



# ERC Style Guide

## 2024

# Table of Contents

<b>ERC Color Palette .....</b>	<b>3</b>
<b>Color Usage.....</b>	<b>5</b>
<b>Gradients.....</b>	<b>8</b>
<b>Fonts.....</b>	<b>9</b>
<b>Font Usage .....</b>	<b>11</b>
<b>Website Style Tile .....</b>	<b>12</b>
<b>Logos .....</b>	<b>13</b>
<b>Imagery .....</b>	<b>15</b>
<b>Imagery Examples .....</b>	<b>17</b>

# ERC Color Palette

## Main Colors

---



### Purple

C 85 M 99 Y 28 K 18  
R 72 G 39 B 102  
#482766



### Yellow

C 4 M 40 Y 100 K 0  
R 239 G 163 B 32  
#EFA320



### Magenta

C 52 M 100 Y 28 K 11  
R 130 G 34 B 105  
#822269



### Teal

C 67 M 3 Y 27 K 0  
R 62 G 186 B 193  
#3EBAC1



### Orange

C 17 M 77 Y 89 K 5  
R 197 G 90 B 52  
#C55A34



### Dark Teal

C 95 M 63 Y 41 K 24  
R 7 G 79 B 104  
#074F68

# ERC Color Palette

## Grays, Black, & White

---

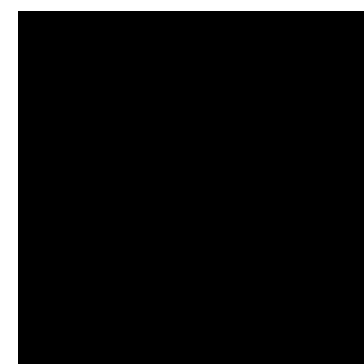


### Dark Gray

C 67 M 60 Y 58 K 43

R 69 G 69 B 70

#454546



### Black

C 0 M 0 Y 0 K 100

R 0 G 0 B 0

#000000



### Light Gray

C 45 M 32 Y 38 K 1

R 147 G 155 B 150

#939B96

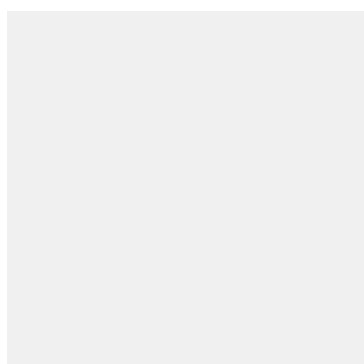


### White

C 0 M 0 Y 0 K 0

R 255 G 255 B 255

#ffffff



### Off White

C 4 M 3 Y 3 K 0

R 240 G 240 B 240

#f0f0f0

# ERC Color Palette

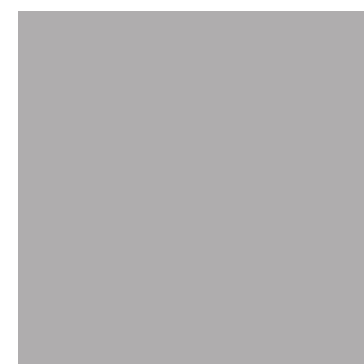
## Other Colors

---



### Gold

C 13 M 39 Y 89 K 0  
R 222 G 161 B 61  
#DEA13D



### Silver

C 33 M 27 Y 27 K 0  
R 175 G 173 B 174  
#AFADA E



### Bronze

C 26 M 61 Y 95 K 12  
R 173 G 107 B 46  
#AD6B31



### Blue

C 78 M 32 Y 0 K 0  
R 26 G 143 B 206  
#1A8ECE



### Green

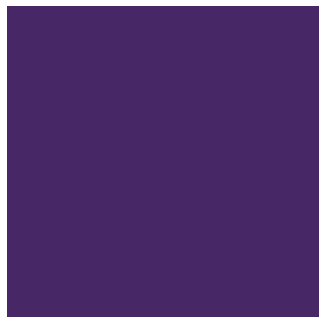
C 75 M 22 Y 100 K 7  
R 73 G 143 B 56  
#498F38



### Red

C 23 M 96 Y 91 K 15  
R 171 G 44 B 44  
#AB2C2C

# Color Usage



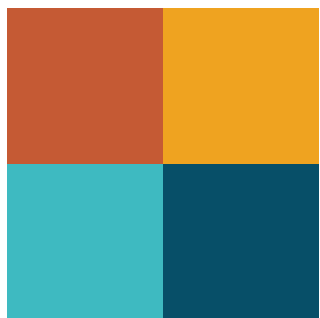
## Purple

ERC's main color, used in the logo. This should be the primary color in most designs.



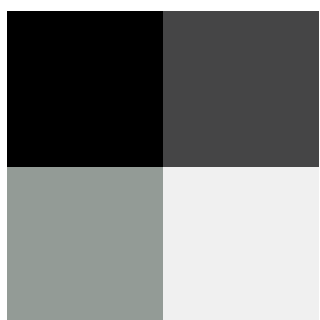
## Magenta

ERC's secondary color, should be used more than the tertiary colors.



## Orange, Yellow, Teal, and Dark Teal

Tertiary colors, used as needed when purple and magenta are not enough.



## Black, White, Off-White, Light Gray, Dark Gray

Used for text, backgrounds, and other situations as needed.

# Color Usage



## Blue

This color should **only** be used in Membership Poll Report Covers



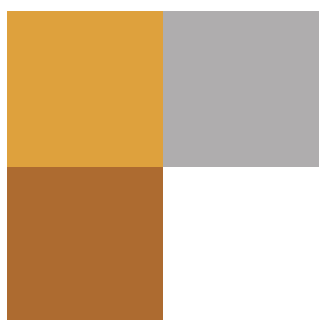
## Green

This color should **only** be used in ERC's HR Audit for Notable Strengths



## Red

This color should **only** be used in ERC's HR Audit for Immediate Risk Areas



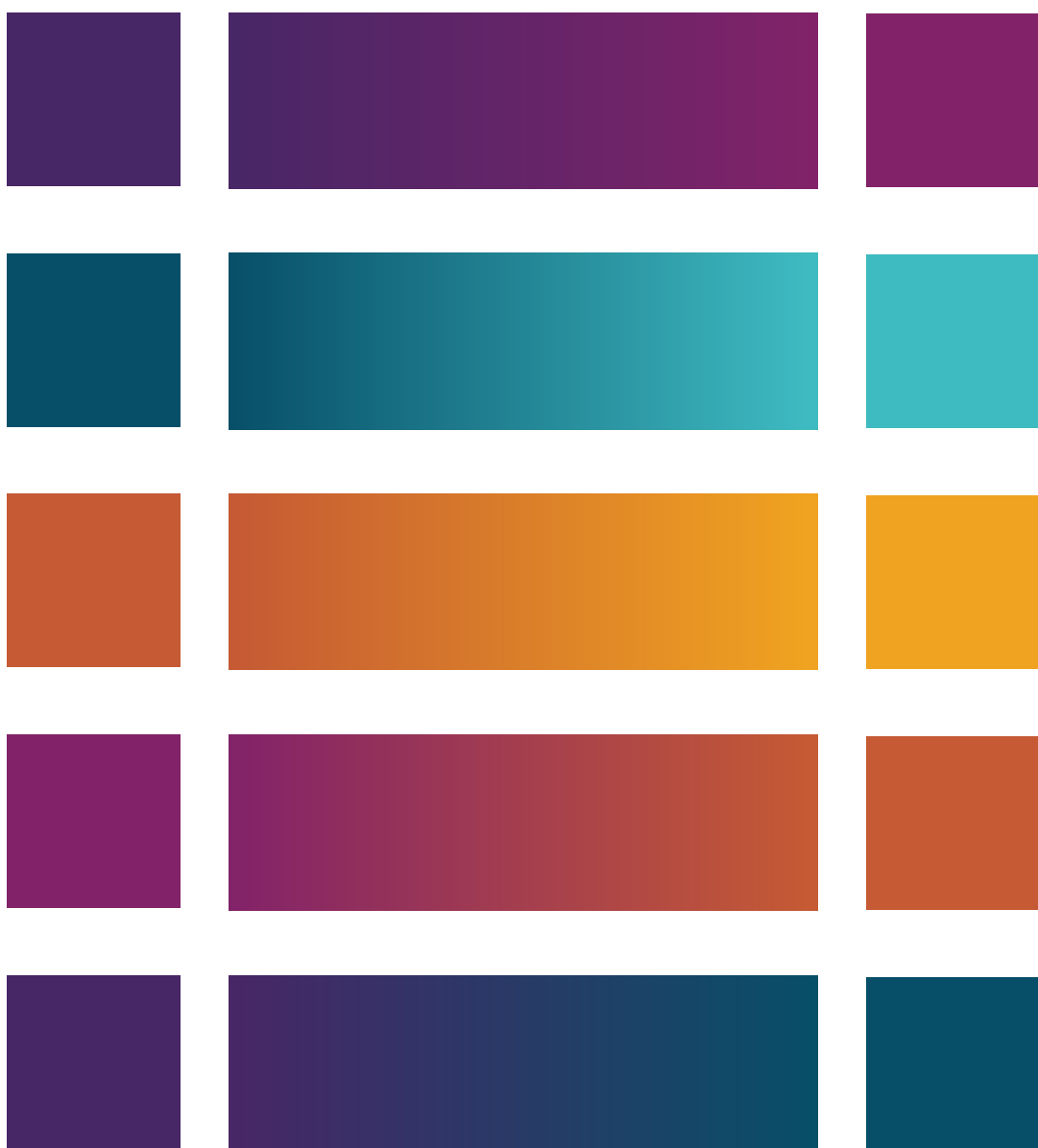
## Gold, Silver, and Bronze

These colors should **only** be used to represent membership or sponsorship tiers

# Gradients

## 2 Colors

---



## 3 Colors

---



## 4 Colors

---





# Fonts

## Gabarito - Main Font

---

### Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,;:'/|?#@#\$%^&\*()-+= < >

### Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,;:'/|?#@#\$%^&\*()-+= < >

### SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,;:'/|?#@#\$%^&\*()-+= < >

### Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,;:'/|?#@#\$%^&\*()-+= < >

# Fonts

## Inter - Secondary Font

---

### Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,;:/'|?#@#\$%^&\*()-+=<>

### Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,;:/'|?#@#\$%^&\*()-+=<>

### Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,;:/'|?#@#\$%^&\*()-+=<>

### SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,;:/'|?#@#\$%^&\*()-+=<>

### Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,;:/'|?#@#\$%^&\*()-+=<>

# Font Usage

## Gabarito

---

Gabarito is ERC's main font, and should be used most of the time. Gabarito should always be used for headlines, and should be the only font used on the website.

## Inter

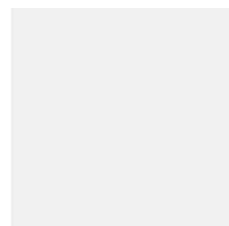
---

Inter should be used in situations where Gabarito would look too dark or bold. A good example of this would be in body copy. Inter can also be used to create contrast with Gabarito.

# Website Style Tile



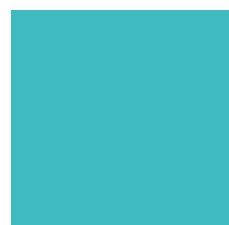
Headlines, Navigation Bar



Background Color



Button Color, Links



Button Hover



Body Copy

## Headline- Gabarito

### Sub-Headline- Gabarito

Body copy example- Gabarito. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce sit amet erat in metus tempus condimentum. Donec bibendum libero ornare nunc aliquet dapibus. Duis a dapibus justo, ac egestas dolor. Suspendisse tortor risus, varius vel vulputate vel, elementum sit amet arcu. Suspendisse maximus ipsum a mi porttitor vehicula. Maecenas ut eros diam. Praesent tempus lectus sapien, cursus placerat leo auctor ut. Duis finibus diam sodales augue tincidunt, eu feugiat metus facilisis. Sed laoreet nibh erat, dignissim aliquam purus molestie vitae. Praesent dignissim velit efficitur mauris vulputate, sed rutrum neque semper. Mauris convallis, risus et pretium tincidunt, est lectus viverra ligula, eget vestibulum justo purus non nisl. Nunc ut posuere nulla, quis aliquet.

Button

Light Button

Button Hover

L. Button Hover

Button Click

L. Button Click

# Logos



**Standard Color Logo**



**White Logo**



**Logo Clearance**

# Logos- What not to do



**Change the colors**



**Stretch or distort the logo**



**Use against a low-contrast background**



**Change the font**



**Add a drop shadow or any other effects**

# Imagery

In defining our brand's visual identity, we emphasize the use of lifestyle photography that authentically showcases the diverse and collaborative nature of today's workforce. We encourage the selection of imagery featuring team members and leaders in genuine work environments, capturing mostly candid moments that reflect our company's services, culture, and values. This emphasis on real-life scenarios fosters a sense of connection and relatability with our audience.

While lifestyle photos are preferred for their real-life authenticity, we understand that there may be instances where stock imagery is necessary. In such cases, we recommend choosing high-quality, relevant stock photos that complement our brand message and maintain a professional aesthetic. Striking a balance between authenticity and visual appeal ensures our brand remains both relatable and visually engaging across various platforms.

# Imagery- Dos & Don'ts

## Do:

- Choose images that represent the modern worker (diversity in gender, ethnicity, age, shapes, and sizes)
- Pick images that feature real employees and leaders in authentic and diverse work environments.
- Prioritize lifestyle or journalistic imagery that captures genuine human moments, emotions, and work experiences.

## Don't:

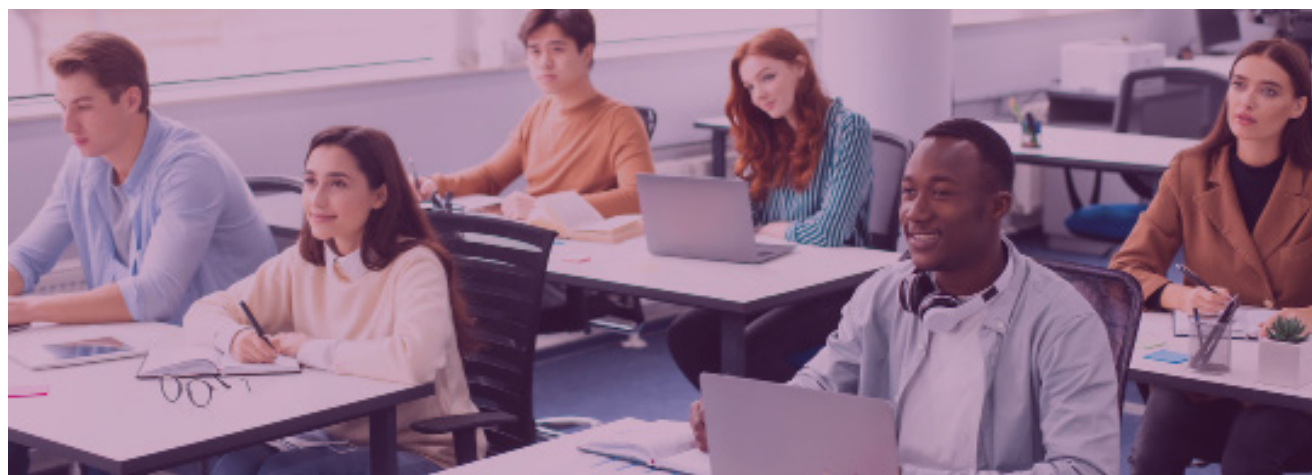
- Use AI-generated photos, as they lack the authentic human touch we seek to convey.
- Select photos that are staged or do not reflect the dynamic nature of our storytelling.
- Overload visual content with unnecessary icons and text, maintaining a balanced and cohesive visual representation.



# Imagery Examples



# Imagery Examples- In Use



## Supervisory Boot Camp (In-Person)

WEDNESDAY, MARCH 6 | 8 AM - 5 PM | At ERC



## Supervisory Series Development Path: Fundamentals – AM

STARTS TUESDAY, MARCH 12 | 9:00 AM - 12:00 PM

**ERC** Making  
Workplaces  
Great.

Health Tips Over the Holidays



Go outdoors to beat the winter blues.


Sunlight and fresh air can lift your mood. **ERChealth.**



**Merry Christmas!**  
May your holiday sparkle with joy and laughter.  
**ERChealth.**

**ERC** Member Poll Results

**Performance Management Structures**



FEATURED RESEARCH REPORT September 2023