



CREATIVE
GENERATION

Style Guide

Visual Style Guide

FONTS

Header: Oswald, Extra Light

Sub-headers: Oswald, Bold

Body text: Museo Slab, 100

In the body text, use italics instead of bold for emphasis whenever possible

Header should be at least 4 pts bigger than sub-header text and can be italicized

Sub-headers should be at least 4 pts bigger than body text and can be italicized

COLORS

True White #FFFFFF	Prussian Blue #1C3144	Beau Blue #C5D7E7	Dark Sky Blue #9CC1D3	Charm Pink #D897AD	Lavender #C7A8B9	Olivine #AFC185
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Primary Colors

These are for standard design - website, business cards, print collateral

Primary color (60% of page) - True White #FFFFFF

Secondary colors (30% of page) - Prussian Blue #1C3144

Accent colors (10% of page) - Beau Blue #C5D7E7

Program Colors

These colors are for specific programs OR if you're working on a print document that needs additional colors for contrast.

Campaign for a Creative Generation - Dark Sky Blue #9CC1D3

The Campaign is represented in blue because it's inextricably linked to all of our work and is our opportunity to amplify knowledge from researchers, practitioners, and artists.

Academy- Charm Pink #D897AD

The Academy's function is to grow, diversify and broaden inclusivity within the field, and we chose pink to indicate our aim to accomplish that in a way that serves the healthy development of the next generation of leaders.

Institute - Lavender #C7A8B9

We chose purple for the Institute to reflect its ambition and convey that its forward looking, with a focus on impact.

Incubator - Olivine #AFC185

The Incubator is green to represent growth and innovation — we're both looking to these incubated projects as thought-leaders and supporting them in the nascent stages of their work

Background and Logos

MISSION

Creative Generation works to inspire, connect, and amplify the work of young creatives who catalyze social transformation and those committed to cultivating their creative capabilities.

VISION

A world where creatives are leaders of social transformation in thriving communities and towards more just societies.

GOALS

- Amplifying the voices of young creatives and promising practices of those committed to the cultivation of their creative capabilities.
- Connecting and activating projects and people leading efforts of creative social transformation.
- Documenting and disseminating promising practices to elevate the field.



Dedicated to the development of thriving communities and a more just world, Creative Generation works to inspire, connect, and amplify the work of young creatives who catalyze social transformation, and those who are committed to cultivating their creative capabilities.



The Campaign for a Creative Generation is dedicated to inspiring, connecting, and amplifying the work of young creatives and those dedicated to their creative development.



The Incubator for Creative Impact seeks to activate creative projects catalyzing social transformation by building local capacity through providing customized technical assistance and a professional learning community of artists, educators, and community activists.



The Academy for Creative Leadership works to connect and develop the skills of artists, educators, community organizations, and young people who are catalysts for creative social transformation through the professional learning and signature curricula.



The Institute for Creative Social Transformation works to research, document, and contribute knowledge and understanding to the field of practitioners dedicated to cultivating the creative capabilities of the next generation in order to activate efforts of social transformation in thriving communities and towards more just societies.

Website and Social

DOWNLOAD LOCATION

You can download our logos and other guidelines via our [Google Drive branding folder](#)

WEBSITE

Our website is www.Creative-Generation.org. It should be styled with a capital C and G wherever possible.

SOCIAL MEDIA CHANNELS

We are @Campaign4GenC on Facebook, Instagram, Twitter, and LinkedIn. It should be styled with a capital C, G, and C wherever possible.