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

Sample Text Treatment

Light  Lorem Ipsum Dolor Quis

Black  VEL ESTO EA COR MAGNIST

Light  Dunt min experfe ruptaquo quo molor
eiect ipsamemihit aut velignam dolupta
tessund itaesedi com veribus fugit.

Roboto

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.
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*

---

**ROBOTO SLAB SECONDARY TYPEFACE**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

*Thin, Light, Regular, Bold*

---

**SAMPLE TEXT TREATMENT**

Regular —— Lorem Ipsum Dolor

| Lorem Ipsum Dolor |
| VEL ESTO EA COR MAGNIST |

Dunt min experfe ruptaquo quo molor eiciet ipsamernihit aut velignam dolupta tessund itaesedi com veribus fugit.

Regular —— Lorem Ipsum Dolor

| Lorem Ipsum Dolor |
| VEL ESTO EA COR MAGNIST |

Dunt min experfe ruptaquo quo molor eiciet ipsamernihit aut velignam dolupta tessund itaesedi com veribus fugit.
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.
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.
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.
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
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:**
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.

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.
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

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.
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 here.

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**

<table>
<thead>
<tr>
<th>Font</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1 Heading</td>
<td>30 pt Bold</td>
</tr>
<tr>
<td>H2 SUBHEAD</td>
<td>18 pt Light</td>
</tr>
<tr>
<td>H3 Call Out</td>
<td>16 pt Bold Italic</td>
</tr>
<tr>
<td>P Body Copy</td>
<td>16 pt</td>
</tr>
<tr>
<td>H4 Caption</td>
<td>12 pt Light</td>
</tr>
</tbody>
</table>

**LOGO USAGE**

- Primary
- Color-Compliant
- Single Color

**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).

**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.
### PRIMARY COLORS

- **BLUE**: R0 G160 B235  
  C72 M24 Y0 K0  
  HEX #00A0EB
- **ORANGE**: R255 G158 B53  
  C0 M43 Y17 K0  
  HEX #FF9E35
- **PURPLE**: R130 G60 B134  
  C58 M31 Y19 K1  
  HEX #823C86
- **GREEN**: R90 G194 B48  
  C66 M0 Y100 K0  
  HEX #5AC230
- **NAVY**: R0 G65 B96  
  C0 M47 Y90 K28  
  HEX #004160

### SECONDARY COLORS

- **TEAL**: R30 G180 B183  
  C73 M43 Y0 K0  
  HEX #1EB4B7
- **DARK TEAL**: R16 G99 B101  
  C89 M43 Y64 K23  
  HEX #106365
- **LIGHT PURPLE**: R130 G60 B134  
  C58 M31 Y0 K0  
  HEX #823C86
- **YELLOW**: R253 G217 B19  
  C2 M11 Y98 K0  
  HEX #FDD913
- **RED ORANGE**: R255 G98 B36  
  C0 M76 Y93 K0  
  HEX #FF6224

---

### 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 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.

### 1.4.11 – NON-TEXT CONTRAST

- The visual presentation of the following have a contrast ratio of at least 3:1 against adjacent color(s)
UI Style Guide

Cont.

CARD STYLE

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