

SIUSLAW RIVER RESTORATION STORYMAP

MINI STYLEGUIDE

How to use this styleguide

This styleguide is short and simple. The following pages will guide us through our color palette, typefaces, and graphics, all of which can be used in different combinations and variations to give the storymap a unique visual look.

To the right, we have a few of the goals related to the overall brand personality.

GOALS FOR BRAND PERSONALITY

Deep connections between people & place create emotional appeal

Inclusive

Celebratory

Hopeful

Building common ground

Respectful

Welcoming and accessible

Community-driven

Thoughtful

Typefaces

Outfit

A beautiful geometric sans: The official typeface for brand automation company outfit.io. Inspired by the ligature-rich outfit wordmark, Outfit has 9 variations in its font family.

[Download this typeface here for free](#)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*(),

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*(),

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*(),

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*(),

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*(),

Typefaces

Arvo

Arvo is a geometric slab-serif typeface family suited for screen and print. The family includes 4 cuts: Roman, Italic, Roman Bold, Bold Italic. It is a libre font, first published in Google Fonts. The flavour of the font is rather mixed. It's monolinear-ish, but has a tiny bit of contrast.

[Download this typeface here for free](#)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*(),

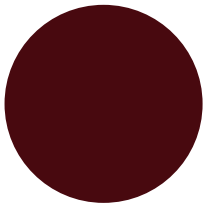
*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*(),*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*(),**

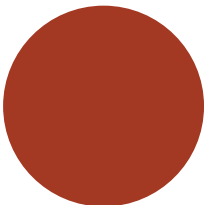
***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*(),***

Color Palette

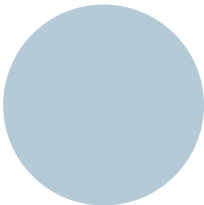
Primary



CMYK: 40, 91, 78, 68
RGB: 72, 12, 17
HEX#: 480C11

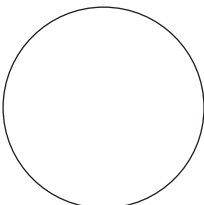


CMYK: 9, 88, 87, 31
RGB: 163, 49, 36
HEX#: A33124



RGB: 72, 12, 17
CMYK: 40, 91, 78, 68
HEX#: 480C11

Secondary



CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX#: FFFFFFFF

Restoration in Action

Restoring natural
systems on the Siuslaw



RESTORATION IN ACTION

Restoring natural
systems on the Siuslaw



RESTORATION IN ACTION

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systems on the Siuslaw





Restoration in Action

Restoring natural systems on the Siuslaw



Lorem ipsum
dolor sit amet, consectetur
adipiscing elit, sed diam
nonummy nibh euismod
tincidunt ut laoreet dolore
magna aliquam erat volutpat.
Ut wisi enim ad minim veniam,
quis nostrud exerci tation
ullamcorper suscipit lobortis
nisl ut aliquip ex ea commodo
consequat. Duis autem vel eum
iriure



Restoration in Action

Restoring natural systems on the Siuslaw



Lorem ipsum
dolor sit amet, consectetur
adipiscing elit, sed diam
nonummy nibh euismod
tincidunt ut laoreet dolore
magna aliquam erat volutpat.
Ut wisi enim ad minim veniam,
quis nostrud exerci tation
ullamcorper suscipit lobortis
nisl ut aliquip ex ea commodo
consequat. Duis autem vel eum
iriure



Graphics

We have categorized the graphics into a few different buckets of partially abstract images:

1) grasses, leaves



The second row is a subset of the original illustrations, rotated and reflected as a pair



Graphics

2) estuaries, roots



The first graphic in the second row is a rotation of the first graphic in the first row, an iteration that can be used as needed



Graphics

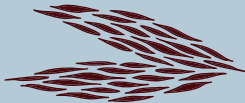
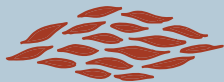
For this third round, we have categorized the graphics into a few different buckets of partially abstract images:

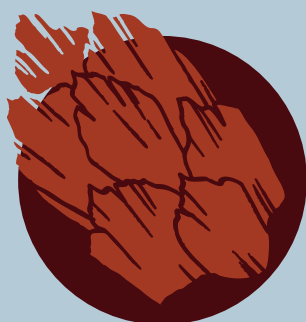
2) water, scales, tule



The third row shows different iterations of tule, zoomed into the clusters, clusters with some of the long sharp leaves, and lastly a much more zoomed out tule, with simplified clusters as shapes.







Graphics r3 with color,
type, and photography

Now we can imagine how the graphics
might live alongside all of the different
elements



Restoration in Action

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Lorem ipsum
dolor sit amet, consectetur
adipiscing elit, sed diam
nonummy nibh euismod
tincidunt ut laoreet dolore
magna aliquam erat volutpat

