



STYLE GUIDE

Nourish Project

Sarah Croft & Nicolas Bond

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Style Guide for the Nourish Project

Our Purpose

A grassroots movement aimed at eliminating the stigma surrounding Food (In) Security by promoting conversation, community and clarity across Simcoe County.

Logo

We chose to use this as their logo, and favicon.

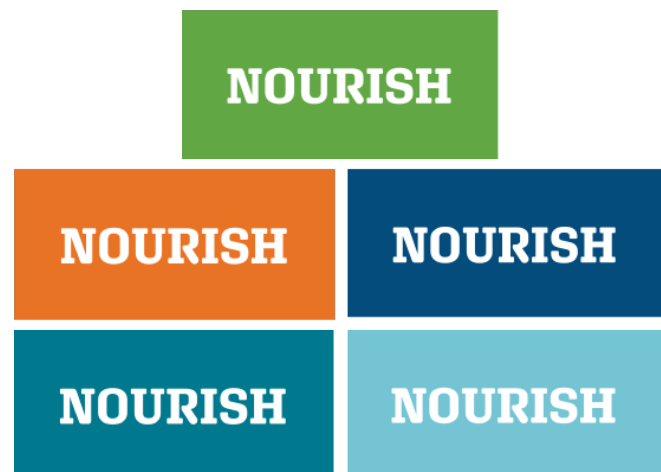
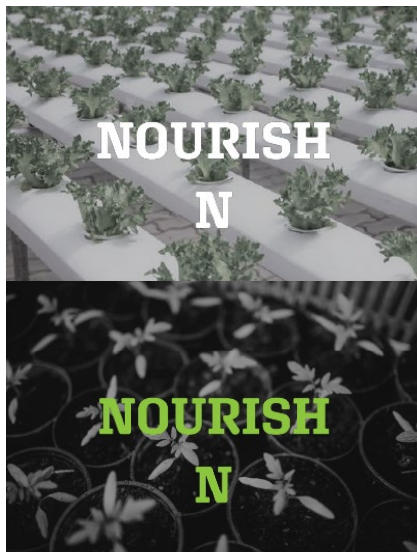
NOURISH N

Colour Scheme

The colour scheme will be based off the Georgian College colours as they go nicely with the Nourish project brand. The focus is the green colour because its an earthy colour and is associated with growth.

Acceptable Usage

NOURISH



Unacceptable Usage

- A. Do not angle the logo.
- B. Do not stretch or squish the logo.
- C. Do not add drop shadow to the logo.
- D. Do not change the colour of the logo

A.  

B.  

C.  

D.  

Brand Colour Palette

The colours were chosen because they are Georgian College colours and go nicely with the project itself. Neutral colours were added as well because they make the main colours stand out better.



Typography

Two fonts were chosen one for the headers and another for the body. Both are from google fonts to make it easy to access them, and they are also free to use.

Bitter

Bitter was chosen to be used for headers because it is a serif font and they are easier to read when used on larger font sizes, such as headings.

<https://fonts.google.com/specimen/Bitter>

Glyph

Bb

Characters

A B C D E F G H I J K L M N O P Q R S Š T U V W X Y Z Ž a b c d e f
g h i j k l m n o p q r s š t u v w x y z ž 1 2 3 4 5 6 7 8 9 0 ' ? ' " ! " (
) [#] { @ } / & \ < - + ÷ × = > ® © \$ € £ ¥ ¢ ; , . *

Styles

Type here to preview text

18px ●

Regular

Regular Italic

Bold

The spectacle before us was indeed sublime.



Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dished out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds.

Work Sans

This is our choice of text for body content and smaller headings, such as h4 and h5s. Being a sans-serif font makes it easier to read than a serif font. Therefore, we chose it for body text especially, where there will be lots of smaller sized text.

<https://fonts.google.com/specimen/Work+Sans>

Glyph

Characters

A B C Č Ć Đ E F G H I J K L M N O P Q R S Š T U V W X Y Z Ž a b
c č ć đ e f g h i j k l m n o p q r s š t u v w x y z ž 1 2 3 4 5 6 7 8 9
0 ‘ ’ “ ” (%) [#] { @ } / & \ < - + ÷ × = > ® © \$ € £ ¥ ¢ ; , . *

Styles

Type here to preview text

Thin
Extra-Light
Light
Regular
Medium
Semi-Bold
Bold
Extra-Bold
Black

18px

The spectacle before us was indeed sublime.

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dished out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds.

Applied Examples

Login & Register Page Example

NOURISH
[Home](#)
[About](#)
[Repositories](#)
[Contact Us](#)
[Login](#)
[Register](#)

Welcome Back,

If you already have an account, click the login button below.

Login

Create an Account



Username:

Password:

User Type:

Create Account

Copyright © 2020 Georgian College.

NOURISH
[Home](#)
[About](#)
[Repositories](#)
[Contact Us](#)
[Login](#)
[Register](#)

Welcome back,

Username:

Password:



Login

New Here?

Create a Account Now.

Register

Copyright © 2020 Georgian College.





Homepage Example

NOURISH [Home](#) [About](#) [Repositories](#) [Contact Us](#) [Login](#) [Register](#)

Starve the Stigma

Be Apart of **#Nourish** and Start Here Today.




Register Now

Join the movement by registering below.


[Register](#)

What You Can Do




Upload and Download from the Cloud

You are able to upload and download projects and files to the cloud.



Collaborate and Start Discussions



Start discussions and collaborate with fellow members. Making it easy to communicate.



Search for Ideas

You can search repos from the community for ideas and inspiration.

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About Page Example

NOURISH
[Home](#) [About](#) [Repositories](#) [Contact Us](#)
[Login](#) [Register](#)

About #NOURISH

The Community Impact Lab, under the Centre for Changemaking and Social Innovation at the Georgian College Orillia campus, tasked student teams with examining a regional narrative around Food (In)Security. The teams were a collective of students involved in an alternative field placement opportunity – the Community Impact Projects. The goal was to “see” this systemic issue through the lens of our Community Partners’ clients and from there, ideate possible futures with plausible solutions to close the gaps. The end result was #NOURISH, an open collection of projects, ideas and initiatives that will hopefully inspire organizations, individuals and communities to adopt, adjust, pilot and share, in an effort to create global conversations around the realities of Food (In)Security.



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Repositories Page Example

NOURISH
[Home](#)
[About](#)
[Repositories](#)
[Contact Us](#)

[Login](#)
[Register](#)

Your repositories:

[New Repo](#)

username1 - Food Map

username1 - Market

username1 - The Buddy System

username1 - Digital Food Sharing

username1 - Little Taste of Home

Collaborate:

[New Group](#)

Create a group to collaborate and work with a team.

Looking for ideas or inspiration?

Search for projects made by our community:

[Search](#)

Project 1

Author: randomUser1

Tags: #projects #project #project1

Description: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.



Project 2

Author: randomUser2

Tags: #projects #project #project2

Description: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

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Contact Us Page Example

