



DESIGN DOCUMENTATION - APRIL 2017



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COLOR

SUNSHINE



#FFB819

Usage

Homepage Discover section background, large quotemarks, unique icons, Image caption background, Pull quote background

TUXEDO



#000000

Usage

Sticky CTA bar, H1 - H2, standard body copy,

IRON



#55565A

Usage

Section title dropdown button,

STRATUS



#FFFFFF

Usage

CTA text, Main Masthead background,

BLUEBONNET



#0075C9

Usage

CTA Button background, standard text links, Video play button, Menu background color

LIGHT GREY



#F5F5F5

Usage

Events background, Homepage "Changing Workplace" background, Accordion background,

MASTHEAD GREY

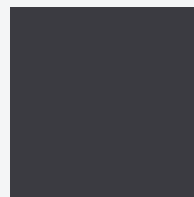


#EDED

Usage

Ancillary background, Breadcrumb background

DARK GREY



#3D3C41

Usage

Footer background, Typical page page title background,

COLOR

LIGHT BLUE

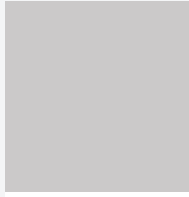


#E5F1FA

Usage

Table row background,

MEDIUM GREY



#CACACA

Usage

Horizontal Rules,

ALERT RED



#D9272D

Usage

Alert background

TYPOGRAPHY

A Gotham

Heading 1

STANDARD H1

Gotham Black



58px



38px



32px



#000000

Heading 2

Gotham Black



50px



30px



28px



#000000

Heading 3

Gotham Black



34px



24px



22px



#000000

Heading 4

Gotham Medium



34px



24px



22px



#000000

Heading 5

Gotham Medium



28px



20px



20px



#000000

Heading 6

Gotham Medium



22px



18px



18px



#000000

TYPOGRAPHY

Large intro text lorem ipsum dolor sit

Gotham Book |  22px  18px  18px | ● #000000

Pull quote text eget libero at ipsum ves-

Gotham Book |  28px  22px  22px | ● #000000




Text link

Gotham Bold |  18px  16px  16px | ● #0075C9

Standard body copy text lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec pretiumterdum

Gotham Book |  18px  16px  16px | ● #000000

Large image caption

Gotham Medium Italic |  16px  16px  16px | ● #000000

CTAS

CTAS not shown to scale



LARGE CTA | Gotham Medium ALL CAPS

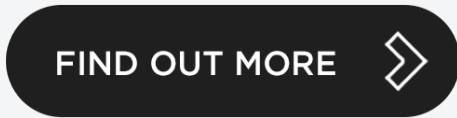


● #FFFFFF

SMALL CTA | Gotham Medium ALL CAPS



● #FFFFFF



LARGE CTA | Gotham Medium ALL CAPS



● #FFFFFF

SMALL CTA | Gotham Medium ALL CAPS



● #FFFFFF

ICONOGRAPHY

Icons may appear in a variety of sizes and colors



Masthead wordmark



Footer wordmark



CTA Icons



Contact Icons



Search



Menu



Map Pin



Checkmark



Video Play

ICONOGRAPHY

Icons may appear in a variety of sizes and colors



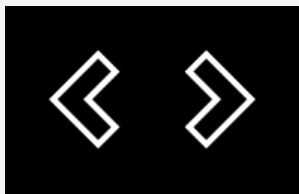
Too Busy Icon



Need Help Icon



Apply Icons



White Arrows



Blue Arrow



Blue Circle Arrows



Close Button



Dropdown Icon



Expand



Collapse



Social Icons



IMAGES

Images not shown to scale



Home page hero image



1600 X 900 px OR 16:9



Standard hero image



1200 X 262 px



Homepage program images




275 X 275 px

IMAGES

Images not shown to scale



Home page feature
ie: In your neighborhood

 440 X 440 px



3 column news image


 350 X 197 px

IMAGES

Images not shown to scale




Let's get started image

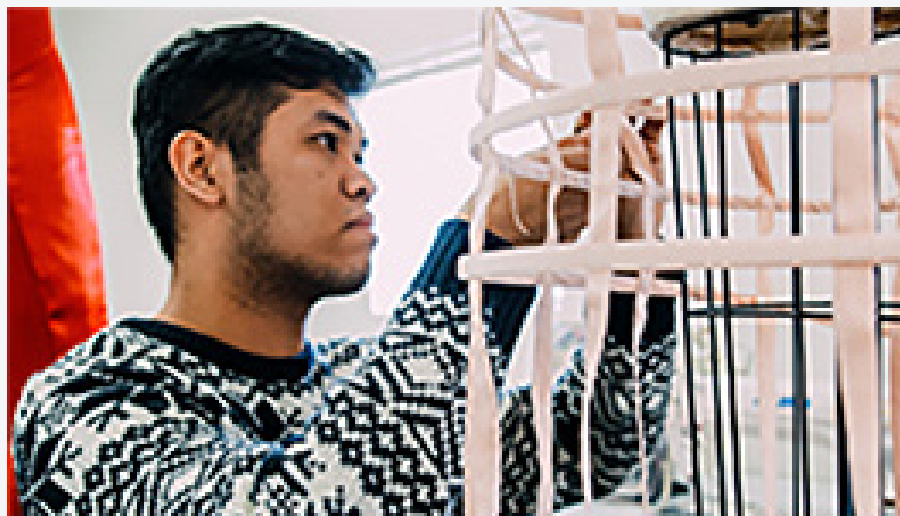
 1200 X 250 px




Full-column wysiwyg image

 1200 X any height

Ideal aspect ratio: very wide landscape images (16:9 or wider)



wysiwyg image floated within text

 400 X any height


IMAGES

Images not shown to scale

Open state

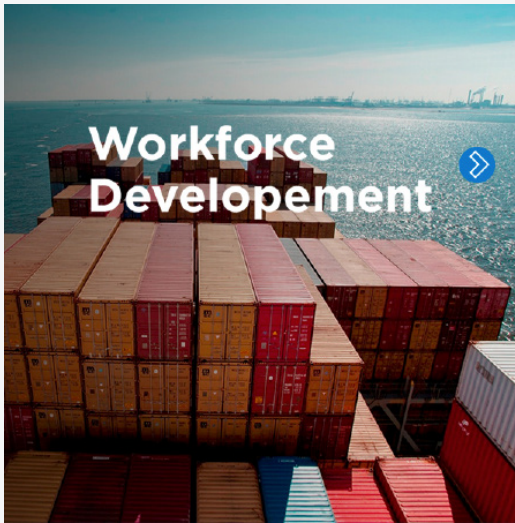


CTA feature block image

 1045 X 600 px

Upload full-color versions. The color effect will be added dynamically. Also note that the image should be composed with the focus in the center of the image as the default state is a cropped square.

Default state



THANK YOU



IFACTORY