

web style guide



PARENT TRUST
FOR WASHINGTON CHILDREN

using the company logo

Logo was slightly modified, gradient removed, fonts straightened. Refer to “**PT_logo.ai**” for the logo layered file.



As general rules:

- Never stretch logo only vertically or only horizontally as to lose it’s aspect ratio. When scaling logo make sure it’s done so logo keeps its proportionality.
- Never change logo colors. Colors are part of the brand and shouldn’t be touched, even if it’s to lighter or darker tones of the same color.
- Never change logo fonts
- Maintain at least ½in margin around logo from any other object or text.
- Logo is already being used in its smallest size on the website. Do not use it at smaller sizes, “for Washington Children” won’t be readable.

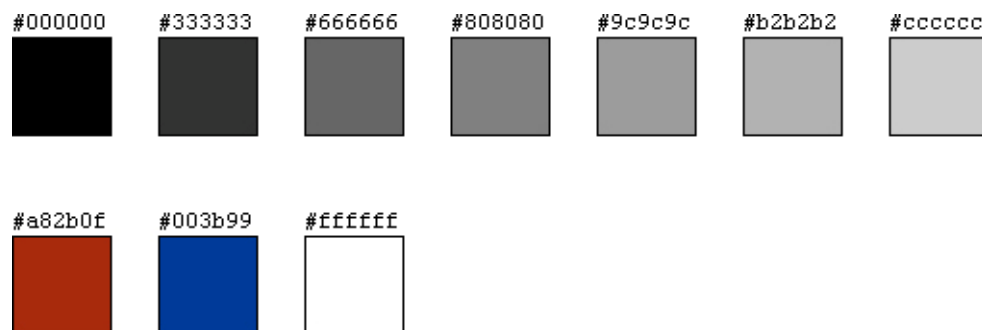
top bar

For detailed information view “**Homepage Specs**” and “**Second Page Specs**” at the end of this document. Refer to “**search_bar.psd**” (layered file) to makes changes to the Search Bar image.

footer

For detailed information view “**Homepage Specs**” at the end of this document.

color palette



Do not add any more colors to this palette.

For detailed information view “**Homepage Specs**” and “**Second Page Specs**” at the end of this document.

typography

Two font families are used:

- Verdana
- Zurich

For detailed information view “**Homepage Specs**” and “**Second Page Specs**” at the end of this document.

Alert headers

It’s OK to use RED (HEX #A82B0F) on H3 headers to emphasize announcements, news, or events. **See Figure 1.**

Main nav

Refer to “**main_nav.psd**” (layered file) to change or save new buttons for the Main Nav.

Quotes

- Refer to “**quote_home.psd**” (layered file) to change or save new quotes for the Homepage.
- Refer to “**quotes.psd**” (layered file) to change or save new quotes for the Inside Pages.

left grey column

For detailed information view “**Homepage Specs**” and “**Second Page Specs**” at the end of this document.

Always use a dotted white line (1px width) to separate content in this column, be it secondary nav, quotes, notes, link groups (as quick links “I’M LOOKING FOR...”), donating button, specific announcements. **See Figure 1.**

The rule is: group what should be grouped and then separate these groups by a dotted white line.

images and media

For detailed information view “**Homepage Specs**” and “**Second Page Specs**” at the end of this document.

Homepage rotating images

- Refer to “**homepage_image.psd**” (layered file) to save new images for the Homepage.
- Note that dotted frame is included in final JPG.
- Close-ups of people will look better here. We are going for impact. Choose happy families, happy children, etc.

Photos within content area

- Photos displayed within content area should be stacked up vertically with 1 line of space between them.
- Not OK to display side by side, as there’s not space for such layout. Please cut images to size 288 x 201 pixels.
- **See Figure 1.**

Below “search bar” images

- Every page should have an image in this space
- As a general rule, each secondary nav session (and everything below it) will have the same image. See example below:

- Parenting Advice (image 1)
 - Parenting Tips (image 1)
 - Have a Plan for Parenting (image 1)
 - Family Fun Ideas (image 1)
 - Education & Support (image 2)
 - Telephone Support & Resources (image 2)
 - Expectant & New Parent Programs (image 2)
 - Child & Teen Programs (image 2)
 - Community & In-home Programs (image 2)
 - Program Registration (image 2)
 - Community Resources (image 3)
- At this time photos do not randomly rotate, as explained above. They relate to the session they are displayed in. In the future, it's OK to change this rule and have them rotating randomly, each page having a completely different image in this area.
 - Refer to “**search_bar_image.psd**” (layered file) to save new images to the below the Search Bar area.
 - Size of images: 350 x 62 pixels.

digital original files

All files referred to in this document will be included in the same ZIPPED folder in which this Style Guide will be delivered to Parent Trust.

css styles

Left Column

h3: color: #003b99; (blue)

Everything else is gray

Supports: links, lists and paragraphs

Main Content

h2: Main heading

h3: Sub-heading

p: standard gray text

a: blue links

img: 20px padding around the image



[donate](#) [web store](#) [about us](#)

search our database

GO

FAMILY HELP LINE:
1.800.932.HOPE (4673)

[FOR FAMILIES](#) [OUR PROGRAMS](#) [SUPPORT US](#)



[home](#) > [about us](#) > [events](#) > [recent event](#)

Parent Trust for Washington Children's events bring community members together. In celebration and support of families in our state, we can all make a difference.

UPCOMING EVENT

Taste of Spring 2008
May 15

I'M LOOKING FOR...

Morbi erat donec
Etiam posuere etiam
Adipiscing elit diafano
Semper quam assinus
Tincidunt lacinia eretus
Querere man maravio
Porttitor vitae perais
Dolor sit amet vindict
Consectetuer solano is
Adipiscing elit quereres

Recent Event



Jim and Paula get interviewed by DJs Hannah and Abe6-8PM



Fun Times at High Dive with Linda and Sarah!



Holy Ghost Revival warms up.

Figure 1, above.



Homepage Specs, above.

FOR FAMILIES OUR PROGRAMS SUPPORT US



“ I feel heard and that I matter and that my son matters, too. I am such a better parent today because of Parent Trust. ”

Building Strong, Healthy Families

Parent Trust for Washington Children offers unique solutions for the entire family through effective, free or low cost classes, workshops and coaching. With more than 30 years experience, offices and partnerships in both eastern and western Washington, Parent Trust is a respected, dependable source of education and support for parents, caregivers, children, teens and the professional community.

ORITENA

Lorem ipsum dolor sit amet tuer. Adipiscing. Morbi eu sem ut pede. Lacinia etiam posuere lectus et velit, egestas.

VELIT LECTUS

Lorem ipsum dolor sit amet consectetur adipiscing elit. Morbi eu sem ut pede tincidunt.

MUNC QUAM SEMPER

Suspendisse lacus. Etiam nibh tellus, condimentum vitae, ultrices vehicula, tortor. Fusce id est ut.

I'M LOOKING FOR...

Parenting Advice
Support and Education
Professional Trainings
Support Parent Trust
Tincidunt lacinia eros
Quererer man maravio
Porttitor vitae perais
Dolor sit amet vindict
Consectetur solano is
Adipiscing elit. quereser

QUICK LINKS

HEADER: FONT: VERDANA, BOLD; SIZE: 16M; COLOR: HEX #003899
BODY TEXT: FONT: VERDANA, REGULAR; SIZE: 16M; COLOR: HEX #666666
HOVER COLOR: HEX #82B2B2 (W/ UNDERLINE)


FOOTER

TEXT: FONT: ARIAL, REGULAR; SIZE: 0.50EM; COLOR: HEX #FFFFFF
COLOR HOVER: HEX #CCCCCC
BG: HEIGHT: 25PX; COLOR: HEX #003899

donate web store about us

search our database GO

FAMILY HELP LINE:
1.800.932.HOPE (4673)



Home > Our Programs > Start a Program

Is there a Parent Trust Program you're interested in but can't find it in your area? Find out more about how to get a program started in your community.

How to Start a Circle of Parents Parent Group View >>
Parent Trust for Washington Children has Circle of Parents groups in several locations in the state. We offer the following services, free of charge, for partner agencies (social service agencies, public or private schools, churches, organizations, health care facilities, etc.):

- Parent Trust for Washington Children Program Orientation
- COP Parent Group Facilitation Trainings
- Parent Leadership Trainings
- Children's Program Facilitation Trainings >>
- Training Materials
- Parenting Handouts
- Ongoing Technical Assistance
- Outcomes Evaluation

To find out how to become a partner agency with Parent Trust for Washington Children in support of a new Circle of Parents Group, contact Thelma Dirkes, State Program Director at 206-233-0156, ext. 222 or at tdirkes@parenttrust.org

How to Start a Conscious Fathering™ Program View >>
Washington Children's Conscious Fathering™ program license is a proven way to engage expectant fathers in the lives of their children from Day One. At Conscious Fathering™ we know all men are partners in parenting. Our goal is to help new dads begin their journey to fatherhood understanding basic childcare skills and a philosophy that will last a lifetime.

Now you can bring Conscious Fathering™ to your community through our license package. The license includes the curriculum, certification for up to two instructors and all the training needed to present this very successful program to the "soon to be" fathers in your area.

[License package details >>](#)

For more details, contact the Conscious Fathering™ Program Coordinator, Bernie Dorsey at 206-233-0156, ext. 227 or at bdorsey@parenttrust.org

How to Start a Parents As Teachers Program View >>
If you don't have a Parents As Teachers program in your community, we'd love to help you get one started. Here's what you can do:

For more details, contact the Parents as Teachers State Coordinator, Kathy Zeisel at 206-233-0156, ext. 254 or at kzeisel@parenttrust.org

How to Start a Great Starts Childbirth Education Program View >>
For hospitals in Western Washington, Great Starts offers a full childbirth education program. We can handle hiring, training, class development, class registration, and more for your hospital.

For more information, contact Great Starts Program Coordinator, Janelle Durham at 206-233-0156, ext. 232 or at jdurham@parenttrust.org

For hospitals outside of Western Washington, we offer personalized consulting services to help you develop or re-vamp your childbirth education services.

More details:
[Professional Training >>](#)
[Hospital Consulting >>](#)

FOR FAMILIES OUR PROGRAMS SUPPORT US

ALL DOTTED LINES
WIDTH: 1PX
COLOR: HEX #838282

SECONDARY NAV
FONT: VERDANA, BOLD
SIZE: 1EM
COLOR: HEX #003899

TERTIARY NAV
FONT: VERDANA, REGULAR
SIZE: 1EM
COLOR: HEX #666666
HOVER COLOR: HEX #A8280F (W/ UNDERLINE)

QUOTE (SEE "QUOTES.PSD")
FONT: ZURICH CN BT, BOLD
SIZE: 20PT, LEADING: 27PT
TRACKING: -40PT
COLOR: HEX #003899

COLUMN BG
COLOR: HEX #E0CCCC

EXPLORE PROGRAMS
Telephone Support & Resources
Expectant & New Parent Programs
Child & Teen Programs
Community & In-home Programs

Start a Program
Professional Training
Hospital Consulting

Family Help Line:
support during the difficult times. Toll free in Washington State
1-800-932 HOPE (4673)

IMAGE (SEE "SEARCH_BAR_IMAGE.PSD")
DIMENSIONS: 350x62 PX

BREAD CRUMBS
PAGE HEADER
FONT: VERDANA, BOLD
SIZE: 1EM
COLOR: HEX #999999

HYPERLINKS
FONT: VERDANA, BOLD
SIZE: 1EM
COLOR: HEX #003899
HOVER COLOR: HEX #A8280F (W/ UNDERLINE)

CONTENT
HEADER
FONT: VERDANA, BOLD
SIZE: 1.5EM
COLOR: HEX #000000

BODY TEXT
FONT: VERDANA, REGULAR
SIZE: 1EM
COLOR: HEX #666666

HYPERLINKS
FONT: VERDANA, BOLD
SIZE: 1EM
COLOR: HEX #003899
HOVER COLOR: HEX #A8280F (W/ UNDERLINE)

TERMS OF USE | SITE MAP | PRIVACY | CONTACT

CONTENT COPYRIGHT © 2006 PARENT TRUST FOR WASHINGTON CHILDREN. ALL RIGHTS RESERVED

Second Page Specs, above.