GO WHERE YOU’RE NEEDED CAMPAIGN

DESCRIPTION OF GRAPHIC APPLICATION
APPLICATIONS WITH PHOTOGRAPHY

Headers
Headers are of the Oswald Bold font family. They are large and have a consistent leading. Headers will be bold and in all caps. The header will use white as the font color. The headers will also have a drop shadow applied to it when necessary. The header and logo lockup will always need to be proportional.

For example: If the headline font size in this poster is 145pt then the font size of the URL in the logo lockup is 28pt.

Drop Shadow Settings (When needed)
Mode: Multiply
Opacity: 17%
X-Offset: 0.11
Y-Offset: 0.11
Blur: 0.22

Images
Images will be in medium profile or a front portrait of a VISTA “hero” or “heroes” wearing branded polos. The VISTA “hero” or “heroes” will have their picture taken in a work environment. The photo will show commitment, aspiration, and/or spirit. If it is a group of VISTA’s, then the photo should show collaboration between the group of workers.

Logo Lockup
The logo lockup will be minimalistic with the URL to the left or right depending on what side of the photo the logo is on. The URL will be of the Oswald Bold font family and white.

Proportions
Image and headline are balanced on a grid of thirds. Text takes over about two thirds of the layout horizontally. Another third is reserved for the person being shown in the deliverable.
APPLICATIONS WITHOUT PHOTOGRAPHY

Logo Banners
Used to lead communication.

Header
Headers are of the Oswald Bold font family. They are large and have a consistent leading. Headers will be bold and in all caps.

Headlines and Subheaders
Headlines and subheaders are of the Oswald Bold font family. They will be in all caps, but a smaller font size than the headers.

Backgrounds
Wide monochromatic backgrounds set the tone for bold communication. Bold white text compliments the style and highlights the message.

Body Copy
Body copy will be all caps and in the Oswald Light font family.

Color
There are two colors swatches, red and blue, that VISTA will use in its designs. Colors are used in combination for contrast with the addition of white for text.

VISTA Blue
RGB: 12.60.95
CMYK: 100.78.38.28
HEX: 0c3c5f

VISTA Red
RGB: 213.35.40
CMYK: 10.99.98.28
HEX: D52328

Proportions
On a grid of fours the headline takes up most of the space. Elements on the back are structured for even distribution.