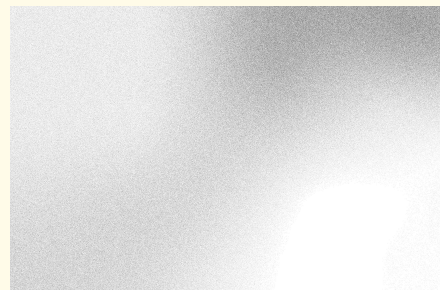


For the record Styleguide

A unique guide for each visually unique and distinct decade. Each consists of a stylistic headline font that embodies its decade, along with 100+ corresponding graphics per era. The simple five-color palette evolves as time and design do.

In order to keep cohesiveness throughout the theme, only two textured backgrounds in white and black are utilized across 70 templates, while the graphics, fonts, and colors do the speaking. The body copy font also remains consistent throughout the movement between decades. This is your story, documented and remembered, for the record.



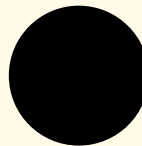
background 1



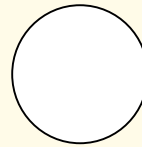
background 2

Body Copy

Helvetica Neue
size 8



#919824



#FF9B0B



1950s 106 graphics



#C65355



#9BDBC1



#EFE8AD



#AADD96



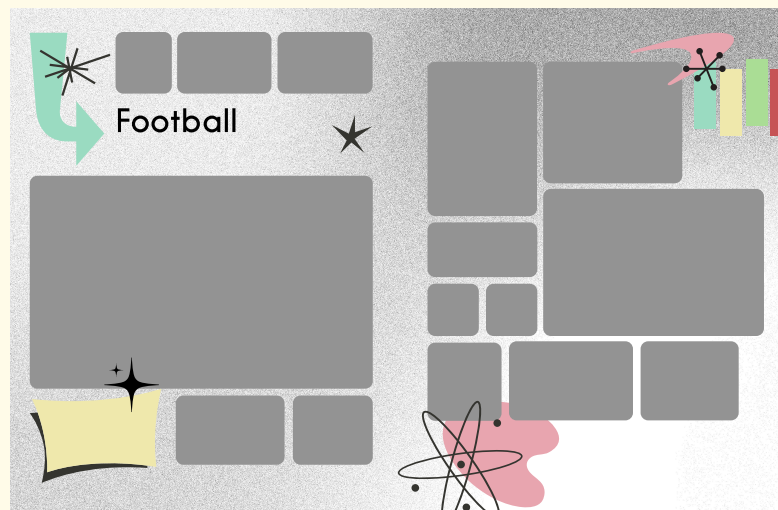
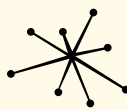
#E8A5AF

Heading

Caviar Dreams Bold
size 40

Subheading

Caviar Dreams Bold
size 20



example spread

1960s 115 graphics



#F15B39



#46AFD7



#FBD349



#82C776



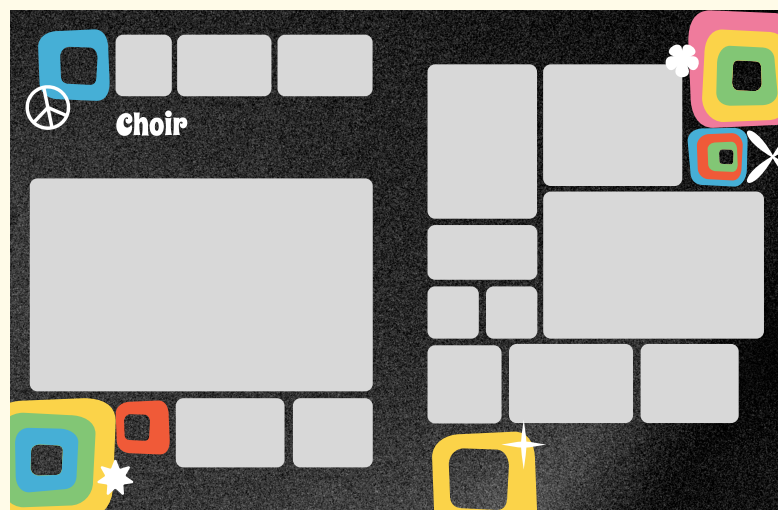
#EF7B9D

Heading

Spicy Rice Regular
size 40

Subheading

Spicy Rice Regular
size 20



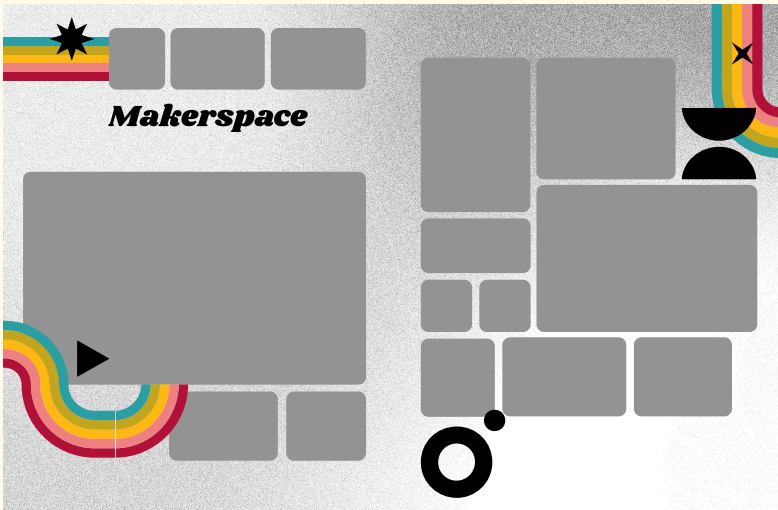
example spread

1970s 101 graphics



Heading Shrikhand Regular size 40

Subheading Shrikhand Regular size 20



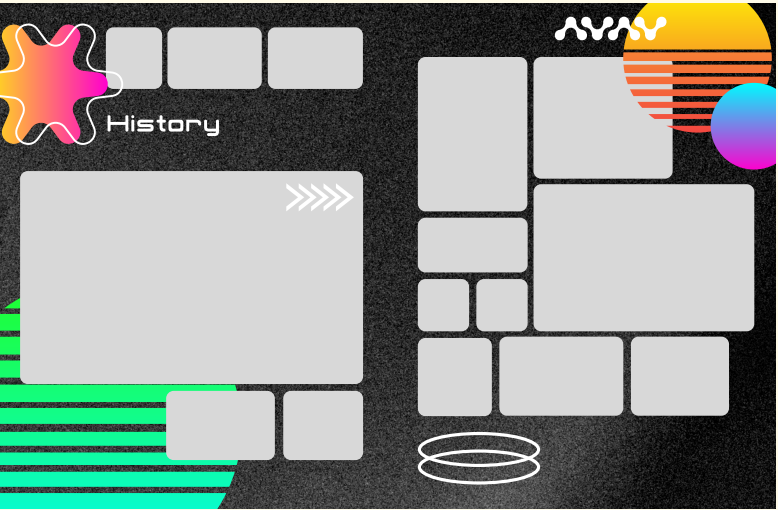
example spread

1980s 137 graphics



Heading Classic Robot Regular size 40

Subheading Classic Robot Regular size 20



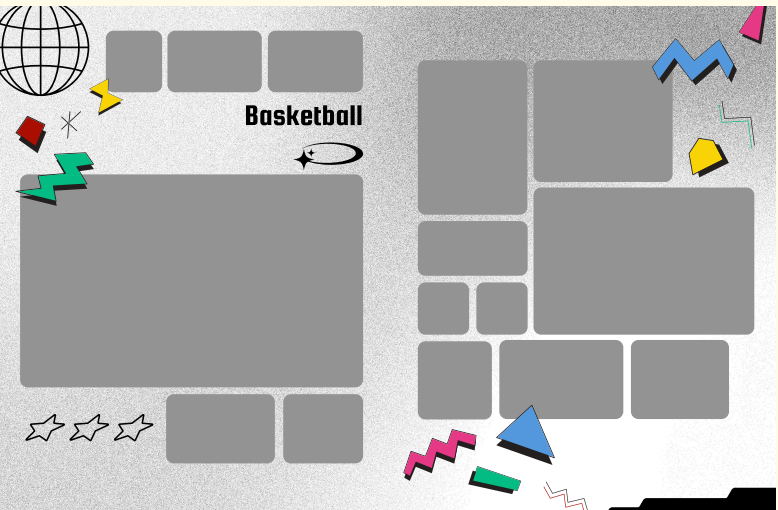
example spread

1990s 174 graphics



Heading Squada One Italic size 50

Subheading Squada One Italic size 25



example spread