



Website Style Guide

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Brand Guidelines

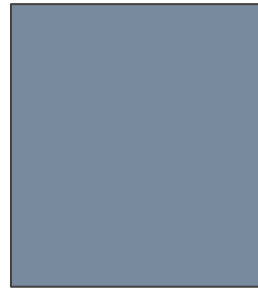
Brand Colors



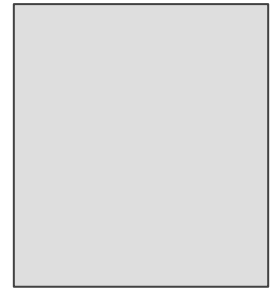
HEX #1c1c1c



HEX #54a0d4



HEX #788ageff



HEX #f0f4f7

Copy Sizes

Heading 1

Raleway, Sans-Serif, Normal, 32px, 44px, #1c1c1c

Heading 2

Raleway, Sans-Serif, Normal, 24px, 36px, #1c1c1c

Heading 3

Raleway, Sans-Serif, Normal, 18px, 27px, #Fffffff

Heading 4

Raleway, Sans-Serif, Normal, 16px, 27px, #1c1c1c

Paragraph

Raleway, Sans-Serif, Normal, 16px, 27px, #4c4c4c

Image Dimensions

Content Thumbnails



Best Practices:

- When searching for images, it is always better to crop/re-scale down
- Video thumbnails should capture the “essence” of the presentation in a visually appealing way (left)
- Avoid images with text or job titles ¹⁻²
- If capturing via screen grab, avoid unflattering moments (e.g., eyes closed, mid-sentence etc.) ³

1.



2.

Tips

- everyone wins.
2. Consider sponsors as a customer.
 3. Align methods, channels and interaction with sponsor goals.
 4. Understand your audience data before pitching a sponsorship.
 5. Make sponsorship activity a touchpoint for

3.



Event Banners



Best Practices:

- As there will be text overlays, avoid images with text, facial close-ups
- Also avoid busy patterns with high detail, as these can be distracting

Logos



Best Practices:

Due to size variances in logos, we recommend the following to ensure consistency + image responsiveness:

- Obtain a transparent high quality .png or .jpeg of the logo
- Layer the logo over a white, square background with no border or shadow
- Group and save the final image
- Export and resize to 275 X 275



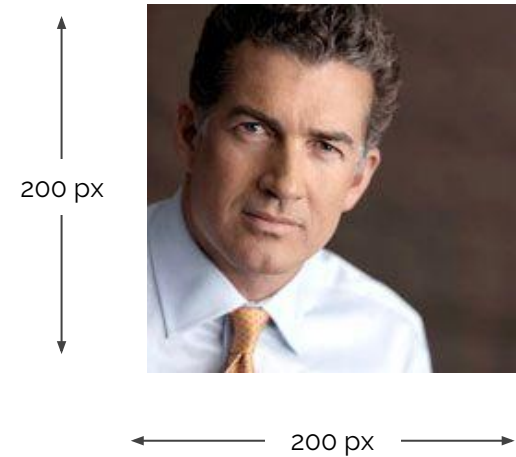
Leadership Headshots



Best Practices:

Upload a portrait of yourself for your PCMA Web Profile.

- Images need to be a:
 - Portrait of yourself to which you have full rights
 - File format of JPEG, GIF, or PNG
 - Dimensions must be at least 500px x 500px
 - High-resolution at least 300 dpi
 - File size smaller than 2 MB



Asset Management

File Naming Convention



Best Practices:

- Use the file/article *name* and indicate the **type**:
 - *goal-within-reach*_thumbnail
 - *visit-spokane*_logo
 - *GMC-mixer*_banner
 - *GEM-award*_image
 - *jane-doe*_headshot
- A consistent naming convention will make searching for images faster and easier (see right)
- Remember, these image and file names WILL be visible so choose accordingly

