



COLOR PALETTE

WEB AND PRINT



COLOR TONES

GRADIENTS



Gradients can be used to overlay on top of images. It can also be used as backgrounds on websites. DO NOT USE IN TYPE.



Avoid using the same color font as the gradient. Use contrasting colors from another variation.



FACEBOOK POST EXAMPLE

TYPOGRAPHY

OPEN SANS

Open Sans is a humanist sans serif typeface designed by Steve Matteson, Type Director of Ascender Corp. This version contains the complete 897 character set, which includes the standard ISO Latin 1, Latin CE, Greek and Cyrillic character sets. Open Sans was designed with an upright stress, open forms and a neutral, yet friendly appearance. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

Aa

OPEN SANS REGULAR

use in paragraphs

Aa

WORK SANS LIGHT

use as a sub heading

Aa

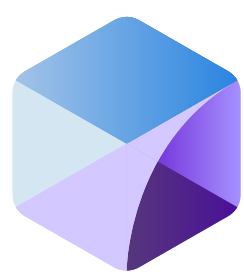
WORK SANS SEMIBOLD

use as a heading

Aa

OPEN SANS SEMIBOLD CONDENSED

used in logo



HUMAN SERVICE FORUM
Join. Connect. Grow.



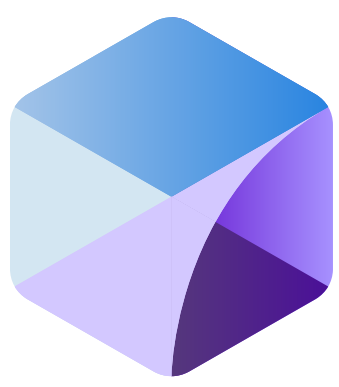
FACEBOOK POST EXAMPLES





LOGO

VARIATIONS



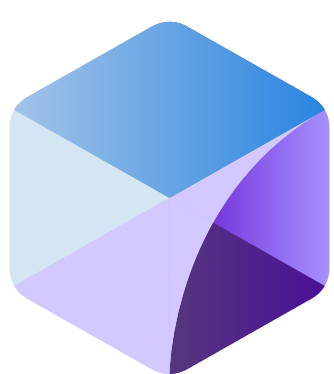
**HUMAN SERVICE
FORUM**
Join. Connect. Grow.



HUMAN SERVICE FORUM



180 px / 200 px



120 px / 132 px



50 px / 56 px



CARD EXAMPLES



OPEN SANS SEMIBOLD CONDENSED



**HUMAN SERVICE
FORUM**
Join. Connect. Grow.



**HUMAN SERVICE
FORUM**
Join. Connect. Grow.



**HUMAN SERVICE
FORUM**
Join. Connect. Grow.



**HUMAN SERVICE
FORUM**
Join. Connect. Grow.



**HUMAN SERVICE
FORUM**
Join. Connect. Grow.



**HUMAN SERVICE
FORUM**
Join. Connect. Grow.



**HUMAN SERVICE
FORUM**
Join. Connect. Grow.



**HUMAN SERVICE
FORUM**
Join. Connect. Grow.



**HUMAN SERVICE
FORUM**
Join. Connect. Grow.



**HUMAN SERVICE
FORUM**
Join. Connect. Grow.



**HUMAN
SERVICE
FORUM**



**HUMAN
SERVICE
FORUM**



HSF



HSF



**HUMAN
SERVICE
FORUM**



**HUMAN
SERVICE
FORUM**



HSF



HSF