

GROWTH AND ACCESSIBILITY PLANNING (GAP) TECHNICAL ASSISTANCE PROGRAM

STYLE GUIDE

8.5x11 VERTICAL VERSION



CONTENTS

The goal of this style guide is to ensure that reports created for projects funded by the Growth and Accessibility Planning (GAP) Technical Assistance Program have a consistent format and style.

Logos.....	1
Color Palette.....	2
Fonts	3
Fixed and Flexible Elements	4
Photos.....	5
Maps.....	6
Tables, Graphs and Charts	7
Copy Citations and Style	8

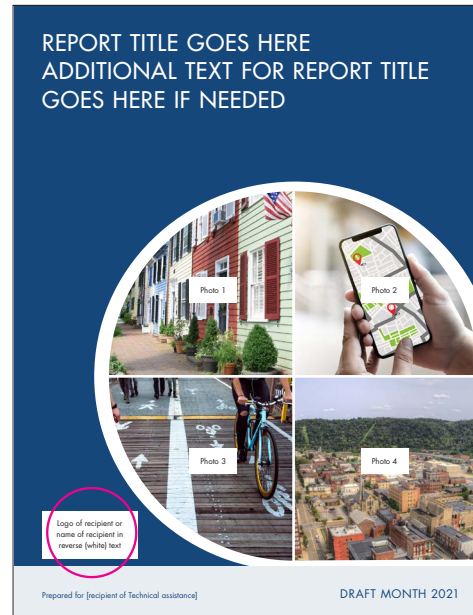
LOGOS

The logo of the recipient appears on the front cover and back cover of the document (in the location indicated).

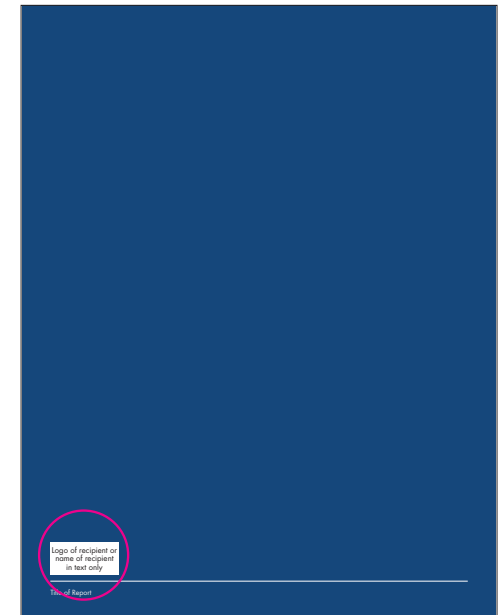
The logo on the front and back covers should be either in a .png format or an Illustrator (.ai) format so that it has a transparent background. There should not be a white rectangle around the logo.

If the logo is a dark color, use the reverse logo (white), so that it reads well on the dark blue background.

If a recipient does not have a logo or the logo doesn't read well with a dark background, include the name of the entity in text.



front cover



back cover

COLOR PALETTE

In order to maintain a consistent identity, these colors are to be used for GAP materials.

Screens of the colors can be used as needed for tables, graphs, charts, etc.

Primary Colors



CMYK 100/80/26/10
RGB 21/71/123
HEX 14467a



CMYK 0/0/0/50
RGB 147/149/152
HEX 939597

Accent Color



CMYK 71/0/33/0
RGB 34/188/185
HEX 22bcb8

FONTS

Consistent use of appropriate fonts contributes to a distinctive and recognizable brand.

Additional Information:

- Do not combine a variety of different fonts in one headline
- Do not feature extremely large differences in the size of type
- Do not feature broad leading between lines of type
- Do not feature headlines that require more than three lines of type.

Futura Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Futura Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Futura Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

PHOTOS

- Do not use drop shadows on the bounding box of photos or on silhouetted images.
- Do not use collages or combine more than one photo. A single, powerful photo is far more effective at attracting attention and drawing the viewer in.
- Do not use clip art, halos on photos, photo blends and montages, or crop images in non-traditional shapes.

COVER

There is space for four photos to be placed in the four quadrants on the cover. These photos should be high quality and highlight key features of your message. The photos provided on the template cover (as well as on any page) may be used if they are useful for your particular program.

PHOTOS

Photos of people should tell a story. Individuals should not be looking into the camera, rather shot in a lifestyle approach. Images should be ethnically diverse. People should not be personally identifiable unless stock photos are used or a photo release is secured (including staff).

Environmental/infrastructure photography should illustrate your message and add interest to the page.

All photos should be bright (not so dark you can't make out what is in the photo), should be sharp and have good quality resolution (not out of focus or digitized) and are cropped in a way that focuses in on the pertinent message of the photo. Crop out extraneous backgrounds and non-essential elements.

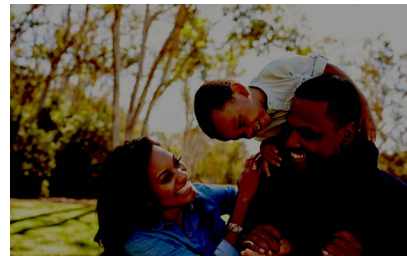


Photo is too dark.



Darkness is corrected.

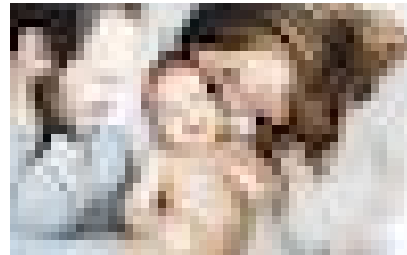


Photo is low resolution.



Good resolution.



Photo needs cropping.

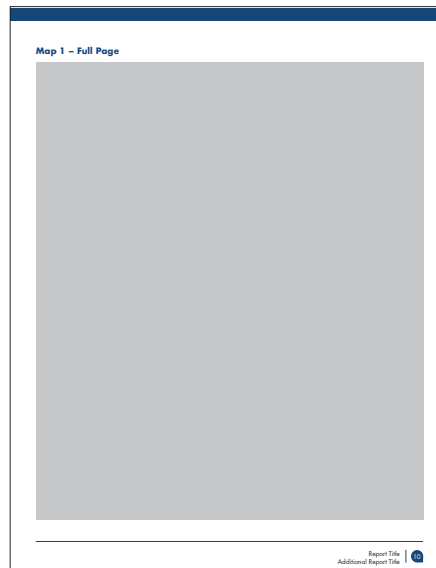


Cropped to include only important elements.

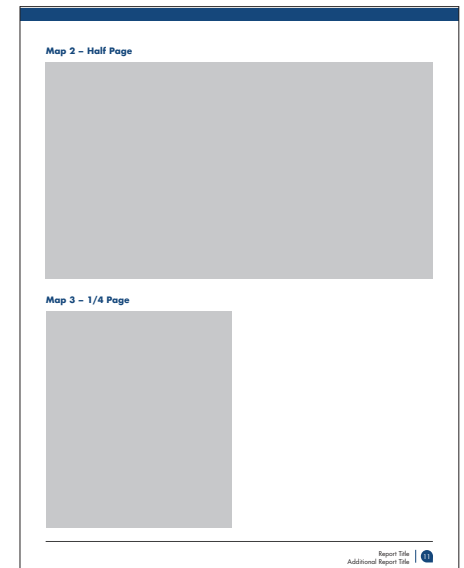
MAPS

Maps

Maps may be formatted as full page, half page or quarter page. Identify the map using the text style above each map in the template.



Full page map



Half page and Quarter page map

TABLES, GRAPHS AND CHARTS

Tables, Graphs and Charts

Samples of tables, graphs and charts are included in the template. Use these to keep the style of graphics consistent throughout the document. Screens of the primary and accent colors can be used as additional colors for graphs and charts if needed.

Table 1: Name of Table (Example of full-width table)

Header column 1	Header column 2	Header column 3	Header column 4	Header column 5
text goes here	x	x	x	x
text goes here	x	x	x	x
text goes here	x	x	x	x
text goes here		x	x	x
text goes here		x	x	
text goes here		x		x
Summary if needed	Summary	Summary	Summary	Summary

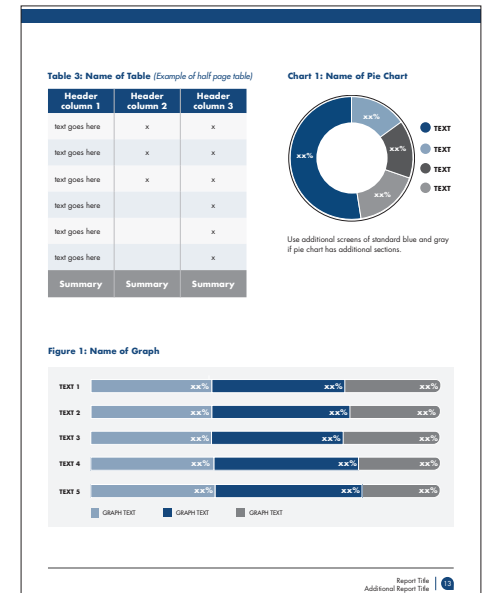
Table 2: Name of Table (Example of header column divided into 3 sub-columns)

Header column 1	Header column 2		
	Header column 2A	Header column 2A	Header column 2A
text goes here	x	x	x
text goes here	x		
text goes here	x	x	x
text goes here	x		x
text goes here			x
text goes here		x	
text goes here	x*	x	x

*Feature

Report Title | Additional Report Title | 12

Example of tables



Example of tables, graphs and charts

COPY CITATIONS AND STYLE

Copy Citations and Style

Copy: AP style.

Citations: Reference numbers should be indicated in the copy and full citation will be included as a footnote.