



Brand Guidelines

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East Bay Community
Foundation logo can be used
in solid black or reversed out
in white.



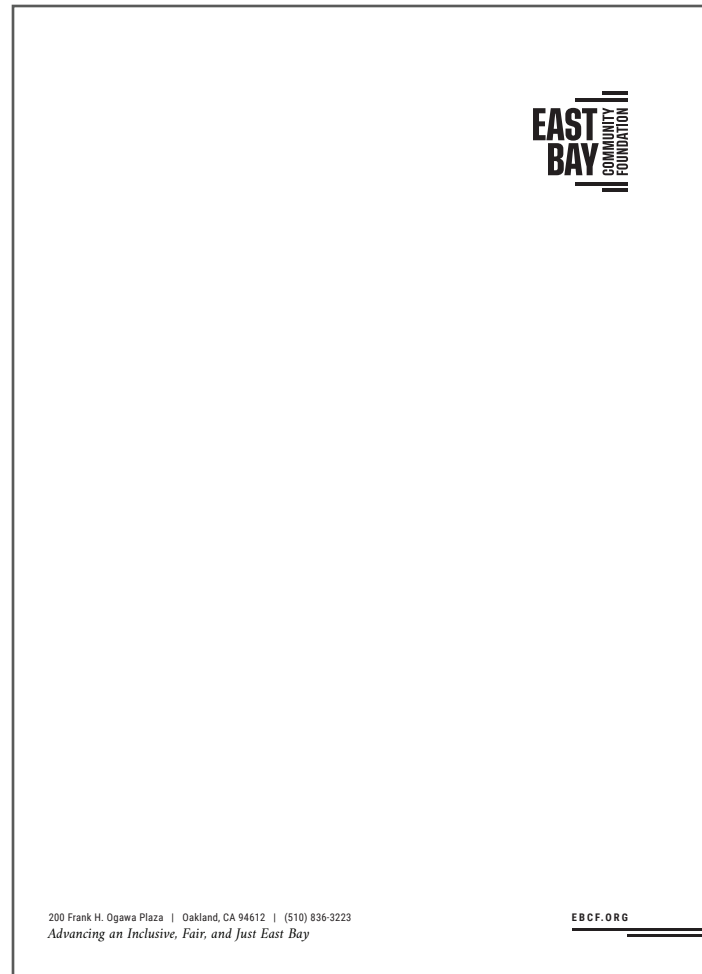
Make sure the logo always has enough clear space around it to provide clarity and prevent crowding from other graphics and type. Use the height of the “E” as a measurement guide for how much clear space to provide around the logo.



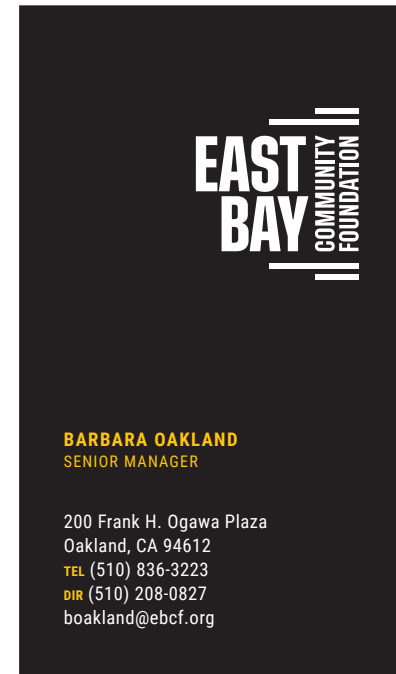
Logo Placement

In most cases the logo should be positioned on the right hand side of the document

Some notable exceptions include places where this is not possible such as the ebcf.org and staff email signatures



Letterhead



Business card front



DO NOT use inappropriate background colors or patterns that make the logos difficult to read.



DO NOT use logos on busy background photos



DO NOT scale the logo disproportionately



DO NOT rotate the logo



DO NOT alter the color of any parts of the logo



DO NOT crowd the logo with type or other graphics (see Clear Space section)

PRIMARY COLORS

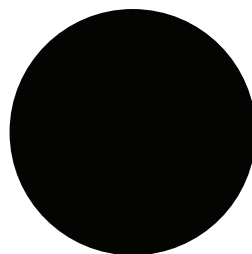
The five colors to the right (**Black, Yellow, Teal, Orange Brown, Blue**) represent the primary colors for the EBCF brand.

ACCENT COLORS

Light Gray and **Darker Yellow** colors are secondary accent colors that are used on the website.

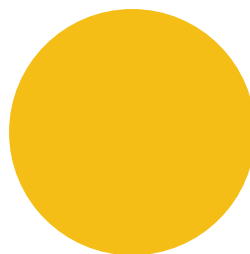
Medium Blue is used as a link color for digital documents/ materials, and the website.

Darker Gray is used as body text color within emails, presentations, and documents.



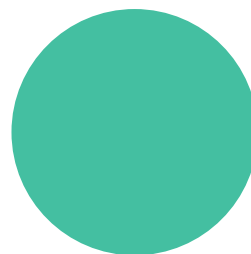
BLACK

RGB: 0, 0, 0
HEX: 000000
CMYK: 0, 0, 0, 100
PMS: BLACK



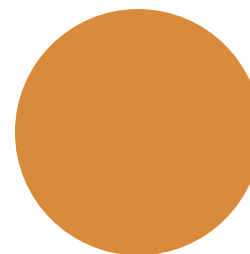
YELLOW

RGB: 244, 189, 0
HEX: F4BD00
CMYK: 4, 25, 100, 0
PMS: 7408



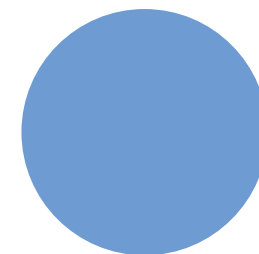
TEAL

RGB: 61, 200, 165
HEX: 3DC8A5
CMYK: 65, 0, 47, 0
PMS: 3385



ORANGE BROWN

RGB: 216, 139, 61
HEX: D88B3D
CMYK: 13, 51, 89, 1
PMS: 7412



BLUE

RGB: 112, 157, 221
HEX: 6E9EDD
CMYK: 56, 30, 0, 0
PMS: 7453



MEDIUM BLUE

RGB: 0, 87, 168
HEX: 0057A8
CMYK: 96, 72, 1, 0
PMS: 2154



LIGHT GRAY

RGB: 230, 230, 230
HEX: E6E6E6
CMYK: 0, 0, 0, 10
PMS: COOL GRAY 1



DARKER YELLOW

RGB: 232, 177, 0
HEX: E8B100
CMYK: 10, 30, 100, 0
PMS: 124



DARKER GRAY

RGB: 89, 89, 89
HEX: 595959
CMYK: 63, 55, 54, 28
PMS: 2334

COLORED OR BLACK BACKGROUND

When using the colors to the right as background colors, be sure to pair with only black text.

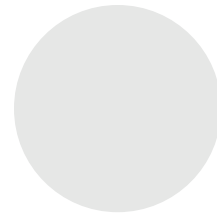
The opposite is true; these colors also work on a black background.

WHITE BACKGROUND

The colors to the right can be used on a white background.

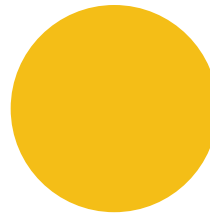
When using **Teal**, **Orange Brown**, and **Blue**, please keep these best practices in mind:

1. Colored text should be 32pt or larger.
2. When you can't use a larger font size, use black text and colored design elements like an underline, icon, or on-brand shape.



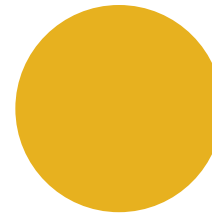
LIGHT GRAY

RGB: 230, 230, 230
HEX: E6E6E6
CMYK: 0, 0, 0, 10
PMS: COOL GRAY 1



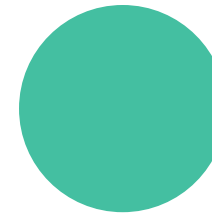
YELLOW

RGB: 244, 189, 0
HEX: F4BD00
CMYK: 4, 25, 100, 0
PMS: 7408



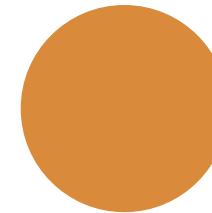
DARKER YELLOW

RGB: 232, 177, 0
HEX: E8B100
CMYK: 10, 30, 100, 0
PMS: 124



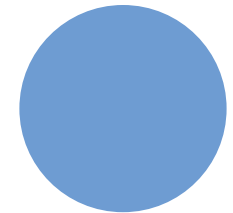
TEAL

RGB: 61, 200, 165
HEX: 3DC8A5
CMYK: 65, 0, 47, 0
PMS: 3385



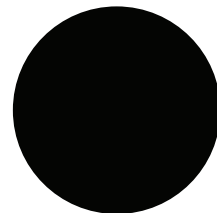
ORANGE BROWN

RGB: 216, 139, 61
HEX: D88B3D
CMYK: 13, 51, 89, 1
PMS: 7412



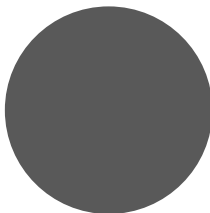
BLUE

RGB: 112, 157, 221
HEX: 6E9EDD
CMYK: 56, 30, 0, 0
PMS: 7453



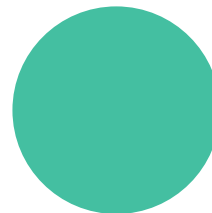
BLACK

RGB: 0, 0, 0
HEX: 000000
CMYK: 0, 0, 0, 100
PMS: BLACK



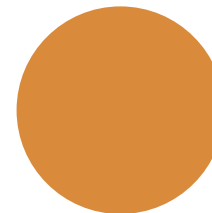
DARKER GRAY

RGB: 89, 89, 89
HEX: 595959
CMYK: 63, 55, 54, 28
PMS: 2334



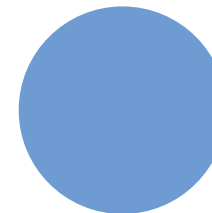
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ORANGE BROWN

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BLUE

RGB: 112, 157, 221
HEX: 6E9EDD
CMYK: 56, 30, 0, 0
PMS: 7453

The tagline should be:

1. Italicized in the secondary (serif) font with a bold or regular font-weight.
2. Any of the **primary accent** colors on a black background or **Darker Gray/Teal/Orange Brown/Blue** when using as larger text on a white ground.
3. Written on one line or include a link break after “fair”.
4. Written in title case.

*Advancing an Inclusive, Fair,
and Just East Bay*

200 Frank H. Ogawa Plaza | Oakland, CA 94612 | (510) 836-3223
Advancing an Inclusive, Fair, and Just East Bay

EBCF.ORG

LETTERHEAD FOOTER



BANNER

EBCF uses three font families for its typography system: **Amiri**, **Roboto**, and **Roboto Condensed**. These font families can be downloaded at fonts.google.com

Amiri should be used for headlines, subheads, pull quotes, and other special copy areas. Do not use for long paragraphs of copy.

Microsoft alternative: **Garamond**

Roboto is the primary body copy font. It should be used anywhere there are larger amounts of copy. It can also be used for smaller subheads and other special callouts.

Microsoft alternative: **Arial**

Roboto Condensed should be used for shorter callout copy areas, smaller subheads, stats, attributions, and website navigation.

EMAIL

Amiri font alternative: **Georgia**
Roboto from alternative: **Verdana**

Amiri Bold
Amiri Bold Italic
Amiri Regular
Amiri Italic

Roboto Black
Roboto Black Italic
Roboto Bold
Roboto Bold Italic
Roboto Medium
Roboto Medium Italic
Roboto Regular
Roboto Italic
Roboto Light
Roboto Light Italic
Roboto Thin
Roboto Thin Italic

Roboto Condensed Bold
Roboto Condensed Bold Italic
Roboto Condensed Regular
Roboto Condensed Regular Italic
Roboto Condensed Light
Roboto Condensed Light Italic

MICROSOFT ALTERNATIVES

Garamond Bold
Garamond Italic
Garamond Regular

Arial Regular
Arial Italic
Arial Bold
Arial Bold Italic

These web font styles and sizes are optimized for standard desktop browsers.
The fonts will scale accordingly for digital devices with smaller windows.

AMIRI
—
Bold
70px / 75px

H1: Lorem ipsum dolor

AMIRI
—
Bold
55px / 60px

H2: Lorem ipsum dolor sit amet

AMIRI
—
Bold
40px / 45px

H3: Lorem ipsum dolor sit amet montes platea

AMIRI
—
Bold
30px / 35px

H4: Lorem ipsum dolor sit amet montes platea eleifend mattis

ROBOTO COND
—
Bold
20px / 27px / 75-letterspc

H5: LOREM IPSUM DOLOR SIT AMET MONTES PLATEA ELEIFEND MATTIS QUIS

ROBOTO
—
Bold
17px / 21px

H6: lorem ipsum dolor sit amet montes platea eleifend mattis quis semper porttitor nec massa

ROBOTO
—
Medium
14px / 20px
200-letterspc

OVERLINE TITLE

ROBOTO
—
Regular
22px / 30px

Paragraph 1: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Cras semper auctor neque vitae tempus quam. Pretium lectus quam id leo in vitae. Tincidunt praesent semper feugiat nibh sed pulvinar proin.

Ut ornare lectus sit amet est placerat in egestas. Porttitor eget dolor morbi non arcu risus. Tincidunt tortor aliquam nulla facilisi cras fermentum odio eu feugiat. Eget mauris pharetra et ultrices neque ornare aenean euismod. Fusce ut placerat orci nulla.

- Dictum non consectetur a erat nam at lectus urna. Non consectetur a erat nam at lectus urna.
 - Pulvinar pellentesque habitant morbi tristique senectus et.
 - Non consectetur a erat nam at lectus urna.
 - Non consectetur a erat nam at lectus urna. Non consectetur a erat nam at lectus urna dictum.
- Dictum non consectetur a erat nam at lectus urna. Non consectetur a erat nam at lectus urna.
 - Pulvinar pellentesque habitant morbi tristique senectus et.
 - Non consectetur a erat nam at lectus urna.
 - Non consectetur a erat nam at lectus urna. Non consectetur a erat nam at lectus urna dictum.

ROBOTO
—
Regular
17px / 21px

Paragraph 2: Quisque mattis natoque lacus habitant, faucibus purus mattis nec pellentesque. Eu eget et suspendisse mi amet sit, dolore pede mollis enim sit semper. Sit sit at semper porttitor nec massa, elit quis montes cras platea a nullam, nunc nam eget orci diam, eu amet, eleifend magna.

AMIRI
—
Regular
20px / 30px

Caption/Special P: Quisque mattis natoque lacus habitant, faucibus purus mattis nec pellentesque. Eu eget et suspendisse mi amet sit, dolore pede mollis enim sit semper. Sit sit at semper porttitor nec massa.

AMIRI
—
Regular
40px / 50px

“Blockquote enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.”

ROBOTO
—
Black / 14px
200-letterspc

PRIMARY CTA »

SECONDARY CTA »

PRIMARY CTA »

SECONDARY CTA »

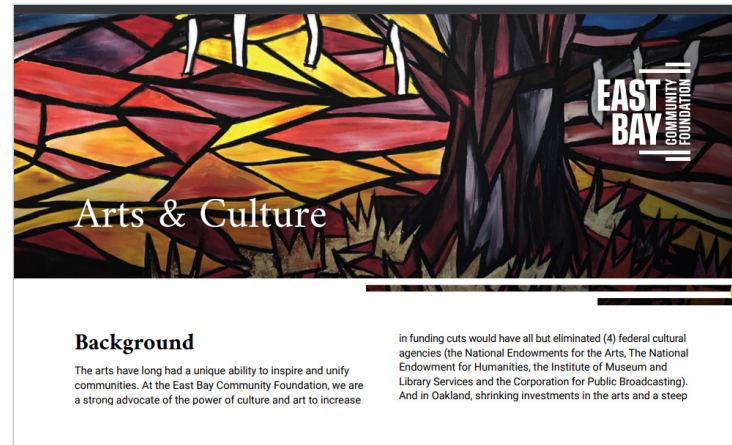
Supporting Graphics

The dashed bars from the logo have been repurposed throughout the EBCF brand to create a supporting graphical language. These visual cues help create a unified brand.



The dashed bar graphics can be used in different ways. See examples to the right.

- A** Use the bar graphics on intro images to create interesting masks or solid color accents.
- B** The bar graphics can also be used as side accents or underline marks to direct attention to headlines and other important copy.



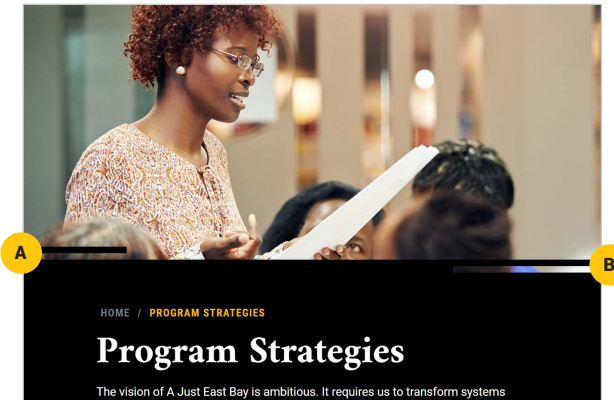
One Pager: Intro Example



Letterhead: Header Example



Business Card: Back Side Example

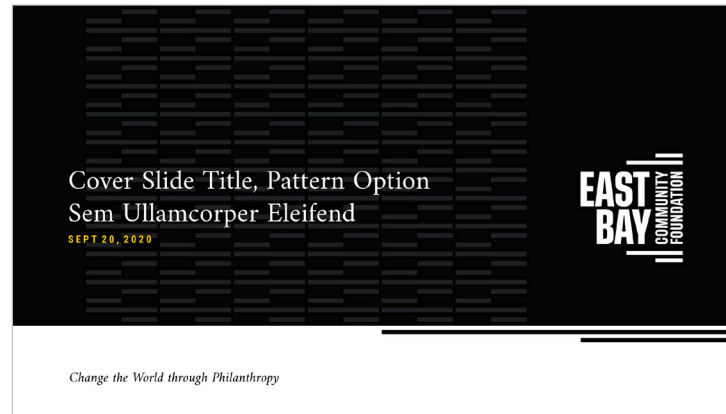


Website: Page Intro Examples

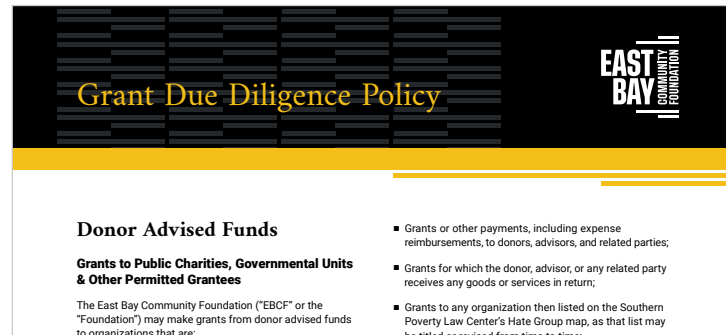
Supporting Graphics (cont.)

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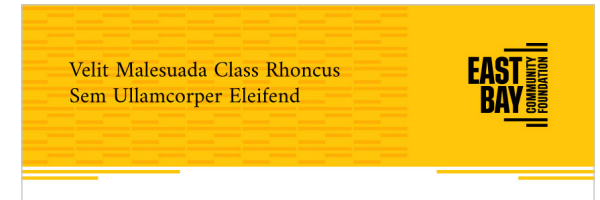
The dashed bars can also be configured to create repeating patterns, and can be used in different colors from the palette. Larger areas of the patterns should be more subtle, whereas smaller isolated instances can use bolder colors and have stronger contrast.



Google Slides: Cover Example



Policy Info Sheet: Header Example



Emailer: Masthead Example



Brochure: Cover Example

Photography Guidelines

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LIGHTING

Darker-toned, natural lighting is ideal. Use photos to show strength of people and togetherness, but avoid over-dramatizing with deep shadows and dark overlays.

FOCUS

Subjects of the photograph should be clear. A picture of diverse community of 4+ people connecting with one another or doing meaningful work will best represent EBCF's mission.

COMPLETENESS

Avoid abstract, metaphorical, or staged photographs. Images should feel like a scene someone may come across in their day-to-day life and not a scene from a movie-set or staged appearance.

REPRESENTATION

Our photos must represent our priority communities with dignity. Follow these representational rules:

1. Lead with a BIPOC person whenever possible;
2. If there are more than four people in a photo, the majority should be people of color;
3. Photos should include all genders where appropriate;
4. Keep body and age diversity in mind.

PROFESSIONAL QUALITY

Follow these photo guidelines:

1. Compelling, in-focus composition with good lighting;
2. Authentic and uplifting storytelling with subjects, poses, and locations that don't feel staged;
3. No distracting elements like branded apparel or oddly-placed objects;
4. Legally acquired images with signed model releases (no Google images).

Do use images where people joyfully connecting with one another in shared efforts



Do use images with beautiful and rich color



Photography Guidelines (cont.)

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Do use images that focus on groups of people



Do use images that highlight diversity of race/ethnicity, age, gender, and body.



Do use images set in recognizable places (i.e. not in front of blank backgrounds)



Do use images already owned by EBCF (preferred)



Do use images of the author of an article or an interviewee. In these cases, a direct-to-camera photo is best.



Don't use images that feature people looking directly into the camera unless they are the subject of the content. (e.g. a staff headshot, an image of a donor used in a donor profile).



Don't use images that highlight professions or locations that don't relate to EBCF org work



Don't use images with all white people or tokenism



Photography Layout

BRAND GUIDELINES V2.0 | 16

- 1 Overlaid text must be clearly legible, so fade areas with gradient or add overlay box as needed.
- 2 Integrate text and logos into designs using impacts by placing them over non-detailed photo areas.
- 3 Use selective blur, or darken/lighten photo areas if necessary to increase readability of text and logos.
- 4 Crop photos thoughtfully to ensure the focus is on the intended subject. If a close crop is necessary, ensure it is done carefully and realistically.
- 5 Don't create photo collages.

