

# JCF

Journal of Cardiac Failure



## GRAPHIC STANDARDS STYLE GUIDE

*for Contributors*

This guide is provided to JCF contributors in order to maintain consistency of materials appearing in our publication.

# TYPOGRAPHY

The preferred typeface for JCF contributor materials is the Franklin Gothic family of fonts.

## Franklin Gothic Book

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ

1234567890(&.,:;!?"-\$¢/

## *Franklin Gothic Book Italic*

*abcdefghijklmnopqrstuvwxy*

*ABCDEFGHIJKLMN**OP**QRSTUVWXYZ*

*1234567890(&.,:;!?"-\$¢/*

## **Franklin Gothic Demi**

**abcdefghijklmnopqrstuvwxy**

**ABCDEFGHIJKLMN**OP**QRSTUVWXYZ**

**1234567890(&.,:;!?"-\$¢/**

## *Franklin Gothic Demi Italic*

*abcdefghijklmnopqrstuvwxy*

*ABCDEFGHIJKLMN**OP**QRSTUVWXYZ*

*1234567890(&.,:;!?"-\$¢/*

## Franklin Gothic Medium

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ

1234567890(&.,:;!?"-\$¢/

## *Franklin Gothic Medium Italic*

*abcdefghijklmnopqrstuvwxy*

*ABCDEFGHIJKLMN**OP**QRSTUVWXYZ*

*1234567890(&.,:;!?"-\$¢/*

## Franklin Gothic Medium Condensed

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ

1234567890(&.,:;!?"-\$¢/

## **Franklin Gothic Demi Condensed**

**abcdefghijklmnopqrstuvwxy**

**ABCDEFGHIJKLMN**OP**QRSTUVWXYZ**




**1234567890(&.,:;!?"-\$¢/**

# FONT & LINE STYLES

## STANDARD FONT STYLES

Style Name	Font & Weight	Size	Leading (Vertical Spacing)	Color
Main Title	<b>Demi</b>	<b>11 pt.</b>	11/13 pt.	Black
Subheads	<b>Medium</b>	<b>10 pt.</b>	10/12 pt.	Black
Labels	Book or <b>Medium</b>	9 pt.	9/11 pt.	Gray or White
Body Text	Book	9 pt.	9/11 pt.	Gray
Footnote/Footer	Book or Book Condensed	7 pt. 7 pt.	7/9 pt. 7/9 pt.	Gray
Bullets	•	text size	n/a	Purple
Table Heading 1	<b>Demi</b>	<b>10 pt</b>	10/12 pt.	Gray or White
Table Heading 2	<b>Medium</b>	<b>10 pt</b>	10/12 pt.	Gray or White
Table Content	Book or Book Condensed	8 - 9 pt. 8 - 9 pt.	8/11 - 9/11 pt. 9/11 - 9/11 pt.	Gray or White

## AXES, LINES AND ARROWS

Line Type	Weight	Color	Example
X/Y axis	.75 pt	Gray	
Leader lines	.75 pt	Gray	
Arrows	.75 pt	Gray	 → Curved arrow style

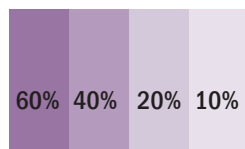
# COLOR PALETTE

## PRIMARY COLOR PALETTE



**PURPLE**

PMS Color 000 C  
RGB 108/74/143  
**C070 M097 Y018 K005**

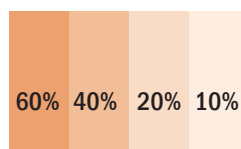


60% 40% 20% 10%



**ORANGE**

PMS Color 000 C  
RGB 222/109/35  
**C005 M068 Y100 K004**

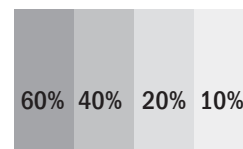


60% 40% 20% 10%



**GRAY**

PMS Color 000 C  
RGB 119/120/123  
**C000 M000 Y000 K070**



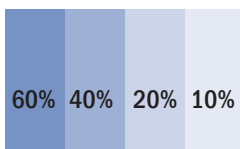
60% 40% 20% 10%

## SECONDARY COLOR PALETTE

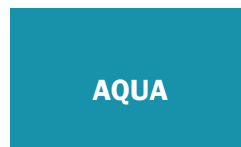


**BLUE**

PMS Color 000 C  
RGB 0/104/167  
**C095 M053 Y004 K007**

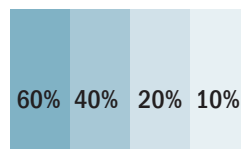


60% 40% 20% 10%



**AQUA**

PMS Color 000 C  
RGB 0/144/171  
**C081 M021 Y022 K008**

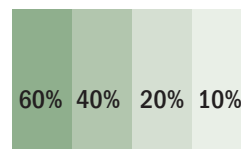


60% 40% 20% 10%



**GREEN**

PMS Color 000 C  
RGB 80/140/86  
**C076 M032 Y086 K000**

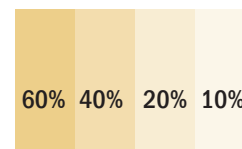


60% 40% 20% 10%



**GOLD**

PMS Color 000 C  
RGB 227/182/66  
**C000 M020 Y082 K012**



60% 40% 20% 10%

# TABLES

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Header	Header Lorem ipsum lorem	Header Lorem ipsum lorem	Header Lorem ipsum lorem	Header Lorem ipsum lorem	Header Lorem ipsum lorem	Header Lorem ipsum lorem	Header Lorem ipsum lorem
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Lorem ipsum dolor sit lorem ipsum dolor (lorem ipsum dolor)	0.00 (0.0) 0.00 (0.0)	0.00 (0.0)	0.0	0.00 (0.0) 0.00 (0.0)	0.00 (0.0)	0.00 (0.0)	0.00 (0.0)
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BEFORE

**Table 1.** Lorem ipsum dolor sit amet, consectetur adipiscing elit.

AFTER

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Lorem ipsum dolor sit lorem ipsum dolor (lorem ipsum dolor)	0.00 (0.0) 0.00 (0.00)	0.00 (0.0)	0.0	0.00 (0.0) 0.00 (0.00)	0.00 (0.0) 0.00 (0.00)	0.00 (0.0) 0.00 (0.00)	0.00 (0.0) 0.00 (0.00)
Lorem ipsum dolor sit lorem ipsum dolor (lorem ipsum dolor)	0.00 (0.0) 0.00 (0.00)	0.00 (0.0)	0.0	0.00 (0.0) 0.00 (0.00)	0.00 (0.0) 0.00 (0.00)	0.00 (0.0) 0.00 (0.00)	0.00 (0.0) 0.00 (0.00)
Lorem ipsum dolor sit lorem ipsum dolor (lorem ipsum dolor)	0.00 (0.0) 0.00 (0.00)	0.00 (0.0)	0.0	0.00 (0.0) 0.00 (0.00)	0.00 (0.0) 0.00 (0.00)	0.00 (0.0) 0.00 (0.00)	0.00 (0.0) 0.00 (0.00)
Lorem ipsum dolor sit lorem ipsum dolor (lorem ipsum dolor)	0.00 (0.0) 0.00 (0.00)	0.00 (0.0)	0.0	0.00 (0.0) 0.00 (0.00)	0.00 (0.0) 0.00 (0.00)	0.00 (0.0) 0.00 (0.00)	0.00 (0.0) 0.00 (0.00)
Lorem ipsum dolor sit Lorem ipsum dolor sit lorem ipsum dolor (lorem ipsum dolor)	0.00 (0.0) 0.00 (0.00)	0.00 (0.0)	0.0	0.00 (0.0) 0.00 (0.00) 0.00	0.00 (0.0) 0.00 (0.00)	0.00 (0.0) 0.00 (0.00)	0.00 (0.0) 0.00 (0.00)

# CHARTS & GRAPHS

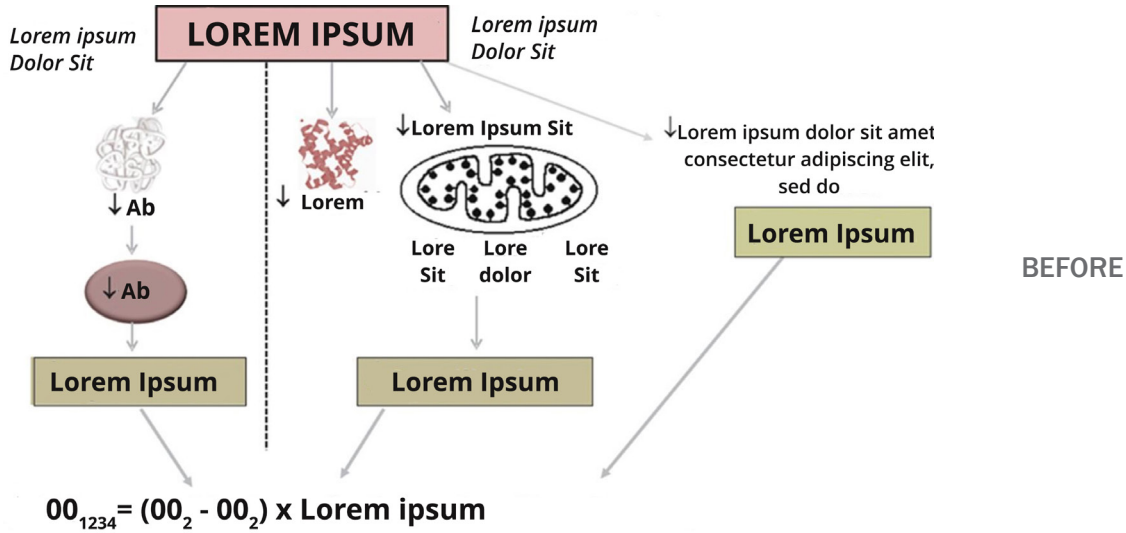
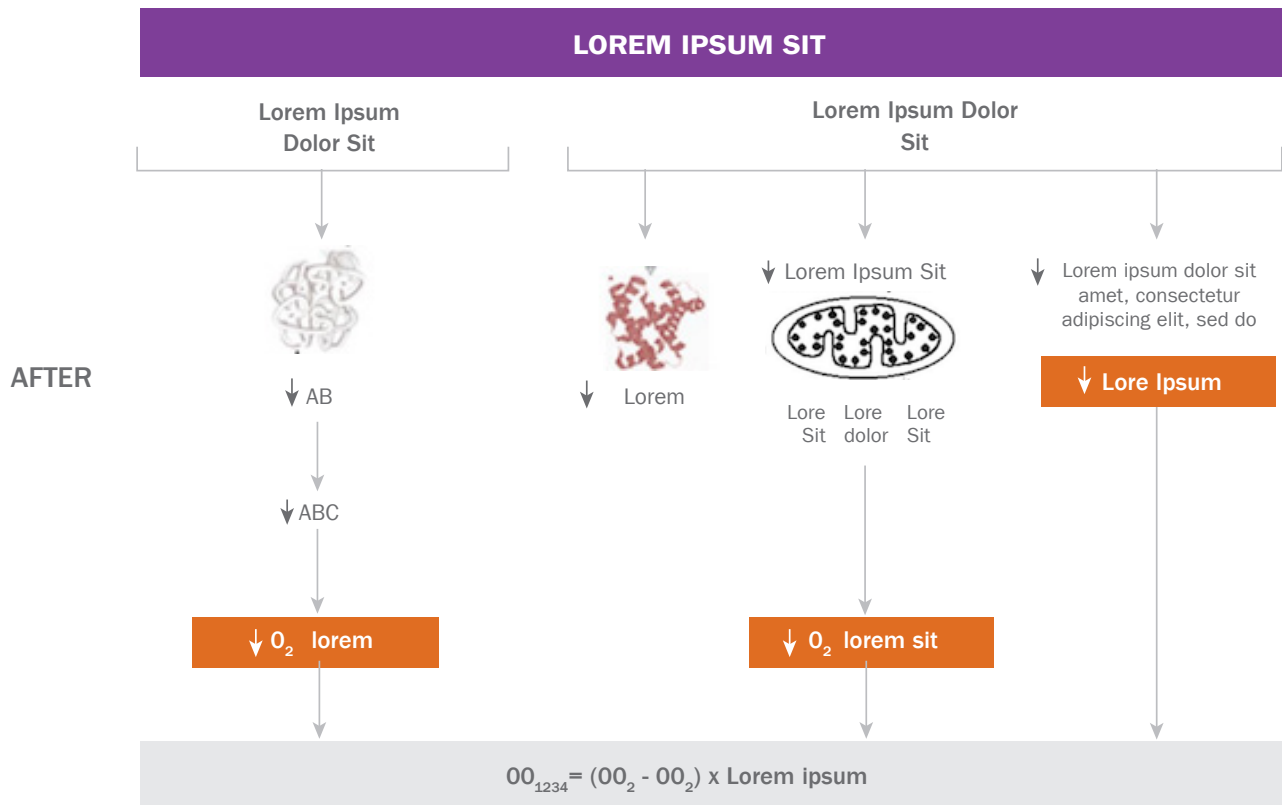
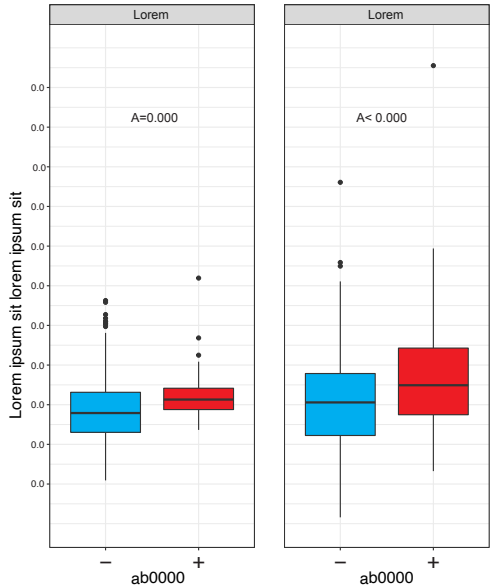


Figure 3



# CHARTS & GRAPHS

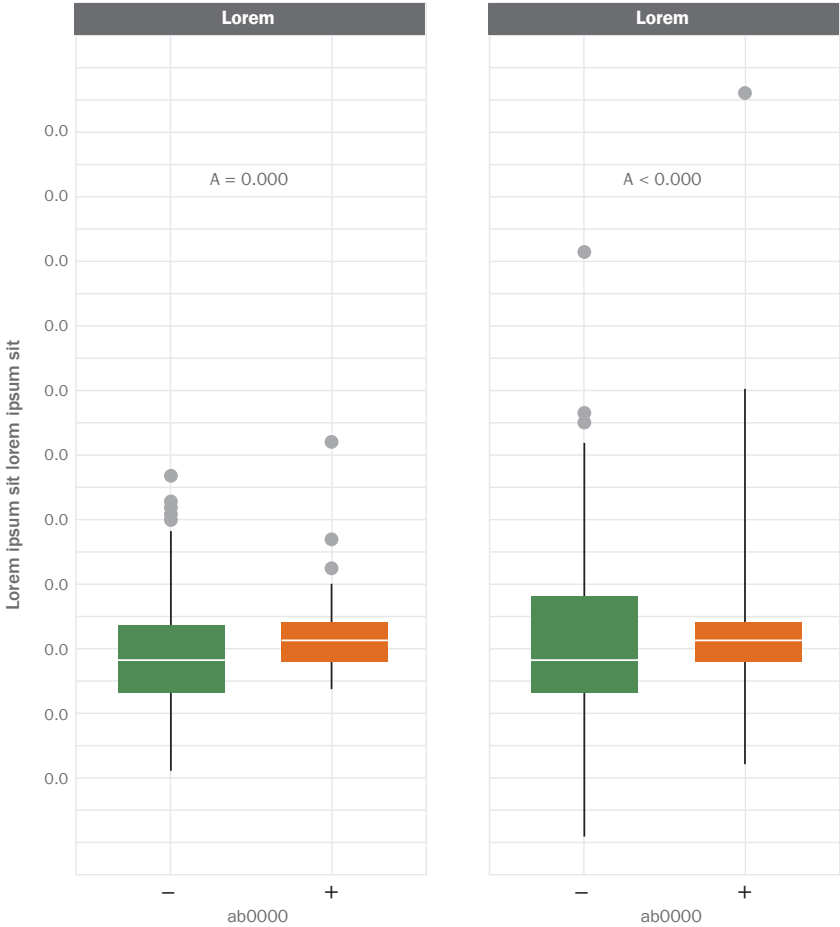


BEFORE

### NOTES:

- Do not crowd objects or text; add white space
- Avoid borders on shapes; use a color fill instead
- Avoid large, bulky arrows and pointers
- Avoid angled pointers if possible
- Use white, bold text against darker backgrounds
- Limit use of black to text only

Figure 1, V2



AFTER