

Indy.gov Font Styleguide

Introduction

The following represents the **Enterprise Standard** font-styles for the Indy.gov portal.

All presentational styles for the Indy.gov portal are to be driven from CSS to create clean accessible code conforming to standards, and all future updates will ensure its compliance.

As this styleguide defines the branding of the Indy.gov enterprise, no other fonts or font styles are permitted in body content areas or headers, including navigation.

These styles are set in the portal CSS, and are used for all agencies, departments, web applications, forms, and all related entities in the enterprise.

Note: Custom fonts may be used in rotator images, as images do not conform to font styles in the CSS. For rotator images, we suggest the use of sans-serif fonts for readability if a font must be used.

Additional colors and styles will be derived from the established Twitter Bootstrap framework.

Following this standard provides consistency across the Indy.gov enterprise, and delivers a reliable user experience that constituents can count on.

Note: Future revisions may cause incremental updates to the fonts to become necessary, and they will be addressed as such so that future iterations maintain a standard look and feel across the Indy.gov enterprise.

Accessibility & Best Practices

Our goal is to empower you to build and maintain a professional website.

Please read the following list carefully and thoroughly, as it contains some of the more common issues encountered by agencies.

Underline and Caps

Most everyone knows that underlined text on a web site means a hyperlink. Always try to avoid adding any underlining that could be potentially confusing to the end user.

Another very common misconception pertains to uppercase (all caps) text. Generally, this treatment is used in hopes the reader will notice the upper case text more readily. While they may notice it, they will generally find it more difficult to read.

Rule of thumb: All caps might be fine for ONE OR TWO words, for emphasis, but should be avoided in long strings of text.

Strong and Emphasis or and <i>

Try to remember that bold and italics are best used sparingly to emphasize a portion of your text. If you over-use either on a page, it will lessen their impact and should be avoided. For users with screen readers, the device will increase its voice to read items in bold, and read emphatically items in italics.

Rule of thumb: Bold or italics might be fine for **one** or *two* words, for emphasis, but should be avoided in long strings of text.

Coloring Text

Avoid the use of colored text. This is an ADA compliance issue. Those with limited vision or those who are color-blind will have difficulty reading **pink text** on a white background (or pink background with **white text**), for example. The same follows for dark text on a **dark background**... it is difficult for many to read, thus should be avoided. The same goes for reds, greens, and certain blues.

Rule of thumb: There **must** be a high contrast between the text and the background. To avoid these issues, all font coloration will take place in the portal CSS.

Consistent Use of Font Faces, Spacing, Etc.

It is important for readability that sites use consistent font faces and font sizes across their pages. This creates a common look and feel, which builds confidence in users and unifies your brand.

These font faces and sizes are set as defaults in the portal CSS, and no other fonts or sizes will be permitted.

You can help maintain a consistent look and feel throughout the site by following simple practices such as:

- keeping all text justified left;
- keeping all text flush (no indentation);
- separating paragraphs with just one space; and
- keeping the paragraphs short and to the point.

Proof your Pages

Always be sure to use Spell Check (located in the ribbon bar while in Edit mode), and while you check for errors, be sure to scan the page for consistency (spacing, indentation, paragraphs, font faces and sizes, etc.).

Fonts Used

The fonts used are as follows:

Lato

The quick brown fox jumped over the lazy dog.

Arvo

The quick brown fox jumped over the lazy dog.

Helvetica Neue

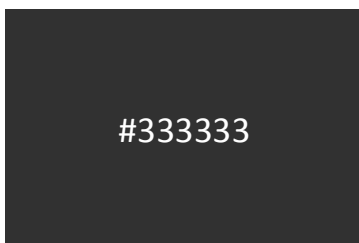
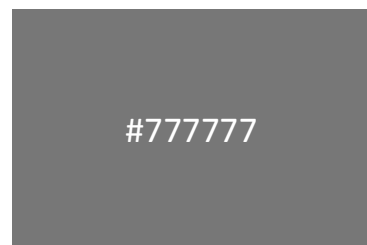
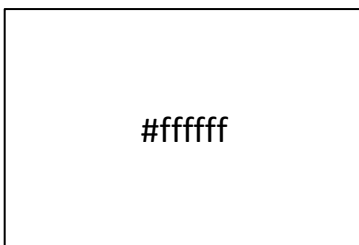
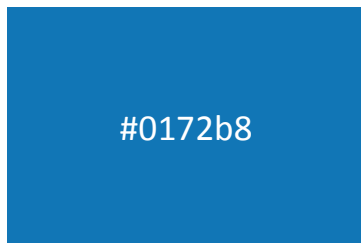
The quick brown fox jumped over the lazy dog.

All font sizes begin at the base size of 1.4em.

Note: Using em makes the CSS scalable.

Colors Used

The colors used are as follows:



Container Styles

The following container styles represent content areas on the Indy.gov portal.

All colors, fonts and sizes are listed where necessary.

Body

```
font-family: 'Lato';  
font-size: 1.4em;  
font-weight: 300;  
color: #555;  
line-height: 1.4em;
```

TopNav

```
font-family: 'Lato';  
font-size: .7em;  
font-weight: 700;  
line-height: 20px;  
color: #0172b8;
```

SubNav

```
font-family: 'Lato';  
font-size: .65em;  
text-transform: uppercase;  
line-height: 1.2em;  
color: #f05320;  
text-align: center;  
font-weight: 700;  
letter-spacing: .02em;
```

Indy.gov

Left Nav

font-family: 'Lato';
font-size: 1.4em;
text-align: left;
line-height: 1.2em;
font-weight: 500;
color: #0172b8;

2nd Level

font-size: .85em;
font-weight: 400;
color: #555;

3rd Level

font-size: .95em;
font-weight: 400;
color: #777;

Calendar

font-family: 'Lato';
color: #0172b8;

Grid Title, h3

font-size: 1.2em

Footer Nav

font-family: 'Lato';
font-size: .7em;
color: #f15c22;

Indy.gov

h1 – Used for the Indy logo only

font-family: 'Lato';
font-size: 2.1em;
color:#ffffff;

Indy Logo

font-family: indy;
font-size: 3.5em;

h2, h3, h4, h5, h6

font-family: 'Arvo';
font-weight:700;
text-transform:uppercase;

h1, h2, h4

color: #0172b8;

h3, h5, h6

color: #555;

h2

font-size: 1.9em;
line-height: 1.2em;

h3

font-size: 1.6em;
line-height: 1.3em;

h4

font-size: 1.3em;
line-height: 1.2em;

h5

font-size: 1.1em;

h6

font-size: 1em;

Indy.gov

Relative Content headers

h2,h3,h4,h5,h6

```
font-family: 'Arvo';  
font-size: 1.2em;  
font-weight: 700;  
text-transform: uppercase;  
letter-spacing: .04em;
```

Content

```
font-size: .9em;
```