



# Design Standards Guide

Updated 12/13/2021





## Logo Typfaces

### **ARCHIVE REGULAR**

Used with Elizabeth Smart's name in the typed logo

### **Urbano bold**

Used for "foundation" in the typed logo

## Standard Typfaces

The following fonts are used in standard throughout the rest of ESF (unless indicated by individual program's and effort's style guides).

### **Poppins Regular**

paragraph text and section headers

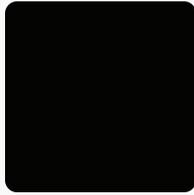
### *Poppins italic*

quoted text, alt accented text, etc.

### **Poppins bold**

subsection headers, accented text, etc.

## section 2 - Colors



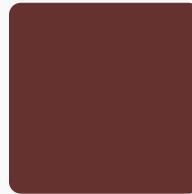
**HEX #000000**  
**RGB 0 0 0**  
**CMYK 75 68 67 90**  
paragraph and smaller body text



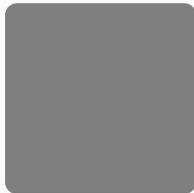
**HEX #F1A638**  
**RGB 241 166 56**  
**CMYK 4 39 90 0**  
Primary color used for accents/focus



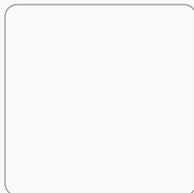
**HEX #1F1F1F**  
**RGB 31 31 31**  
**CMYK 72 66 65 75**  
Large text and blocks



**HEX #663331**  
**RGB 102 51 49**  
**CMYK 40 78 69 46**  
Secondary color(not in use)



**HEX #7E7E7E**  
**RGB 126 126 126**  
**CMYK 53 44 44 8**  
lighter accented text



**HEX #F7F7F9**  
**RGB 247 247 249**  
**CMYK 2 11 0**  
Background/Large blocks



**HEX #FFFFFF**  
**RGB 255 255 255**  
**CMYK 0 0 0 0**  
Highlight and text on dark background