



Branding Guide

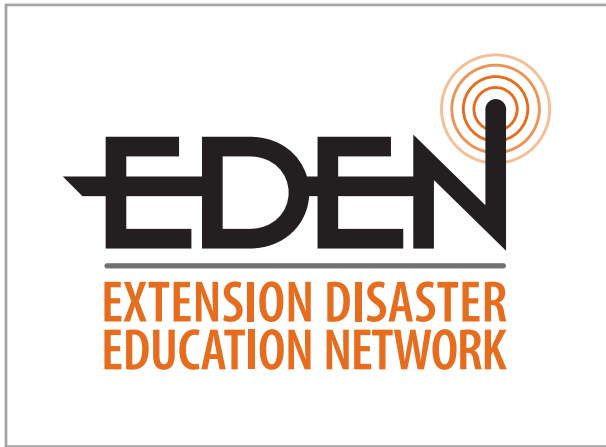
As an academic network, the Extension Disaster Education Network (EDEN) brand strives to be fun while remaining professional. Since EDEN works directly with the general public, the fun side of the brand makes the research-based information more digestible. For this reason, EDEN products need to be appealing to the masses while also appearing as reliable and trustworthy. This is portrayed through a clean, visual identity that uses contrasting complementary colors, sans serif fonts, and consistent graphic elements. This packet will review the many facets of the EDEN brand.

For questions, concerns or clarifications, please contact EDEN support at Purdue:

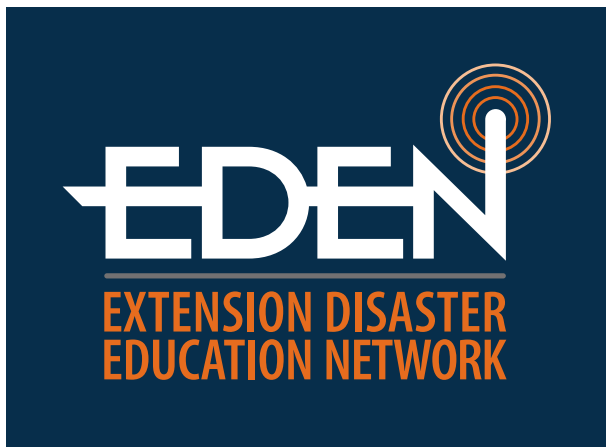
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LOGO



The EDEN Logo is a combination of all facets of the brand. While most individuals within the network will refer to the group by its acronym, it is important that the logo always appears with the name spelled-out as well. Many individuals outside of EDEN are not familiar with the acronym; for this reason, it is important to keep the abbreviation and name together. In order to make the logo work into designs easier, horizontal and vertical versions of the logo are available for use.



The circles above the "N" represents the network. The growing repeating circles represent the materials and knowledge shared amongst delegates in the network. The connection between letters represents the close-knit community EDEN strives to create amongst delegates.



FONTS

TITLE

Sub-Title

(Tw Cen MT · Myriad Pro Italic)

TITLE

Sub-Title

(Tw Cen MT Bold · Myriad Pro Regular)

TITLE

Sub-Title

(Myriad Pro Bold Condensed · Tw Cen MT)

EDEN uses primarily sans-serif fonts. The wordmark created for the acronym is created with the font Mangal. This font is not used anywhere else in the brand in order to preserve the integrity of the EDEN wordmark. The network title is spelled out in Tw Cen MT condensed or Myriad Pr Bold Condensed. Either font can be used for titles, as shown to the left. All caps titles allude back to the logo, and so are preferred but not required. Subtitles should contrast the title, as demonstrated to the left. When substitution is necessary, similar sans serif fonts may be used such as Futura or Arial.

COLORS



Primary Colors



Wildfire Orange #E46B1F
Tsunami Wave Blue #072F4C

Secondary Colors



Drought Orange #F4BC94
Tropical Storm Orange #EC9258
Snow Storm Blue #ADD9E0
Tornado Grey #A5A4A4

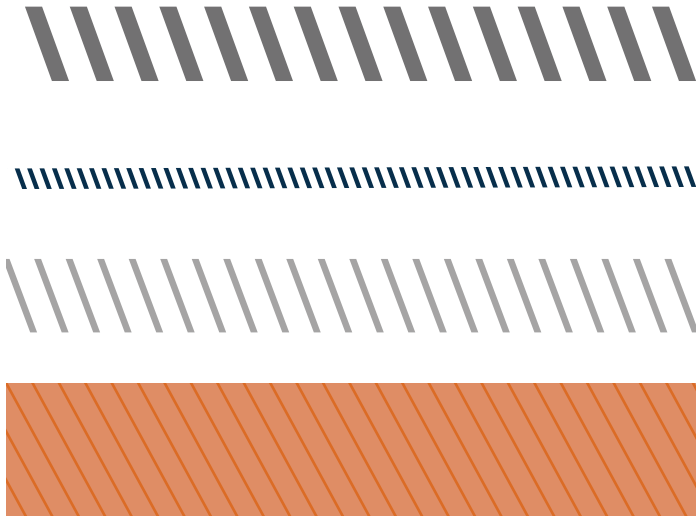
Potential Tertiary Colors



Orange and blue have been consistent brand colors for EDEN. In recent years, to create more contrast, the blue was darkened and the orange was made a pure hue.

Secondary colors for the brand include tints of the main colors and a grey. We have been exploring the addition of some tertiary colors. On the left are some examples of colors we have considered. We are open to suggestions for the tertiary colors.

DESIGN ASSETS



On the left are examples of graphic elements that have been used in EDEN materials. The three lines toward the top are used to separate space and are reminiscent of the horizontal EDEN logo. The middle two boxes are examples of vector backgrounds that can be used. In addition, the circles at the bottom can be used as large watermarks, or to draw attention to import parts. The cover page of this guide is an example of these circles in use. Solid circles similar to the ones found above the “N” in the logo are also an option; those can be used to draw attention to titles and icons.

