

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

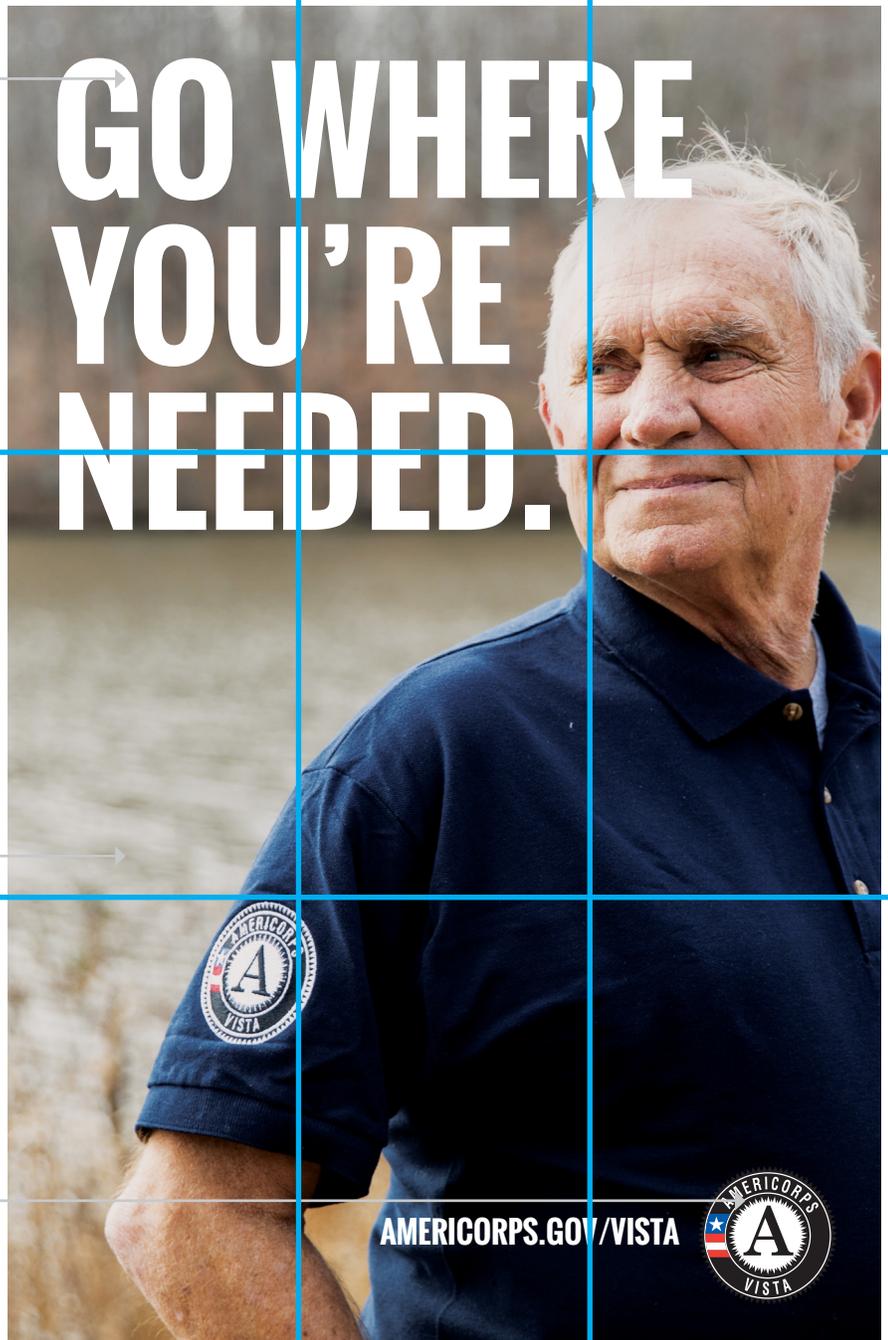
Blur: 0.22

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 it's 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: 10.99.98.2
HEX: D52328

The back of the application features a dark blue background with a grid of four sections. At the top is the AmeriCorps VISTA logo. Below it is the header "WE NEED YOU" in large white bold letters, followed by the subheader "APPLY TODAY AT AMERICORPS.GOV/VISTA". The first section contains a location pin icon and the text "CHOOSE WHERE TO SERVE". The second section contains a magnifying glass icon and the text "CHOOSE YOUR FOCUS". The third section contains an icon of a person and a building with arrows, and the text "MATCH WITH AN ORGANIZATION". The fourth section contains a briefcase icon and the text "GAIN A PROFESSIONAL EDGE".

Back

The front of the application features a red background with the AmeriCorps VISTA logo at the top. The main headline "GO WHERE YOU'RE NEEDED." is written in large, bold, white letters. Below the headline is the URL "AMERICORPS.GOV/VISTA" in a smaller white font.

Front

Proportions

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

