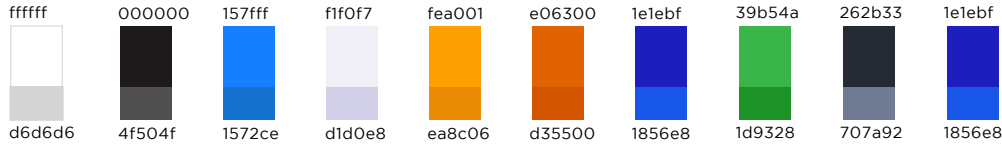


CHOFETZ CHAIM
HERITAGE FOUNDATION
STYLE GUIDE
Presented: April 20, 2015

COLORS



(HEADING)

Group Hour Activity

Our group dedicates one hour daily from 2:00–3:00 PM. Current members are at right. Click the time slot to join and then click save.

Headline

FONT: Gotham Bold/Gotham Book. U&Lc. Optical tracking at Opts.
Color: 1e1ebf
PARAGRAPH: 22pt on 19pt leading; flush left.

Body

FONT: Gotham Book 9pt/10pt. Optical tracking at Opts.
Color: 1e1ebf
PARAGRAPH: Flush left.

(KNOCKOUT; S.A.G. TABS)

Invite Others

Headline

FONT: Gotham Light. U&Lc. Optical tracking at Opts.
Color: ffffff
PARAGRAPH: 52pt on 47pt leading; flush left.

(TABS)

Group Preferences

FONT: Gotham Book. U&Lc. Optical tracking at Opts.
Color: ffffff
PARAGRAPH: 13pt on 13pt leading; flush left.

FONTS

(BLOG)



Body

FONT: Gotham Book. U&Lc. Optical tracking at Opts. Color: ffffff
PARAGRAPH: 22pt on 13.5pt leading; flush left.

Signature

FONT: Gotham Bold. Caps. Optical tracking at Opts. Color: ffffff
PARAGRAPH: 22pt on 13.5pt leading; flush left.

(TESTIMONIALS)

Ever since I joined, I've been seeing great improvement in ALL of my middos. Than you CCHF!

MIRIAM SKOLNIK
BROOKLYN, NY

Body

FONT: Gotham Med. U&Lc. Optical tracking at Opts.
Color: 1e1ebf
PARAGRAPH: 10pt on 11pt leading; centered.

Signature

FONT: Gotham Black. Caps. Optical tracking at Opts.
Color: fea001
PARAGRAPH: 8pt on 9pt leading; centered.

(HEADER)

The
SHANI FELD
SHMIRAS
HALOSHON
Group

FONT: Gotham Book and Gotham Bold. U&Lc and all caps. Optical tracking at Opts. Color: ffffff
PARAGRAPH: 24pt on 24pt leading; flush left.

(HEADER)

This is the Group Story text area. This is the Group Story text area. This is the Group Story text area. This is the Group Story text area. This is the Group Story text area. This is the Group Story text area. This is the Group Story text area. This is the Group Story text area. This is the Group Story text area. This is the Group Story text area. This is the Group Story text.

FONT: Gotham Book. U&Lc. Optical tracking at Opts. Color: 1e1ebf
PARAGRAPH: 8pt on 11pt leading; flush left.

1. MY INFORMATION

First name	Last name
User name	
E-mail	
Password	Confirm password
Country	City
State	Time zone
How did you hear about us?	

Title
FONT: Gotham Bold. All caps. Optical tracking at Opts.
Color: fea001. Centered.
Body
FONT: Gotham Book. U&Lc. Optical tracking at Opts.
Color: 707a92. Flush left.
PARAGRAPH: 12pt.



2. GROUP TYPES

Choose 1, 2, or 3...

- (1) **Around the Clock** Group leader chooses timeslot and can choose to get daily learning as well (for themselves) and email notifications
- (2) **Group Hour** Group leader chooses timeslot and can choose to get daily learning as well (for themselves) and email notifications
- (3) **Learning Group** Group leader chooses timeslot and can choose to get daily learning as well (for themselves) and email notifications

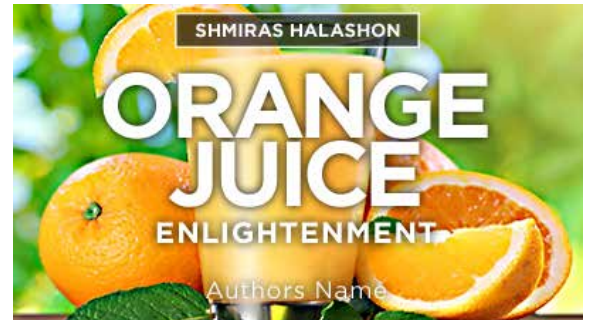
Title
FONT: Gotham Bold. U&Lc. Optical tracking at Opts.
Color: 262b33
PARAGRAPH: 12pt. Flush left.
Body
FONT: Gotham Book. U&Lc. Optical tracking at Opts.
Color: 707a92
PARAGRAPH: 8pt on 9pt leading; flush left.
“Choose...”
FONT: Gotham Book. U&Lc. Optical tracking at Opts.
Color: 707a92
PARAGRAPH: 12pt; flush left.

FONTS

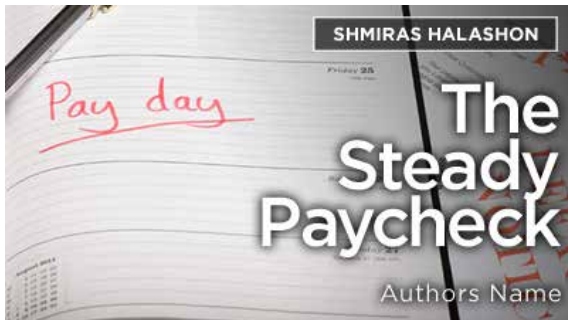
FONTS



Category
FONT: Gotham Bold 13pt. All caps. Optical tracking at 0pt. Color: ffffff. Centered.
Essay Title
FONT: Gotham Book. U&Lc. Optical tracking at 0pt. Color: ffffff.
PARAGRAPH: 43pt on 37pt. Flush left.
Author
FONT: Gotham Book. U&Lc. Optical tracking at 0pts. 16pt. Color: ffffff. Flush left
Effect
Dropshadow: Distance: 0. Spread: 0. Size: 8px 100%. Color: 000000



Category
FONT: Gotham Bold 13pt. All caps. Optical tracking at 0pt. Color: ffffff. Centered.
Essay Title
FONT: Gotham Bold. All caps. Optical tracking at -60pt. Color: ffffff.
PARAGRAPH: 64pt on 49pt. Centered.
Subtitle: Gotham Bold. 20pt. Optical tracking at 40pt.
Author
FONT: Gotham Book. U&Lc. Optical tracking at 0pts. 16pt. Color: ffffff. Centered.
Effect
Dropshadow: Distance: 0. Spread: 0. Size: 8px 100%. Color: 000000



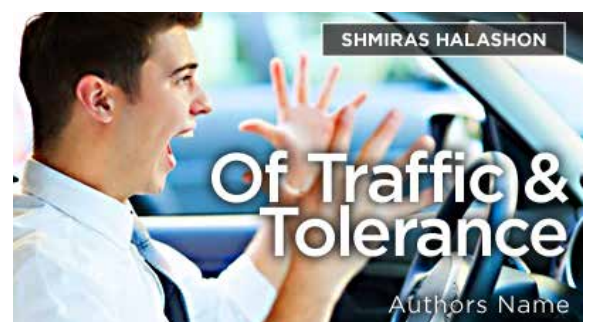
Category
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Essay Title
FONT: Gotham Med. U&Lc. Optical tracking at 0pt. Color: ffffff.
PARAGRAPH: 48pt on 40pt. Flush right.
Author
FONT: Gotham Book. U&Lc. Optical tracking at 0pts. 16pt. Color: ffffff. Flush right.
Effect
Dropshadow: Distance: 0. Spread: 7px. Size: 10px 100%. Color: 000000



Category
FONT: Gotham Bold 13pt. All caps. Optical tracking at 0pt. Color: ffffff. Centered.
Essay Title
FONT: Gotham Book 43pt U&Lc & Gotham Bold 104pt all caps, 82pt leading. Optical tracking at 0pt. Color: ffffff. Flush left.
Author
FONT: Gotham Book. U&Lc. Optical tracking at 0pts. 16pt. Color: ffffff. Flush left
Effect
Dropshadow: Distance: 0. Spread: 0. Size: 8px 100%. Color: 000000



Category
FONT: Gotham Bold 13pt. All caps. Optical tracking at 0pt. Color: ffffff. Centered.
Essay Title
FONT: Gotham Book 34pt & Bold 43pt. U&Lc & all caps. Optical tracking at 0pt. Color: ffffff.
PARAGRAPH: 38 leading. Flush right.
Author
FONT: Gotham Book. U&Lc. Optical tracking at 0pts. 16pt. Color: ffffff. Flush right.
Effect
Dropshadow: Distance: 0. Spread: 7px. Size: 10px 100%. Color: 000000

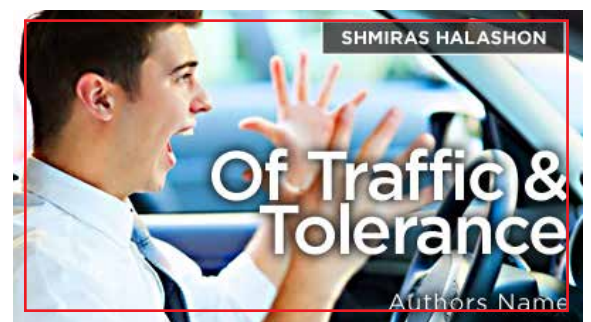
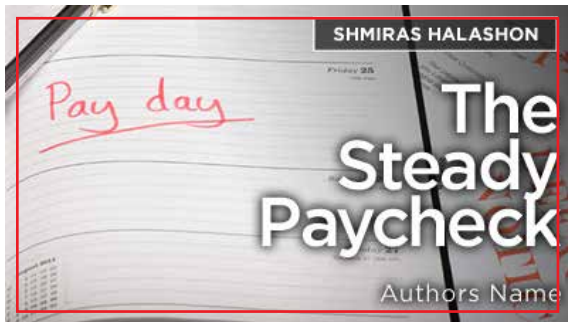


Category
FONT: Gotham Bold 13pt. All caps. Optical tracking at 0pt. Color: ffffff. Centered.
Essay Title
FONT: Gotham Med. U&Lc. Optical tracking at 0pt. Color: ffffff.
PARAGRAPH: 48pt on 38pt. Flush right.
Author
FONT: Gotham Book. U&Lc. Optical tracking at 0pts. 16pt. Color: ffffff. Flush right.
Effect
Dropshadow: Distance: 0. Spread: 7px. Size: 10px 100%. Color: 000000



- 402 x 225px
- 10px padding all sides.
- Pictures are high contrasted and full bleed.
- Align category box 10px from top edge, and author 10px from bottom edge.
- Use branded colors where possible.
- Enlarge image so focal point is as large as possible for impact.
- Darken image edges and/or corners where possible to enable greatest contrast of white text.
- Don't bring text to the very edges.

LAYOUT



LAYOUT

30 pt

INSPIRATION
for you

Proper speech
Personal growth
Living in Harmony
Inspiration for
difficult times
Personal Stories
Good Gossip

30 pt

Headline

FONT: Gotham Bold 30pt. All caps. And Gotham Book Lc. Optical tracking at Opt. Color: ffffff. Flush left.

Categories

FONT: Gotham Book. U&Lc. Optical tracking at Opt. Color: ffffff.

PARAGRAPH: 18pt on 34pt. Indent pra 30pt. Flush left.

Layout

30pt padding all sides.

Headline

FONT: Gotham Book 26pt on 38pt. U&Lc. Optical tracking at Opt. Color: ffffff. Centered.

Yomi

FONT: Gotham Bold 44pt. All caps. Optical tracking at Opt. Color: 157fff. Flush right.

Layout

18pt padding all sides.

18 pt

Shmiras Halashon
YOMI

18 pt

18 pt

POSITIVE WORD POWER

SHOP AT

the **STORE**

18 pt

Boxed Text

FONT: Gotham Med. 18pt. All caps. Optical tracking at Opt. Color: ffffff. Centered. White box 0.5in height with equal padding left and right.

2nd Line

FONT: Gotham Book 40pt. Lc and Gotham Black all caps. Optical tracking at -40pt. Color: ffffff. Centered.

Layout

18pt padding all sides.



Image

4.25" height, full width

Logo

0.25" x 3". 0.25" padding from all edges.

Navigation

Gotham Book 14pt. 15 Optical tracking.

Headline

FONT: Gotham Bold 30pt. All caps. And Gotham Book Lc. Optical tracking at Opt. Color: ffffff. Flush left.

Counters

FONT: Gotham Med. 45pt. Optical tracking at -30pt. Color: fea001. Centered.

Hours

FONT: Gotham Med. 12pt. Optical tracking at Opt. Color 157fff. Centered.

LAYOUT



Boxed text

Gotham Med. 9pt. Optical tracking 15. Color ffffff. Box: 1pt rule, color ffffff

Chofetz Chaim

FONT: Gotham Book 20pt on 44pt leading. U&Lc. And Gotham Bold 27pt on 27pt leading. All caps. Optical tracking at Opt. Color: ffffff. Flush left.

Layout

18pt padding all sides.



Boxed text

Gotham Bold. 13pt. 15 Optical tracking 175. Color ffffff. Box: 1pt rule, Color ffffff. Centered.

Title

FONT: Gotham Light 48pt on 45pt leading. U&Lc. Optical tracking at Opt. Color: ffffff. Centered.

Subtitle

FONT: Gotham Bold 15pt on 17pt leading. All caps. Optical tracking at Opt. Color: ffffff. Centered.

Dropshadow

Color 000000. Size 8px

Layout

25pt padding all sides