

#StrongerTogether



EVANSVILLE
REGIONAL
ECONOMIC
PARTNERSHIP

APRIL 1
2021

BRAND GUIDE



voice



The Evansville Regional Economic Partnership (E-REP) logo is a representation of the Evansville Region's business community moving forward with a bold, fresh regional approach to advancing our region. The 'e' reflects our community brand 'e is for everyone' and the EVV MSA. The swoop in the 'e' is a nod to our region's location along the Ohio River.

#evvregion



E-REP MISSION: Promoting regional economic development and vitality through catalytic leadership, collaborative planning, and coordinated investment.

AREAS OF IMPACT



specifications

The Evansville Regional Economic Partnership logo and its variations are to be placed on the left-hand side of a composition - pointing into the content space. The E-REP logo mark is to be used in place of the main logo for social media, promotional items. The Powered By E-REP logo is used for programs and initiatives that are supported by E-REP.



typography

Gotham
HEADINGS
SUBHEADS
BODY COPY

Solano gothic pro mvb
HEADINGS
'E' IMAGE

hot salsa
HEADINGS
ACTION WORDS
HASHTAGS

Times New Roman
BODY COPY

color



IMPACT
CMYK
85, 71, 59, 74

RGB
13, 26, 34

HEX
#0D1A22



COMMUNITY
CMYK
86, 41, 56, 10

RGB
36, 115, 113

HEX
#247371



BUSINESS
CMYK
88, 69, 56, 50

RGB
29, 51, 62

HEX
#1D333E



TALENT
CMYK
0, 60, 100, 0

RGB
245, 130, 32

HEX
#F58220



POLICY
CMYK
87, 53, 61, 30

RGB
36, 84, 83

HEX
#245453



STRATEGY
CMYK
0, 30, 100, 0

RGB
253, 185, 19

HEX
#FDB913

The Evansville Regional Economic Partnership logo colors are to be used at 100%. Linear gradients are made using the colors Business, Policy, Community, Talent and Strategy. If a screen is needed, it may be used at 40% transparency. Content boxes use a .5625 curve on one corner or two opposite corners.



The Policy and Talent arrows may be used for pullout quotes. White double arrows and individual arrows may be used for specific impact areas.”

The E-REP color stripe bar is used as a background or footer and must utilize all colors except Impact. The strips can vary in size to complement the content/layout. Logos, hashtags or headings can be set within the larger boxes.



BUSINESS POLICY

BUSINESS COMMUNITY

TALENT STRATEGY



#StrongerTogether

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guiding principles

- OPERATE REGIONALLY
- COMMITTED TO
EQUITABLE PROSPERITY
- SMALL BUSINESS IS FRONT
AND CENTER
- LEVERAGE THE UNIQUE
VALUE OF BOTH THE PUBLIC
AND PRIVATE SECTORS IN
DELIVERING SUCCESS
- ADVANCE REGIONAL
PROSPERITY AND GLOBAL
RELEVANCE