

17 Strong Style Guide

This style guide strengthens the brand of 17Strong, a volunteer initiative for Hamilton, OH.

TEXT

30/36 pt

H1 24/28.8 pt

H2 20/24 pt

H3 20/19.2 pt

San-serif fonts provide modern feel while Franklin Gothic has Grotesque roots reminiscent of newspaper headlines (combo of old and new, like city itself)

MARGINS

Bleed design: running colors and images to the edge to give modern feel, otherwise .25 inch margins for text and print in case bleed specifications not available.

Franklin Gothic Demi

Franklin Gothic Book

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Franklin Gothic Book

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.25 inch

COLOR

Primary and secondary color palettes: primary colors fairly monochromatic with emphasis on central, bright green based off of City of Hamilton's style guide. Conveys bright, inviting growth and sustainability. Secondary colors are accents that add a pop wherever emphasis and variety is needed.



Dark Green
RGB: 73 117 69
CMYK: 73 33 86 20



Blue
RGB: 107 169 213
CMYK: 57 21 3 0



Yellow
RGB: 255 215 46
CMYK: 1 13 91 0



Green
RGB: 112 169 70
CMYK: 62 13 96 1



Dark Gray
RGB: 66 66 66
CMYK: 67 60 59 46



Light Gray
RGB: 192 191 189
CMYK: 25 20 22 0

LOGO

Logo uses the map of Hamilton neighborhoods and bold shapes.

Black on white and white on black options available.

