

COLORS

4-Color Process Usage

Indigo :

4cp Build: C=75, M=99, Y=0, K=0
Web-Safe: #6607a5



Black :

4cp Build: C=0, M=0, Y=0, K=100
Web-Safe: #000000



Pelorous :

4cp Build: C=79, M=22, Y=30, K=0
Web-Safe: #199aac



Gainsboro :

4cp Build: C=11, M=7, Y=9, K=0
Web-Safe: #e1e3e1



Ship Cove :

4cp Build: C=58, M=44, Y=14, K=0
Web-Safe: #7886af



Eastern Blue :

4cp Build: C=85, M=36, Y=36, K=5
Web-Safe: #138092



4-Color Process:

fusionSPAN

2-Spot Color (Indigo, Black):

fusionSPAN

1-Spot Color (Black):

fusionSPAN



USING HEADING TAGS

The <h1> to <h5> tags are used to define HTML headings. <h1> defines the largest and visually, most important heading while <h5> defines the smallest heading size. These tags decrease in size giving visual hierarchy on the important copy throughout the page. <h> tags can be applied through the format dropdown menu in the WYSIWYG (What You See is What You Get) editor.

This is Sample heading 1

H1

Font Size : 29px
Font Sytle : Bold
Color : #ffffff

This is Sample heading 2

H2

Font Size : 24px
Font Sytle : Bold
Color : #7f4995

This is Sample heading 3

H3

Font Size : 22px
Font Sytle : Bold
Color : #474747

This is Sample heading 4

H4

Font Size : 19px
Font Sytle : Regular
Color : ##006666

This is Sample heading 5

H5

Font Size : 16px
Font Sytle : Regular
Color : #000000

TYPE FACES

The consistent use of the same typefaces helps build a recognizable identity. Two main typefaces are available: Oswald , Franklin ITC.

- Font used in organization name: Oswald Bold
- Font used in Council tag line: FranklinITCProLight

Additional accent fonts, used to achieve a specific feel, can be used at the designer's discretion, but must be approved by fusionSpan.

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Oswald

Oswald Extra-light

Oswald Extra-light

Oswald light

Oswald Ragular

Oswald Medium

Oswald DemiBold

Oswald Demi-Bold

Oswald Bold

Oswald Heavy

FranklinITC

FranklinITC book Extra Compressed

FranklinITC Demi Extra Compressed

FranklinITC Book Compressed

FranklinITC Book Compressed italic

FranklinITC Medium

FranklinITC Demi Condeanced

FranklinITC Demi Condeanced

FranklinITC Book

FranklinITC Book italic

FranklinITC Heavy

FranklinITC Heavy italic