

Color Palette



CMYK: 0/53/100/0

PMS Uncoated: DS 18-2 u

PMS Coated: 144 c

RGB: 247/142/30

HEX: #f78f1e



CMYK: 0/32/100/0

PMS Uncoated: DS 5-2 u

PMS Coated: 143 c

RGB: 253/181/21

HEX: #fdb414



CMYK: 45/85/95/18

PMS Uncoated: DS 42-1 u

PMS Coated: 4695 c

RGB: 134/63/44

HEX: #863f2d



CMYK: 60/0/24/0

PMS Uncoated: DS 239-2 u

PMS Coated: 632 c

RGB: 86/213/217

HEX: #56d5d9



CMYK: 70/0/66/0

PMS Uncoated: DS 262-2 u

PMS Coated: 3285 c

RGB: 67/186/131

HEX: #43ba83

When to use which color code:

CMYK is defined by printers as 4-process color. These colors make up cyan, magenta, yellow, and black. This color code should be used when printing digitally and off-set printing.

PMS stands for "Pantone Matching System." This color code can only be used during offset printing. The color code is a custom ink that the printer will match to a color book. On screen the color may not look like the perfect match however, when printed it will match the color swatch in a PMS book.

Uncoated vs. Coated paper is what type of finish does the paper have.

PMS Uncoated is for if you have a matte or uncoated paper you are going to want to use a Uncoated PMS. An uncoated paper is going to absorb more ink and the ink typically looks darker which is why you want to use an ink that is created for this purpose.

PMS Coated is for a paper that is treated with a coating, for instance a glossy paper. Anything that feels slick to the touch is going to be a coated paper. You will need to use a PMS coated ink on this paper as a coated paper does the exact opposite as the uncoated, the ink lays on top of the paper compared to absorbing to the paper.

Paper Suggestion:

French paper is a great paper company and affordable option for printing. We recommend using the following for larger print jobs. The colors will really pop on these bright white papers. This white is more of a warm white and feels cheery. A printer can order this paper for you or you can order direct from frenchpaper.com.

Construction Pure White : 70 lb Text

Use this for booklets, pamphlets, annual reports, letterhead. 80 pound text should be used for anything you want a lighter weight.

Construction Pure White : 80 lb Cover

Use this for business cards, cover of the annual report, postcards, etc. Anything that you need something thick like a card stock use the 80 pound cover weight.

Envelopes

If you ever need to order envelopes and you want something other than the ordinary white French paper carries an orange that matches the WITS orange. This envelope comes in many different sizes. This would be great for thank you notes, donation requests etc. We recommend ordering the following color: Pop-Tone Orange Fizz

<http://www.frenchpaper.com/7020-envelope-9089.html>

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wits
working in the schools

PMS Uncoated: DS 18-2 u

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PMS Coated: 144 c

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Typography

SIGNIKA - LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()_+<>?/;:'"}|\,*/=-+

SIGNIKA - REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()_+<>?/;:'"}|\,*/=-+

SIGNIKA - SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()_+<>?/;:'"}|\,*/=-+

SIGNIKA - BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()_+<>?/;:'"}|\,*/=-+

GALAXIE COPERNICUS - BOOK ITALIC*

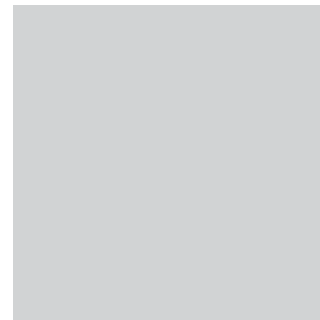
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EXAMPLE OF FRONTS IN USE

THE MISSION OF WITS

Building Communities. Empowering Readers.

Working in the Schools (WITS) promotes literacy and a love of learning in Chicago Public School elementary students through a volunteer-powered, outcomes-based portfolio of programs. WITS endeavors to bridge the achievement and opportunity gap for underserved students through building connections with positive adult role models. Alongside our teachers and school administrators, WITS works to provide the critical support that our students need to set them on a path toward academic success.



2013 BLACKBOARD AFFAIR
Katarinna McBride, Dr. Claudia Tellez,
Katrina Jackiewicz & Alyssa Quinlan

“Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has.”

Margaret Mead

HEADLINE ie. Type Size: 39 pt / Leading Size: 33 pt
For all of your headline use Signika Bold. Try make the headlines very big so you can get multiple words on 2 - 3 lines. Not that the leading between the lines are tight yet comfortable. Try highlighting with in the brand colors as well.

Sub - Headline ie. Type Size: 13 pt / Leading Size: 16 pt
If you need to have a sub - headline use Signika semi-bold and make the size smaller than the headline but slightly larger than the body copy.

Body Copy ie. Type Size: 9 pt / Leading Size: 18 pt
The body copy should be around 9 - 10 point set with Signika Regular, with a larger amount of leading to make the copy seem open and airy and to complement and balance the heaviness of the headline. Please take into consideration line lengths. The average line length for body text is 50-70 characters per line. If you have too long of a line length it be hard for a reader to find their way to the next line. You may choose to keep the kerning at 0 but it feels more sophisticates in body copy size kerned out to 10 pt.

Quote ie. Type Size: 8 pt / Leading Size: 16 pt
The quote is set in Galaxie copernicus book italic. That helps to add some type of graphic color.

Quote Credit ie. Type Size: 7 pt / Leading Size: 16 pt
The quote credit is set in Signika bold. Great way to highlight and showcase the name. The credit should be tucked under the quote and close to it.

Caption
Captions should be small and just a support to the photograph. Use Signika Bold to call out a title and Signika Light for supporting copy.

*Galaxie Copernicus Book Italic is optional for the use of small captions and type