Dig Student Garden at UCLA Style Guide

Updated Spring 2021

Mission & Values

- Gardening and agriculture
- Sustainability and environmentalism
- Food systems and food security
- Education

"We pride ourselves on being an informal, low-commitment organization."

Color Logo

Use over light colors. The logo color may be changed to any secondary color, but do not change the linear1 color.

White Logo

Use over dark colors and images that have been adjusted to sufficiently contrast with the logo (to preserve legibility). Do not change logo colors.

Logo Usage

When using the logo, do not distort or add effects. Always leave at least 10% spacing around logos. Follow the contrast rules listed above.

Primary Colors

Use Nightshade and Lily where you would ordinarily use black and white. #FFFFFF (white) can be used when Lily doesn't look right (usually with Marigold or Lemon)

Lily
#FFFF4
RGB(255,249,244)
	Nightshade
	#001030
	RGB(0,16,48)
		Celery
		#9DE96A
		RGB(144,233,106)
			Fern
			#D2F8C2
			RGB(210,248,194)

Secondary Colors

Use Nightshade and Lily where you would ordinarily use black and white. #FFFFFF (white) can be used when Lily looks

Raspberry
#E270BD
RGB(226,112,189)
	Persimmon
	#F29606
	RGB(242,150,8)
		Lemon
		#F6D90F
		RGB(246,217,15)
			Kelp
			#6A7BD
			RGB(54,215,176)
				Agave
				#5AACEA
				RGB(91,172,234)

Orchid
#FFDAFE
RGB(255,218,254)
	Poppy
	#FD0CBD
	RGB(253,220,189)
		Marigold
		#FAF382
		RGB(250,243,178)
			Hosta
			#CCF4E0
			RGB(204,244,237)
				Aster
				#CBE1FF
				RGB(200,225,255)

Tertiary/ Special Colors

Use for elements like warnings, errors, and form fields.

Aspen
#D0CECE
RGB(222,222,222)
	Cherry
	#DF2424
	RGB(223,36,36)

Color Pairing

When using any secondary color within a project's palette, only the following combinations of colors are allowed.

Generally avoid using more than two secondary colors within one page.

Any 1-2 dark secondary colors (including Celery) may be used if Lily is the background.

Any 1-2 light secondary colors (including Fern) may be used if Lily is the background.

In general, avoid using Nightshade as a main color (i.e. other than text and outlines).

Lily may be used with any of these pairings

Any dark secondary color may be paired with its light counterpart (and vice versa).

Agave may be used with any light secondary color (including Fern).

Kelp may be used with any light secondary color (including Fern) except Aster.

Other acceptable pairings:

Fonts

Note: the font "Stark" is by skomi on dafont.com. License is 100% free for personal and commercial use

Heading 1: Stark Regular, size 72, leading 96

Heading 2: Source Sans Pro Regular, size 48, leading 56

Text: Source Sans Pro Regular, size 24, leading 36.

Text emphasis in **Semibold**

Links underlined in 3pt, any dark secondary color

Elements

These are premade elements that may be used in any marketing materials or social media posts.

Elements produced in the future should generally follow these aesthetics (linework or colorblocked, constructed of simple shapes) and should be added to this section.

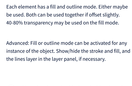
Element Usage

The elements shown above all have a stroke weight of 6, but this may be distorted when resizing. Stroke should increase with size, but MAKE SURE THAT STROKE WEIGHTS ARE CONSISTENT WITHIN EACH PAGE/PROJECT.

Wavy lines evoking mountains and water are used for further decoration and organization.

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. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Text boxes help increase contrast around text for greater legibility.



Each element has a fill and outline mode. Either maybe be used. Both can be used together if offset slightly. 40-80% transparency may be used on the fill mode.

Advanced: Fill or outline mode can be activated for any instance of the object. Show/hide the stroke and fill, and the lines layer in the layer panel, if necessary.

Elements may be used to form patterns, but only the following color combinations are allowed:

1. Dark secondary + Lily
2. Dark secondary + light secondary
3. (Advanced) Light secondary + light secondary on Soft Light blend mode
4. (Advanced) Any preapproved pairing listed in "Color Pairing" with one color on Soft Light blend mode

Images

Always ask permission before taking photos.

- Use color photos (no black-and-white photos).
- The appropriate VSCO filters should be applied to all photos.

See the social media style guide for more information.

Accessibility

Dig serves a diverse audience. Take a wide range of needs into consideration when creating educational and marketing materials.

- Use a color contrast checker to ensure the readability of headings and blocks of text.
- Label form fields (do not rely on placeholder text to label form fields)
- Ensure that media uploaded to websites has text alternatives (closed captions for videos and alt text for images)
- Limit animation (like transitions and GIFs) and do not autoplay videos
- Label buttons and links informatively (do not just write "click here")
- Follow English spelling and grammar conventions and write materials at about an 8th grade reading level

See this guide for detailed information about each of these topics.

Sample Materials

These examples follow all of the guidelines mentioned above.