BREAKFREE**PNW**.ORG

VISUAL STYLE GUIDE

This document offers guidelines for creating visuals for the Break Free PNW actions, so that your visuals align with and connect to other Break Free materials.

NOTE: All materials contained in this guide are in the public domain and are free for anyone to use — all copyrights and related or neighboring rights have been waived to the extent possible under the law.

Follow these guidelines if they're helpful, or if you think it's strategic for your visuals to connect with the central Break Free style. If not, don't worry about it! Go with what feels right to you and your audience.

Backbone Campaign

Zachary Kaufman

Backbone Campaign

TYPOGRAPHY

HEADERS - GRAPH CONDENSED BOLD 15 PT

DOWNLOAD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789~!@#$%^&*()_+{}|":

SUBHEADER - GRAPH CONDENSED BOLD 12 PT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789~!@#$%^&*()_+{}|":

Body Copy - Arial Regular 9 PT

DOWNLOAD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789~!@#$%^&*()_+{}|":

Caption - Arial Italic 9 PT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789~!@#$%^&()_+{}|":*

COLOR

Relationship:

WHITE/LIGHT GREY/BLACK/IMAGES
Main elements, occupying most of the visual space

TEAL GREEN
The primary accent color, acts as the distinctive element tying the actions together *(used more prominently on the central website for this reason)*

RED
Secondary accent, used for buttons and calls to action.

RED:	#e83924	RGB 232, 57, 36
DARK BLUE:	#16282d	RGB 22, 40, 45
TEAL GREEN:	#4daa98	RGB 77, 170, 152
GREY:	#dae5f1	RGB 218, 229, 241
DARK GREEN TEAL: *(Rarely used)*	#18443b	*RGB 24, 68, 59*

PNW

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USE PHOTOS TO CREATE...

Visual interest
A photo is worth 1000 words
or 50 fancy graphics.

Inspiration
Show examples of successful escalated actions
that have already achieved results.

Connection
Show the diverse range of people around the
world who have taken action.

Tangibility
Make actions feel real and solid,
not hypothetical or unreliable.

*Note: Make sure your photos are culturally and contextually
appropriate. Know your audience!*

PHOTO TOOLS

COLORIZED MONOTONE IMAGE:

Free online tool: http://manytools.org/image/colorizefilter/

Photoshop:
1) Add your photo
2) Add a Black/White adjustment layer on top of the photo

Optional: Add a Levels adjustment layer or a brightness/contrast
adjustment layer to increase the contrast as necessary

Add a new empty layer on top, fill it with solid teal
(#4daa98), set the blending mode to "*Screen*"

Dot Overlay Download .png file **HERE**

The main Break Free PNW banner and spot logo is intended to be a secondary element that unifies and connects actions together, without taking focus away from whatever it's attached to.

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