

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

MISSION STATEMENT: The purpose of EASL is to advance the field of evaluative 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 is online: www.easl.org

Primary Logo



COLOR

Primary colors are blue (EASL Blue) and dark grey (Starkley Grey). Secondary colors are green (Sensate 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 COOLBG.

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

*Colors of font are alternative font when Source Sans Pro is not available.

Rockwell family (use for decorative purpose 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 grey and tint of color used for de-emphasis.

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

Secondary colors are used for multiple variables.

Pie & Donut Chart



Bar chart, highlight



Column chart

(two or three variables)



Comparison

(two or three variables)



IMAGE

Choose images that align with the core values and energy of EASL. Human-focused and personal photos with diverse representation are preferred. iStock 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:



How To Create A Style Guide

RM Cervero



How To Create A Style Guide:

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