



POWER
THROUGH
Choices

Style Guide

Use of Logo

Whenever the *Power Through Choices* logo is used on any new materials created by an external organization, the following language **must appear prominently** on the document, graphic, product, etc.:

Power Through Choices is a curriculum of Healthy Teen Network.

Additional copyright information need not be included.

Never crop or alter the logo file in anyway.

Typefaces and Fonts

Logo Fonts

- Museo Slab 500 (Suggested Header Kerning +100/Logo Kerning +300)
- Akzent Condensed Extra Bold (Kerning at +40)
- Black Jack (No Kerning)

Body Typeface

- Verdana

Note: *Museo Slab* is available on Adobe Typekit for free for Adobe Creative Cloud users. *Akzent* and *Black Jack* are available on the internet for free. *Verdana* comes standard in Macs.

Colors

Primary Colors

Green
#94b63d
#9b4
Yellowgreen
Hsl(76,49,47)
rgb(148,182,61)

Dark Green
#669940
rgb(102,153,64)

Teal
#43b1af
#4bb
Lightseagreen
hsl(178,45,47)
rgb(67,177,175)

Primary Neutrals

White
#ffffff
Rgb(255,255,255)

Near-Black
#203232
rgb(32,50,50)

Gray
#798484
rgb(121,132,132)

Secondary/Accent Colors

Blue
#1675b5
#17bsteelblue
hsl(204,78,39)
rgb(22,117,181)

Purple
#81538e
#859gray
hsl(286,26,44)
rgb(129,83,142)

Orange
#f06e23
#f72chocolate
hsl(21,87,53)
rgb(240,110,35)