

Using 18F's Brand Templates Instructions & Best Practices

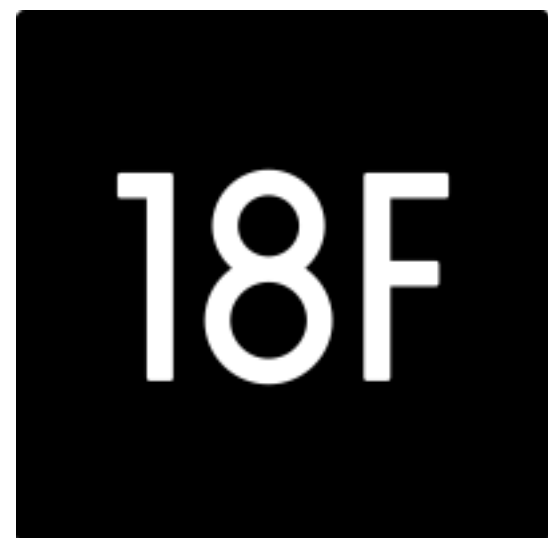
Last updated 1/12/16

18F Logo Usage

A detailed visual style guide is in the works. Until it's ready, here are some guidelines for using 18F's logo.



Note: Blue (#00cfff) and white are not 508 conformant, however, logos are exceptions to this rule. Because the blue logo is less accessible, use the black logo as the default.



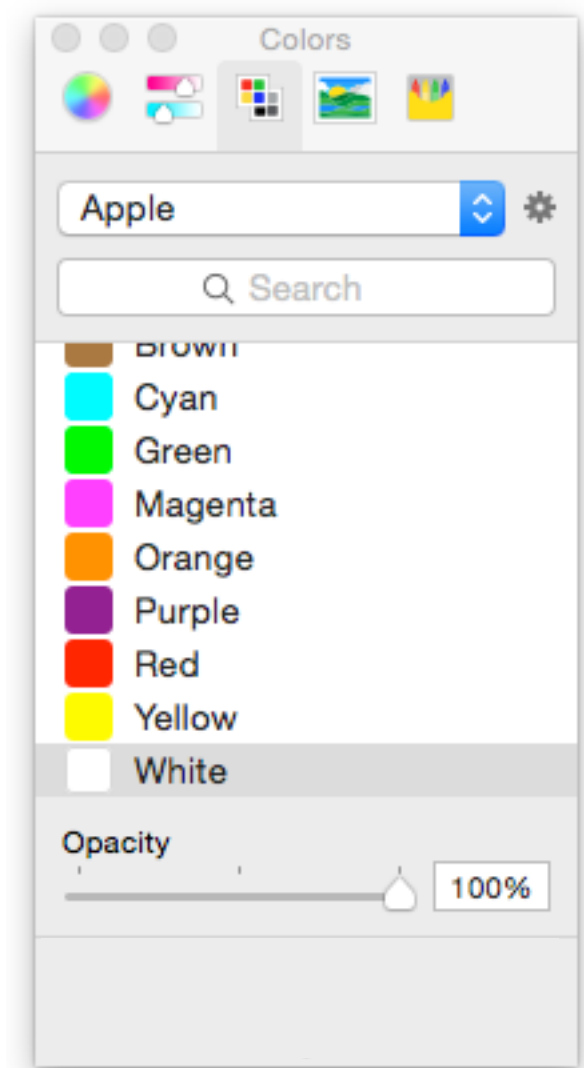
- **Do** use the black version of the logo as your default. The bright blue version should be used in stand alone instances or templates we've provided.
- **Do** place the logo on a white background with adequate white space surrounding it.
- **Do** ask in #18f-branding when you have questions.
- **Don't** change the color of the logo.
- **Don't** place the logo over images.
- **Don't** stretch or skew the logo.

Installing Color Swatches

18F Brand Colors

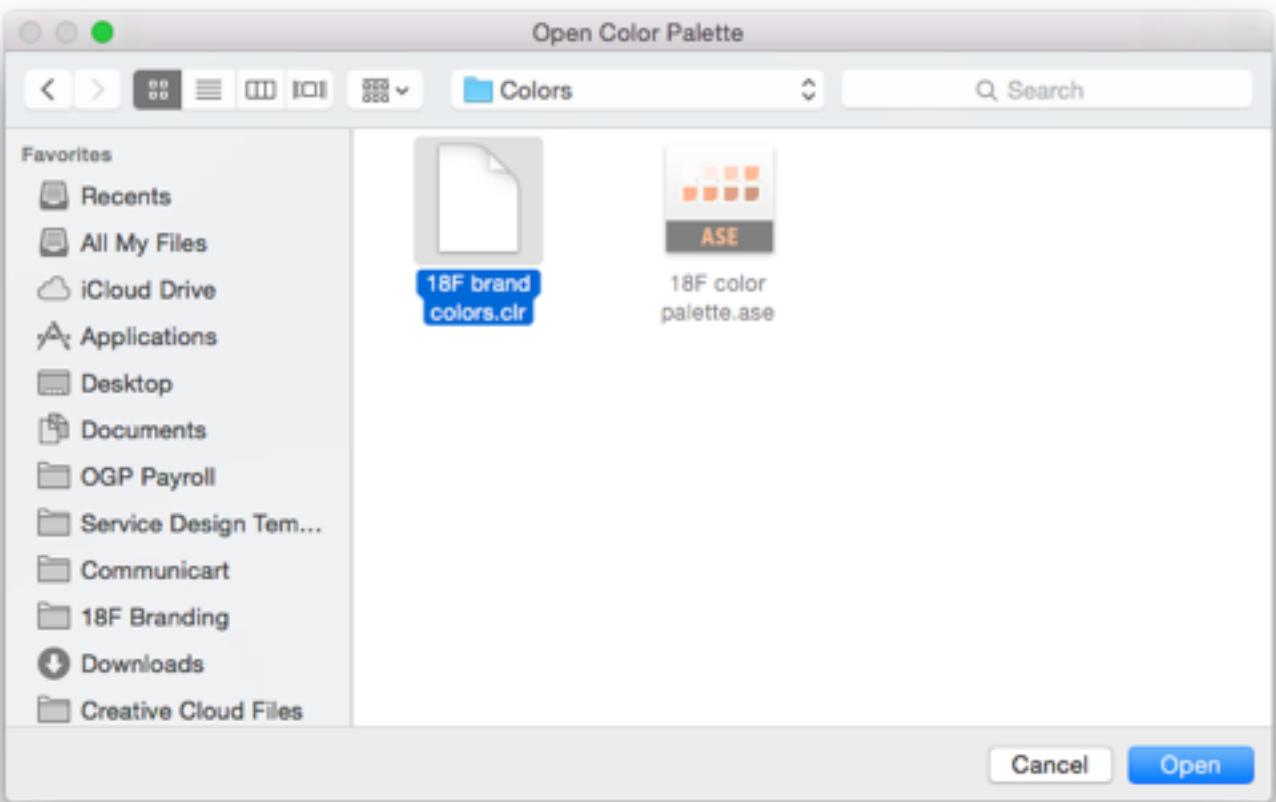
Step 1

In Keynote, open the colors window (Shift + command +C) in Keynote. Click the gear icon and select open.



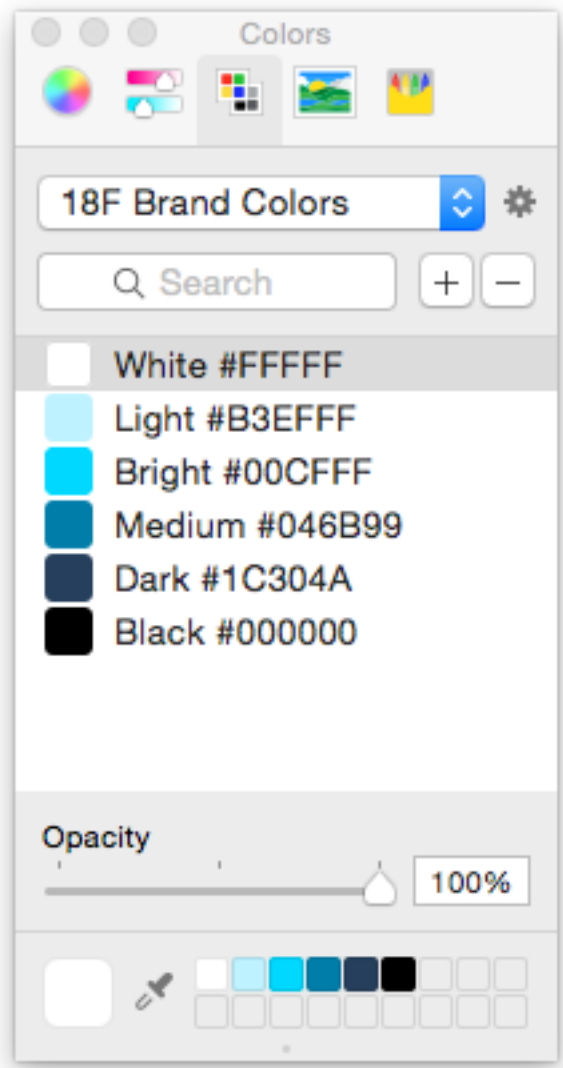
Step 2

In the 18F brand colors folder, select 18F_brand_colors.clr and click open.



Step 3

You now have access to 18F's brand colors across apple apps.



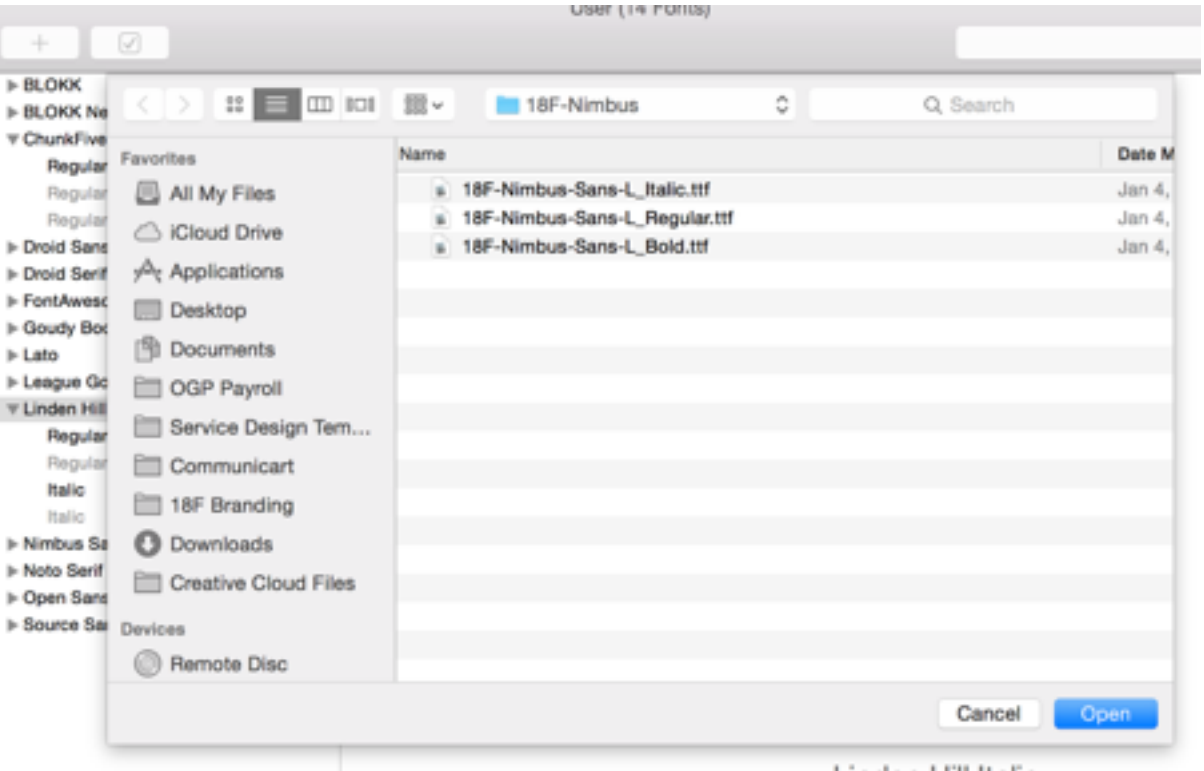
Typography

Using 18F's Brand Font

Step 1

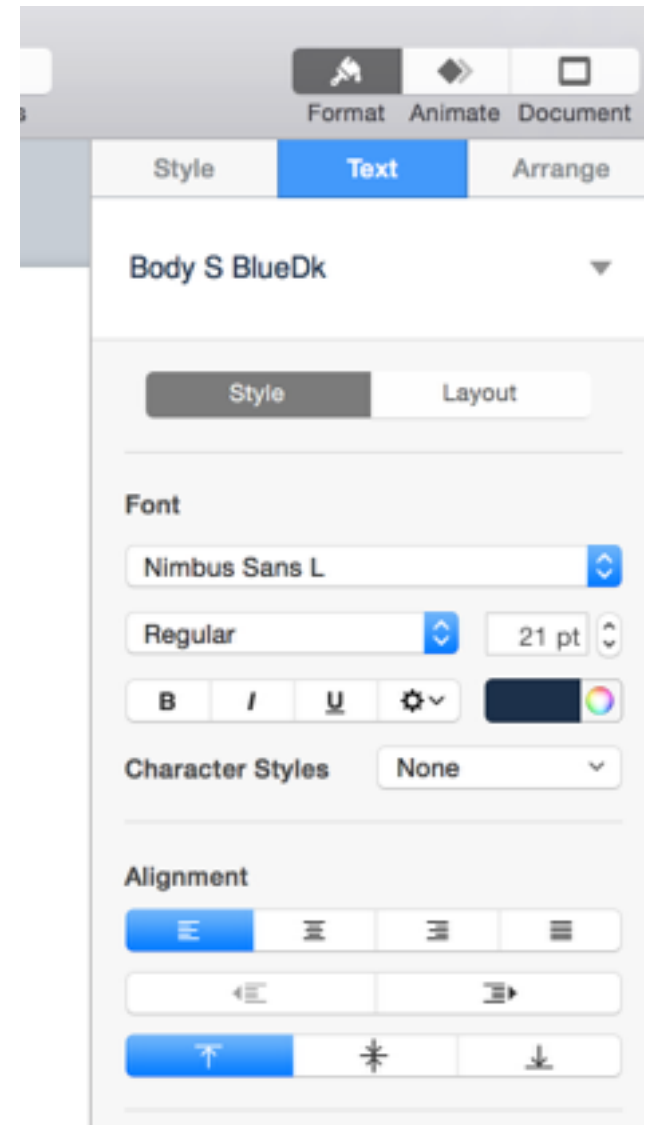
In Font Book (or your preferred font manager) click File > Add Fonts and navigate Typography / 18F-Nimbus.

When using google docs use Helvetica.



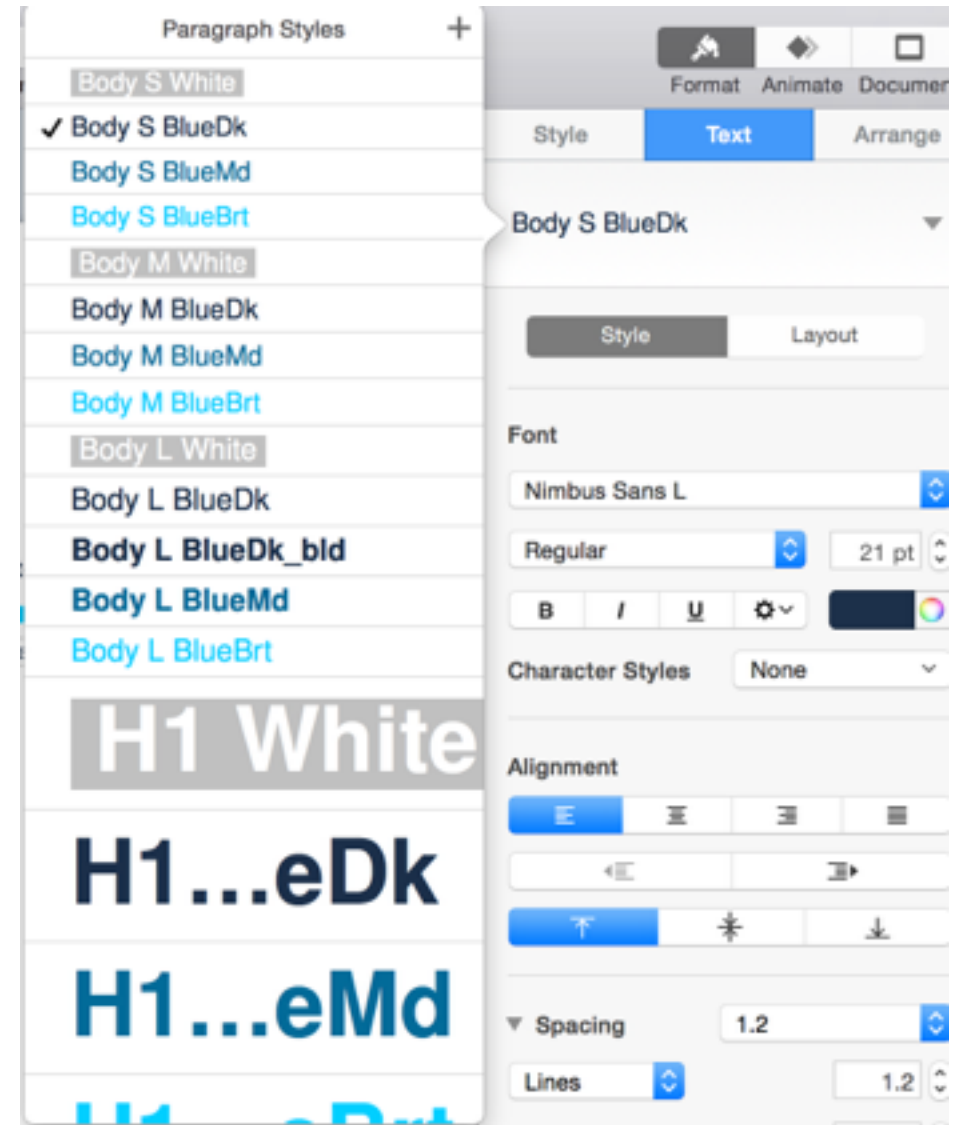
Step 2

In Keynote, click on the Format button in the top right. The inspector panel will allow you to customize your presentation.



Step 3

Paragraph styles are provided to give you a starting point for formatting your presentation. Using paragraph styles allows you to easily make changes across your presentation.

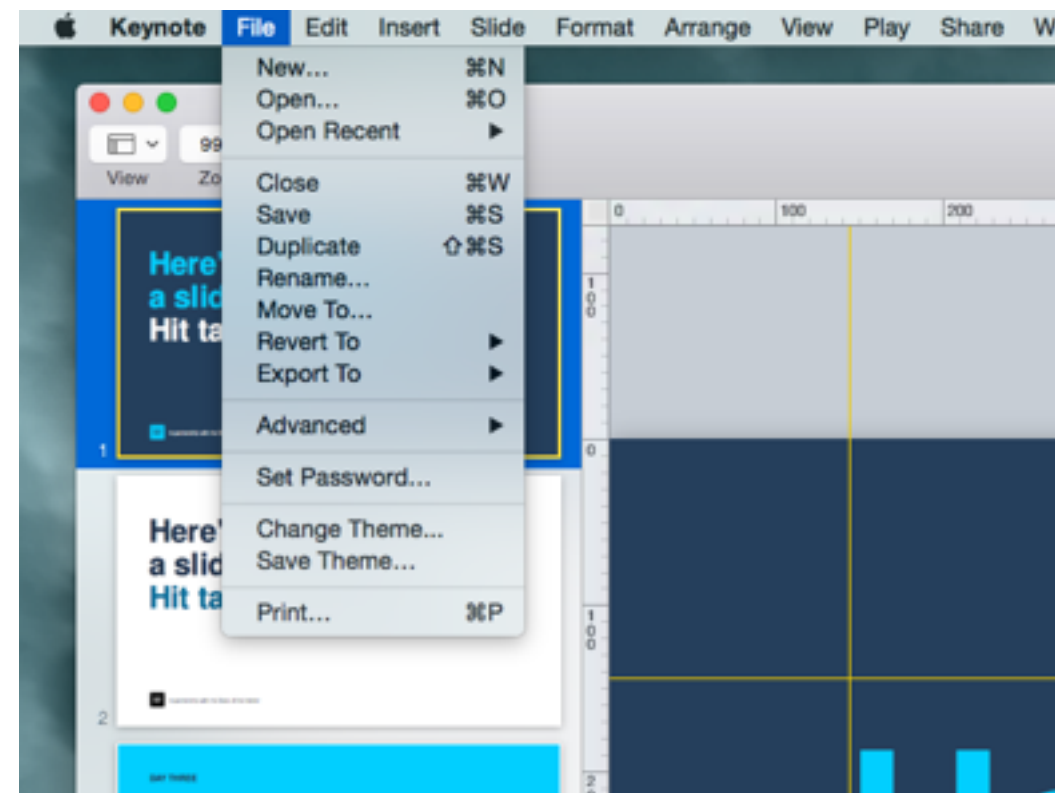


Saving a Theme

Installing and using a keynote theme

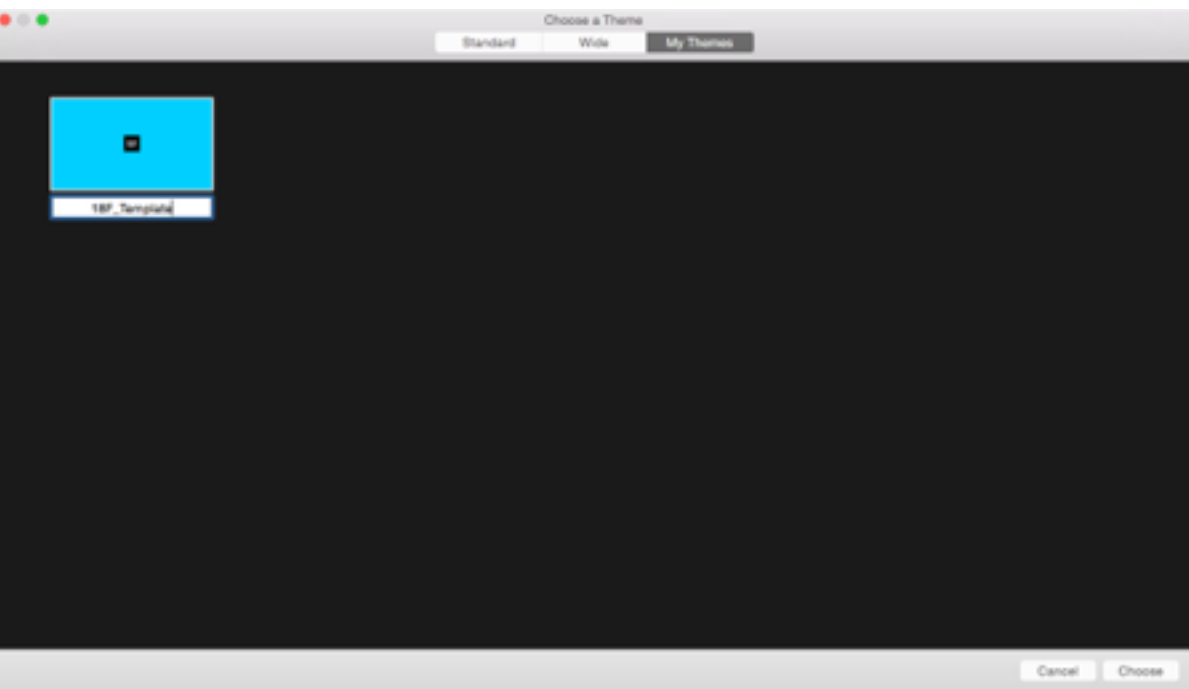
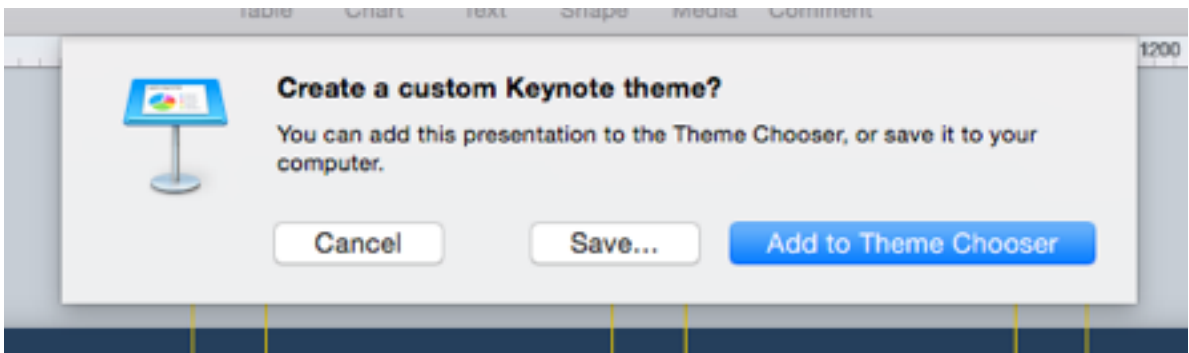
Step 1

With the 18F's keynote template open, click File > Save Theme.



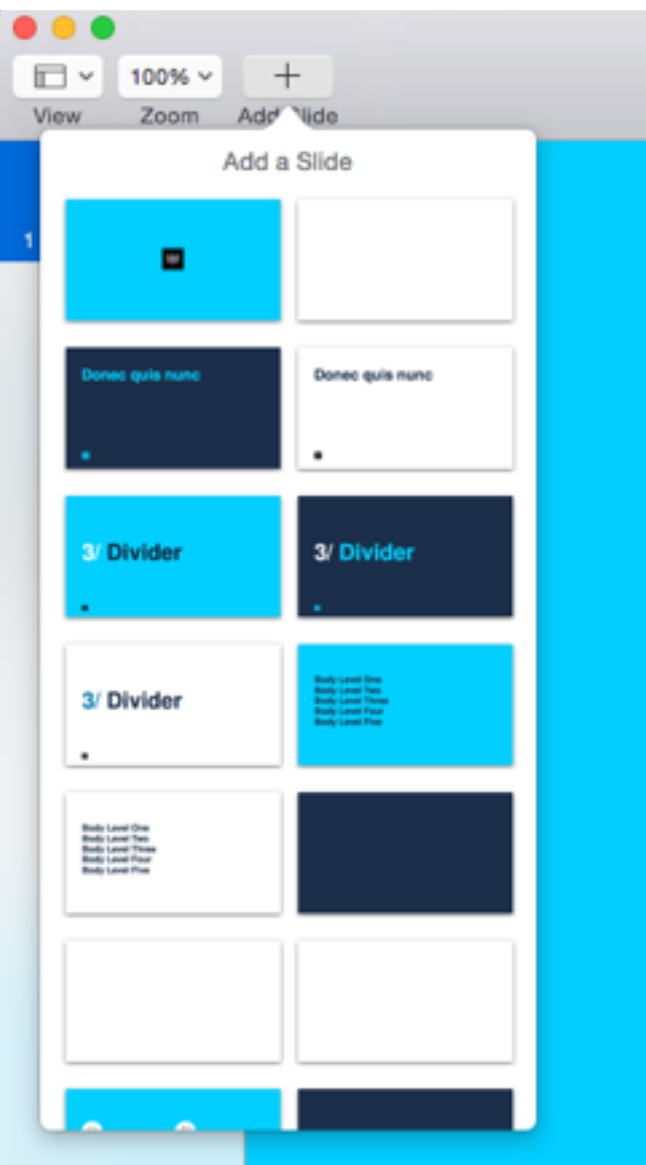
Step 2

Click Add to Theme Chooser. Now you can choose 18F's template from the Theme Chooser when creating a new presentation.



Step 3

When using 18F's template, you can choose different layouts by selecting and inserting master pages.

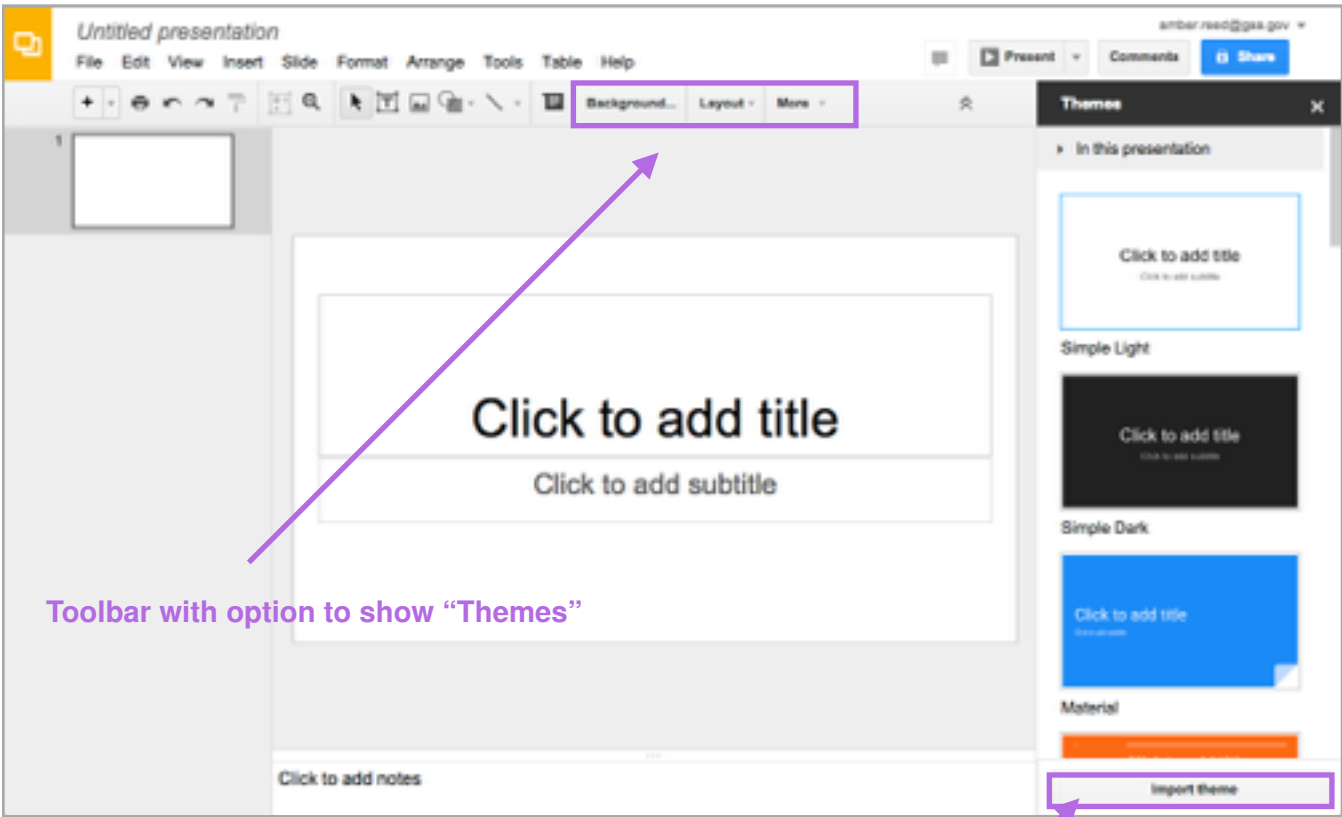


Saving a Theme

Installing and using a google theme

Step 1

In google drive click “New” and select “Google slides”. In your presentation select the “Theme” button in the tool bar to view Themes. Click the “Import theme” button on the bottom of the theme menu.

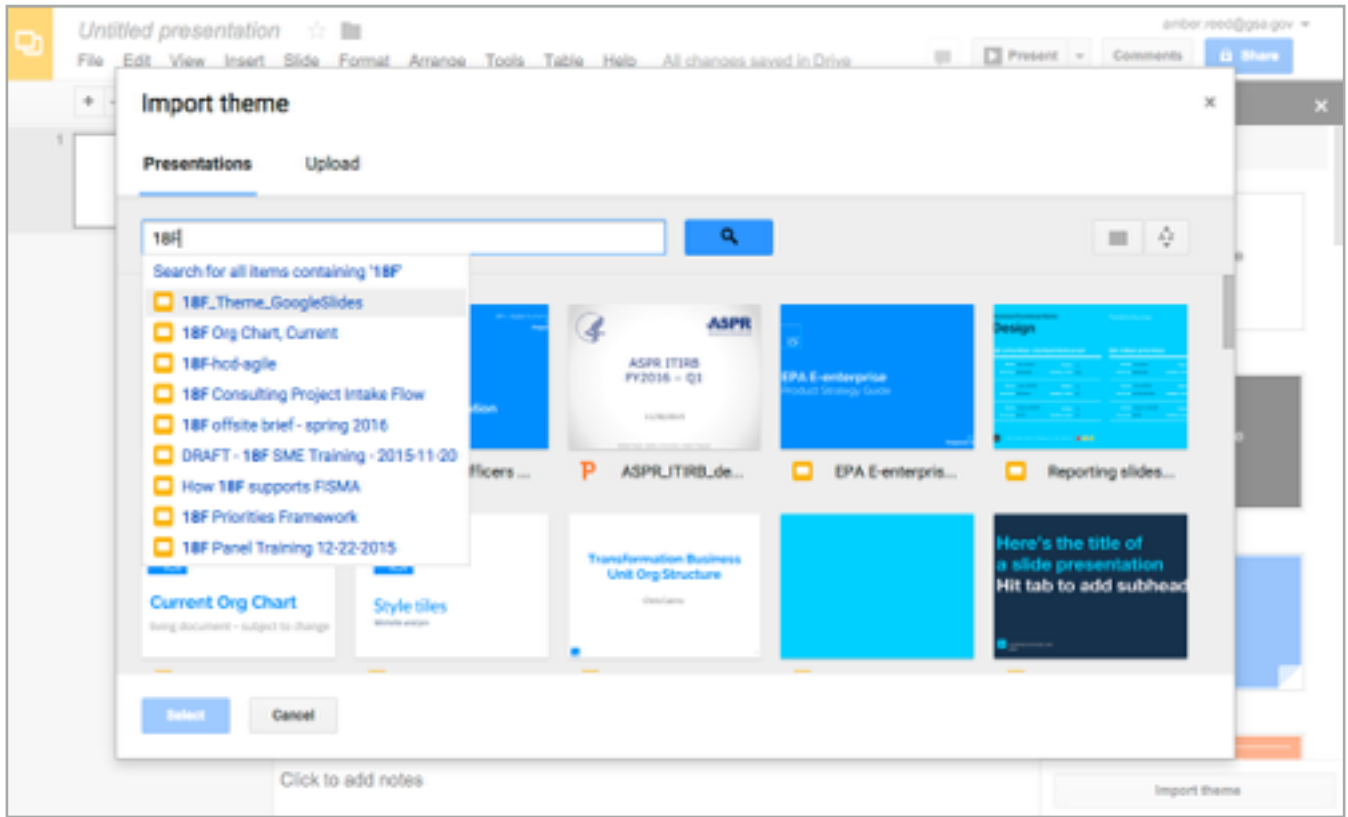


Toolbar with option to show “Themes”

“Import theme” button

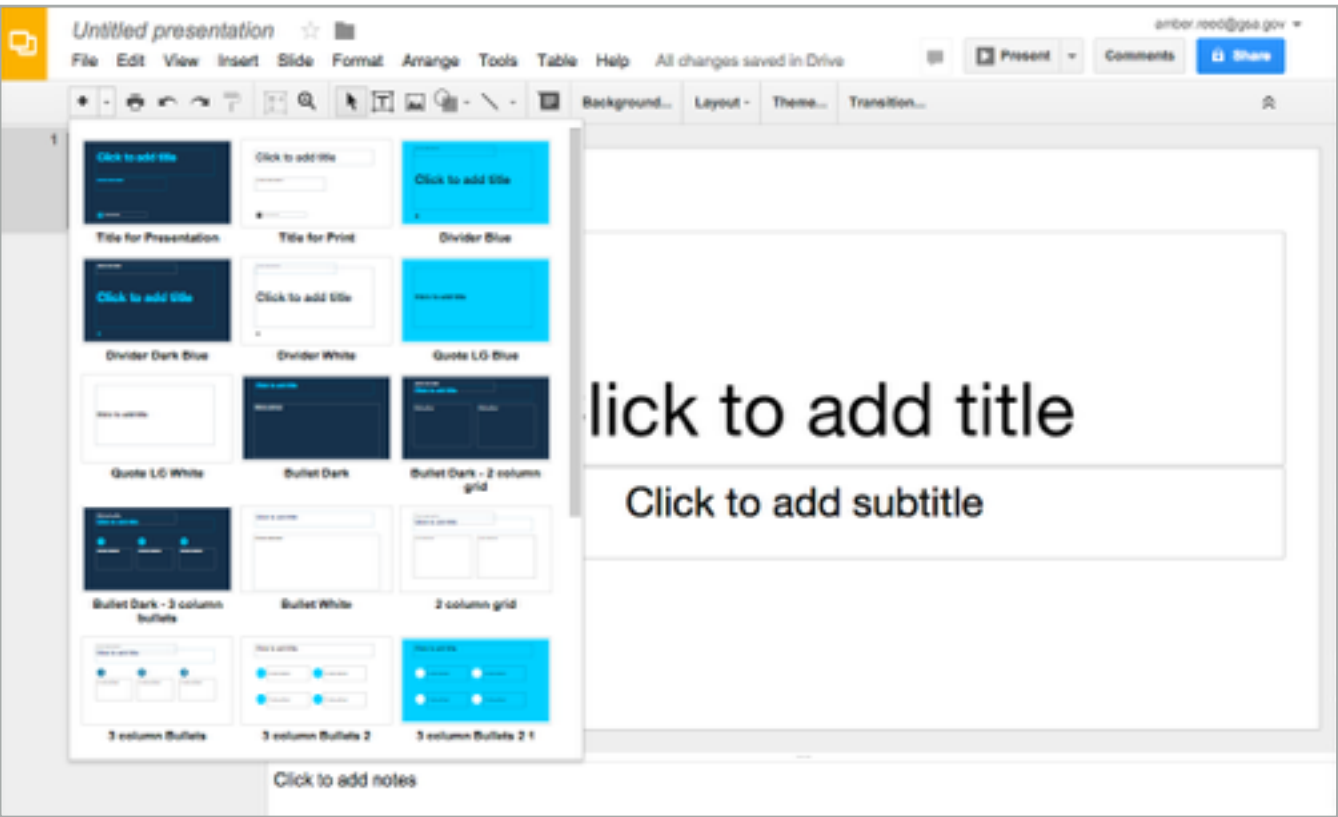
Step 2

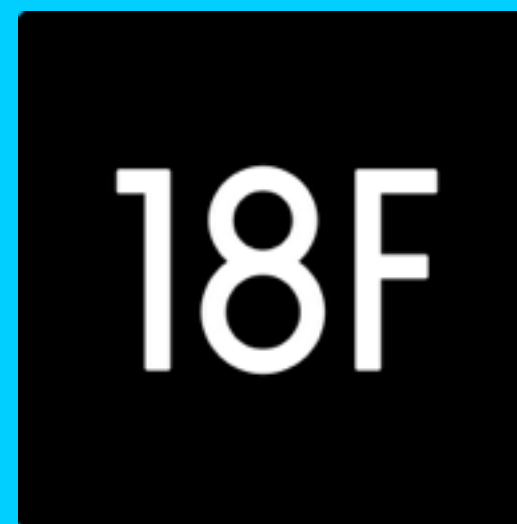
In the search bar select 18F_Theme_GoogleSlides. Select and import theme.



Step 3

When using 18F’s template, you can choose different layouts by selecting and inserting master pages.





Keynote Support:

<https://www.apple.com/support/mac-apps/keynote/>

18F Visual Brand Questions:

[#18F-branding](#)