This style guide covers both the print and web design elements to maintain the brand of PROOF: Media for Social Justice. If you require any more information regarding this guide, please contact Willhemina Wahlin (Creative Director, PROOF: Media for Social Justice) at willhemina@gmail.com.

**Typography**

*Print*

**Headings:** Helvetica Bold  
*Subheadings:* Helvetica Bold Oblique  
Text: Frutiger Roman, bold, italic.

*Web*

As of 2013, PROOF’s website will be hosted, built and maintained using Squarespace. The site will use the following typography settings:

**Headings:** Helvetica Neue Bold  
Text: Open sans

**Colours**

*Print*

Orange  
# FF3300  
CMYK: 0; 92; 100; 0

Grey  
#666666  
CMYK: 0; 0; 0; 85

Rich Black  
# 000000  
CMYK: 50; 50; 50; 100

Alternatively, you can download the complete swatch for both CMYK and RGB colours at: https://kuler.adobe.com/#themeID/2245389

*Online*

Background Orange  
RGB: 255; 51; 0  
#ee3a17

Navigation Gold  
RGB: 255; 153; 0  
#ffae00

Text Grey  
RGB: 77; 77; 79  
#777

Link Dark Grey  
RGB: 51; 51; 51  
#222
The type of the PROOF logo is Helvetica Bold.