Table of Contents

Typography

|	SPECIFICATION	USAGE
H1 # Circular Bold	**Circular Bold** size: 80pts letter spacing: -30	Band titles on long form chapters longform content such as the imapct report
H2 ## Circular Bold	**Circular Bold** size: 60pts letter spacing: -30	Page header for use over hero images and on the page
H3 ### Circular Bold	**Circular Bold** size: 48pts letter spacing: -30	On the page headers
H4 #### Circular Bold	**Circular Bold** size: 32pts letter spacing: -30	Page header on **MOBILE** for use over hero images and on the page
H5 ##### Circular Bold	**Circular Bold** size: 24pts letter spacing -30	Subheaders and smaller titles
H6 Circular Book	**Circular Book** size: 14pts letter spacing: -30	Footnotes, captions, and navigation

|	SPECIFICATION	USAGE
INTRO PARAGRAPH STYLE Living in the same city where you work fosters a critically important connection to the community and people you serve. Yet for firefighters, police officers, teachers, nurses and millions of other low- and moderate-income workers in urban areas, it can be a herculean challenge to find safe, affordable housing near where they work. Since the housing and economic crash of 2008, cities have failed to keep pace with the demand for housing for low- and moderate-income renters and owners, forcing too many workers to live away from the communities that need them most. In its Housing Finance at a Glance Monthly Chartbook, the Urban Institute reports that, for the majority of the nation's largest metropolitan areas, home sales prices are less affordable in 2016 that they were in 2003.	**Circular Book** Size - 24pts letter spacing - 0 line spacing - 34pts color - #333333	Intro body copy on desktop

Typography (continued)

|	SPECIFICATION	USAGE
PARAGRAPH STYLE Founded on April 14, 1923 by the Amalgamated Clothing Workers of America, Amalgamated Bank is the largest majority-owned union bank and one of the only unionized banks in the United States. Amalgamated Bank is majority-owned by a Service Employees International Union (SEIU) affiliate and has never received a government bailout. Amalgamated has a long history of helping labor movements. It once opened its bank vaults on a Saturday in order to provide $300,000 in bail for striking workers. On a separate occasion, the bank provided the National Association for the Advancement of Colored People (NAACP) with $800,000 for a cash bond that had to be posted in 24 hours. In 1973, bank employees worked all weekend to keep striking Philadelphia teachers out of jail, and, in 1982, Amalgamated made a $200,000 loan to the striking National Football League Players Association despite the fact that they did not have an account at the bank.	**Circular Book** Size - 18pts letter spacing - 0 line spacing - 28pts color - #333333	All body copy on desktop and mobile

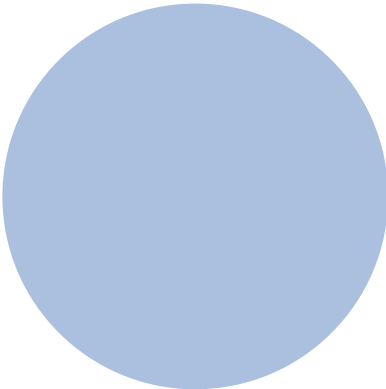# Colors, Buttons, and Links

Primary Colors
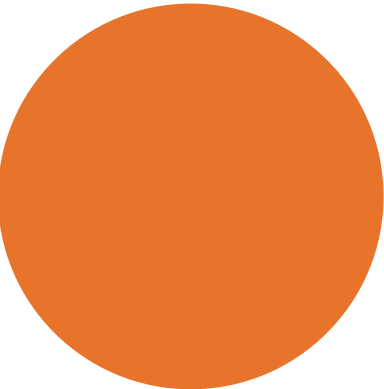
#e8742c
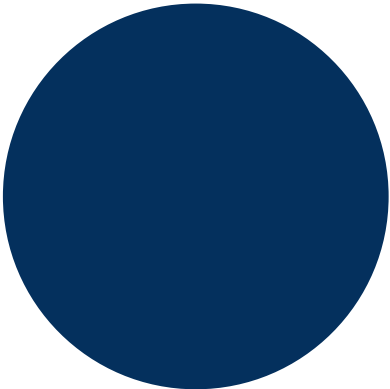
#03305c
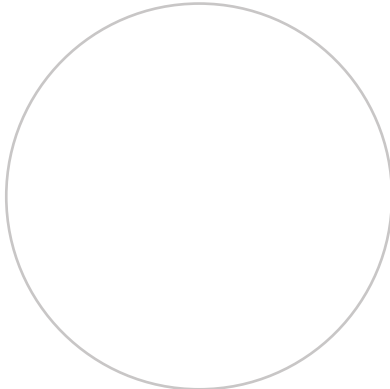
#ffffff

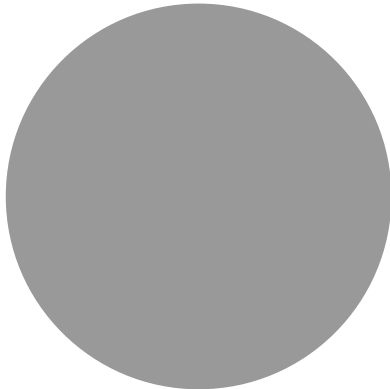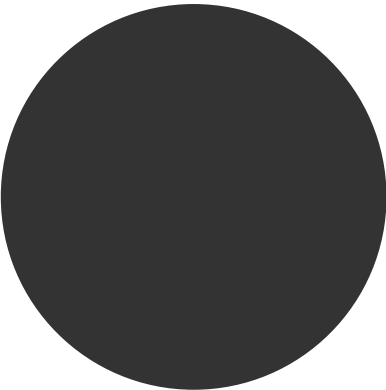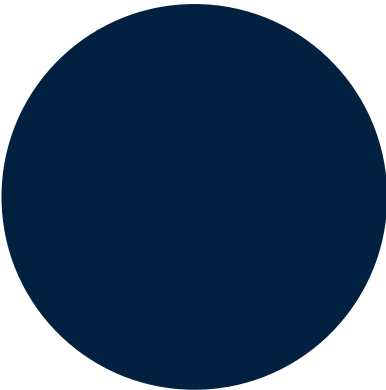## Secondary Colors

#f1f1f1

#c5d3ee

#999999

#333333

#02203f
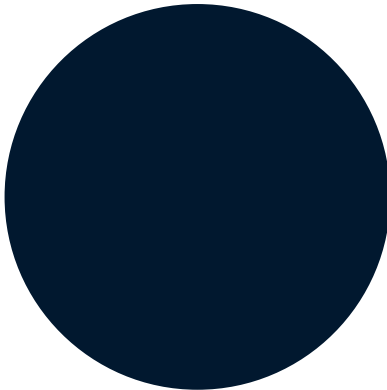
#01182f

Buttons

Primary Button

Width is relative

Apply now

height 38px

28px padding   28px padding

Default
Apply now

1. #e8742c

Hover
Apply now

1. #e05900

Down
Apply now

1. #e04700

Secondary Button

Width is relative

Learn more

height 38px

28px padding   28px padding

Default
Learn more
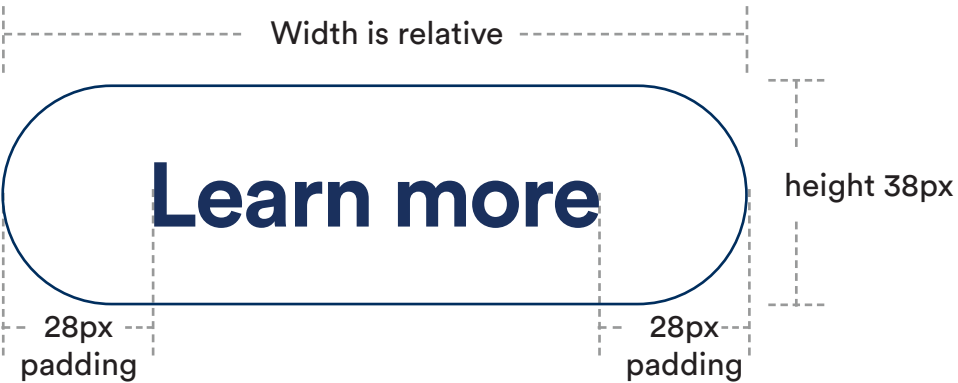
1. #002d5e

Hover
Learn more

1. #03305c

Down
Learn more

1. #001642

Links

Inline Link

Underline Default
#c5d3ee, 3px high

Unfortunately, low- and moderate-income workers still face a dearth of affordable housing options and continue to be priced out of the cities where they work. Even without any further cuts to federal housing support by the Trump Administration, the Center on Budget and Housing Priorities projects that due to the 2011 Budget Control Act, rental vouchers for 25,000 low income households will lose funding in 2017.

Underline Hover
#c5d3ee, 38px high, 80% opacity

Trump Administration, the Center on Budget and Housing Priorities projects that due to the 2011 Budget Control Act,

Link List

Popular Pages

Amalgamated Homepage ›

Personal ›

Organizational ›

Business ›

Commercial Lending ›

Institutional Investiong ›

Who We Are ›

Locations ›

Contact ›

Link ›

Caret
Unicode Decimal Code: ›
24pt, baseline shift -2pt

Default

#03305c

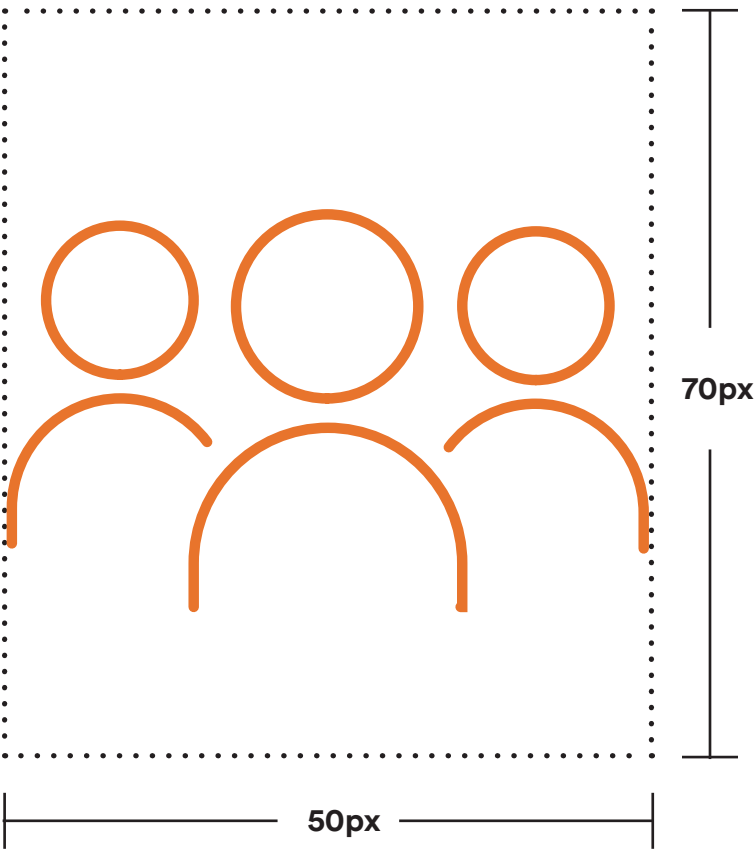**Hover**

#c5d3ee

Press

#01182f

Icons and Illustrations

Icons

Icons are a simple one color visuals used as anchors to indicate a primary for call to action or to puncuate a point.
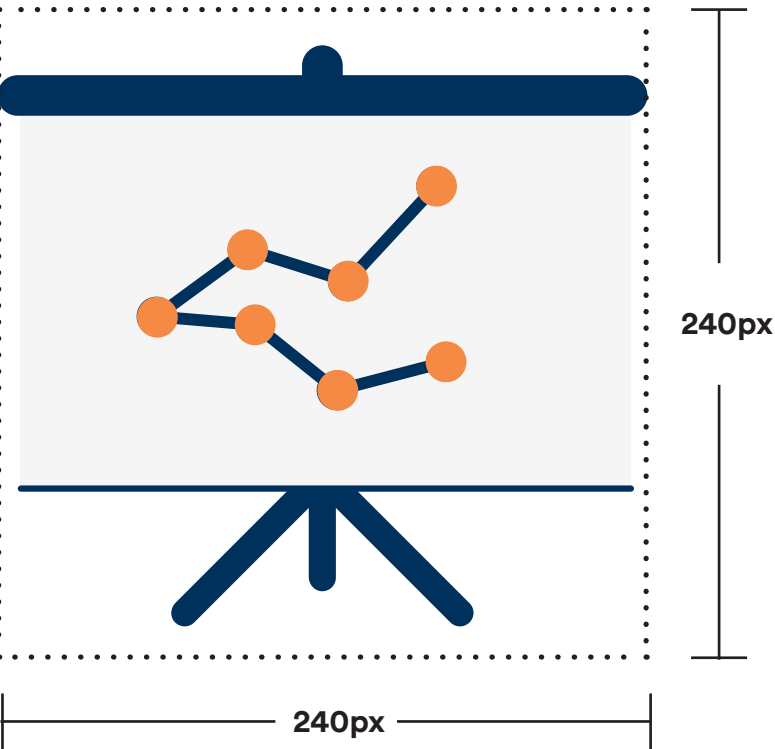
70px

50px

Sample Icons

Illustrations

Illustrations provide a narrative to support concepts. Richer than icons and detailed with three colors.

240px

240px

Sample Illustrations

Photos

Dimensions
Aspect ratio = 1 × 1

Sizes
2 column = 166 × 166
4 column = 362 x relative

Usage
People profiles in right rail
In page redirect

Dimensions
Aspect ration = 4 × 3

Sizes
4 column = 362 × 272
12 column = 1145 x

Usage
People listing
General in page lists
Touts

Dimensions
Aspect ratio = 16 × 9

Sizes
12 column = 1146 × 645

Usage
In page videos
In page static image
In page slideshow

Photos

Dimensions
Aspect ration = 4 × 3

Sizes
4 column = 362 × 272
12 column = 1145 x

Usage
People listing
General in page lists
Touts

Dimensions
Aspect ration = 4 × 3

Sizes
4 column = 362 × 272
12 column = 1145 x

Usage
People listing
General in page lists
Touts

Dimensions
Aspect ratio = NA

Sizes
12 column = 375 x flex

Usage
Promotional band

Photos (continued)

Dimensions
Aspect ratio = NA

Sizes
Flex x 375

Usage
Promotional band

Accordion

Default

Credit

I need to borrow money, where do I start?   +

How do lines of credit work?   +

Is there such a thing as good debt? (Yes!)   +

What is an APR & why should I care?   +

How do I manage my   +

1. Padding = 30 px
2. Text
   24pt Circular Bold
   #999999
3. Text
   35pt Circular Bold
   #999999

Hover

Credit

I need to borrow money, where do I start?   +

How do lines of credit work?   +

Is there such a thing as good debt? (Yes!)   +

What is an APR & why should I care?   +

How do I manage my   +

1. Hover color = #ebebeb

Down

Credit

I need to borrow money, where do I start?   +

How do lines of credit work?   +

Is there such a thing as good debt? (Yes!)   +

What is an APR & why should I care?   +

How do I manage my   +

1. Down color = #e0e0e0

Open

Credit

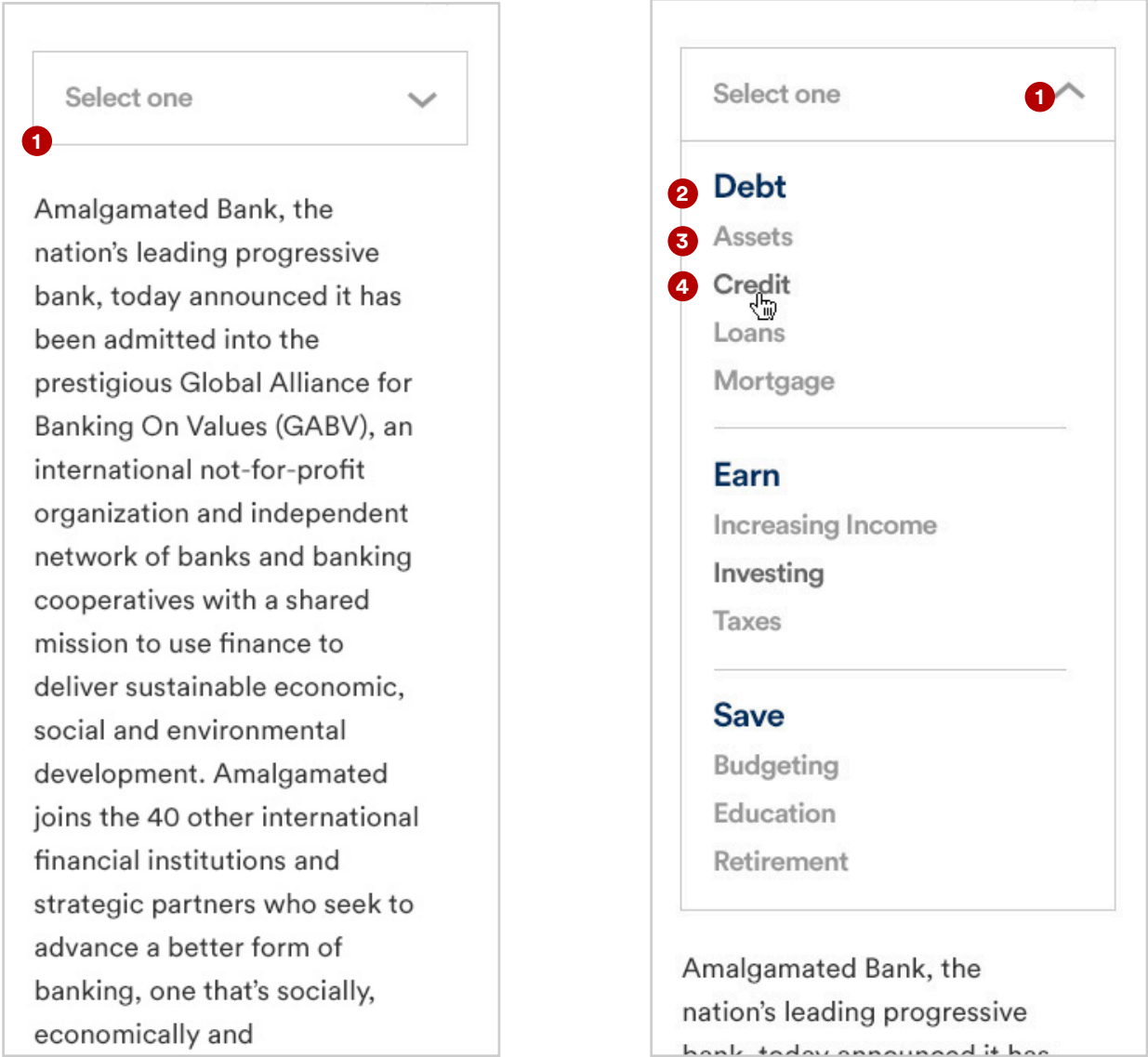I need to borrow money, where do I start?   +

How do lines of credit work?   −

The inaugural class of the Aspen Institute's Finance Leaders Fellowship—22 leaders who will participate in a two-year Fellowship.

Is there such a thing as good debt? (Yes!)

1. Heading is subheader style
   24pt Circular Bold
   #03305c
2. Plus icon turns to minus when open
3. Text is basic paragraph style
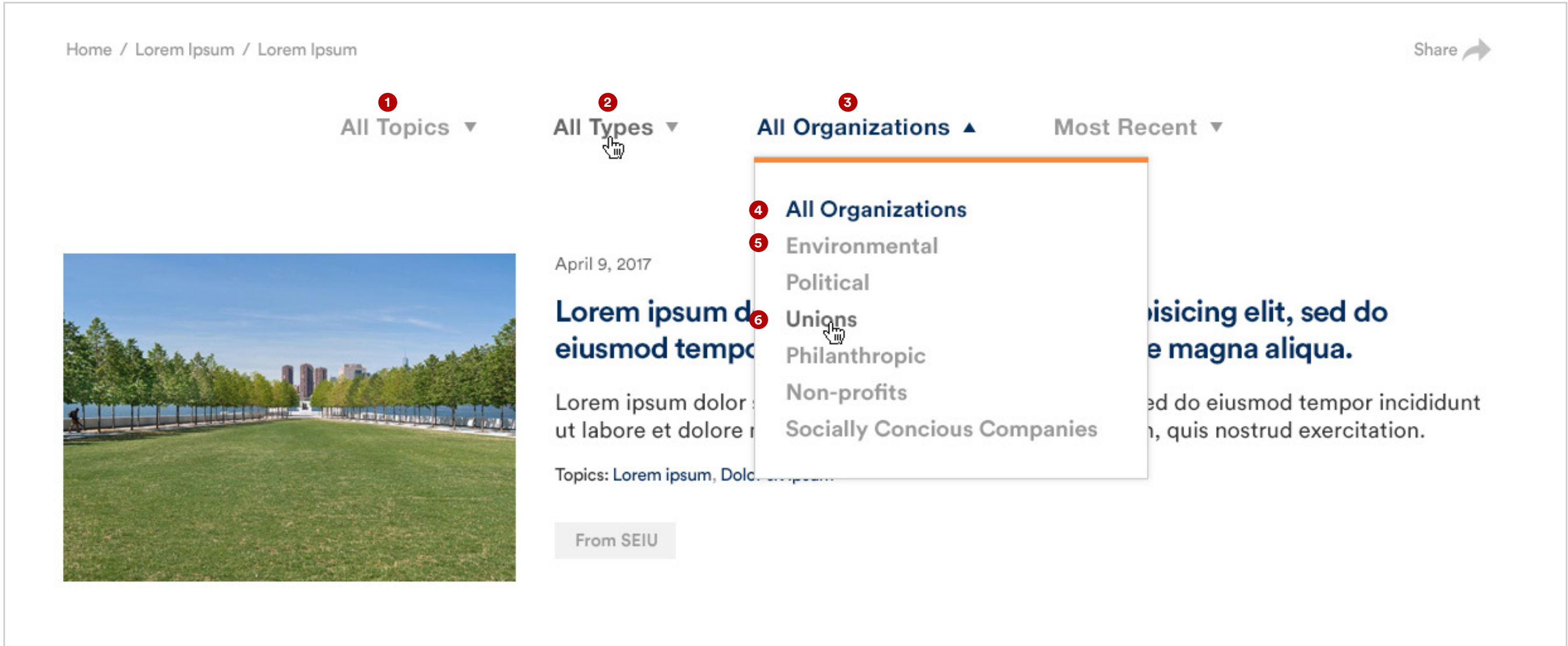   24pt Circular
   Book #999999

Dropdowns and Filters

Select one ⌄

1

Amalgamated Bank, the nation's leading progressive bank, today announced it has been admitted into the prestigious Global Alliance for Banking On Values (GABV), an international not-for-profit organization and independent network of banks and banking cooperatives with a shared mission to use finance to deliver sustainable economic, social and environmental development. Amalgamated joins the 40 other international financial institutions and strategic partners who seek to advance a better form of banking, one that's socially, economically and

Select one ^ **1**

2 **Debt**
3 Assets
4 Credit
Loans
Mortgage

Earn
Increasing Income
Investing
Taxes

Save
Budgeting
Education
Retirement

Amalgamated Bank, the nation's leading progressive bank, today announced it has

1. Box line: #cccccc
2. Circular bold: 18pt #cccccc

1. Arrow points up when open
2. Title: Circualar Bold 24pt #03305c
3. Default: Circular Bold 18pt #999999
4. Hover: Circular Bold 18pt #666666

# Dropdowns and Filters

Desktop and Tablet

Share →

① All Topics ▼   **②** All Types ▼   **③** All Organizations ▲   Most Recent ▼

④ All Organizations
⑤ Environmental
Political
⑥ Unions
Philanthropic
Non-profits
Socially Concious Companies

April 9, 2017

Lorem ipsum d... ...bisicing elit, sed do eiusmod temp... e magna aliqua.

Lorem ipsum dolor s... ...ed do eiusmod tempor incidunt ut labore et dolore ... n, quis nostrud exercitation.

Topics: Lorem ipsum, Dolo...

From SEIU

---

1. Default:
Circualar Bold 24pt
#999999

2. Hover:
Circualar Bold 24pt
#666666

3. Active:
Circualar Bold 18pt
#03305c

4. Active:
Circualar Bold 18pt
#03305c

5. Default:
Circualar Bold 24pt
#999999

6. Hover:
Circualar Bold 24pt
#666666

7. Line:
4px high
#02203f

Dropdowns and Filters

Mobile Filters

1. Padding = 20px
2. Text
   18pt Circular Bold
   #999999
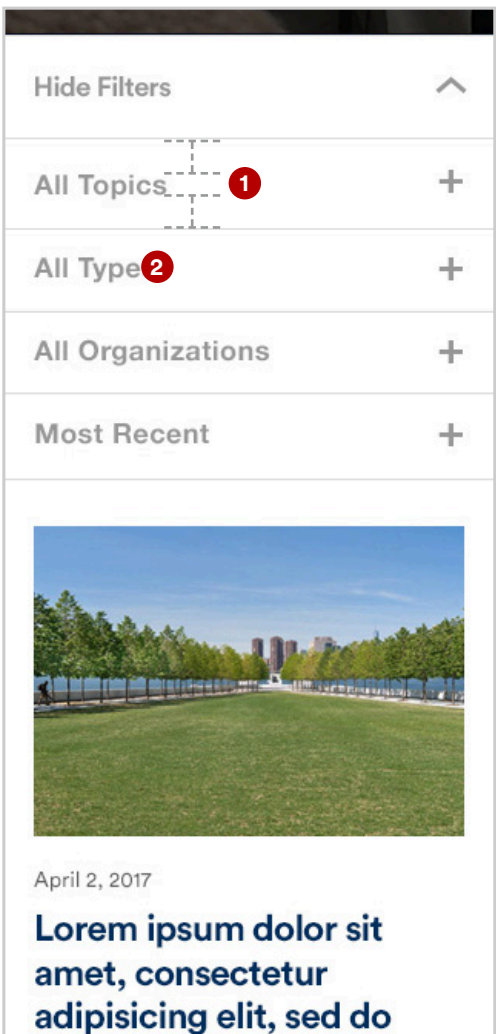
1. Padding = 20px
2. Text
   18pt Circular Bold
   #999999
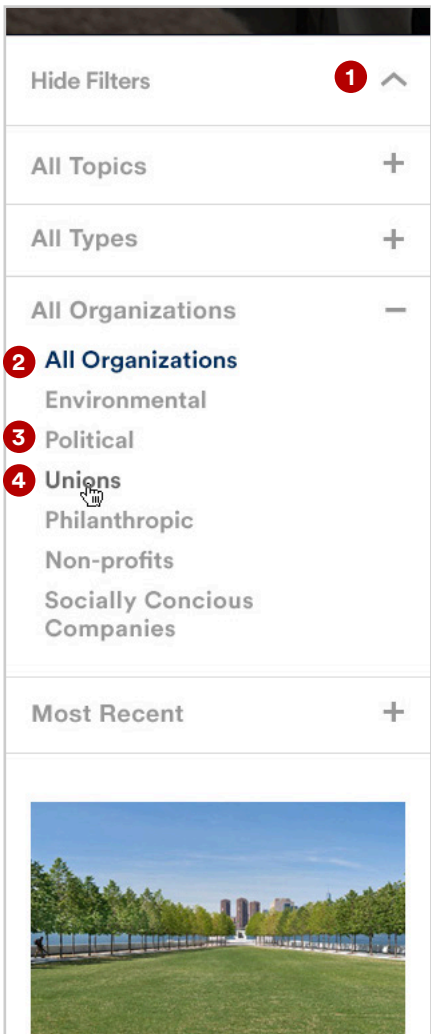
1. Arrow points up when open
2. Title: Circualar Bold 24pt #03305c
3. Default: Circular Bold 18pt #999999
4. Hover: Circular Bold 18pt #666666

Band Specs.
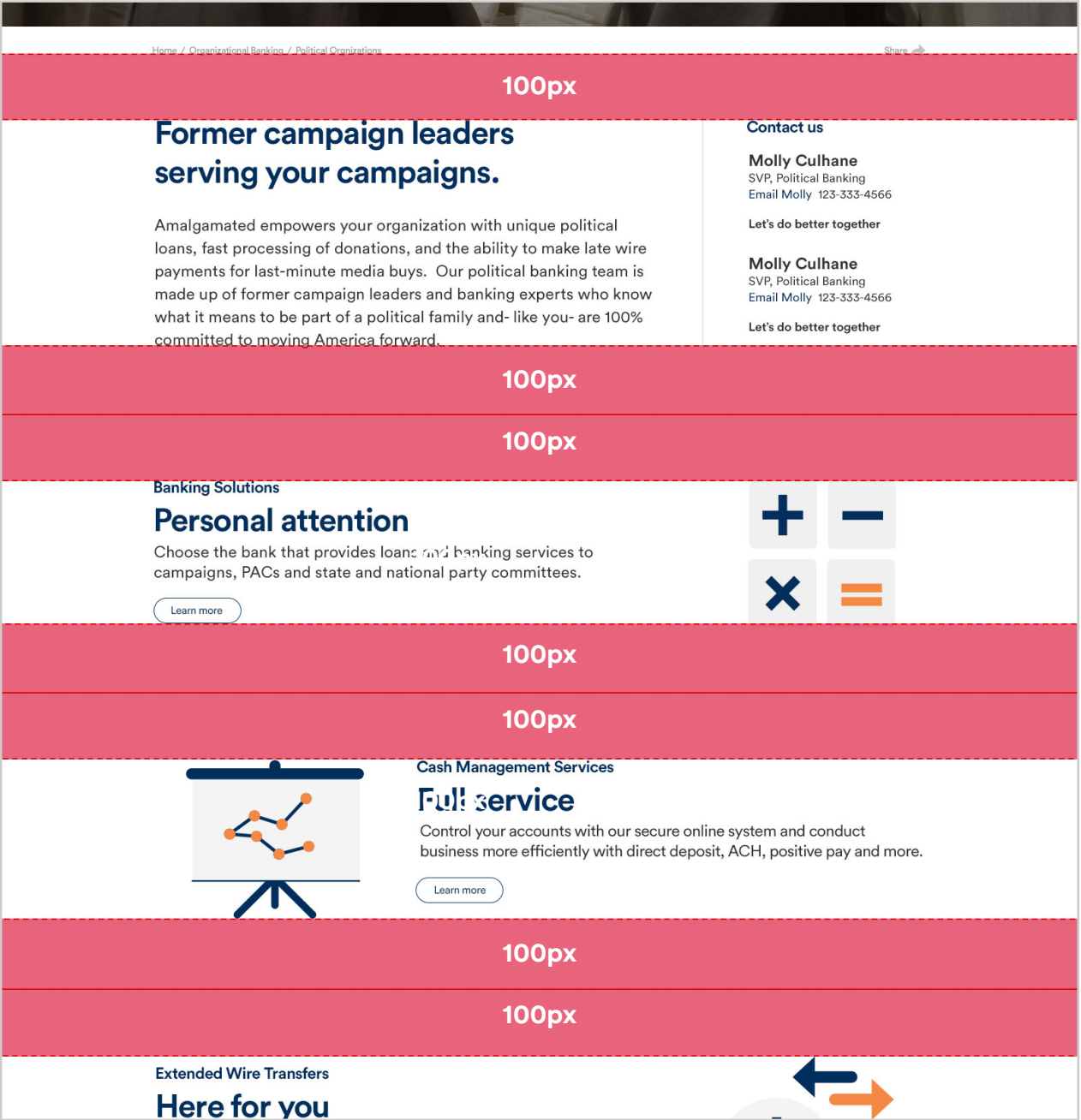
Desktop

Bands should primarily have vertical spacing of 100px from the content in the band. The height is flexible based on the content.

There are exceptions such as hero images which are fixed in height. Hero imageshave text center vertically and horizontally. Other hero images have text 4o pixels from the baseline of the module
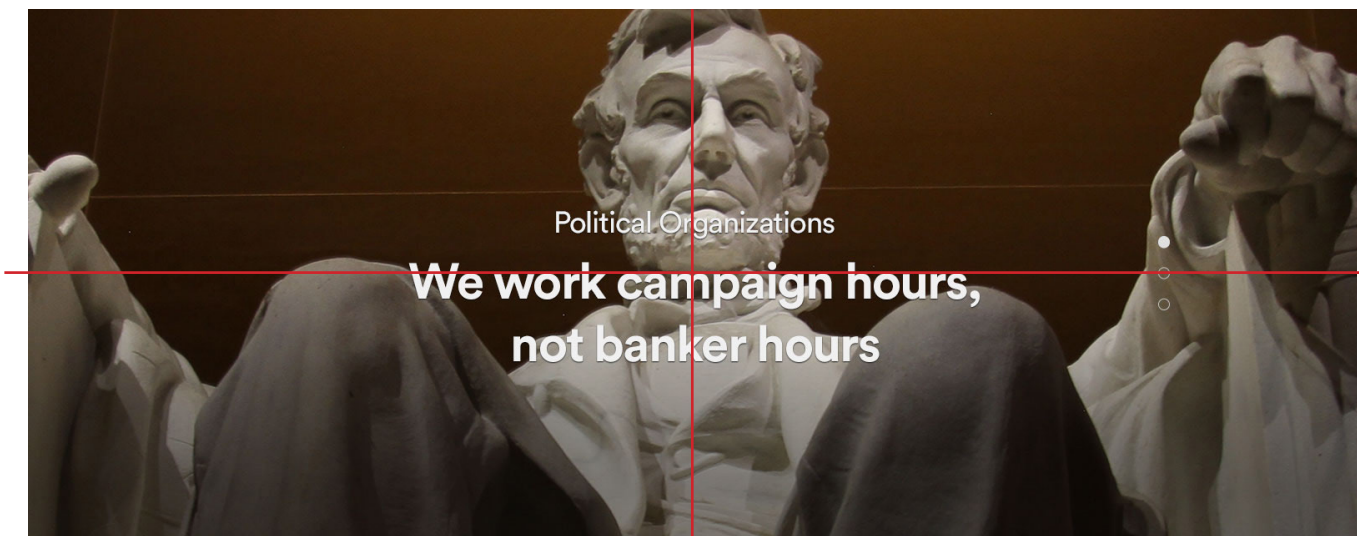
Band Specs.(continued)

Hero carousel
Image is a fixed height (635px), text aligns centered vertically and horizontally
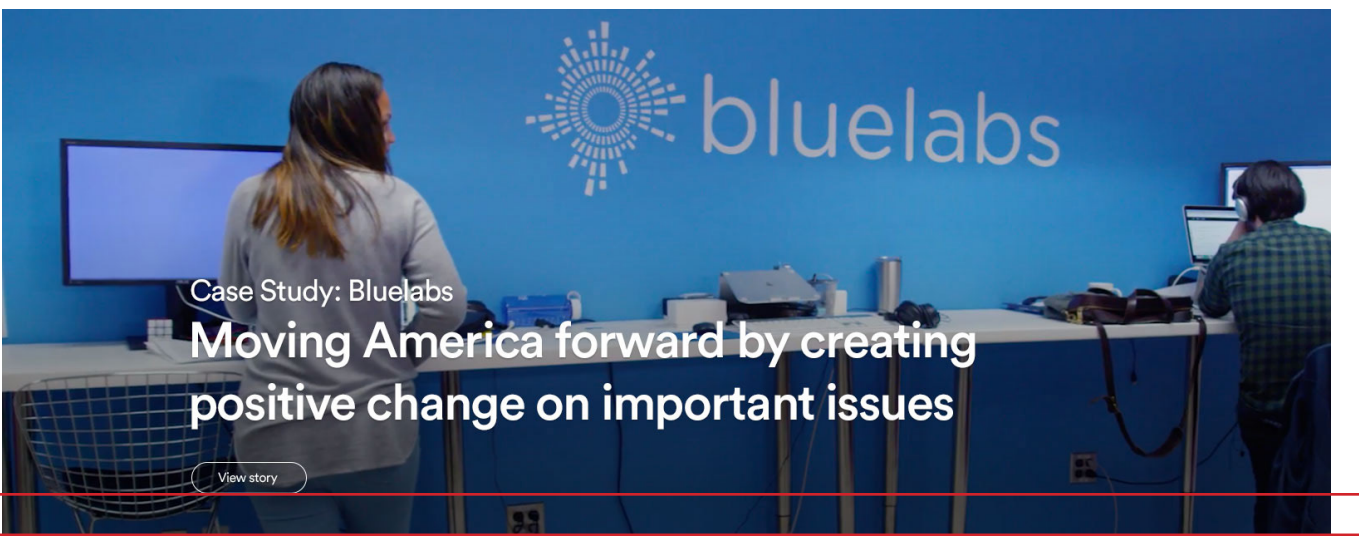
Hero basic
Image is a fixed height (635px), text or CTA aligns 50px from the baseline of the image.

Band Specs.

Mobile

Bands should primarily have vertical spacing of 60px from the content in the band. The height is flexible based on the content.

NOTE
There are exceptions to the 66px rule for modules of a fixed height.Some examples to the right side of the page.

Hero carousel
Image is a fixed height (635px), text aligns centered vertically and horizontally

Tabs

1. 3px high by length of title in #e8742c
2. 3px high by length of title in #f1f1f1c
3. Active: Circualar Bold 18pt #03305c
4. Default: Circualar Bold 18pt #999999
5. Hover: Circualar Bold 18pt #666666