Listen2yourSelfie.org

STYLE GUIDE

SUMMER 2016

COLOR

The color palette is composed of three colors. Yellow is the primary color and pink and blue are the secondary colors. Apply one or more of these colors across all communications and design applications.

CMYK values should be applied to printed collateral. RGB values should be applied to digital executions.

YELLOW	C = 8 M = 0 Y = 95 K = 0	R= 249 G= 248 B= 0
PINK	C = 1 M = 99 Y = 1 K = 0	R= 236 G= 0 B= 140
BLUE	C = 100 M = 90 Y = 10 K = 0	R= 37 G= 64 B= 143

TYPOGRAPHY

Plume is the primary typeface to be used for headlines, subheads, and text. When a complementary font is needed, use Bariol.

For desktop applications, such as Microsoft Word, use Arial.

PLUME
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

BARIOL LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

BARIOL REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

BARIOL BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

PHOTOGRAPHY

Photography should feature kids in the 12-17 year old age range doing "everyday" activities. Images should evoke feelings of spontaneity and authenticity that feels "in the moment."
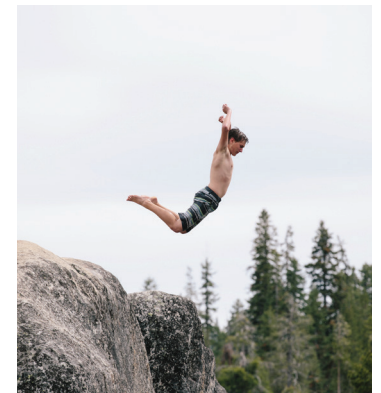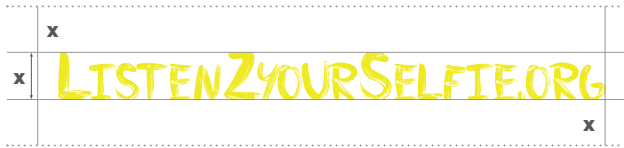
LOGO

The logo includes the full website name and is one color at 100% opacity.
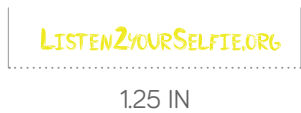
The primary logo color is yellow.

In instances where the color may not offer enough contrast to the background, the reversed, pink or blue logos may be applied.

-2° and 2° angled logos can be applied to designs as an alternative execution option. See examples on right.

RECOMMENDED CLEAR SPACE

MINIMUM WIDTH

1.25 IN

PRIMARY LOGO

Listen2yourSelfie.org

REVERSED OUT LOGO

Listen2yourSelfie.org

SECONDARY LOGOS

Listen2yourSelfie.org

Listen2yourSelfie.org

-2° ANGLED LOGO

Listen2yourSelfie.org

2° ANGLED LOGO

Listen2yourSelfie.org

INCORRECT LOGO USAGE

The **Listen2YourSelfie.org** logo is fixed artwork and should never be recreated or altered in any way.

To the right are some examples of incorrect usage.

Listen2yourSelfie.org

Do not substitute colors.

Listen2yourSelfie.org

Do not change the rotation to anything other than -2° or 2°

Listen2yourSelfie.org

Do not alter proportions.

Listen2yourSelfie.org

Do not outline logo.

DESIGN EXAMPLES

On this page you'll see examples of how the different design elements come together to make a cohesive and energetic brand voice for **Listen2YourSelfie.org**

ADDITIONAL RESOURCES

For more information on the **Listen2YourSelfie** brand and style guide, please contact:

Kristen Pettet, Washington State Department of Health, **Kristen.Pettet@doh.wa.gov**