

Style Guide:

Alissa Best

Website:

- Menu:
 - Font family: Open Sans, Helvetica Neue, Helvetica, Arial, sans-serif
 - Font style: Center, bold
 - Font size: 14 px
 - Font color: #404040

- Text on slider photos:
 - Third photo: Section slider, text_1_2
 - Font family: Open Sans, Arial, Helvetica, sans-serif
 - Font style: Bold, uppercase
 - Font size: 22 px
 - Font color: #f1f1f1

- Subtitles/Breadcrumbs on each page:
 - Font family: Open Sans, Helvetica Neue, Helvetica, Arial, sans-serif
 - Font style: Regular and bold
 - Font size: 12-22
 - Font color: #333

- Text:
 - Font family: Open Sans, Helvetica Neue, Helvetica, Arial, sans-serif
 - Font style: Regular
 - Font size: 12 px
 - Font color: #777

- Mail content text:
 - Font family: Open Sans, Helvetica Neue, Helvetica, Arial, sans-serif
 - Font size: 12 px
 - Font color: #777
 - Font style: Regular

- The_Ins_1 (website color)
 - Background color-transparent
 - Color: #00bacf

- Small button:
 - Font-size: 12px
 - Color: #00bacf

Magazine:

- Magazine Cover:
 - Toomer's Corner
 - Gray scale
 - Cover font: Indy Pimp
 - Magazine title: 100 pt
 - Magazine date: 45 pt
 - Color:
 - Text: R47 G64 B143

- Magazine date: 45 pt
 - Color:
 - Text: R47 G64 B143
 - Stroke: R243 G145 B95
- Table of contents:
 - Font: Georgia
 - Headers- 16 pt, italics
 - Body text- 14 pt, regular
 - Title: 48 pt, bold
 - Subtitle: 14 pt, italics
 - Stroke:
 - 1.5 pt
 - Dots
 - Colors:
 - Date and subtitle: R243 G145 B95
 - Title and body text: R47 G64 B143
- Editor's Welcome:
 - Title: Georgia
 - Font: 60 pt, italics
 - Body text: Minion Pro
 - Font: 12 pt, regular
 - Signature: Scriptus
 - Font: 36 pt, regular
 - Colors:
 - Title: R47 G64 B143
 - Body text: R0 G0 B0
- Stories:
 - Pull quotes: Georgia
 - 15 pt, italics
 - Centered
 - .125 Text Wrap
 - Color: alternating R243 G145 B95 and R47 G64 B143
 - Drop caps: Minion Pro
 - 12 pt
 - 3 lines
 - Color: alternating R243 G145 B95 and R47 G64 B143
 - Title: Georgia
 - 48 pt, italics
 - Centered
 - Color: alternating R243 G145 B95 and R47 G64 B143
 - Subtitles: Dancing Script OT
 - 26 pt, regular
 - Centered
 - Color: alternating R243 G145 B95 and R47 G64 B143
 - Byline: Minion Pro
 - By: 12 pt, italics
 - Alissa Best: 12 pt, regular, uppercase
 - Color: R0 G0 B0
 - Body text: Minion Pro
 - 12 pt, regular
 - Color: R0 G0 B0
 - Cutlines: Times
 - 7 pt, regular, uppercase
 - R0 G0 B0
 - Page Numbers: Dancing Script OT
 - 18 pt, bold
 - Color: R37 G64 B143
 - Back cover: Indy Pimp
 - 50 pt, centered, regular
 - Color: R27 G64 B143

- Color: R37 G64 B143
- Back cover: Indy Pimp
 - 50 pt, centered, regular
 - Text: R37 G64 B143
 - Stroke: R243 G145 B95

Brochure:

- Fonts:
 - Title:
 - Lobster 2
 - Regular
 - R0 G0 B0
 - 55 pt
 - Subtitle:
 - Lobster 2
 - Regular
 - RO GO BO
 - 40 pt
 - Content Headers:
 - Lobster 2
 - 14-18 pt
 - R0 G0 B0
 - Regular
 - Body Content:
 - Champagne and Limousines
 - 12 pt
 - Regular
 - R0 G0 B0
- Background:
 - Map graphic

Infographic:

- Fonts:
 - Title: "Class:"
 - Champagne and Limousines
 - 72 pt
 - Regular
 - R0 G7 B12
 - Title: "Classy:"
 - CAC Champagne
 - 84 pt
 - Bold
 - R0 G7 B12
 - Subtitle:
 - CAC Champagne
 - 45 pt
 - Bold
 - R0 G7 B12
 - Short blurb:
 - Champagne and Limousines
 - 20 pt
 - Regular
 - R0 G7 B12
 - Section titles:
 - Champagne and Limousines
 - 24 pt
 - Regular
 - R0 G7 B12

- 24 pt
- Regular
- R0 G7 B12
- Section body text:
 - Champagne and Limousines
 - 20 pt
 - Regular
 - R0 G7 B12
- Images:
 - Clothing images pulled from and credited to the following stores:
 - Zara
 - Aricia
 - Gap
 - SABA
 - Dune
 - Lulu
- Colors:
 - All body text: black
 - R0 G7 B12
- Background:
 - White background
 - R255 G255 B255

Logo:

- Font: Scriptus
- Color: Black/ #030303
- Size: 32