PROOF

Media for
Social Justice©

Style Guide
2013

PROOF: Media for Social Justice
Style Guide

This style guide covers both the print and web design elements to maintain the brand of PROOF: Media for Social Justice. If you require any more information regarding this guide, please contact Willhemina Wahlin (Creative Director, PROOF: Media for Social Justice) at willhemina@gmail.com.

Typography
Print

Headings: Helvetica Bold
Subheadings: Helvetica Bold Oblique
Text: Frutiger Roman, bold, italic.

Web
As of 2013, PROOF's website will be hosted, built and maintained using Squarespace. The site will use the following typography settings:

Headings: Helvetica Neue Bold
Text: Open sans

Colours
Print

Orange
FF3300
CMYK: 0; 92; 100; 0

Grey
#666666
CMYK: 0; 0; 0; 85

Rich Black
000000
CMYK: 50; 50; 50; 100

Alternatively, you can download the complete swatch for both CMYK and RGB colours at: https://kuler.adobe.com/#themeID/2245389

Online

Background Orange
RGB: 255; 51; 0
#ee3a17

Navigation Gold
RGB: 255; 153; 0
#ffae00

Text Grey
RGB: 77; 77; 79
#777

Link Dark Grey
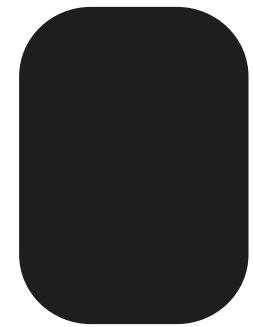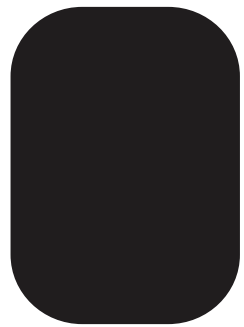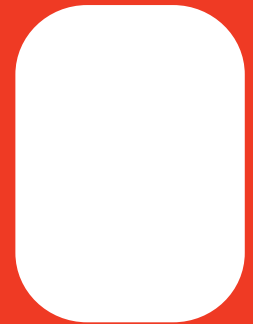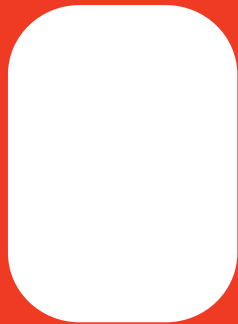RGB: 51; 51; 51
#222

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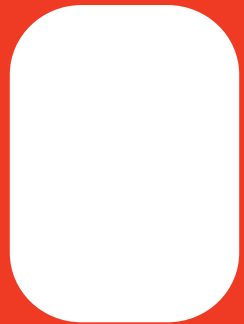
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The type of the PROOF logo is Helvetica Bold.