

FracTracker Style Guide

Each team will create a one-page resource for creation of infographics and PSA (motion graphic animation)

Color palette

Fonts, Iconography for

Header 1,2,3 treatment

Body Copy treatment

Design dos and don'ts

Taglines optional

COPY:

FracTracker.org

Tracking Fracking Data

Target Audience:

- 1.
- 2.

What is the tone of our message? Fill in 3 Adjectives:

- 1.
- 2.
- 3.

In ten words or less, what do we want our style to "say" to our audiences?