

EEA ENVIRONMENTAL
EDUCATION ASSOCIATES
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BRAND GUIDE

CREATED BY JULIE ZACK / OCTOBER 2014

PERSONALITY PROFILE

OVERVIEW

A brand can be thought of as a living person. To differentiate, branding is the consistent long-term personality of a company, and marketing and advertising function as the clothing that adapts to appropriate audiences and short-term messages.

The visual designation contained within this guide addresses the core identity and reputation of Environmental Education Associates (EEA) as a premiere provider of environmental training.

This manual should be used as a template for all forms of visual communication associated with EEA. Questions regarding this manual should be directed to the brand manager.

AUDIENCE

Although not exclusive, male contractors working in and around New York State make up the majority of clientele.

PROFILE

EEA provides environmental training for certification to handle substances such as asbestos, lead, mold, and other hazardous materials found in existing residential and commercial buildings.

Speaking plainly, this company is not afraid to get its hands dirty and must communicate with a like-minded audience. Yet, EEA is humble and confident, and has a no-frills approach to solving problems with a grass roots work ethic. EEA maintains a professional appearance because it is knowledgeable and prepared.

CONCEPT

The educational and historically-based services offered by EEA were a basis for establishing its branding. Considering the way of life before hazardous materials became standardized revealed the design style of America in the early 1940s. A feel for the greater good, purity, general health of the people, public service announcements, streamlined typography, and simplified messages have been incorporated. With the onset of the second World War, valuing the things that really mattered, such as health, paralleled a “back to the good life” concept before asbestos and lead were a known threat.

KEY WORDS

Designing to these descriptive personality words and key phrases will ensure visual and literary consistency.

ACADEMIC/KNOWLEDGEABLE

SCIENTIFIC

HARDWORKING/BLUE COLLAR

GROUNDING/TRUSTWORTHY/SAFE

HISTORIC/ARCHITECTURAL

INDUSTRIAL

ECONOMICAL/EFFICIENT

PUBLIC SERVICE APPROACH

DESIGN ELEMENTS

Layout.

1940s simplified style
Geometric, structured, strict grid format
Elements of dimensionality

Images and Color.

Utilitarian color (subtly dingy, black added)
Duotones or grayscale images
Flat blocks of color, occasional transparencies
Architectural images, built structures
Contrast of flat color with texture

Typography.

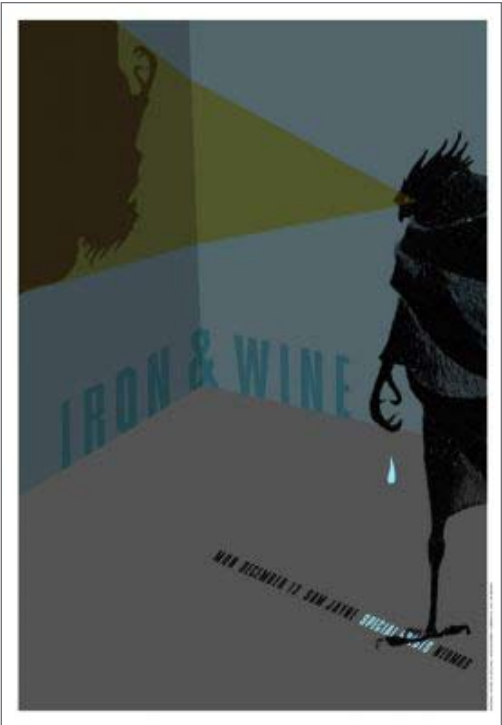
Combinations of serif and sans serif type
Flush left text



Jan Tschichold, 1930



Lester Beall

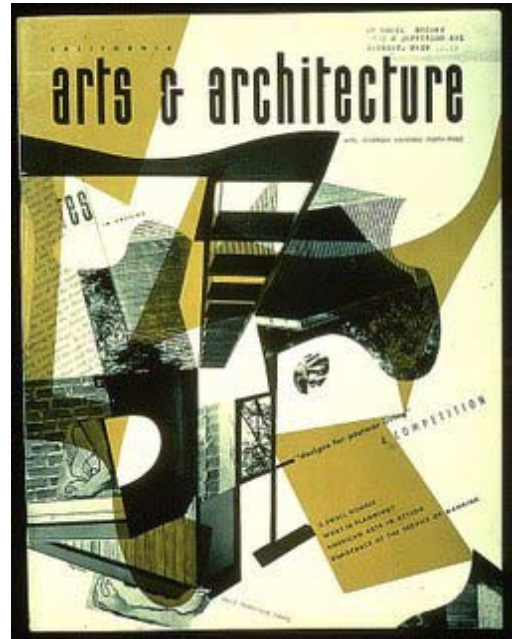


Jeff Kleinsmith, 2006-8

Max Huber, 1950s



Josef Müller-Brockmann



COVERS & INTERIOR LAYOUT:
www.artsandarchitecture.com/issues/index.html



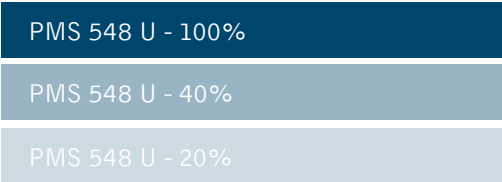
1940s business signage



Herbert Matter

PRIMARY LOGO

EEA LOGO
One color logo (monochromatic.)
Tints may need alteration in value depending on usage.



This logotype consists of 3 elements: the abbreviation, the complete formal company name, and the URL address.

The 3 primary elements can be separated from each other when appropriate. However, no portion of the logo may be recreated, altered or distorted at any time. Typefaces chosen and treatments applied must remain intact.



EEA FACE
Color PMS 548 U - 100%
Font Bell Gothic Black

EEA DIMENSION
Color PMS 548 U - 20%

FORMAL NAME
Color PMS 548 U - 100%
Font Bell Gothic Bold
Designed at 18pt size, with 18pt leading
Kerning set to optical, tracking at -25

URL
Color PMS 548 U - 40%
Font Bell MT Italic
Designed proportionally to formal name
Justified under formal name
18pt type size
Kerning set to optical, tracking at 0



ALTERNATE USES

Logo only.

Logotype may be extracted and applied as a symbol or graphic element, however, the full formal company name must appear somewhere on the finished piece.



Streamlined.

URL may be removed to avoid redundancy.



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Wide format.

Arrangement may need reformatting to conform to different spaces.



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Extra wide format.

URL is optional.



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Grayscale.



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Reverse.

EEA 20%
Dimension 60%
Formal name 20%
URL 40%



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SPACING, FONTS AND COLORS



SPACING

Logos require minimum margins of negative space to be recognized properly. Maintain an approximate distance between the logo and other elements, copy, and page edges.

This distance may always increase, but never decrease to avoid crowding the identity.

To determine the minimum distance, imagine 2 capital E's from the logo stacked on all sides applicable sides. This will maintain proportion as the logo size changes, as well.

DOMINANT COLORS

PMS 548 U - 100%

PMS 548 U - 40%

PMS 548 U - 20%

SECONDARY COLORS

PMS Cool Gray 11 U

PMS Cool Gray 11 U (tints)

ACCENT COLORS

For limited use only when necessary. Use only one.

PMS 1805 U

PMS 339 U

PMS 339 U - 80%

PMS 448 U - 70%

FONT USAGE

These fonts will be used for all applications of branding. Other fonts may be incorporated into marketing or advertising materials, but should be limited to only one and only when necessary. Pending approval of brand manager.

BELL GOTHIC BLACK - CAPS

(EEA logotype only)

BELL GOTHIC BOLD - CAPS

or

BELL MT ITALIC - CAPS

(headings)

BELL GOTHIC LIGHT - CAPS

(secondary text)

Bell MT Italic - U&lc

(accent text such as URL)

Bell MT Regular - U&lc

Bell Gothic Light - U&lc

(body copy)

BUSINESS IDENTITY

ACADEMIC

The business system is meant to convey an intelligent, mission-focused concept with a clear, objective sensibility.

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ENVIRONMENTAL
EDUCATION ASSOCIATES

ANDREW McLELLAN
ajm@environmentaleducation.com

888 4 ENV EDU
346 AUSTIN STREET **BUFFALO** NEW YORK 14207
716 833 2929 FAX 716 833 9292

BUFFALO
ROCHESTER
SYRACUSE
BROOKLYN



888 4 ENV EDU 346 AUSTIN STREET **BUFFALO** NEW YORK 14207
716 833 2929 FAX 716 833 9292
4 COMMERCIAL STREET, LL **ROCHESTER** NY 14614
585 783 1465 FAX 585 783 1466

MARKETING

ATTENTION

Branding guidelines can be adapted for collateral or marketing materials such as program schedules and advertising. Accent colors and high-contrast elements will support a dynamic component of no-nonsense advertising.

The look should be more aggressive than the academic tone of the business identity. The urgency of the public service announcement serves as a model for marketing and advertising.



E-Newsletter header



Post card mailer