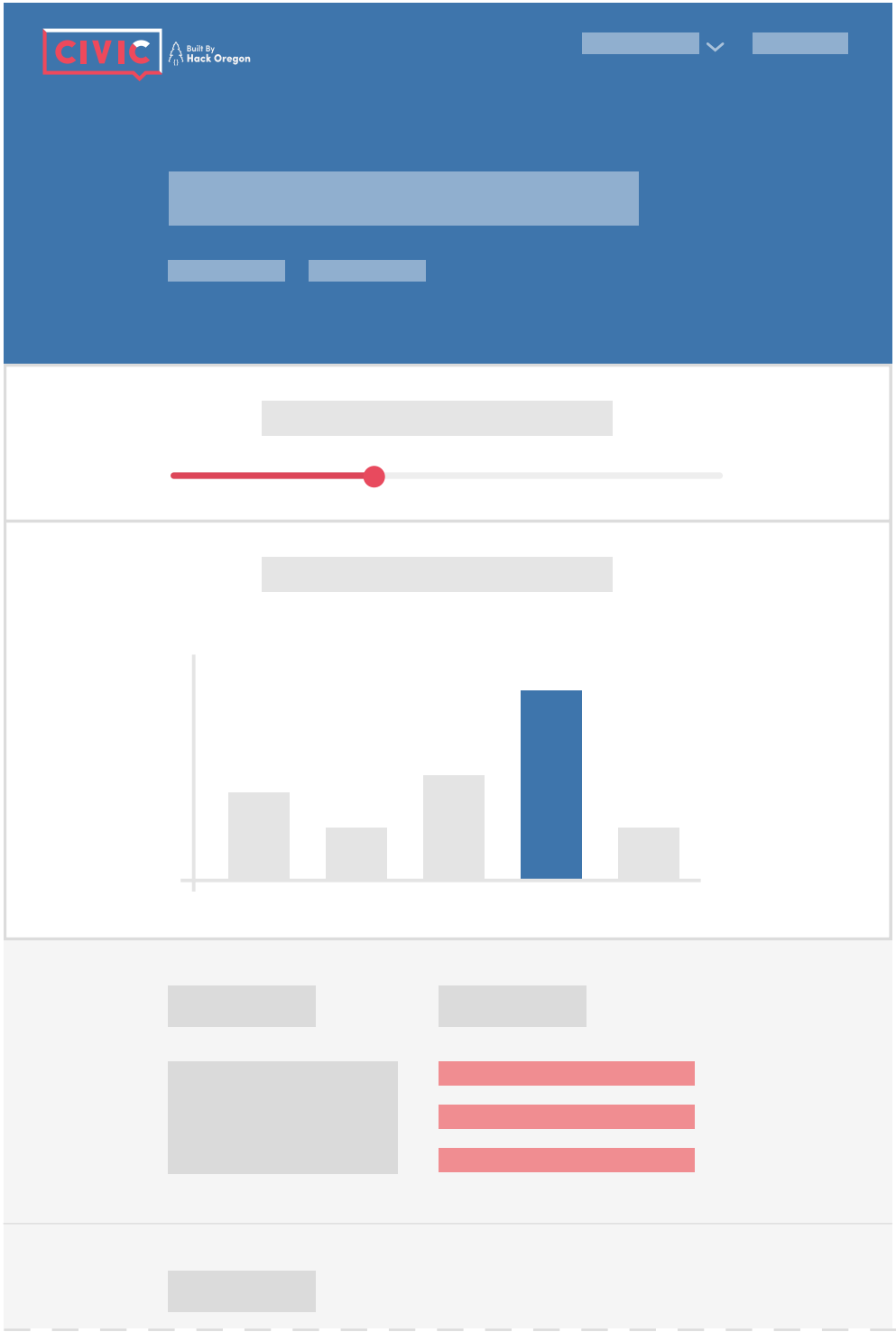
Interactivity is indicated by using the secondary Salmon.

Oregon

2015 2016

View Context & Sources

Clicking the 'View Context & Sources' link takes you to the single card view seen on the next pages.



Card Header

Replaces the collection title with the card title.

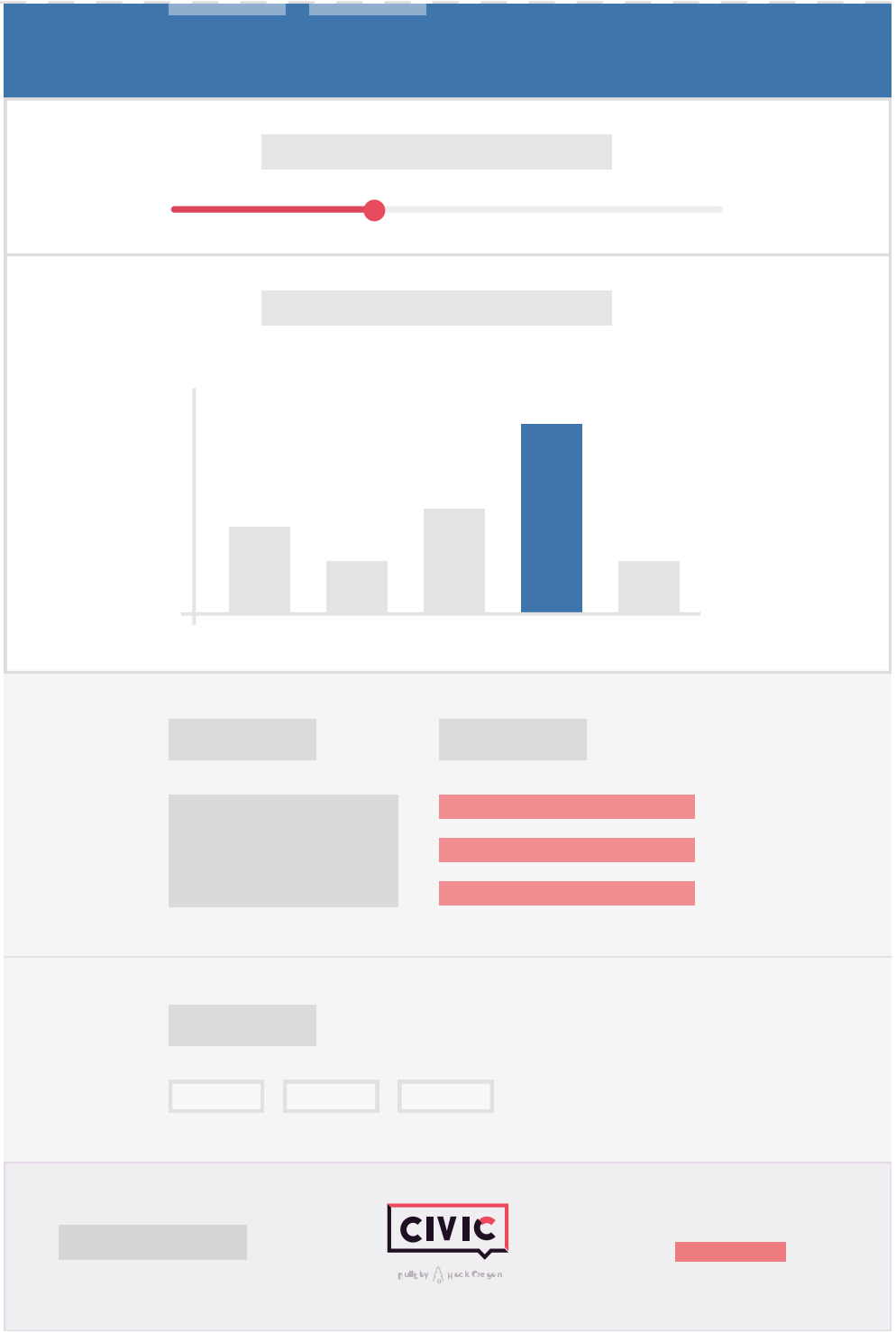
Contains a link back to the collection and link to copy for sharing.

Collection Controller

Global control brought over from the main collection.

Card Content

Content of the card from the main collection. All card specific controllers brought in as well.



Context & Sources

Provides information about the data used in the card and the sources for this data.

Contains a link back to the collection and link to copy for sharing.

Tags

Tags consist of information about the data sources used and the type of chart.

Ex. Census, Bar Chart, Housing

Fin.