STYLE GUIDE

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FILE TYPES

Here is a cheat sheet for what different types of files mean and where to use certain file types.

Vector ✂

Vector images are flexible. They are constructed using mathematical formulas rather than pixels, vector file types such as an EPS or AI are excellent for creating graphics that frequently require resizing.

Raster 🖼

Raster images use pixels to form a complete image. The most common types of raster images are JPEGs, GIFs and PNGs. As a reference, almost all of the photos found on the web and in print materials are raster images. Since raster images are constructed using a fixed number of pixels, they can't be resized to create a larger image without causing the pixels to become grainy and the image to become distorted.

JPG 🖼

JPG files are a common format for digital image files. They are made up of pixels, which means this file type cannot scale larger without losing quality or looking "pixelated."

Common applications:
Use on website, Canva, graphics, documents

PNG 🖼

PNG files are a less-common format for digital image files. Like JPG, they are also made up of pixels. PNG files can also be saved with a transparent background. Use the PNG versions of the logo if you want a transparent background.

Common applications:
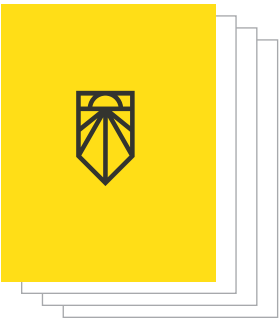Logo files, web graphics

EPS / AI ✂

EPS and AI files are vector files. Unlike raster images, these files use mathematic points rather than pixels so they can be scaled to any size. When sending a logo file to any designer/printer, always send an EPS or AI, as it is the highest quality file.

Common applications:
Logo files, iconography

PDF 🖼 ✂

PDFs are the best file type for packaging up documents for sharing, emailing or printing. PDFs can combine images, vector graphics and fonts into one document. If you are every sending something to a printer or creating a guide to share with people, create a PDF so you have control over how your document looks.

Common applications:
Document files, files for print

LOGO USAGE
PRIMARY LOGO

These are acceptable logos to use on
Sunrise communications.

This logo can be used as a cover page for documents, cover
pages for presentations and on postcards, for example. It should
only be used on a clean background, never on top of a complex
background. The yellow logo can be placed on an image if the
image is fully black and white. If placing the logo on a colored
image, consider using the all white version.

Rules for logo use:
• Do not alter the logo in any way
• Do not place on a complicated background
• Do not stretch or skew
• Do not change the color
• Do not add a drop shadow

LOGO USAGE
SECONDARY LOGOS

These are acceptable logos to use in Sunrise communications. The primary use for this version of the logo would be for an instagram profile picture or on a circular patch.

Rules for logo use:
• Do not alter the logo in any way
• Do not place on a complicated background
• Do not stretch or skew
• Do not change the color
• Do not add a drop shadow
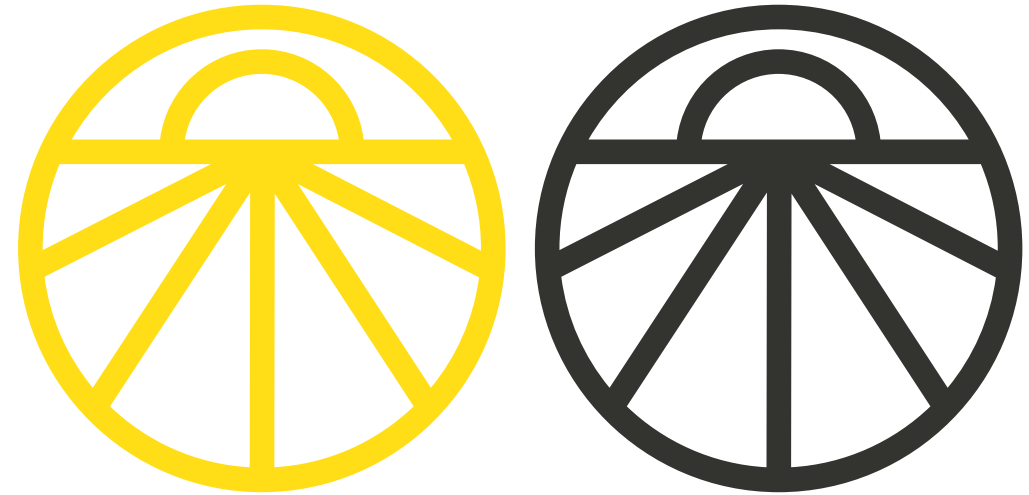
TYPEFACES
PRINT AND PRESENTATION

These are the typefaces that should be used in all Sunrise communications.

Use these fonts when creating designs, word documents, keynote presentations etc.

For almost all cases, use Source Sans Pro Black for headlines and Source Sans Pro Regular for body text.

You can place white type on an image, but use a heavy weight. Also make sure the placement of the type isn't over a busy part of the image. Avoid placing type over anyone's face or eyes.

Headlines

Source Sans Pro - Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz1234567890

Body Copy

Source Sans Pro - Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz1234567890

Source Serif Pro
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz1234567890

Body Copy

Source Code Pro – Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz1234567890

COLORS

These are the colors that should be used in all Sunrise communications.

In most cases, use the primary color, secondary color, white or black.

Primary Color
R 255 **G** 222 **B** 22
C 2 **M** 9 **Y** 97 **K** 0
WEB #ffde16

Primary Color
R 51 **G** 52 **B** 46
C 68 **M** 60 **Y** 67 **K** 60
WEB #33342e

Primary Color
R 227 **G** 237 **B** 223
C 11 **M** 2 **Y** 13 **K** 0
WEB #e3eddf

Secondary Color
R 253 **G** 144 **B** 20
C 0 **M** 52 **Y** 99 **K** 0
WEB #fd9014

Secondary Color
R 143 **G** 13 **B** 86
C 38 **M** 100 **Y** 40 **K** 17
WEB #8f0d56

PHOTOGRAPHY

The photography used should be distinctive and uplifting. Crop images in a way that highlights the element(s) that are the point of focus in the image. If an image has poor color, low quality or low light, consider making the image black and white.

CREATING CANVA GRAPHICS
DO'S AND DONT'S

One easy way to stay on brand is to use Black and White photography. However, many images have too much contrast.
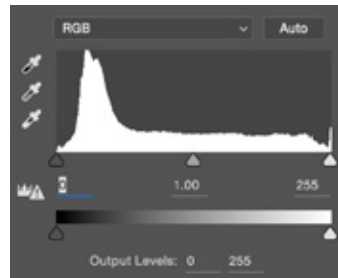
If you have access to photoshop, any image can be converted into a usable image with two easy steps.

1. Image > Adjustments > Hue/Saturation
Turn Saturation down to -100%.

2. Image > Adjustments > Levels
Play with the lower slider, bringing the white knob to the left

Before   After

If you do not have access to photoshop, consider using an online photo editing tool, using a black and white Canva filter, or simply find an image with less highlights.

Too many highlights makes everything hard to read.

Reduced highlights makes the text and logo much more legible.

GRAPHIC CONSIDERATIONS

Does your graphic feel too busy or cramped?
- You may have too much copy. Try trimming down the amount of words.
- You may be using too many fonts. Try limiting the amount of fonts to 1 or 2 styles.
- Your type may be too big. Try it smaller while keeping it legible. Let each element breathe.

Is it hard to see the logo or read the type?
- Your image may have too much contrast. Either make the image black and white (lowering contrast) or find a new image.
- When looking for images as background for type, search for images with a lot of mid-tones, and no highlights (bright white areas).

Does your image look blurry or pixelated?
- You may need to find a larger image. Try to find an image over 500x500 pixels or over 300 KB.
- Tip for finding larger images: In google images, click "search tools > size > large" to show only larger images. In addition,
  click "Usage rights > Labeled for Reuse". Note: This does not necessarily mean you have rights to use the photo.
  You need to get permission. If you can't get permission, consider a different option (next step).
- There are many websites offering free stock photos like **Flickr Creative Commons** and
  http://makerbook.net/photography/

NO
MORE
FOSSIL
FUEL
MONEY.

SUNRISE
M O V E M E N T

GRAPHIC ELEMENTS

Keep social media graphics as simple as possible. The Sunrise colors naturally have a lot of contrast, so you should use that. If using Yellow text, make sure the background is dark. If using Grey text, make sure the background is light (or flat yellow).

Only use Sunrise Yellow and Sunrise Grey.

If the layout allows, include a yellow stroke around the outside of the image. This stroke is a graphic element that mimics the stroke weight of the logo graphic, and will help set Sunrise images apart from other images in people's social feeds.

GRAPHIC ELEMENTS
PATCHES AND STICKERS

Here are some sample stickers and patches. The key with patches and stickers will be how they will get cut out. Make sure to add extra space around the logo so the edge of the logo is not cut. Printing and cutting is never 100% accurate, so we are adding additional background space (the same thickness as the logo "stroke") to make sure the logo sits cleanly in the center of the sticker or patch.

cut line

logo edge