

THE FATAL STATE VIOLENCE STYLE GUIDE



ARCHCITY
DEFENDERS

PROJECT'S BACKGROUND

This project grew out of ArchCity Defenders’ work as a holistic legal advocacy organization to combat the criminalization of poverty and state violence against poor people and people of color. ArchCity Defenders seeks to not only represent individuals in court who have been victimized by the state, but also raise up marginalized voices in order to create larger systemic change.

The phrase “fatal state violence” refers to the instances in which state sanctioned institutions or officials such as prisons and police officers become deadly; as well as the larger culture of brutality and injustice that defines those systems and leads to such a high mortality rate for those with whom they interact.

This Style Guide is for The Fatal State Violence Report, The Fatal State Violence Resource Guide, and The Fatal State Violence Family Guide that are scheduled to be released by ArchCity Defenders in the beginning of the year 2020.

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PHOTOGRAPHY

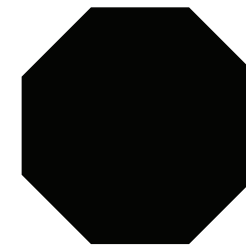
THE BASICS:

- Default page margins should be 0.75 inches; top, bottom, left, and right.
- Page numbers should be at the bottom right of each page.
the number's text box should be aligned left and touch the bottom right corner of the page margin with the top left corner of its text box.

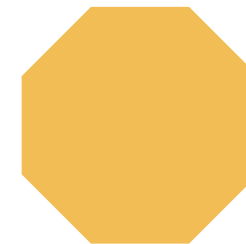
THE FRONT COVER:

- Background image should be black and white with a “mist“ effect around the edges.
- The title of the publication should have a black drop shadow
- The cover should also include a blurb explaining the contents of the publications
- The ArchCity Defenders logo should be centered at the bottom margin

COLORS



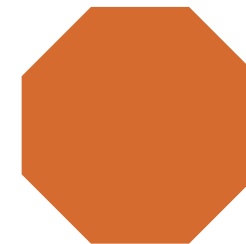
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CMYK 75 68 67 90



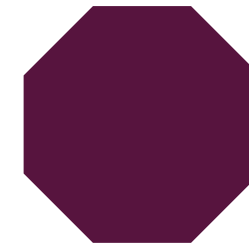
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CMYK 5 26 78 0



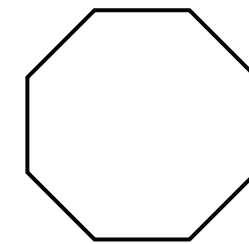
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CMYK 88 60 48 32



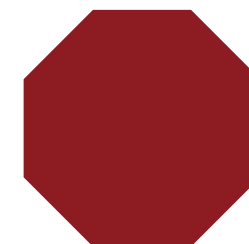
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CMYK 13 69 95 2



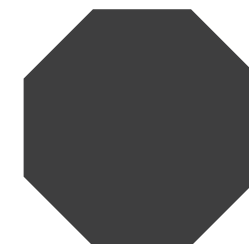
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CMYK 55 96 46 45



RGB #ffffff
CMYK 0 0 0 0



RGB #8d1c23
CMYK 28 99 92 29



RGB #414042
CMYK 0 0 0 90

TYPOGRAPHY

THERE ARE 3 TYPEFACES THAT CAN BE USED IN THE DESIGN OF THE FATAL STATE VIOLENCE PUBLICATIONS:

CAMPAIGN

Campaign Thin	Campaign Medium
Campaign Thin Italic	Campaign Medium Italic
Campaign Light	Campaign Bold
Campaign Light Italic	Campaign Bold Italic
Campaign Regular	Campaign Black
Campaign Italic	Campaign Black Italic

MULI

Muli ExtraLight	Muli SemiBold Italic
Muli ExtraLight Italic	Muli Bold
Muli Light	Muli Bold Italic
Muli Light Italic	Muli ExtraBold
Muli Regular	Muli ExtraBold Italic
Muli Italic	Muli Black
Muli SemiBold	Muli Black Italic

LATO

Lato Hairline	Lato Regular	Lato Bold
Lato Hairline Italic	Lato Regular Italic	Lato Bold Italic
Lato Thin	Lato Medium	Lato Heavy
Lato Thin Italic	Lato Medium Italic	Lato Heavy Italic
Lato Light	Lato SemiBold	Lato Black
Lato Light Italic	Lato SemiBold Italic	Lato Black Italic

CAMPAIGN

IN THE REPORT

- Campaign Black Italic, All Caps, 48pt is used for the Front Page Title. The Main Color is **YELLOW**, the Secondary Color is **ORANGE**.
- Campaign Bold, All Caps, 20pt is used for the Front Page Subtitle and Date. The Color is **WHITE**.
- Campaign Black, All Caps, 30pt, is used for Headers. The Color is **YELLOW**.
- Campaign Bold, All Caps, 19pt, is used for the Table of Contents. The Color is **ORANGE**.
- Campaign Bold Italic, 18pt, is used for Page Numbers. The Color is **BLACK**.

IN THE RESOURCE GUIDE

- Campaign Black Italic, All Caps, 38pt is used for the Front Page Title. The Color is **ORANGE**.
- Campaign Regular, 20pt, is used for Headers. The Color is **BLUE**.
- Campaign Medium, All Caps, 11pt, is used for the Caption Name of Family Members' Photograph. The Color is **BLUE**.
- Campaign Bold Italic, 18pt, is used for Page Numbers. The Color is **BLACK**, and sometimes **WHITE**.

MULI

IN THE REPORT

- Muli Black, All Caps, 16pt, 22.4pt Leading is used for Subheaders and Stand-out Text. The Color is **ORANGE**.
*exception: “The Problem” page, where the only changes are Subheaders are 18pt and **YELLOW**.
- Muli Regular, 14pt, 20.8pt Leading is used for Body Text. The Color is **PURPLE**. *exception: “The Problem” page, where the only changes are the Body Leading is 16.8pt.
- *Muli Black, All Caps, in various point sizes, is used throughout the report for other subheaders and stand-out information. It is seen in **BLUE**, **ORANGE**, and **RED**.

LATO

IN THE RESOURCE GUIDE

- Lato Medium Italic, 18pt, is used for the Front Page Subtitle. The Color is **WHITE**.
- Lato Medium Italic, 16pt, is used for the Front Page Date. The Color is **WHITE**.
- Lato Regular, 13pt, 16.4 Leading, is used for Body Text. The Color is **GRAY**.
- Lato Regular, 8pt, 4pt Baseline Shift is used for Footnote Numbers. The Color is **GRAY**.
- Lato Italic, 11pt, 16.4 Leading, is used for Quotes. The Color is **ORANGE**.
- Lato Bold, 13pt is used for Subheaders. The color is **BLUE**.

PHOTOGRAPHY

As mentioned earlier, the image on the cover page of each publication should be black and white with a mist effect around the edges.

All images used should be in black and white with the exception of the family member photographs in the resource guide.

All images must be royalty free. Here are some websites that are open to the public to access:

- <https://unsplash.com/>
- <https://pixabay.com/>
- <https://www.flickr.com/>

We can also use photos from Chuck Ramsay’s, ACD’s volunteer photographer, site:

- <https://www.chuckramsay.com/i-shoot-justice>

–A black and white photo should run across the top of the page as a banner whenever there is a header at just over 1.25in height.

FSV STYLE GUIDE

SEP 2019

applies to the

FSV REPORT

FSV RESOURCE GUIDE

FSV FAMILY GUIDE



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