



BRAND STYLE GUIDE

A GUIDE TO PROPERLY USING THE EREF BRAND

JULY 2024

Primary Logo

FULL COLOR



**ENVIRONMENTAL RESEARCH
& EDUCATION FOUNDATION™**
www.erefdn.org

BLACK



**ENVIRONMENTAL RESEARCH
& EDUCATION FOUNDATION™**
www.erefdn.org

EREF GREEN



**ENVIRONMENTAL RESEARCH
& EDUCATION FOUNDATION™**
www.erefdn.org

REVERSED



**ENVIRONMENTAL RESEARCH
& EDUCATION FOUNDATION™**
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Secondary Logo

FULL COLOR



BLACK



EREF GREEN



REVERSED



Alternate Logo

FULL COLOR/ BLACK

EREF

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www.erefdn.org

EREF GREEN

EREF

**ENVIRONMENTAL RESEARCH
& EDUCATION FOUNDATION™**
www.erefdn.org

REVERSED

EREF

**ENVIRONMENTAL RESEARCH
& EDUCATION FOUNDATION™**
www.erefdn.org

EREF's formal name is to be written Environmental Research & Education Foundation, using the ampersand in all written media. Environmental Research and Education Foundation is not correct. The guidelines outlined within this document should be applied to all publications, correspondence, signage, events and other printed and electronic material that represents EREF.



Typography

Color Palette

The EREF fonts consist of two geometric sans-serif fonts from the same family, Sofia Sans. **Sofia Sans** is the main typeface best used for body paragraphs and sub-headings. Fonts are to be used consistently from web to print platforms. When they are unavailable, Arial may be substituted. It is preferable to use Sofia Sans for subheads and body copy.

Sofia Sans Light & *Light Italic*

Sofia Sans Regular & *Italic*

Sofia Sans Medium & *Medium Italic*

Sofia Sans SemiBold & *Semibold Italic*

Sofia Sans Bold & *Bold Italic*

Sofia Sans ExtraBold & *ExtraBold Italic*

Sofia Sans Black & *Black Italic*

Sofia Sans ExtraBlack & *ExtraBlack Italic*

The EREF fonts consist of two geometric sans-serif fonts from the same family, Sofia Sans. **Sofia Sans Extra Condensed** is a condensed version of the Sofia Sans typeface best used for headings. Fonts are to be used consistently from web to print platforms. When they are unavailable, Arial may be substituted. It is preferable to use Sofia Sans Extra Condensed **Bold**, **ExtraBold**, **Black**, or **ExtraBlack** for page headings.

CHARACTER SPECIFICATIONS FOR HEADINGS (SOFIA SANS EXTRA CONDENSED)

Tracking: 75 Vertical Scale: 110% Caps: All Uppercase

Sofia Sans Extra Condensed Light & *Light Italic*

Sofia Sans Extra Condensed Regular & *Italic*

Sofia Sans Extra Condensed Medium & *Medium Italic*

Sofia Sans Extra Condensed SemiBold & *Semibold Italic*

Sofia Sans Extra Condensed Bold & *Bold Italic*

Sofia Sans Extra Condensed ExtraBold & *ExtraBold Italic*

Sofia Sans Extra Condensed Black & *Black Italic*

Sofia Sans Extra Condensed ExtraBlack & *ExtraBlack Italic*

HEX: #013231

C: 91 M: 54 Y: 64 K: 54

R: 1 G: 50 B: 49

HEX: #44D39D

C: 58 M: 0 Y: 48 K: 0

R: 68 G: 211 B: 157

HEX: #450099

C: 90 M: 97 Y: 0 K: 0

R: 69 G: 0 B: 153

HEX: #7F70FF

C: 55 M: 50 Y: 0 K: 0

R: 127 G: 112 B: 255

HEX: #FF7D00

C: 0 M: 59 Y: 100 K: 0

R: 255 G: 125 B: 0

HEX: #EDE4E1

C: 6 M: 6 Y: 8 K: 0

R: 237 G: 228 B: 225