



P23001.0147_CA HCO

Style Guide Specimens

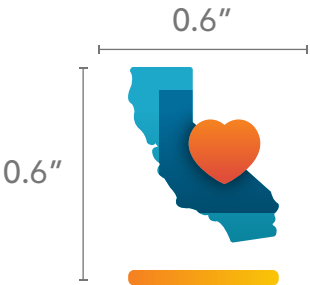
File Name Format:
Year-Pcode_Hero Theme_Name of Theme



Hero Theme



File Name Format:
Year-Pcode_Differentiator_Name of Differentiator



Californians Serving Californians	Proven Performance	Future Readiness
		

Differentiators

Note to Designer:
Always show the Name and Hex/CMYK codes



Cool 1
Hex #004152
RGB 0, 65, 82



Cool 2
Hex #007289
RGB 0, 114, 137



Cool 3
Hex #1EA9CA
RGB 30, 169, 202



Cool 4
Hex #84B9D3
RGB 132, 185, 211



Warm 1
Hex #F58021
RGB 245, 128, 33



Warm 2
Hex #FCA13D
RGB 252, 161, 61



Warm 3
Hex #F9C606
RGB 249, 198, 6



Flag 1
Hex #007A33
RGB 0, 122, 51



Flag 2
Hex #E04E39
RGB 224, 78, 57



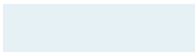
Natural 1
Hex #593622
RGB 89, 54, 34



Natural 2
Hex #A16320
RGB 161, 99, 32



Natural 3
Hex #DFA98C
RGB 223, 169, 140



Alt 1
Hex #E6F1F6
RGB 230, 241, 246



Alt 2
Hex #FEF4CD
RGB 254, 244, 205



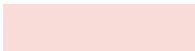
Grey 1
Hex #353535
RGB 53, 53, 53



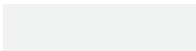
Grey 2
Hex #6D6D6D
RGB 109, 109, 109



Grey 3
Hex #AFAFAF
RGB 175, 175, 175



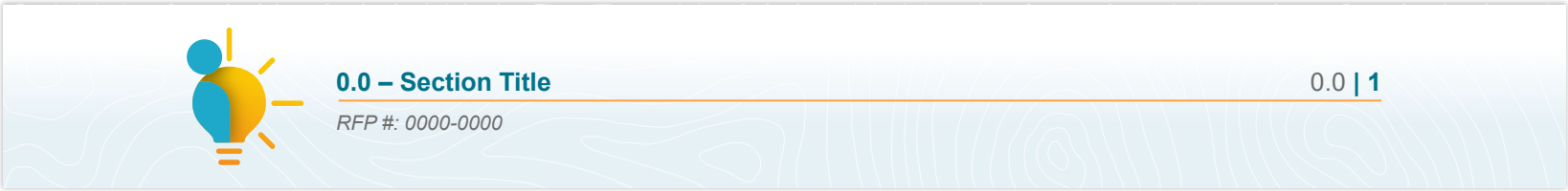
Alt 3
Hex #F9DCD7
RGB 249, 220, 215



Alt 4
Hex #F1F2F2
RGB 241, 242, 242

Colors

File Name Format:
Year-Pcode_Footer_Icon
Year-Pcode_Footer_Background (if you have one)



Footers

Footer Formatting

- Stroke:
 - Width: 0.75pt
 - Color: Warm 1
- Font:
 - Section Title: Arial Bold, 10pt, Cool 2
 - RFP #: Arial Italic, 8pt, Grey 2
 - Page Number: Arial Bold, 10pt, Cool 2
 - Section Number (right): Arial, 10pt, Grey 2

Callouts

Applies to both half and full-width callouts

Half Width: 3" | Full Width: 6.5"

File Name Format:
Year-Pcode_Callout_Size (half or full)_Basic

Basic



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

File Name Format:
Year-Pcode_Callout_Size (half or full)_At-A-Glance

At-A-Glance



At-A-Glance

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

Body Copy

- Size: 12pt
- Color: Cool 1

Table Styles

- Background Color:
 - Alt 1
- Bottom Stroke:
 - Size: 1pt
 - Color: Warm 1

Body Copy

- Size: 12pt
- Color: Grey 1

Table Styles

- Background Color:
 - Alt 2
- Bottom Stroke:
 - Size: 1pt
 - Color: Cool 3

File Name Format:
Year-Pcode_Callout_Size (half or full)_Spotlight

Spotlight

**Spotlight**

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

File Name Format:
Year-Pcode_Callout_Size (half or full)_Orientation (top or bottom)_Quote

Quote



“Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet.”
-Lorem Ipsum

Body Copy

- Size: 12pt
- Color: Grey 1

Table Styles

- Background Color:
 - Alt 3
- Bottom Stroke:
 - Size: 1pt
 - Color: Warm 3

Body Copy

- Body:
 - Size: 12pt
 - Color: Grey 1
- Author:
 - Font: Arial Bold Italic
 - Size: 12pt
 - Color: Natural 2

Table Styles

- Background Color:
 - Alt 4
- Bottom Stroke:
 - Size: 1pt
 - Flag 1

Callouts

Applies to both half and full-width callouts
Half Width: 3" | Full Width: 6.5"

File Name Format:
Year-Pcode_Callout_Differentator_Size (half or full)_Differentator Name

Differentiator



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

File Name Format:
Year-Pcode_Callout_Size (half or full)_Case Study

Case Study



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

Body Copy

- Size: 12pt
- Color: Cool 1

Table Styles

- Background Color:
 - None
- Bottom Stroke:
 - Size: 1pt
 - Color: Warm 3

Body Copy

- Size: 12pt
- Body: Cool 1

Table Styles

- Background Color:
 - None
- Bottom Stroke:
 - Size: 1pt
 - Color: Warm 1

Callouts

Applies to both half and
full-width callouts
Half Width: 3" | Full Width: 6.5"

Tables

Basic

Lorem Ipsum Dolor	Lorem Ipsum Dolor
Table Body Copy:	Lorem ipsum dolor sit
Size: 9pt Color: Grey 1	Lorem ipsum dolor sit

Differentiator

Differentiators	Value to State
 Differentiator Title: - Text Format: - Font: Bold, 10pt - Color: Cool 1	Value Copy: - Text Format: - Size: Narrow, 9pt - Color: Grey 1 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut
 Person-Centered Assessments	

- Heading**
 - Background Color:
 - Cool 2
 - Text Format:
 - Font: Arial Bold, 10pt
 - Color: White
- Table Styles**
 - Banding Color:
 - Alt 2
 - Stroke*:
 - Color: Warm 3
 - Size: 0.5pt

**Stroke only occurs between heading cells and on vertical axis. No stroke around border of table.*

- Diff. Heading**
 - Background Color:
 - Cool 1
 - Text Format:
 - Font: Bold, 10pt
 - Color: White
- Value Heading**
 - Background Color:
 - Cool 2
 - Text Format:
 - Font: Bold, 10pt
 - Color: White
- Table Styles**
 - Banding Color:
 - Alt 1
 - Stroke:
 - Same as Basic tables

Headshots & Miscellaneous

File Name Format:

Year-Pcode_Headshot_LastName FirstName

Headshot Example:



Special Font Requests:

- Section Headers, all sizes:
 - Font Color: Cool 1
- Exhibit Number Font:
 - Font: Bold
 - Color: Cool 1



Header Formatting

File Name Format:
Year-Pcode_Header_Maximus Logo

Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed diam nonummy nibh

maximus

0.0 – Lorem Ipsum Dolor sit Amet

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 dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

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Table Styles

- Font:
 - 10pt, Grey 3
- Bottom Stroke:
 - Size: 0.5pt
 - Color: Cool 4

0.1579" | **maximus** | 1.25"