



## 2017 Style Guide

# Ethics Education for Children

## Layout Style Guide

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Ethics Education

Arigatou International - Nairobi

**Photo**

Ethics Education and partners

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## MAIN HEADLINE WITH IMAGE



Main headline uses Avenir Black in all caps. It uses white text (18 pt. in size) with ARI Gold color background. Main headline is part of table of contents and it can be accompanied by image, full width and optional 3.625 in. height.

## MAIN HEADLINE WITH IMAGE



Main headline uses Avenir Black in all caps. It uses white text (18 pt. in size) with ARI Gray color background. Main headline is part of table of contents and it can be accompanied by image, full width and optional 3.625 in. height.

Headline Style 3

## MAIN HEADLINE NO IMAGE

Main headline uses Avenir Black in all caps. It uses white text (18 pt. in size) with organization's #4 background color. Main Header is not part of table of contents and it is not accompanied by image.

Headline Style 4

## SUB HEADLINE

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Sub headline uses Avenir Black in all caps. It uses initiative's #3 text color (16 pt. in size) with no background color. Sub headline is accompanied by a .75 pt underline and a 0.0669 in. circle in ARI Gold color.

Headline Style 5

## SUB HEADLINE 2 WITH 2 OR MORE LINES

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Sub headline 2 uses Avenir Black in all caps. It uses ARI Gold color on top, and the rest of the lines are in initiative's #3 text color (16 pt. in size) with no background color. Sub headline is accompanied by a .75 pt underline and a 0.0669 in. circle in ARI Gold color.

Headline Style 6

## SUB HEADLINE 3

Sub headline 3 uses Avenir Black in all caps. It uses initiative's #2 text color (16 pt. in size) with no background color. Sub headline 3 is used within Sub headline 1 or 2 content.

Headline Style 7

## Sub headline 4

Sub headline 4 description uses Avenir Black. It uses initiative's #3 text color (14 pt. in size) with no background color.

Headline Style 8

## Sub headline Description

Sub headline description uses Avenir Book. It uses ARI Brown text color (12 pt. in size) with no background color.



## Making Waves

Header Style 1 uses Avenir Medium Oblique. It uses white text color, 12 pt. in size aligned left. The background bleeds off of top, left and right sides of page. It uses initiative's #2 color.

Header Style 2

(left page only)

## Making Waves

Header Style 2 uses Avenir Medium Oblique. It uses ARI Gold text color, 12 pt. in size aligned left. No background is used. A 1 pt. line is used underneath text in 20% black text color. Line is centered on left page.

Footer Style 1

(left page)

5

(right page)

Making Waves

5

Footer Style 1 on left page uses a 1 pt. line is used underneath text in 20% black text color. Line is centered on left page. Number is placed on left side of the line. Avenir Black in white text is used with an ARI Gold color circle 0.21 in. background. Right page footer uses Avenir Light Oblique with 60% black text color, 8 pt. in size aligned right. A 1 pt. line with 1.25 length is above text in 20% black color. Line is aligned right on page. Number is placed on right side underneath the line. Avenir Black in white text is used with an ARI Gold color circle 0.21 in. background.

Footer Style 2

(left page)

5

Making Waves

(right page)

Making Waves

5

Footer Style 2 on left page uses Avenir Light Oblique with 60% black text color, 8 pt. in size aligned left. A 1 pt. line with 1.25 length is above text in 20% black color. Line is aligned left on page. Number is placed on left side of the line. Avenir Black in white text is used with an ARI Gold color circle 0.21 in. background. Right page footer uses Avenir Light Oblique with 60% black text color, 8 pt. in size aligned right. A 1 pt. line with 1.25 length is above text in 20% black color. Line is aligned right on page. Number is placed on right side of the line. Avenir Black in white text is used with an ARI Gold color circle 0.21 in. background.

### Paragraph Style 1

Lorem ipsum dolor sit amet, ac sed quisque nonummy, tincidunt nec in tellus non. Lectus tempor auctor malesuada vivamus vestibulum, ante ac dapibus. Vestibulum turpis etiam, nisl arcu velit, phasellus adipiscing, rutrum nunc

mauris ac habitasse. Ut sed, sollicitudin. Proin turpis, ut quis, tristique vivamus nullam ut quis. In dolor turpis metus orci ac. Lectus ullamcorper laoreet. Arcu parturient nam. Dolor vitae diam luctus integer purus, phasellus quisque.

Paragraph Style 1 uses Avenir Light. It uses 80% black text color, 12 pt size with 17 pt leading. Space after is 0.125 in. It is aligned left and is spanned into two columns. This style should be used for publications that are intended to be viewed online.

### Paragraph Style 2

Lorem ipsum dolor sit amet, ac sed quisque nonummy, tincidunt nec in tellus non. Lectus tempor auctor malesuada vivamus vestibulum, ante ac dapibus. Vestibulum turpis etiam, nisl arcu velit, phasellus adipiscing, rutrum nunc mauris ac habitasse. Ut sed, sollicitudin. Proin turpis, ut quis, tristique vivamus nullam ut quis. In dolor

turpis metus orci ac. Lectus ullamcorper laoreet. Arcu parturient nam. Dolor vitae diam luctus integer. Purus, phasellus quisque. Tincidunt gravida phasellus et, dictum praesent. Odio massa quam dolor nec vitae est, vitae ut sodales, urna sollicitudin semper, dolor aliquam. In nec eget orci augue, leo lectus cursus nam

Paragraph Style 2 uses Avenir Light. It uses 80% black text color, 10 pt size with 14 pt leading. Space after is 0.125 in. It is aligned left and is spanned into two columns. This style should be used for publications that are intended to be printed.

### Quote Style 1

**"Odio massa quam dolor nec vitae est, vitae ut sodales, urna sollicitudin semper. In nec eget orci augue, leo lectus cursus nam tellus nullam. Vitae eleifend leo phasellus."**

Quote Style 1 uses Avenir Black. It uses initiative's #1 text color, 14 pt. in size with 17 pt. leading. It can be aligned left or centered.

### Quote Style 2

**"Odio massa quam dolor nec vitae est, vitae ut sodales, urna sollicitudin semper."**

Quote Style 2 uses Avenir Black. It uses initiative's #1 text color, 18 pt. in size with 17 pt. leading. It can be aligned left or centered.



### Quote Style 3

—Quote Information by Someone Who  
Wrote this Quote, 23rd May

Quote Information uses Avenir Medium Oblique. It uses 50% black text color, 9 pt. in size with 12 pt. leading. It can be aligned left or centered.

### Callout Style

Child poverty has been described as  
“deprivation of the material, spiritual and  
emotional resources needed (for children)  
to survive, develop and thrive, leaving  
them unable to enjoy their rights, achieve  
their full potential or participate as full  
and equal members of society.”

Callout Style uses Avenir Medium. It uses white text color, 11 pt. in size with 15 pt. leading. Text is aligned left. It has a background with initiative’s #3 color. The inner background edges are rounded to 0.1875 in. All content can be aligned left or right.

### Callout Style 2

#### Callout Title Example

- Child poverty has been described as  
“deprivation of the material, spiritual  
and emotional resources needed  
(for children) to survive, develop and  
thrive, leaving them unable to enjoy  
their rights, achieve their full potential  
or participate as full and equal  
members of society.”

Callout Style 2 has a title that uses Avenir Black. It uses ARI Gold text color, 13 pt. in size with 15 pt. leading. The optional body paragraph accompanying the title can be bullets. The callout bullets uses white text color, 11 pt. in size with 15 pt. leading. Text is aligned left. It has a background with initiative’s #3 color. The inner background edges are rounded to 0.1875 in. All content can be aligned left or right.

Image Style 1



Image Style 1 is composed of an image of 3.3125 in. in width, and optional 1.875 in. in height. It comes with a background with initiative's #1 color in 40% opacity. The background's width is 4.125 in. and 1.25 in. height. Image aligns to left of text. All content is aligned left.

Image Style 2



Image Style 2 is composed of an image of 3.3125 in. in width, and optional 1.875 in. in height. It comes with a background with initiative's #1 color in 40% opacity. The background's width is 4.125 in. and 1.25 in. height. Image aligns to left of text. All content is aligned right.

Image Style 3

Image Style 3 is composed of an image 3.75 in. in width, and optional 2.5 in. in height. It comes with a background with initiative's #1 color in 40% opacity. The background covers half right or left side of page. Image aligns left-bottom or right-bottom of background depending on background's location.



Image Style 4



Image Style 4 is composed of an image of 4.125 in. in width, and optional 2.5 in. in height. It has no background and image covers half of one side of page.

Image Style 5

**Name of Person**

*African Inter-Faith Initiative on the Post 2015  
Development Agenda*

Image description uses Avenir Black for main information. It uses initiative’s #2 text color, 10 pt. in size with 12 pt. leading, centered. Bottom part of description uses Avenir Light Oblique. It uses 50% black text color, 9 pt. in size and 12 pt. leading.

Map Style





## Section Separation Style 1

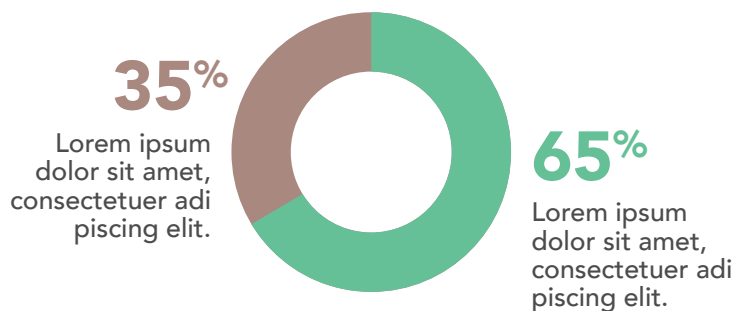
Image covering all of page. A line is used as a design element. It surrounds most of the image in a rectangle, 1pt. size. A 0.125 in. sized circle is on the bottom left of the line. Both are ARI Gold color. Example on page 11.

## Section Separation Style 2

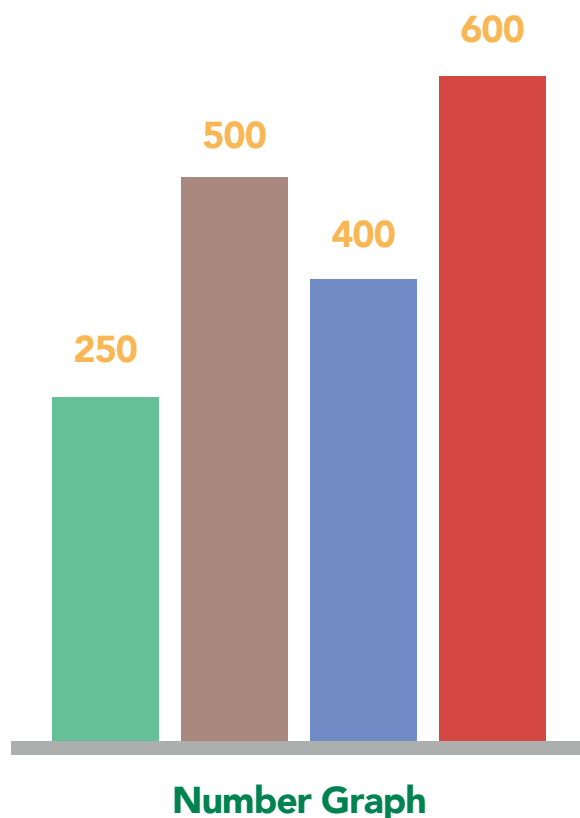
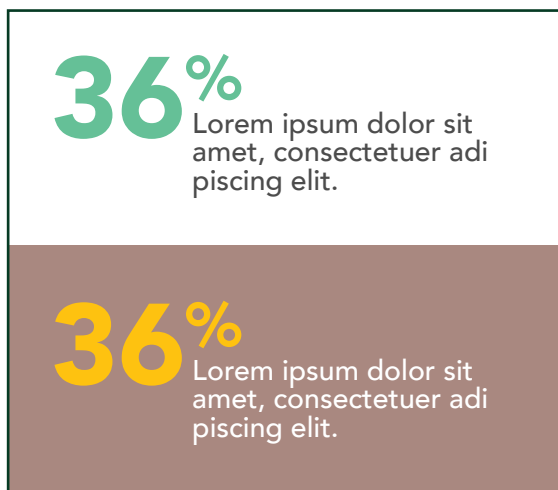
Background in initiative's #2 color covers all of page. A line is used as a design element. It surrounds most of the image in a rectangle, 1pt. size. A 0.125 in. sized circle is on the bottom left of the line. Both are ARI Gold color. An infographic can be placed in the middle of the page. Example on page 12.

## Chart and Graph Styles

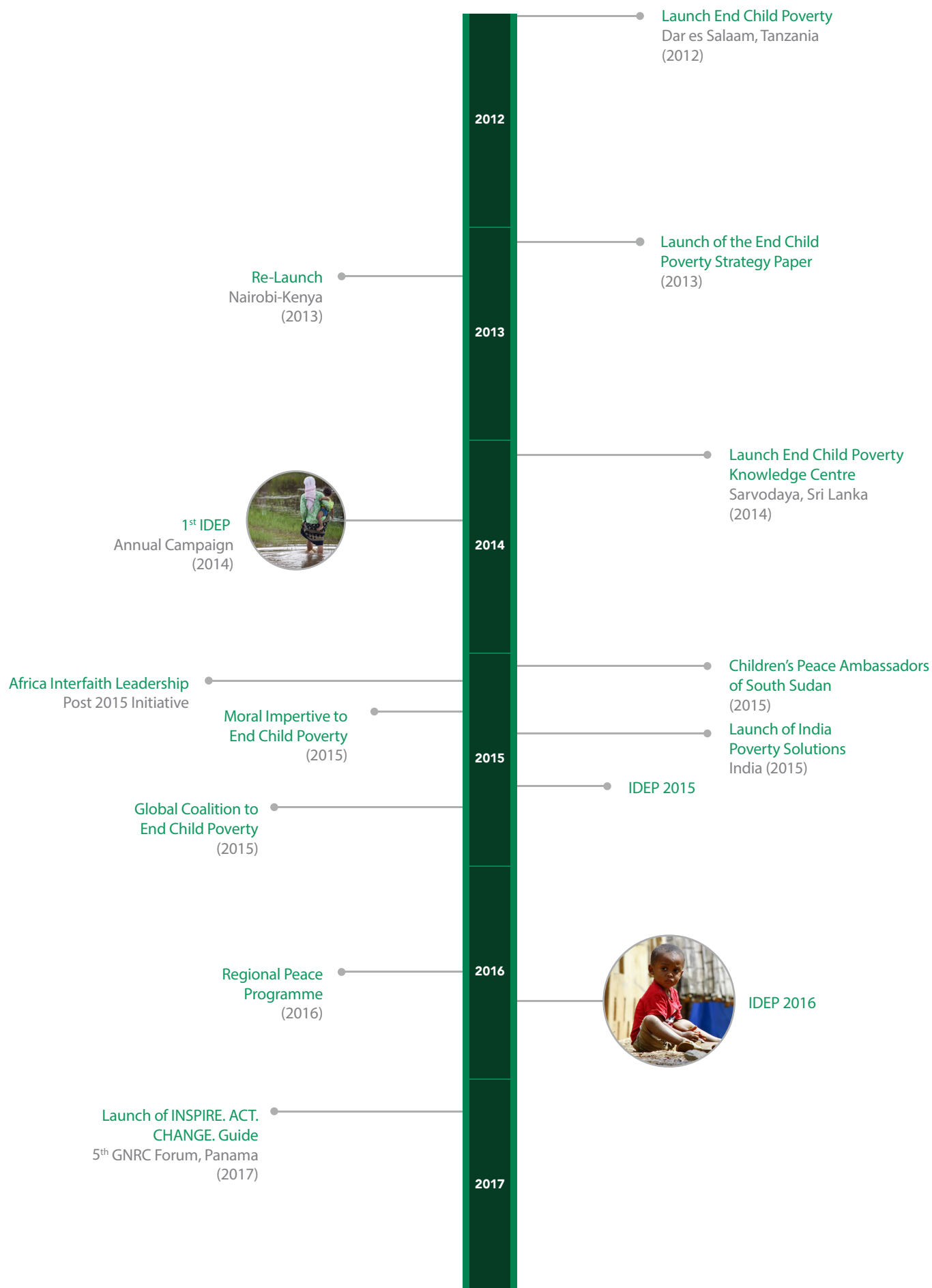
### Percentage Chart



### Percentages



## Timeline Style









1.4 billion



children die annually due to lack of access to safe  
**drinking water** and adequate **sanitation**



**FOR MORE INFORMATION CONTACT US**

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(Contact Page)

**"May every day find every  
one of us continually  
embraced in growing peace"**

—Rev. Keishi Miyamoto, President of Arigatou  
International, September 21, 2015

(Back Page)

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