


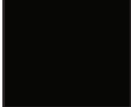


# Homeless Humans of Tacoma Style Guide

## Color Palette

|                                                                                   |         |                                          |
|-----------------------------------------------------------------------------------|---------|------------------------------------------|
|  | #FFFFFF | background color                         |
|  | #669999 | h1, h2, h3, h4 CTA buttons               |
|  | #EAEAE9 | background color in alternating sections |
|  | #000000 | body copy, h6                            |

## Typography

### Header 1

Desktop: 48px/ 3em | Tablet: 40px/2.5em | Phone 32px/2em  
Desktop line height: 1.05em | Tablet line height: 1.125em | Phone line height: 1.25em  
font: Lato Bold

### Header 2

Desktop: 40px/ 2.25em | Tablet: 32px/2em | Phone: 26px/1.625em  
Desktop line height: 1.25em | Tablet line height: 1.25em | Phone line height: 1.15384615em  
font: Lato Regular

### Header 3

Desktop: 24px/ 1.5em | Tablet: 24px/1.5em | Phone: 22px/1.375em  
Desktop line height: 1.25em | Tablet line height: 1.25em | Phone line height: 1.13636364em  
font: Lato Regular

### Header 4

Desktop: 18px/ 1.125em | Tablet: 18px/1.125em | Phone: 18px/1.125em  
Desktop line height: 1.222222em | Tablet line height: 1.222222em | Phone line height: 1.111111em  
font: Lato Regular

### Header 6

Desktop: 12.8px/ 0.8em | Tablet: 12.8px/0.8em | Phone: 12.8px/0.8em  
Desktop line height: 0.9em | Tablet line height: 0.9em | Phone line height: 0.9em  
font: Lato Regular

**Body Copy:** This is what a paragraph looks like. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque 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. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur

Desktop: 16px/ 1em | Tablet: 16px/1em | Phone: 16px/1em  
Desktop line height: 1.375em | Tablet line height: 1.375em | Phone line height: 1.25em  
font: Georgia Regular

## Imagery



Compelling images from the HHOT Facebook Page

## Buttons

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## Icons

