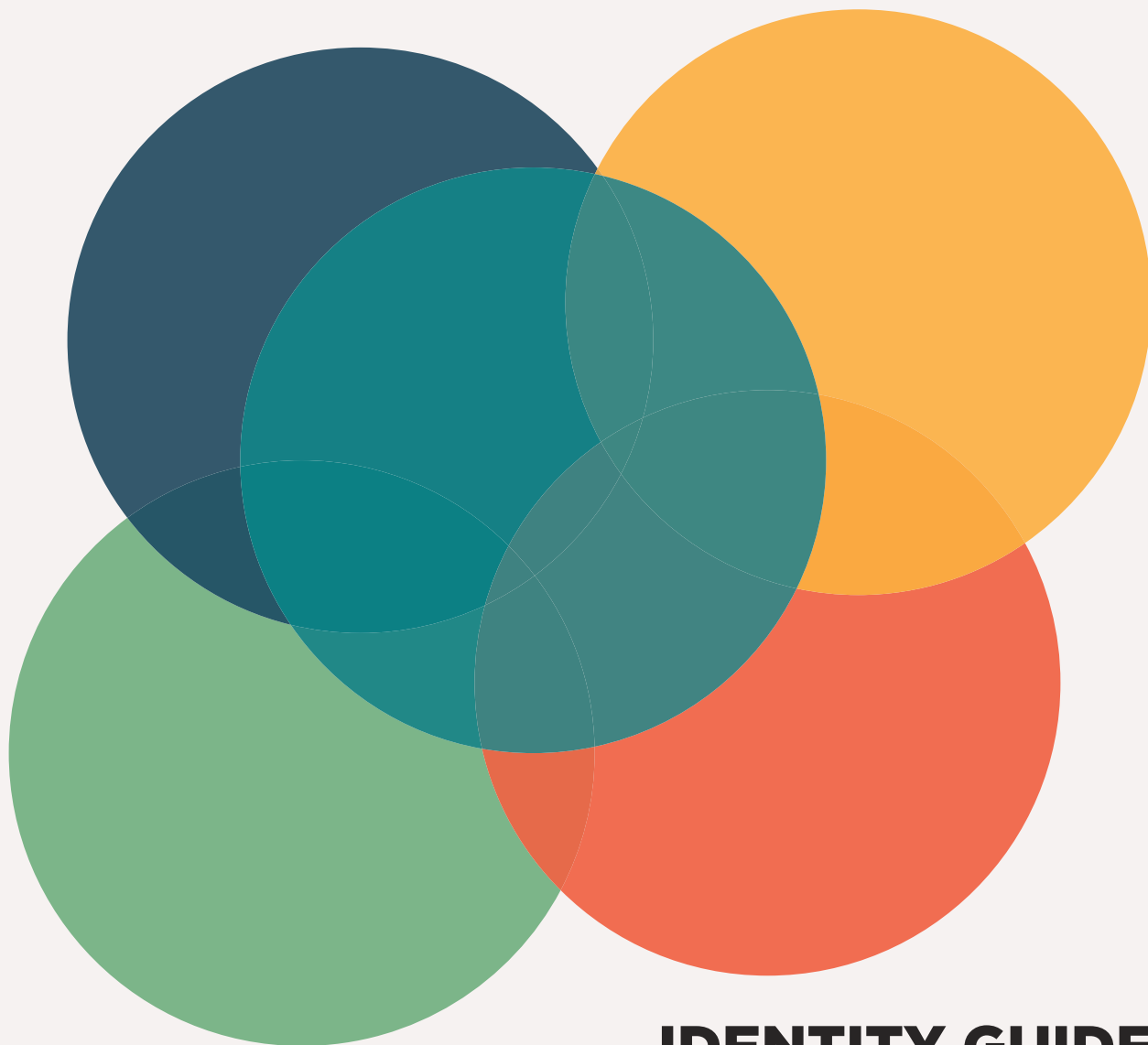




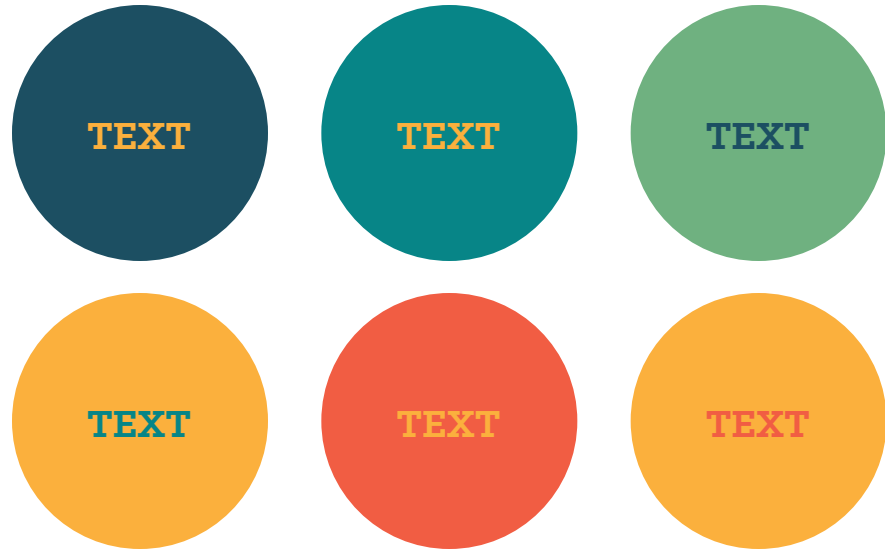
**CENTER FOR THE ECONOMICS
OF HUMAN DEVELOPMENT**
The University of Chicago



IDENTITY GUIDE

COLOR PALLETTE

The Center's logo ptasi as est id quia e nobis eicto exerro odia inciand
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adit is id min cum in pra sae dolorem aperrovid que non explibus.



◀ ABOUT THE COLOR PALLETTE

◀ LAYERING COLORS

While all the colors in the Center's identity tend to stack well, it is recommended that these templates are followed when layering colored text on top of a filled frame in order to maximize readability and contrast.

◀ MAIN COLOR PALLETTE



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TYPOGRAPHY

The Center’s logo ptasi as est id quiae nobis eicto exerro odia inciand itiusdam ut aute nia voluptas nobitibus doluptatem inctias quiaturios magnates veles ma de prescidipici aute pra quatet abore corioriate et assit fuga. Essi dem rem. Nequam vellut enihitios dolento tatemporitis adit is id min cum in pra sae dolorem aperrovid que non explibus.

KLINIC SLAB

Light, Book, **Medium**, and **Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!@#%&(){}[]

GOTHAM

Medium, and **Ultra**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!@#%&(){}[]

< ABOUT THE TYPOGRAPHY

< MAIN TEXT FONT

Klinik Slab is the Center’s primary font, used in everything from the wordmark in the Center’s logo in its bold variation, to main text in its book variation.

< HEADINGS FONT

Gotham Ultra is primarily used in headings, with kerning set to optical and tracking set to 20. Gotham Medium is only used in the Center’s wordmark for “The University of Chicago”.

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TOP HEADING

SUBHEADING

Tasi as est id quiae nobis eicto exerro odia inciand itiusdam ut aute nia voluptas nobitibus doluptatem inctias quiaturios magnates veles ma de prescidipici aute pra quatet abore corioriate et assit fuga. Essi dem rem. Nequam vellut enihitios dolento tatemporitis adit is id min cum in pra sae dolorem aperrovid que non explibus.

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< TOP HEADINGS

Top headings are set in Gotham Ultra, with a top paragraph rule set to japanese dots in an appropriate color from the Center’s pallette the spread and offset the same amount as the font size.

< SUBHEADINGS

Subheadings are set in Gotham Ultra, All Caps, sized one grid unit, with no paragraph rule and a color set to the same color as the top heading paragraph rule. They should always be preceeded by 2 grid units of space.

< PARAGRAPHS

All paragraphs are preceeded by 1 unit of grid space. Section opening paragraphs are set in the default font size for your document, with a four line drop cap set in Klinik Slab Bold, in the same color as the top heading top rule. Subsequent paragraphs do not feature a drop cap, and are not indented.

