

BRAND STYLE GUIDE

A GUIDE TO PROPERLY USING THE EREF BRAND
JULY 2024





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

The purpose of this guide is to provide consistency and a cohesive identity for the Environmental Research & Education Foundation (EREF) across all media. Consistency and accuracy are an important part of efforts to present a credible and professional image. This guide should provide information to ensure uniformity of look, quality, message and tone. EREF's visual identity, or brand, centers on the use of the logo and includes standard typography and ink colors.

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.

FULL COLOR



ENVIRONMENTAL RESEARCH
& EDUCATION FOUNDATION™
erefdn.org

BLACK



ENVIRONMENTAL RESEARCH
& EDUCATION FOUNDATION™
erefdn.org

EREF GREEN



ENVIRONMENTAL RESEARCH
& EDUCATION FOUNDATION™
erefdn.org

REVERSED



ABOVE ARE ACCEPTABLE USES OF THE FULL LOGO. The preferred version of the logo is full color on a white background. However, it is also acceptable to use the other versions shown above.

EREF LOGOS

Primary Logo

The EREF logo is a design that cannot be reproduced with any typeface. The EREF logo may not be altered, combined with other symbols or words, or be used in part, except as provided in its two forms. It shall not be hand drawn, scanned or modified in any shape or form.

EREF shall at all times retain sole ownership of the logo. It is for staff use only and may not be shared with other parties unless approved by the Communications Department. It should only be reproduced with the proper electronic files received from the Communications Department. The logo should be placed prominently on all printed or electronic material.

The Environmental Research & Education Foundation name should be addressed as the “Foundation.” The acronym “EREF” may be used — please use “EREF” instead of “E.R.E.F.” in all correspondence, online and in marketing and print materials

FULL COLOR



BLACK



EREF GREEN



REVERSED



EREF LOGOS

Secondary Logo

The Secondary logo offers a simpler version of the primary logo. It is designed to be versatile and adaptable, ensuring the brand maintains a cohesive identity across various platforms and applications where the primary logo might not be suitable. If space does not allow for the full logo, it is acceptable to use the secondary logo shown above.

FULL COLOR/
BLACK

EREF

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

EREF GREEN

EREF

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

REVERSED

EREF

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EREF LOGOS

Alternate Logo

The EREF alternate logo is a different version of a brand's primary logo without the EREF head graphic.

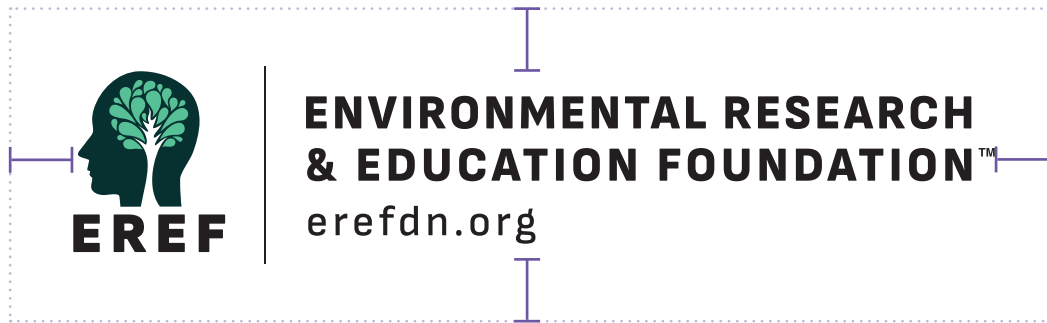
This is created to provide flexibility and versatility while maintaining brand identity.

SPACING

Clear Space

The logo must have a “buffer” space around the entire logo in order to maintain proper legibility and a desirable visual impact.

As a rule, the logo requires a safety margin of twice the height of the “E” on all sides of the logo. Allow more space if possible. No type or graphics should interfere with this space.



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**

COLORS

Color Palette

Consistent use of the EREF color palette reinforces brand cohesiveness.

Included are Hex codes, CMYK and RGB colors.

INTERNAL COLOR:

HEX: **#6C1826**

C: **34** M: **96** Y: **75** K: **46**

R: **108** G: **24** B: **38**

Sofia Sans Light & Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Sofia Sans Regular & Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Sofia Sans Medium & Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Sofia Sans SemiBold & Semibold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Sofia Sans Bold & Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Sofia Sans ExtraBold & ExtraBold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Sofia Sans Black & Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Sofia Sans ExtraBlack & ExtraBlack Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

SOFIA SANS

Typography

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 Extra Condensed Light & Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Sofia Sans Extra Condensed Regular & Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Sofia Sans Extra Condensed Medium & Medium Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Sofia Sans Extra Condensed SemiBold & Semibold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Sofia Sans Extra Condensed Bold & Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Sofia Sans Condensed ExtraBold & ExtraBold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Sofia Sans Condensed Black & Black Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Sofia Sans Condensed ExtraBlack & ExtraBlack Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

SOFIA SANS EXTRA CONDENSED

Typography

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

ADVANCING THE CIRCULAR ECONOMY



BRAND GRAPHICS

Supporting Graphics

Additional graphics can be used alongside with the branding as a way to enhance this instantly recognizable and unique aesthetic.