IFOSTER
BRAND
GUIDELINES

01
Typography

Roboto should be used as the primary typeface.

Font weights should be used appropriately and in an interesting way. Body copy should never be larger than 11 pt or smaller than 7pt.

The sample text treatment shown is an example of appropriate hierarchy but does not need to be used as a template for all collateral.

Download Brand Font Here ⌄

ROBOTO PRIMARY TYPEFACE

Roboto

SAMPLE TEXT TREATMENT

Light ———→ • Lorem Ipsum Dolor Quis

Black ———→ • **VEL ESTO EA COR MAGNIST**

Light ———→ • Dunt min experfe ruptaquo quo molor eiciet ipsamenihit aut velignam dolupta tessund itaesedi com veribus fugit.

ROBOTO ALTERNATE WEIGHTS

Thin   ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Light   ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Regular   ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Medium   ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Bold   **ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

Black   **ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

* Italics are available for each weight.

02
Typography

SECONDARY FONTS

Arial should be used as a secondary typeface for when Roboto is unavailable.

Roboto Slab should be used as a secondary typeface and should be used minimally.

Font weights should be used appropriately and in an interesting way. Body copy should never be larger than 11 pt or smaller than 7pt.

The sample text treatments show appropriate use of hierarchy but do not need to be used as a template for all collateral.

Download Roboto Slab Here ⌄

ARIAL SECONDARY TYPEFACE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Regular
Italic
Bold
Bold Italic

SAMPLE **TEXT TREATMENT**

Regular ———→ Lorem Ipsum Dolor

Bold ———→ **VEL ESTO EA COR MAGNIST**

Regular ———→ Dunt min experfe ruptaquo quo molor eiciet ipsamenihit aut velignam dolupta tessund itaesedi com veribus fugit.

ROBOTO SLAB SECONDARY TYPEFACE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Thin
Light
Regular
Bold

SAMPLE **TEXT TREATMENT**

Bold ———→ **Lorem Ipsum Dolor**

Black ———→ **VEL ESTO EA COR MAGNIST**

Light ———→ Dunt min experfe ruptaquo quo molor eiciet ipsamenihit aut velignam dolupta tessund itaesedi com veribus fugit.

03
Fonts in Use

These examples can be used as a general guideline to follow when creating new materials.

The sample text treatments show appropriate use of hierarchy but do not need to be followed exactly.

LOREM NEUE
IPSUM DOLOR
AMET NEUE

Roboto Light
All Caps

Vestelum consectetur es adisping blandit neue

Roboto
Bold Italic

Lorem Ipsum Dolor Quis Es Neue

VEL ESTO EA COR MAGNIST

Dunt min experfe ruptaquo quo molor eiciet. Lorem vestelum sit amet ipsamenihit aut velignam dolupta tessund. Dunt min experfe ruptaquo quo molor eiciet ipsamenihit aut velignam dolupta tessund. Consectetur adisping alet sit dolor.

Vestelum sit amet dolor:
• Itaesedi com veribus fugit neue sit
• Lorem ipsum sit amet dolor vestelum
• Neue vestelum adisping dolupta amet

Roboto
Light

Roboto
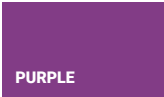Black
All Caps

Roboto
Bold Italic

04

Color Palette

Blue and orange should be the colors primarily used. If only one accent color is used, it should be purple. Black or gray can be used as a body copy color.

Shades and tints of the color scheme are acceptable if used sparingly.

PRIMARY COLORS

BLUE
R0 G160 B235
C72 M24 Y0 K0
HEX #00A0EB

ORANGE
R255 G158 B53
C0 M45 Y87 K0
HEX #FF9E35

SECONDARY COLORS

PURPLE
R130 G60 B134
C58 M31 Y19 K1
HEX #823C86

RED
R255 G93 B29
C 0 M78 Y96 K0
HEX #FF5D1D

TEAL
R30 G180 B183
C73 M4 Y32 K0
HEX #1EB4B7

GREEN
R90 G194 B48
C66 M0 Y100 K0
HEX #5AC230

YELLOW
R253 G217 B19
C2 M11 Y97 K0
HEX #FDD913

05
Photography

When selecting stock imagery look for unposed and natural looking models who aren't interacting with the camera. The imagery should be bright and vibrant while featuring an uplifting and positive tone. Both color and black and white images may be used.

When using multiple images, be cognizant that the subject matters featured vary in sex, race, age and ethnicity. Images should always capture iFoster's inclusive and diverse community.

The foster youth are broken into two age groups — youth under the age of 16, and the primary audience of young adults between the ages of 16 and 26.

Sample Youth Imagery
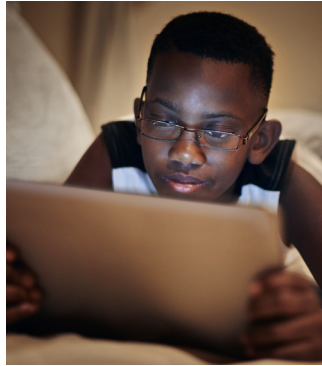
Sample Young Adult Imagery

06
Image Treatments

Color overlays can be used as a design treatment or to make overlayed text legible. Use overlays sparingly and in combination with images.

The opacity color overlay should be used on top of color images only. While the multiply effect should be used on top of black and white imagery only.

Color Overlay
60-90% opacity

Multiply Effect
50-100% opacity

60% BLUE OPACITY
ON FULL COLOR IMAGE

100% PURPLE/BLUE GRADIENT
MULTIPLY EFFECT
ON FULL COLOR IMAGE

50% BLUE
MULTIPLY EFFECT
ON BW IMAGE

60% ORANGE OPACITY
ON FULL COLOR IMAGE

80% ORANGE MULTIPLY EFFECT
ON BW IMAGE
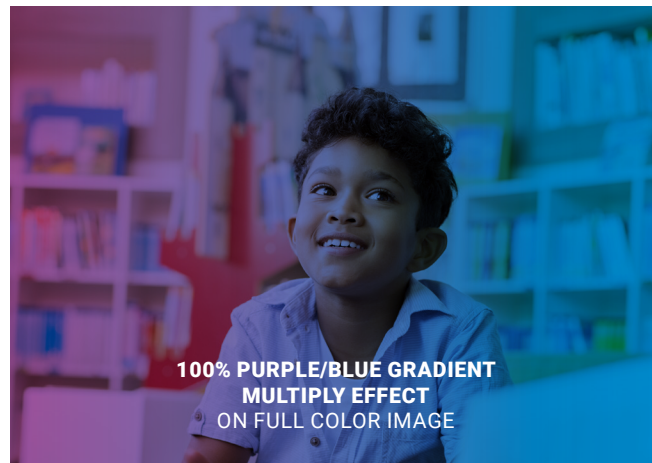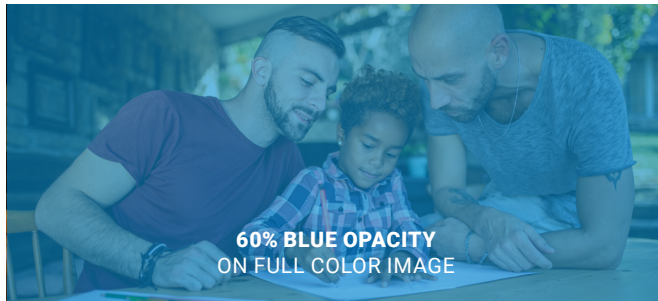
07
Iconography

When it's not feasible to use an image, icons may be used to call attention to specific information or details.

When selecting icons stick to a flat, simplistic style and always check for consistency when using multiple icons.

Reference the example below for consistent and inconsistent icon usage.

CONSISTENT ICON STYLE:

INCONSISTENT ICON STYLE:

FULL COLOR LOGO
File types include:
.png | .jpg | .eps | .pdf

REVERSED LOGO
File types include:
.png | .jpg | .eps | .pdf

FULL COLOR LOGO WITH TAGLINE
File types include:
.png | .jpg | .eps | .pdf

REVERSED LOGO WITH TAGLINE
File types include:
.png | .jpg | .eps | .pdf

08

Logos

The full color logo should always be prioritized. The secondary reversed logo should only be used when overlayed on top of images or placed on dark backgrounds.

09
Logo Usage

CLEAR SPACE:

The outlined box indicates the clear space. This area must be kept free of all other graphical and visual elements. The minimum required clear space is defined by the measurement 'X' (equal to the height of the uppercase 'F' used in the logo).

LOGO SIZE:

The logo should not appear any smaller than .5 inches.

LOGO MISUSE:

To ensure your brand logo is not the victim of aesthetic vandalism, the general rule to abide by is do not change, alter or modify any part of the logo.

LOGO **CLEAR SPACE**

LOGO **MINIMUM SIZE**

.5 inches

1.75 inches

LOGO **MISUSE**

DO NOT | FONTS:
Do not use any other font, no matter how close it might look to your corporate fonts.

DO NOT | LOGOMARK:
Do not resize or change the position of the logomark in relation to the type.

DO NOT | SIZING:
Do not distort the logo. Any resizing must be proportional.

DO NOT | COLORING:
Do not change the colors even if they look similar. Use the official color specifications provided.

10

Design Elements

CLEAR SPACE:

To ensure readability, use the header box treatment when placing text on top of images.

The call out text treatment can be used when trying to highlight key information.

The network design element should be used when looking to add visual interest to layouts. The element must never cover important subject matter, faces or logos.

HEADER/CALL OUT **TEXT TREATMENTS**
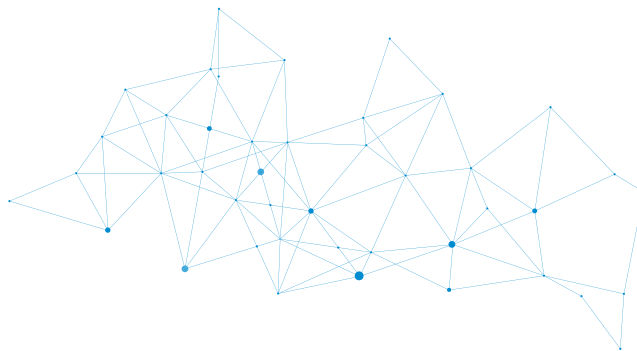
LOREM NEUE

IPSUM DOLOR

AMET NEUE

Vestelum

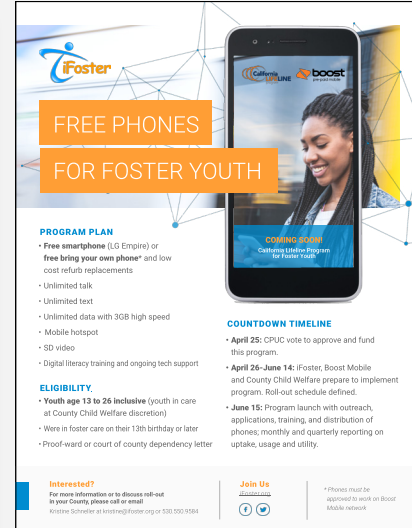NETWORK **DESIGN ELEMENT**

AVAILABLE COLORS FOR USE:

The network element must only use the following branded colors. When the element is reversed in white, drop the opacity to 30-60%.

11
Layouts
In Use

These sample layouts can be used as a general guideline to follow when creating new materials.

LOREM NEUE
IPSUM DOLOR
AMET NEUE

Vestelum consectetur es adisping blandit neue

FREE PHONES
FOR FOSTER YOUTH

COMING SOON!!
California Lifeline Program for Foster Youth

PROGRAM PLAN
- **Free smartphone** (LG Empire) or **free bring your own phone*** and low cost refurb replacements
- Unlimited talk
- Unlimited text
- Unlimited data with 3GB high speed
- Mobile hotspot
- SD video
- Digital literacy training and ongoing tech support

ELIGIBILITY
- **Youth age 13 to 26 inclusive** (youth in care at County Child Welfare discretion)
- Were in foster care on their 13th birthday or later
- Proof-ward or court of county dependency letter

COUNTDOWN TIMELINE
- **April 25:** CPUC vote to approve and fund this program.
- **April 26–June 14:** iFoster, Boost Mobile and County Child Welfare prepare to implement program. Roll-out schedule defined.
- **June 15:** Program launch with outreach, applications, training, and distribution of phones; monthly and quarterly reporting on uptake, usage and utility.

Interested?
For more information or to discuss roll-out in your County, please call or email
Kristine Schoeler at kristine@ifoster.org or 530.590.9584

Join Us
iFoster.org

* Phones must be approved to work on Boost Mobile network

LOREM ES
IPSUM DOLOR
AMET NEUE

Vestelum consectetur es adisping blandit neue

12
UI Style Guide

This guide should be referenced when designing all digital brand assets. Guidelines and decisions surrounding these style guides are based on WCAG 2.1 compliance which can be sourced <u>here.</u>

Blue and orange should be the colors primarily used. If only one accent color is used, it should be purple. Black or gray can be used as a body copy color.

TYPE **TREATMENTS**

Aa
Roboto

H1 Heading | 30 pt Bold
H2 SUBHEAD | 18 PT LIGHT
H3 Call Out | 16 pt Bold Italic
P Body Copy | 16 pt Regular
H4 Caption | 12 pt Light

Aa
Roboto Slab

H1 Heading | 30 pt Regular
H2 SUBHEAD | 18 PT LIGHT

1.4.3 – CONTRAST (MINIMUM)
The visual presentation of text and images of text has a contrast ratio of at least 4.5:1, ***except for the following:***

- **Large Text:** Large-scale text and images of large-scale text have a contrast ratio of at least 3:1.

- **Incidental:** Text or images of text that are part of an inactive user interface component, that are pure decoration, that are not visible to anyone, or that are part of a picture that contains significant other visual content, have no contrast requirement.

- Text is less than 18 point if not bold and less than 14 point if bold **OR** text is at least 18 point if not bold and at least 14 point if bold.
- Use heading styles in sequential order to ensure logical procession of content.
- Secondary font, Roboto Slab, may be used when desired as alternate header styles only (same size and color aspects apply).

LOGO **USAGE**

Primary

Color-Compliant

Single Color

1.4.3 – LOGOTYPES
- Text that is part of a logo or brand name has no contrast requirement.
- Use personal judgment when using logo with tagline and logo without based on size and readability of its placement.

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UI Style Guide

Cont.

COLOR **CONTRAST**

PRIMARY COLORS

BLUE	ORANGE	PURPLE	GREEN	NAVY
R0 G160 B235 C72 M24 Y0 K0 HEX #00A0EB	R255 G158 B53 C0 M45 Y87 K0 HEX #FF9E35	R130 G60 B134 C58 M31 Y19 K1 HEX #823C86	R90 G194 B48 C66 M0 Y100 K0 HEX #5AC230	R0 G65 B96 C100M73Y40K28 HEX #004160

SECONDARY COLORS

TEAL	DARK TEAL	LIGHT PURPE	YELLOW	RED ORANGE
R30 G180 B183 C73 M4 Y32 K0 HEX #1EB4B7	R16 G99 B101 C89 M44 Y54 K23 HEX #106365	R130 G60 B134 C25 M27 Y0 K0 HEX#C180C6	R253 G217 B19 C2 M11 Y98 K0 HEX#FDD913	R255 G98 B36 C0 M76 Y93 K0 HEX #FF6224

ICON **STYLE**

1.4.1 – USE OF COLOR
• Color is not used as the only visual means of conveying information, indicating an action, prompting a response, or distinguishing a visual element.

1.4.8 – VISUAL PRESENTATION
• Width is no more than 80 characters or glyphs (40 if CJK).
• Text is not justified (aligned to both the left and the right margins).
• Line spacing (leading) is at least space-and-a-half within paragraphs, and paragraph spacing is at least 1.5 times larger than the line spacing.
• Text can be resized without assistive technology up to 200 percent in a way that does not require the user to scroll horizontally to read a line of text on a full-screen window.
• All body copy text should be **HEX #474747**
• Refer to the color of the HEX code (black or white) when determining which colors can be used as foreground/background to maintain compliant contrast for all copy.

1.1.1 – NON-TEXT CONTENT
• All non-text content that is presented to the user has a text alternative that serves the equivalent purpose
• Make sure content is readable and the foreground contrasts sufficiently with the background
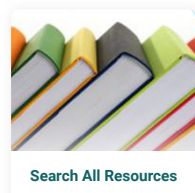
1.4.5 – IMAGES OF TEXT
• If the technologies being used can achieve the visual presentation, text is used to convey information rather than images of text unless they are customizable or essential to the information being conveyed

1.4.11 – NON-TEXT CONTRAST
• The visual presentation of the following have a contrast ratio of at least 3:1 against adjacent color(s)

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UI Style Guide

Cont.

CARD **STYLE**

My Digital Locker
Lorem upsum sit amet
dolor vestelum.

Search All Resources

CATEGORY CARD
- Rounded corners, white fill, dropshadow and bold copy weight no smaller than 16 pt
- Use primary/secondary colors with their corresponding type color restrictions for copy and icons
- Include a thin gray outline upon active hover (left)

IMAGE CARD
- Rounded corners, white fill, dropshadow and bold copy weight no smaller than 16 pt
- Use primary/secondary colors with their corresponding type color restrictions for copy
- Use feathered, white gradient over the photo from the bottom up
- Only use secondary colors when primary colors have been exhausted

TIPS & **RESOURCES**

- Title each page and include clear descriptions
- Use a neutral or white background color
- Choose a font that is easy to read
- Use high contrast colors for text and images - test your contrast ratio with this free tool
- Avoid background audio or auto play videos
- Add alternative text for all images
- Indicate link purpose using link text or alternative text
- Use different sized headings and paragraph text to convey a correct reading sequence
- Offer media alternatives for audio or video content such as a transcript or captions
- Include labels or instructions whenever necessary

- Add important links from your main menu in your footer to offer multiple ways to access them
- Avoid setting fixed heights on elements containing text. When text needs more space, it has to be able to grow vertically and push down content below

ADDITIONAL RESOURCES

How to Meet WCAG (Quick Reference)

What Nonprofits Need to Know About ADA Compliance Online

The New Guidelines in WCAG 2.1 Explained

Web Accessibility Evaluation Tools List

Web Content Accessibility Guidelines 2.1

WAVE Web Accessibility Evaluation Tool