

# Water Works

MONITORING THE DC•MD•VA WATERWAYS

## **Magazine Title**

Baskerville (main title)

Gill Sans, all caps (subtitle)

## **Headlines**

All caps

Helvetica (inside) or Gill Sans (cover)

Size 48-125

## **Sub-headlines**

All caps

Helvetica (inside) or Baskerville (cover)

Size 20-40

## **Main Body Copy**

Adobe Garamond Pro

Size 9

12 pt leading

Justified

3 column layout, indented grafs

## **Inset Stories**

Helvetica

Size 8

12 pt leading

Space between grafs, no indent

2 column layout within colored box

## **Call Outs**

Break out of column

Size 18

Colored

## **Folios**

Baskerville

Text size 6

Number size 8

## **Writing Style**

Chesapeake Bay: on second reference Chesapeake or bay

Start with the quote or the point, attribution comes after

## **CMYK values**

62 24 0 0



63 27 84 9  
80% opacity



22 100 100 16  
80% opacity



100 98 9 5



1 6 69 0  
80% opacity

