

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 tints 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-dimensional)



Comparison

(two-dimensional)



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:



Graphic Style Guide

Rachel Bennett



Graphic Style Guide:

Graphic Design Handbook Radu Frasier, The Graphic Design Handbook will ease your work by providing you lots of structured information and practical advices on the following topics Color Theory Color Psychology Shape Psychology Typography Branding Logo Design Charts with brochure folding options and lots of tables with standard dimensions for flyers brochures papers banners etc The Graphic Design Handbook will save your time by bringing all the important information at your fingertips ease your work with lots of practical advices increase your productivity help you better understand what s in your client s mind and what are their real expectations *Mastering Type* Denise Bosler,2024-12-26 By breaking down the study of type into a systematic progression of relationships letter word sentence paragraph page and screen award winning graphic designer and professor of communication design Denise Bosler provides a unique and illuminating perspective on typography for both print and digital media and for designers of all skill levels New to this edition New interviews from type designers and graphic designers including Alex Slobzheninov Lavinia Lascaris Harkiran Kalsi Adonis Durado Janine Vangool and Kiel Mutschelknaus More coverage of recent typeface developments including Open Type and Variable fonts as well as kinetic typography projection mapping and generative type Updated examples and imagery throughout the book to showcase the latest designs and innovations in typography Through instruction interviews and real world inspiration *Mastering Type* explores the power of each typographic element both as it stands alone and as it works with other elements to create successful design to strengthen your skill set and to inspire your next project *The Visual Basic Style Guide* Tim Patrick,2000 The Visual Basic Style Guide brings together state of the art guidelines for professional development geared specifically toward VB environments and organized as patterns that provide specific solutions to the most common problems VB developers encounter This guide addresses planning requirements gathering coding documentation user interfaces and much more **How to Create Visual Branding:** Rachel Bennett,2025-08-12 How to Create Visual Branding In a world where your brand has just seconds to make an impression how it looks often determines whether it s remembered or forgotten How to Create Visual Branding is your ultimate guide to mastering the art and strategy of building a compelling visual identity that resonates across platforms connects with your audience and stands the test of time Whether you re launching a new business or refining an existing one this book walks you through every essential element of visual branding You ll uncover the building blocks of design that go beyond surface level aesthetics and learn how to align your visuals with the deeper mission message and meaning of your brand This isn t about following fleeting trends it s about crafting a timeless and functional brand image From logos to typography social media design to style guides every chapter gives you the clarity and direction needed to bring your visual identity to life with consistency and purpose Inside This Book You ll Discover Understanding the Power of Visual Branding Defining Your Brand Identity and Mission Choosing the Right Color Palette for Your Brand Typography Crafting a Distinctive Visual Voice Logo Design Your Brand s Signature

Creating a Consistent Brand Style Guide Building a Visual Identity for Social Media Every insight strategy and example in this book is designed to give your brand a strong visual voice that reflects not just what you do but who you are Scroll Up and Grab Your Copy Today [Launching & Building a Brand For Dummies](#) Amy Will,2022-01-06 Create a strong brand DNA and watch it grow These days customers want to have a deeply felt connection to the brands behind the products they re purchasing which means that if you re starting a business a strong brand DNA has got to be part of your creative process from day one And it needs to be more than just an abstract idea to give your brand life and a bigger chance of surviving against the competition you need to have a standout launch strategy and a set plan for growing your brand in a noisy marketplace In [Launching Building a Brand For Dummies](#) Amy Will who launched her first business at just 24 years old and has been the brains behind four strong and buzzworthy brands covers everything from crafting a powerful brand identity and planning that all important launch to being prepared to scale up as you begin to take off She reveals crucial lessons from her personal experience in launching five companies as well as detailing case studies from some of the strongest brands out there accompanied by insights and advice from successful founders and branding experts Stand out on social media Create viral campaigns Build on Customer Loyalty and LongevityDeal with the competition Whether you re thinking of starting a business or are already building up your market share memorable brand identity will be the key to and [Launching Building a Brand For Dummies](#) one of the secrets of your future standout success [365 Online Ventures Unleashed](#) Prabhu TL,2024-03-23 Are you ready to revolutionize your approach to making money online Look no further With an arsenal of 365 dynamic strategies meticulously crafted to suit every digital entrepreneur s needs this book is a game changer in the realm of online ventures From the comfort of your own home embark on a journey where each day unveils a new opportunity a fresh perspective and a proven tactic to monetize your online presence Whether you re a seasoned e commerce mogul or a budding digital nomad there s something for everyone within these pages Unleash the power of affiliate marketing harness the potential of social media delve into the world of e commerce explore the realms of freelancing and so much more With each strategy carefully curated to maximize your earning potential you ll find yourself equipped with the tools knowledge and confidence to thrive in the ever evolving digital landscape 1 Graphics it s about crafting a lifestyle where you call the shots where your income knows no bounds and where your dreams become your reality So what are you waiting for Take the leap seize the opportunity and join the ranks of those who have dared to venture into the world of online entrepreneurship With [365 Online Ventures Unleashed](#) as your trusted companion the possibilities are endless and the journey is yours to command Get your copy today and let the adventure begin [Documentation Development Methodology](#) Sandra Pakin and Associates,1984 **875 Business Ideas** Prabhu TL,2025-03-31 875 BUSINESS IDEAS The Ultimate Guide to Starting Running Succeeding in Your Dream Venture Are you ready to turn your dreams into a profitable business Whether you re a budding entrepreneur a student with ambition a working professional looking to escape the 9 to 5 grind or someone

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375 Online Business Ideas Prabhu TL, 2024-04-03 In today's digital age the opportunities for starting and growing a successful online business are abundant From e-commerce stores and digital services to content creation and online coaching the internet offers a vast landscape of possibilities for aspiring entrepreneurs to turn their ideas into profitable ventures 375 Online Business Ideas serves as a comprehensive guide for individuals seeking inspiration guidance and practical advice on launching and managing their online businesses This book presents a curated collection of 375 diverse and innovative online business ideas spanning various industries niches and business models Whether you're a seasoned entrepreneur looking to expand your online portfolio or a beginner exploring your entrepreneurial journey this book provides a wealth of ideas to spark your creativity and guide your decision making process Each business idea is presented with detailed insights including market analysis potential target audience revenue streams startup costs marketing strategies and scalability opportunities Readers will gain valuable insights into emerging trends niche markets and untapped opportunities within the digital landscape empowering them to identify viable business ideas that align with their skills interests and resources Furthermore 375 Online Business Ideas goes beyond mere inspiration by offering practical guidance

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The Visual Basic .NET Style Guide Tim Patrick,2001 The Visual Basic NET programming environment introduces powerful object oriented and Internet savvy features In this edition of The Visual Basic NET Style Guide Patrick uses real code examples to show readers how to harness these tools using a disciplined approach whether updating existing code or building new applications from scratch This book will teach users to write clear concise code that s easy to maintain

Style Guide for Business and Technical Communication Franklin Covey Company,1998 This guide provides tips for making your message accessible easy to understand and relevant In the sections on writing and revising organization emphasis page layout and online documentation you will find both process and format suggestions You will also find new and colorful sections on graphics for documents graphics for presentations color charts maps and photographs to prepare visually effective documents

POSC E&P User Interface Style Guide Version 1.0 ,1994

Desktop Publishing Style Guide Sandra Lentz Devall,Esther Kibby,1999 The Desktop Publishing StyleGuide presents a solid foundation of a wide range of design and production components needed to successfully complete high quality publications Twenty five of the most common projects like letterhead brochures and newsletters are included along with information on page elements audience effect postal requirements and more Unlike other resources design and typography techniques are linked to the software language in a single source This is the perfect companion for graphic designers desktop publishers and production artists

The Complete Idiot's Guide to Creating an HTML Web Page Paul McFedries,1997 The Complete Idiot s Guide to Creating an HTML Web Page provides users with all the tools they need to create and customize their Web page The friendly market proven approach of the Complete Idiot s Guides combines solid instructions with a light hearted style of wit and humor The CD contains a Webmaster s Tool Kit with everything needed to build a home page

CoreDRAWTM 10: The Official Guide Steve Bain,2001-01-08 Including a 16 page full color insert this helpful guide contains not only technical information on using the software but also instruction and learning techniques not found in other books

Engineering Design Graphics Journal ,1982

Final Task Force Report Pennsylvania State University. Task Force on University Web Strategies and

Directions,2000 *CorelDRAW(r) 10: The Official Guide* Steve Bain,2000-12-18 Including a 16 page full color insert this helpful guide contains not only technical information on using the software but also instruction and learning techniques not found in other books *Launch Your Inner Entrepreneur: 10 Mindset Shifts for Women to Take Action, Unleash Creativity, and Achieve Financial Success* Charlene Walters,2021-02-23 Practical specific advice and strategies to help women develop an entrepreneurial mindset Entrepreneurship has always skewed male from availability of funding to how to books that assume a primarily male audience And yet 36% of all small business or franchise owners are women and there are 13 million female owned businesses contributing to more than 1.8 trillion in revenue Now with a fast changing economy making traditional employment unsteady there s never been a better time for becoming a fempreneur In *Launch Your Inner Entrepreneur* Charlene Walters provides the tools you need to successfully launch and grow your side hustle start up or small business As a mentor on *Entrepreneur* magazine s Ask an Expert forum and developer of a digital entrepreneurship MBA program Walters knows what you re facing and can help you avoid common mistakes find your niche build up your personal brand and reach your entrepreneurial goals You ll find the practical real world advice necessary to create the opportunities you want by embracing ten Mindset Shifts including Embracing an Entrepreneurial Attitude Cultivating Financial Confidence Branding and Building Presence Leveraging Social Media Options Leading Your Startup Going into Growth Mode Rebooting Repeating and Avoiding Burnout Along the Way Packed with smart tips and hard won wisdom *Launch Your Inner Entrepreneur* concludes with a special bonus section the Fempreneur Action Plan which includes a business concept and planning worksheet visual brand style guide resilience and setback survival exercise and more to help you put the Mindset Shifts into action now

Whispering the Secrets of Language: An Mental Quest through **Graphic Style Guide**

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