

DESIGN *for* AMERICA

Internal Branding Guidelines

DFA National Logo

Titles

DESIGN *for* **AMERICA**

primary logo

DESIGN *for* **AMERICA**

*for use on light backgrounds
and when limited to one
color option*

DESIGN *for* **AMERICA**

*for use on dark backgrounds
and when limited to one
color option*

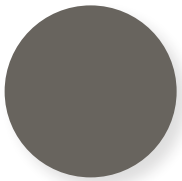
DFA National Logo

Square Logo

*These logos are for infrequent use and limited to 1"x1" size on most materials, except swag.
Pending redesign*

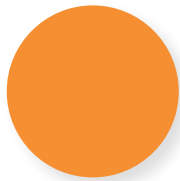


DFA National Colors



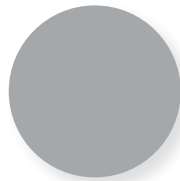
Grey
R104 G100 B94
#68645e

*primary color for all
headers and body
text*



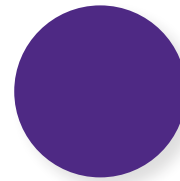
Orange
R246 G143 B49
#f68f31

*primary color for
all call-out text and
backgrounds*



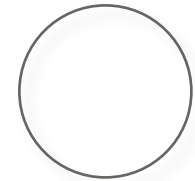
Light Grey
R166 G168 B171
#a5a8aa

*secondary color for
all call-out text and
backgrounds*



Purple
R78 G41 B132
#4e2984

*secondary color
for call-out text
and social media
graphics, and
when referencing
Northwestern
branding standards*



White
R255 G255 B255
#ffffff

*primary color for
reverse text*

Typography

Gotham

Gotham Light

A B C D E F G H I J L K M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 10 ! @ # \$ % ^ & * ()

Gotham Medium

A B C D E F G H I J L K M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 10 ! @ # \$ % ^ & * ()

Gotham Bold

A B C D E F G H I J L K M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 10 ! @ # \$ % ^ & * ()

Gotham Italic

A B C D E F G H I J L K M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 10 ! @ # \$ % ^ & * ()

Typography

Headers

All Gotham Bold, Title Case

DFA WashU is the Best
August 17th, 2016

primary header
light grey or orange
sub-header

DFA WashU is the Best
August 17th, 2016

secondary header, mainly for
powerpoint use
light grey sub-header

DFA WashU is the Best

special use header: titles
on materials with extra
emphasis

Typography

Section Titles and Extra Info

*Use either grey or orange, but do your best to consistent within the same document.
In general, use orange when the section titles are informational or important to read,
and use grey when they are more descriptive.*

WASHU IS BETTER THAN VT

Body text goes here. Body text goes here.
Body text goes here. Body text goes here.
Body text goes here. Body text goes here.

SORRY ROB

Body text goes here. Body text goes here.
Body text goes here. Body text goes here.
Body text goes here. Body text goes here.

For more information, go to www.designforamerica.com

WASHU IS BETTER THAN VT

Body text goes here. Body text goes here.
Body text goes here. Body text goes here.
Body text goes here. Body text goes here.

SORRY ROB

Body text goes here. Body text goes here.
Body text goes here. Body text goes here.
Body text goes here. Body text goes here.

For more information, go to www.designforamerica.com

Section titles should be bold and ALL CAPS.

Extra info should be italicized and smaller than body text, if possible.

Typography

Body Text and Call-outs

Body text is always Gotham Light and dark grey.

Call-outs are always Gotham Medium. Use orange primarily, but purple when referencing Northwestern branding guidelines.

Body text goes here. Body text goes here.
Body text goes here. Body text goes here.
Body text goes here. Body text goes here.
Body text goes here. **Body text goes here.**
Body text goes here. Body text goes here.
Body text goes here. Body text goes here.
Body text goes here. Body text goes here.
Body text goes here. Body text goes here.
Body text goes here. Body text goes here.

Body text goes here. Body text goes here.
Body text goes here. Body text goes here.
Body text goes here. Body text goes here.
Body text goes here. **Body text goes here.**
Body text goes here. Body text goes here.
Body text goes here. Body text goes here.
Body text goes here. Body text goes here.
Body text goes here. Body text goes here.
Body text goes here. Body text goes here.

Typography

Type Sizing

If possible:

37 pt **DFA WashU is the Best**
21 pt **August 17th, 2016**

12 pt **WASHU IS BETTER THAN VT**
12 pt Body text goes here. Body text goes here. Body text goes here. Body text goes here. Body text goes here. Body text goes here.

SORRY ROB
Body text goes here. Body text goes here. Body text goes here. Body text goes here. Body text goes here. Body text goes here.

9 pt *For more information, go to www.designforamerica.com*

If not, follow these sizing guidelines:

3:4 TYPOGRAPHIC SCALE

7 9 12 16 21 28 37 50 67 89

Extraneous

White space is key.

*Use large amounts of orange sparingly:
Only for headers or to highlight important things.*

Entry point: there should a clear hierarchy between items and avoid designing elements that compete to grab the user's attention.

Larger/colorful = more important

*Think: energetic and exciting, but mature.
(orange makes it exciting, white space makes it mature)*

#DFyAy