# Brand Guidelines

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

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.
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.
Logo Misuses

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).
Color Palette

**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.
**Color Usage**

**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.

<table>
<thead>
<tr>
<th>Color</th>
<th>RGB</th>
<th>HEX</th>
<th>CMYK</th>
<th>PMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>LIGHT GRAY</td>
<td>230, 230, 230</td>
<td>E6E6E6</td>
<td>0, 0, 0, 10</td>
<td>COOL GRAY 1</td>
</tr>
<tr>
<td>YELLOW</td>
<td>244, 189, 0</td>
<td>F4BD00</td>
<td>4, 4, 100, 0</td>
<td>3385</td>
</tr>
<tr>
<td>DARKER YELLOW</td>
<td>232, 177, 0</td>
<td>E8B100</td>
<td>0, 30, 100, 0</td>
<td>7408</td>
</tr>
<tr>
<td>TEAL</td>
<td>61, 200, 165</td>
<td>3DC8A5</td>
<td>60, 0, 47, 0</td>
<td>3385</td>
</tr>
<tr>
<td>ORANGE BROWN</td>
<td>216, 139, 61</td>
<td>D88B3D</td>
<td>13, 51, 89, 1</td>
<td>7412</td>
</tr>
<tr>
<td>BLUE</td>
<td>112, 157, 221</td>
<td>6E9EDD</td>
<td>56, 30, 0, 0</td>
<td>7453</td>
</tr>
</tbody>
</table>

**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.
Tagline

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

LETTERHEAD FOOTER

Advancing an Inclusive, Fair, and Just East Bay

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
Typography - Web Font Styles

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

H1: Lorem ipsum dolor

H2: Lorem ipsum dolor sit amet

H3: Lorem ipsum dolor sit amet montes platea

H4: Lorem ipsum dolor sit amet montes platea eleifend Mattis

H5: Lorem ipsum dolor sit amet montes platea eleifend Mattis quis


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

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 at semper porttitor nec massa.

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

**Use the bar graphics on intro images to create interesting masks or solid color accents.**

**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
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.
Photography Guidelines

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).
Photography Guidelines (cont.)

*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.*
**Photography Guidelines (cont.)**

*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

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.