Ritter Center Web Style Sheet

Colors, type, logos and arches for rittercenter.org, based on the Good Stuff Partners brand guide. This replaces the 2015 style sheet.

Colors

Ritter Teal — **#004A46**
RGB 0, 74, 70
Main brand color: headlines, bands, buttons, footers

Green — **#45A27B**
RGB 69, 162, 123
Accents, arches, icons

Mint — **#E3FFF3**
RGB 227, 255, 243
Soft backgrounds for cards and callouts

White — **#FFFFFF**
RGB 255, 255, 255
Page background; words on teal

Sky — **#49B9FE**
RGB 73, 185, 254
Accents, arches, highlights on teal

Orange — **#F57726**
RGB 245, 119, 38
Accents, arches, small rules and highlights

Light Sky — **#DAF1FF**
RGB 218, 241, 254
Soft backgrounds, notes, shading

Ink — **#12292A**
RGB 18, 41, 42
Long body text on white

Color contrast for words

Words	On	Use
Teal or Ink	White, Mint, Light Sky	**Any size**
White	Teal	**Any size**
Sky	Teal	**Any size**
White	Green	Large and bold only (24px and up)
Teal	Orange	Large and bold only (24px and up)
Orange, Sky or Green	White	**Never for words. Use these for shapes and accents only.**

Every page should meet WCAG 2.1 AA.

Type: Onest

Style	Desktop	Mobile	Weight
Page title (H1)	48px	34px	600
Section head (H2)	32px	26px	600
Subhead (H3)	22px	20px	600
Small caps label	13px caps, wide spacing	13px	600
Body	18px, line height 1.55	17px	400
Captions, footer	14px	14px	400

Onest is free on Google Fonts. Use it for everything: headlines, body text, buttons and menus.

```
<link href="https://fonts.googleapis.com/css2?family=Onest:wght@400;500;600;700&display=swap" rel="stylesheet">

font-family: "Onest", Arial, sans-serif;
```

- Headlines in sentence case, not all caps.
- Body text no smaller than 16px; keep lines under about 75 characters.
- Left-align body text. Center only short headlines.

Logo

- Full-color logo on white or light backgrounds. White logo on teal.
- Give the logo room to breathe. Never stretch, recolor, outline or add effects to it.
- The Full Basket Community Market logo always appears with the Ritter Center logo, never alone.
- Retire the old puzzle-piece logo everywhere by December 31, 2026.

Tagline

Always written exactly **A bridge to a better life.** in sentence case, with the period. Keep it with the logo in headers, footers and email signatures.

Arches


Three arches, stepping up


A one-color set


Bleeding off the edge


Photo inside an arch

- Arches look like the spans of a bridge: wide and solid, with fully rounded tops. Never tall, skinny “meter” bars.
- Smaller arch first, then larger (stepping up). The last arch may bleed off the edge of the page or section.
- Use one arch, two, two and a half (like the logo) or three, in sky, green and orange, mixed or as a one-color set.
- Photos can sit inside an arch, but never with an outline or a colored arch peeking out behind it.
- **No rainbow arcs** (curves stacked inside each other), anywhere.

Buttons and links

Donate Learn more Text link

- Main button: teal with white words, fully rounded ends. Second button: white with a 2px teal border.
- Links: teal and underlined. Keyboard focus: a 3px sky outline.

CSS starting point

```
:root { --rc-teal:#004A46; --rc-sky:#49B9FE; --rc-green:#45A27B; --rc-orange:#F57726;
  --rc-mint:#E3FFF3; --rc-sky-light:#DAF1FF; --rc-ink:#12292A; --rc-gray:#54686A; --rc-white:#FFFFFF;
  --rc-radius:14px; --rc-space:8px; /* spacing steps: 8, 16, 24, 32, 48, 64px */ }
body { font-family:"Onest",Arial,sans-serif; font-size:18px; line-height:1.55; color:var(--rc-ink); }
h1, h2, h3 { color:var(--rc-teal); font-weight:600; line-height:1.1; }
.btn { background:var(--rc-teal); color:#fff; border-radius:999px; padding:12px 28px; font-weight:600; }
a { color:var(--rc-teal); text-decoration:underline; }  :focus-visible { outline:3px solid var(--rc-sky); }
```

Photos

- Real Ritter people and places, warm and hopeful, with signed media releases on file.
- Never crop through heads or faces. Match the photo to the topic.
- Every image needs alt text describing it.

Words

- Our preference is Community Market, not pantry.
- Plain, warm language; spell out terms instead of acronyms.
- Patient and neighbor pages in English and Spanish.