

The Evaluation Association of St. Louis (EASL) Style Guide

MISSION STATEMENT: The purpose of EASL is to advance the field of evaluation practice and enhance networking and professional development opportunities for evaluators in the greater St. Louis metropolitan area.

TARGET AUDIENCES: Young professionals, evaluators

LOGO

EASL logo is available in horizontal direction. There is no other variation.

Logo for website: easl.org

Primary Logo



COLOR

Primary colors are blue (EASL Blue) and dark gray (Starkley Gray). Secondary colors are green (Persimmon green), yellow, and orange. Secondary colors are chosen to work well together and with primary colors. Tints of the colors can be used to provide depth and variety to the design. Only RGB codes are provided. For more color information go to EASL color palette on COLORES.

Primary Color Palette



Secondary Color Palette



FONT

Source Sans Pro family (use for heading and main body text). It provides a generous variation of a font, however, Source Sans Pro ExtraLight is not recommended because it can be visually challenging.

Source Sans Pro Light for body text or footnotes

Source Sans Pro Regular for body text

Source Sans Pro Semibold for subheading

Source Sans Pro Bold

*ExtraLight and ExtraBold are alternative forms when Source Sans Pro is not available.

Rockwell family (use for decorative purposes such as headings in a flyer). Rockwell Condensed sometimes can be visually challenging. Keep it in minimal use.

Rockwell

Rockwell Condensed

Rockwell Extra Bold

CHART

Blue and green serve as the primary colors for chart design, with light gray and tints of color used for de-emphasis.

Using combination of blue and dark gray in charts may not create a clear contrast and can be visually challenging in prints.

Secondary colors are used for multiple variations.

Pie & Donut Chart



Bar chart: highlight



Column chart

(multi color variation)



Comparison

(two color table)



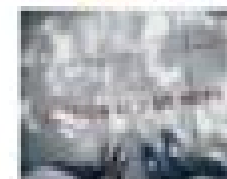
IMAGE

Choose images that align with the core values and energy of EASL. Human-focused and personal photos with diverse representation are preferred. iStockphoto and Shutterstock are good sources for high-quality images and photos.

Suggested key words for picture search:

- Partnership
- Teamwork
- Leadership
- Meeting, Brainstorming
- Training, Teaching, Learning
- St. Louis, Missouri

Example photos:



Graphic Style Guide

WJ Hussar



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