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Purpose of Guides

The Environmental Initiative brand is more than a name or a logo. It's a system of artwork, typography and colors that reflect the spirit of our organization and the work it does. Using it consistently builds recognition, awareness, and trust with constituents.

These guidelines are for the Environmental Initiative team and any designer, web developer, and/or partner who works with the logomark and other brand assets. These guidelines have been thoughtfully created to protect the Environmental Initiative brand. Therefore, if you're ever in doubt about how to use the logomark, wordmark, fonts, or colors, please refer to this guide.

Any questions can be directed to the Environmental Initiative marketing and communications team.

Logo Anatomy and Variations

The Environmental Initiative logo is classified as a “combination mark” consisting of an icon/symbol and wordmark.

Primary Logo Treatment

The full color logo is the default treatment and should be used whenever possible. Please visit the EI Style Guide website to download logo files

- <https://styles.environmental-initiative.org/>

Black and White Treatment

Use the all black version of the logo when printing documents in black and white. This will prevent the logo from looking washed out when colors are converted to grayscale.

Reverse Treatment

To maximize contrast, on dark backgrounds, use the all white aka reverse version of the logo. When using it on top of a photograph, try to place it over the darkest part of the image and/or add a subtle drop shadow to the logo.



Logo Rules

To ensure maximum recognition and visibility of the Environmental Initiative brandmark, refer to the spacing directives and logo “do not’s.”

Spacing

A space equal to the width of an arrow around the entire combination mark. Never alter the space between the icon and wordmark.



Do Not

Never alter the logo in the following ways:



Swap brand colors



Color outside the brand color scheme



Gradient within the logo



Not enough contrast between background and logo



Secondary brand color replacing one of the primary brand colors



Stretch or distort



Rearranging the configuration of the symbol

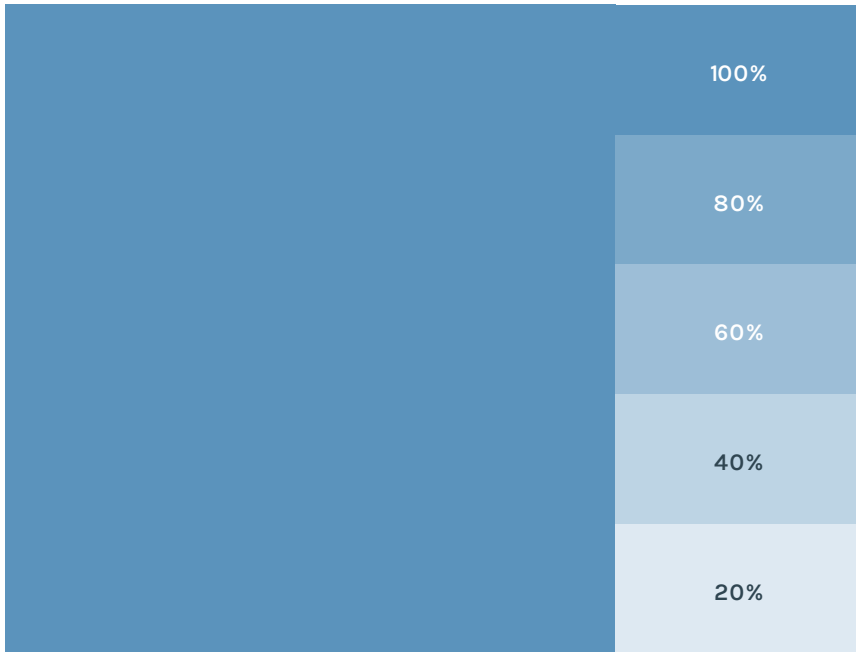


Place logo over a pattern, competes for attention

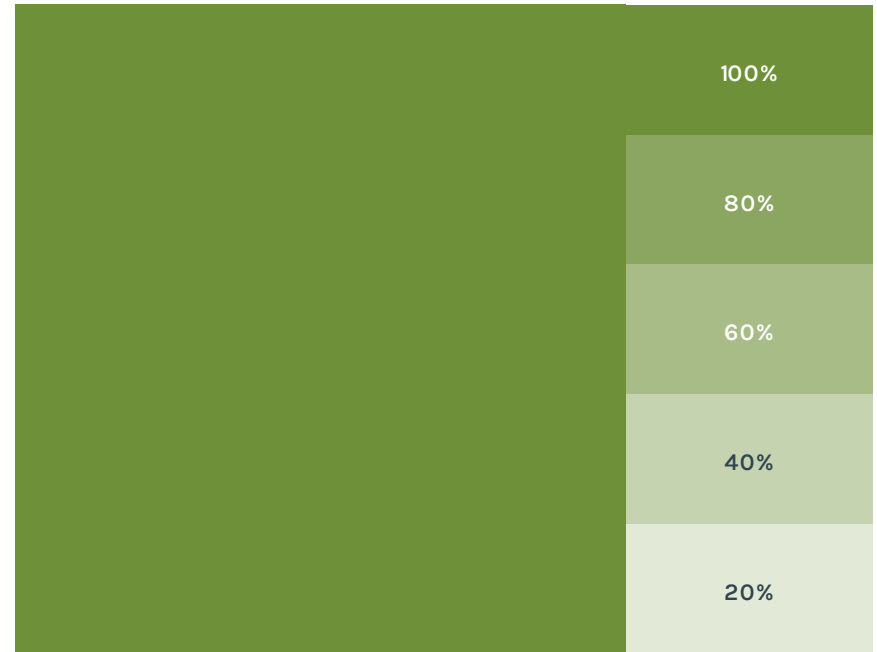
Primary Colors

Color plays an important role in Environmental Initiative's brand identity. The primary palette of sky blue and grass green should be used on all collateral materials. When printing in full color coated paper stock is preferable. Uncoated stock absorbs ink which tends to darken and dull colors. Pantone and CMYK colors included in these guidelines are meant for coated paper stock.

Colors shown below and on subsequent pages are in RGB because this brand guidelines book will likely be viewed on-screen. Always print with Pantone (PMS) or CMYK colors and request printed proofs whenever possible. The Pantone swatches are part of the solid-coated formula guide.



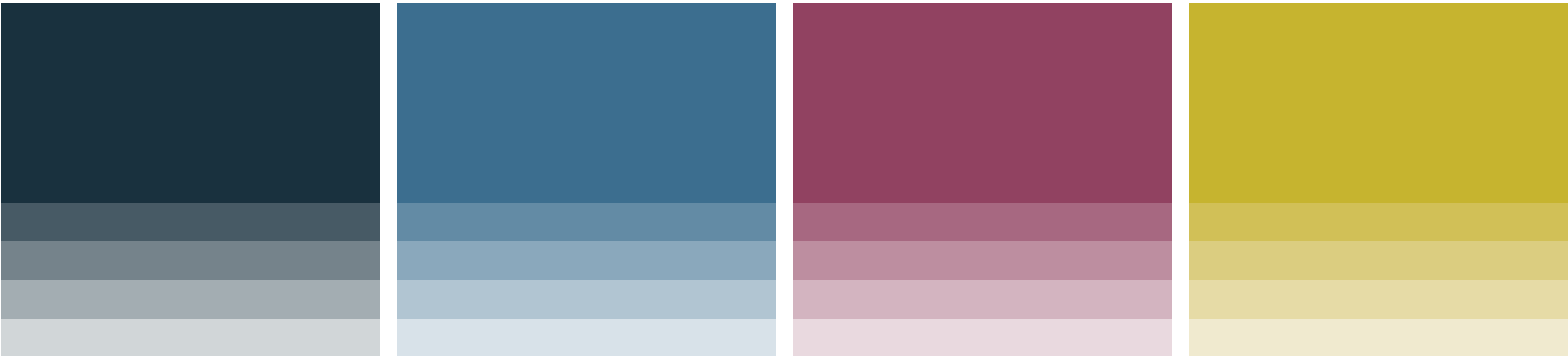
PMS: 542 C
C: 66 **M:** 33 **Y:** 12 **K:** 0
R: 91 **G:** 147 **B:** 188
Hex: #5C93BC



PMS: 377 C
C: 60 **M:** 28 **Y:** 96 **K:** 9
R: 90 **G:** 118 **B:** 51
Hex: #6E9039

Secondary Colors

A variety of warm and cool hues are available to give flexibility in the brand identity.



PMS: 541C
C: 89 M: 70 Y: 53 K: 52
R: 25 G: 49 B: 62
Hex: #19313E

PMS: 2150C
C: 78 M: 38 Y: 8 K: 12
R: 60 G: 110 B: 143
Hex: #3C6E8F

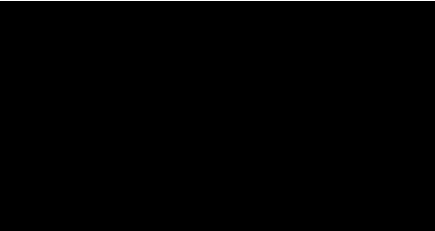
PMS: 7656C
C: 39 M: 84 Y: 42 K: 15
R: 145 G: 66 B: 98
Hex: #914261

PMS: 7751C
C: 26 M: 23 Y: 100 K: 0
R: 198 G: 180 B: 47
Hex: #C6B42F

Grayscale Colors

1-Color or 2-Color grayscale printing may be necessary for some promotional materials.

Black Treatment



PMS:Black 6C
C:0 **M:**0 **Y:**0 **K:**0
R:0 **G:**0 **B:**0
Hex:#000000

Grayscale Treatment



PMS:Black 3C
C:73 **M:**61 **Y:**70 **K:**71
R:33 **G:**39 **B:**33
Hex:#212721



PMS:Cool Gray 9C
C:56 **M:**47 **Y:**44 **K:**10
R:109 **G:**111 **B:**112
Hex:#6D6F70

Typography

When used appropriately typography is a powerful piece of the brand identity toolkit. Karla is Environmental Initiative's primary font family and is recommended for use across collateral materials.

Karla

Karla - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Karla - Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Karla - Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Karla is an open source font that can be downloaded Karla from googlefonts.com/karla.

Karla SemiBold or Bold should be used for headings in both print and digital collateral. Karla Regular and Medium are the most appropriate for paragraph copy. Various font weights can also be used for special typographic treatments such as quotes or key points that are separated from the main text of the marketing collateral.

Karla - SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Karla - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Karla - ExtraBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Iconography

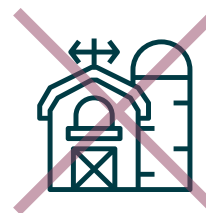
Environmental Initiative has a growing stock of iconography that can be used for presentations or documents. Our main brand icons are “stamp” style which means each icon is simple, clean, and fully colored.

Brand-appropriate icons



Icons may be any of the brand colors included in this document but should only be one color. Icons may stand alone or be encompassed in a shape like a circle. Please note the icons below that do not align with our parent brand style. Each Environmental Initiative sub-brand has its own set of icons and their style varies. Please consult with the marketing team before using a new icon.

Icon styles that are **unacceptable** for main EI brand



Outlined icons



Highly stylized and/or detailed icons



Hand-drawn or sketched icons

Photography

Whenever possible, photography should depict people participating in an Environmental Initiative event or meeting, or people working collaboratively. People depicted should reflect our mission and values and include racial and generational diversity.

Nature and landscape photography should include people if possible. When selecting nature and landscape images be mindful of the project's location and select plants and features that are native to that location. Photographs should be full color, high resolution, and have correct exposure (not too dark, not too bright). Try to use photos of people engaging with one another and/or in natural, genuine poses whenever possible.



Logo + Photo

The full logo or swoosh symbol can be used as a graphical overlay on imagery or placed on a color band to accompany the imagery.

A subtle dropshadow may be necessary to make the logo pop against the background. Never place the logo on a busy photo background, or over people. Never outline the logo.



Swoosh without wordmark



No shadow. White logo on simple background.



The logo may be contained in a brand color. This treatment should be used sparingly.

Do Not

Never pair the logo in the following ways:



Never outline any part of the logo including the swoosh.



There must be enough contrast between the photo and the logo. The all white version of the logo is typically most appropriate for pairing with a photograph.



Image too busy and no appropriate space to place full color or white version of the logo.

Sub-brands

In some cases, Environmental Initiative may decide to develop a separate visual identity for specific projects or longer-term partnerships. There are two major instances when developing project-specific brands is necessary and appropriate:

1. Convening a longer-term partnership or coalition
2. Implementation focused projects where the organization is in an outreach or sales focused function. In these cases, Environmental Initiative's brand may be a barrier to participation and a project brand is necessary.

The challenge with branded projects is to ensure Environmental Initiative is not lost or absent from communications or storytelling efforts. Environmental Initiative's name and logo must be included on all print and presentation materials and in key messaging for external partners. The logos may appear separately or the "Administered by EI" version of the logo may be used. See example below.

See individual style sheets on [Environmental Initiative's website](#).

SOURCE WATER
PROTECTION
COLLABORATIVE

Administered by Environmental
Initiative Logo Treatment

Administered by  Environmental
INITIATIVE



HEADWATERS
AGRICULTURE
SUSTAINABILITY
PARTNERSHIP

MIDWEST
ROW CROP
COLLABORATIVE

PROJECT
GREEN
FLEET

PROJECT
STOVE
SWAP

SOURCE WATER
PROTECTION
COLLABORATIVE



SUSTAINABLE
GROWTH
COALITION