



**ERBS**

European Roundtable  
for Beef Sustainability

# Brand Guidelines

ERBS BRAND GUIDELINES 2021



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# Logo

## FORMATS

The ERBS logo has two constituent parts – the logomark and the written name. The full version should be used as the primary logo, with the solo logomark used in a more supporting role (e.g. at the back of reports, as a social media icon, or as a graphic watermark).

### Full logo

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**ERBS**

European Roundtable  
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### Logomark

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# Logo

## COLOUR VERSIONS



### Colour against light

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The full colour version is the primary logo, and is to be used against light backgrounds such as white, and the brand light green and light grey.



### Colour against dark

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The full colour logo can also be used against dark backgrounds such as the brand grey, but in these instances the text is converted to white.



### White against images

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Against images with sufficient contrast, this white logo has the lefthand segment of the logomark set to an 80% opacity, and the cow graphic is cut out of the shape to reveal the background.



# Logo

## RULES

All logos should retain their integrity and not be altered structurally, in colour, or have any effects applied.

### Do not...

alter the colour of the logo



### Do not...

alter the scale of logo elements



### Do not...

distort or stretch the logo



### Do not...

apply effects to the logo



# Colour

## DIGITAL AND PRINT PALETTE

The core ERBS brand palette is led with the two shades of green from the logo. Dark grey is used for text, and light green and grey are useful for backgrounds. A brighter secondary palette is used for supporting graphics.

### Core palette



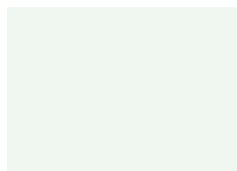
#### Dark Green

C72 M26 Y62 K6  
R76 G142 B117  
#4C8E75



#### Mid Green

C54 M0 Y42 K0  
R122 G196 B171  
#7AC4AB



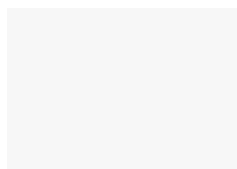
#### Light Green

C5 M0 Y5 K0  
R240 G247 B241  
#F0F7F1



#### Dark Grey

C14 M10 Y0 K82  
R68 G71 B80  
#444750



#### Light Grey

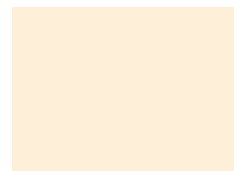
C0 M0 Y0 K5  
R247 G247 B247  
#F7F7F7

### Secondary palette



#### Bright Yellow

C0 M32 Y87 K0  
R252 G181 B59  
#FCB53B



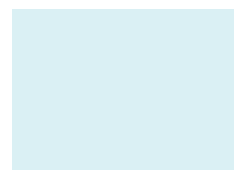
#### Light Yellow

C0 M5 Y15 K0  
R254 G240 B216  
#FEF0D8



#### Bright Blue

C67 M10 Y20 K0  
R69 G178 B198  
#45B2C6



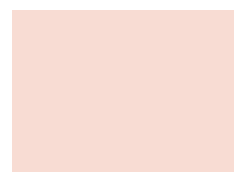
#### Light Blue

C15 M0 Y3 K0  
R218 G240 B244  
#DAF0F4



#### Bright Red

C8 M83 Y100 K0  
R221 G80 B37  
#DD5025



#### Light Red

C0 M15 Y13 K0  
R248 G220 B211  
#F8DCD3



# Fonts

## WEB AND PRINT

Gotham is the primary brand font for all ERBS collateral. Bold is used mainly for headings, with Light used for subheadings. Body copy is set in Open Sans Light.

### Gotham Bold

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**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890&%({[£Ð\$¥@# ]})©®  
abcdefghijklmnopqrstuvwxyz**

### Gotham Light

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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890&%({[£Ð\$¥@# ]})©®  
abcdefghijklmnopqrstuvwxyz

### Open Sans Light

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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890&%({[£€\$¥@# ]})©®  
abcdefghijklmnopqrstuvwxyz



# Fonts

## WEB AND PRINT

Gotham is the primary brand font for all ERBS collateral. Bold is used mainly for headings, with Light used for subheadings. Body copy is set in Open Sans Light.

### **Subheading 1**

Gotham Light (Caps)

SUBHEADING 1

### **Heading**

Gotham Bold

# Heading lorem ips dolor sit amet conse adipiscing elit

### **Body Copy**

Open Sans Light

Body copy lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum consequat leo ut imperdiet mattis. Sed ut facilisis dui. Pellentesque vel ornare magna, ut tristique dui. Cras mollis luctus libero.

### **Subheading 2**

Gotham Bold

### **Subheading 2**

Body copy lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum consequat leo ut imperdiet mattis. Sed ut facilisis dui. Pellentesque vel ornare.





# Fonts

## SYSTEM

Brand fonts should be used wherever possible, but In cases where they cannot be accessed (or on documents with open access, such as PowerPoint files, that are shared between machines), Arial is the system font alternative which will be available as standard on all machines.

### Arial Bold

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**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890&%({[£€\$¥@# ]})©®**  
**abcdefghijklmnopqrstvwxyz**

### Arial Regular

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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890&%({[£€\$¥@# ]})©®  
abcdefghijklmnopqrstvwxyz



# Fonts

## SYSTEM

Brand fonts should be used wherever possible, but In cases where they cannot be accessed (or on documents with open access, such as PowerPoint files, that are shared between machines), Arial is the system font alternative which will be available as standard on all machines.

### Subheading 1

Arial Regular (Caps)

SUBHEADING 1

### Heading

Arial Bold

# Heading lorem ips dolor sit amet conse adipiscing elit

### Body Copy

Arial Regular

Body copy lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum consequat leo ut imperdiet mattis. Sed ut facilisis dui. Pellentesque vel ornare magna, ut tristique dui. Cras mollis luctus libero.

### Subheading 2

Arial Bold

### Subheading 2

Body copy lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum consequat leo ut imperdiet mattis. Sed ut facilisis dui. Pellentesque vel ornare.



# Graphics

## ICONS

The ERBS icon style consists of simple, flat, silhouette graphics in a single colour, held within either the logomark shape or other holding device such as a circle. The holding device has an outer stroke in the colour of the icon, and is filled with the light version of the icon colour.

### Sample icons

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# Graphics

## DIAGRAMS AND ILLUSTRATIONS

Diagrams and illustrations can be used to reinforce content in a visual way. The core brand colours should be used as the primary palette of graphics, with the secondary palette used for accents, highlights, and colour-coding. Light grey or light green can be used as backgrounds to hold the graphics.

The shape of the logomark is a useful holding device to integrate into graphics to extend the visual language of the brand.

### Sample graphics

