

green ink

The Sustainable Press



Theme Brief

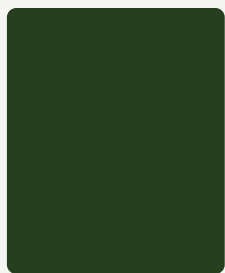
Welcome to the official style guide for *Green Ink*.

Green Ink is a magazine dedicated to promoting sustainable living in a positive and truthful fashion. Here at Green Ink, we aim to spread knowledge and awareness on various topics dealing with sustainability, the health of our planet, and both individual and corporate actions that enable all living things to not merely survive but ultimately thrive.

Color Palette

A NOTE ON COLOR:

Always use black text unless the background is one of the darker shades below, in which case use white. For colored text, use the first green color below.



#26401F



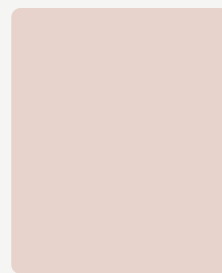
#AFBF75



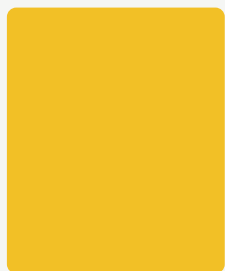
#8C3575



#3C326E



#E6D3CD



#F2C029



#D9831A



#F4F3F0



#131318



#9F8299

Graphic Elements

MAIN ILLUSTRATIONS

Main illustrations should be created in a rubber stamp-like style with a natural, scrapbook feel. Colors should primarily come from the color palette.

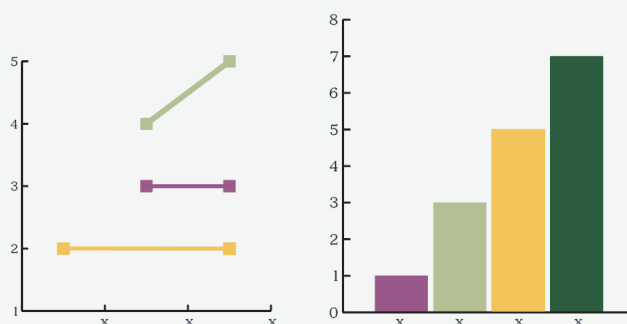
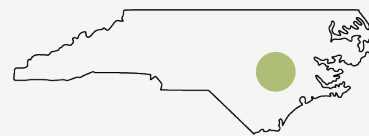
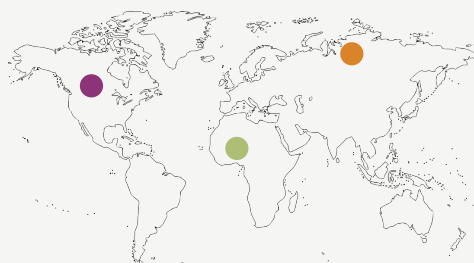


SMALL ILLUSTRATIONS

Small illustrations should be created in the same style as main illustrations, just smaller and less detailed. Colors should primarily come from the color palette.

MAPS AND GRAPHS

Maps and graphs should remain fairly simple and use the accent colors from the palette. For maps, use black outlines and circles for indications. For pie charts, use a white stroke of 2 and a line of .5 pt. For bar graphs, put the lines behind the axis and do not use a stroke. For a line graph, use a 2 pt stroke.



Typography

green ink

This is a header.

THIS IS A SUBHEADER.

STORY AND DESIGN BY YOUR NAME

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non in deserunt mollit anim id est laborum.

“This is a really good quote.”

25 | Fall 2023

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HEADER 1:

Belly Betty, 75 pt
Must seek approval for use
Color: #26401F

HEADER 2:

Adega Serif, Bold
40 pt

SUBHEADER:

Mr Eaves San OT, Reg,
All caps, 25 pt

BYLINE:

Mr Eaves San OT, Bold and Book,
All caps, 15 pt

DROP CAP:

Mr Eaves San OT, Reg,
All caps, 25 pt

BODY:

Meursault VF, Ultra Extended Book,
10 pt, 15 leading

PULL QUOTES:

Adega Serif, Bold
20 pt

FOLIO:

Adega Serif, Bold,
12 pt, Color: #26401F

Title of the Article

THIS IS A REALLY COOL STORY TO READ

STORY AND DESIGN BY YOUR NAME

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non in deserunt mollit anim id est laborum.

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another story

WOW GREAT BYLINE!

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Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium dolorumque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.

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Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium dolorumque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.

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“This is a really good quote. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore.”

STORY AND DESIGN BY YOUR NAME



contact us!

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