



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

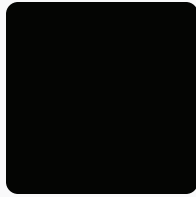
Poppins italic

quoted text, alt accented text, etc.

Poppins bold

subsection headers, accented text, etc.

section 2 – Colors



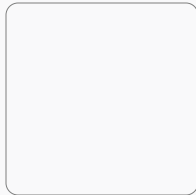
HEX #000000
RGB 0 0 0
CMYK 75 68 67 90
paragraph and smaller body text



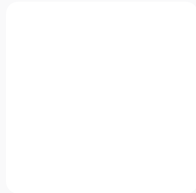
HEX #1F1F1F
RGB 31 31 31
CMYK 72 66 65 75
Large text and blocks



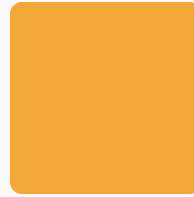
HEX #7E7E7E
RGB 126 126 126
CMYK 53 44 44 8
lighter accented text



HEX #F7F7F9
RGB 247 247 249
CMYK 2 1 1 0
Background/Large blocks



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



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



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