

Equitable Evaluation Initiative (EEI) & Equitable Evaluation Framework™ (EEF) Brand Board

Primary Logos and Use

The EEI and EEF logos should always have transparent backgrounds and be in full color. The logos with typography should always be used unless accompanied by the full use of both names in a document. The trademark symbol—™—is used in the first instance/mention (in a document, slide, etc.), and is not necessary for every use.



Should a dark background warrant it, the EEI and EEF logos should have transparent backgrounds and be in white.



Grayscale or black and white logos with transparent backgrounds should only be used if these other options are not available.



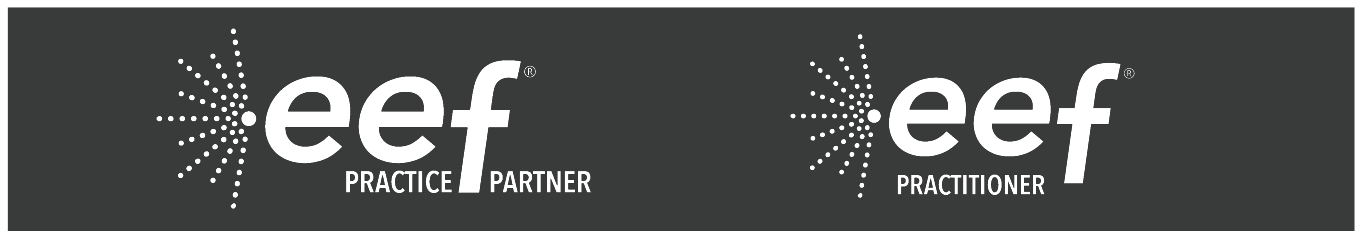
Equitable Evaluation Initiative (EEI) & Equitable Evaluation Framework™ (EEF) Brand Board

Additional Logos and Use

The EEF Practice Partner and Practitioner logos are for Practice Partner and Practitioner use on their websites. They should always have transparent backgrounds and be in full color. The logo should link to <https://www.equitableeval.org/our-community>.



Should a dark background warrant it, the EEF Practice Partner and Practitioner logos should have transparent backgrounds and be in white.



Grayscale or black and white logos with transparent backgrounds should only be used if these other options are not available.



Equitable Evaluation Initiative (EEI) & Equitable Evaluation Framework™ (EEF) Brand Board

Primary Brand Colors



#393A3A
Text/Headline/Title



#D53E26
Headline/Title/Accent

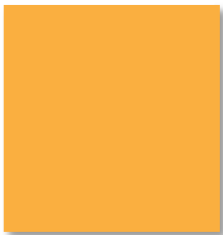


#49093C
Headline/Title/Accent

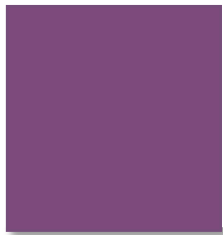


#02979C
Link

Additional Brand Colors



#FAAF40
Accent

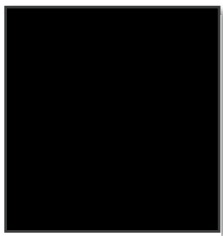


#7D4A7C
Accent

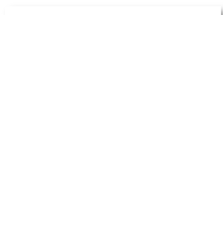


#F05023
Accent

Additional Text & Headline Colors



#000000
Text/Headline/Title



#D53E26
Headline/Title/Accent



#7C7E80
Headline/Accent

**Equitable Evaluation Initiative (EEI) &
Equitable Evaluation Framework™ (EEF) Brand Board**

Primary Headlines/Titles—Sofia Pro Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii JjKk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890**

Additional Headlines/Titles/Subheadings

Sofia Pro Medium Sofia Pro Regular Sofia Pro Extra Black

Primary Text/Body Copy/Paragraph—Open Sans Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii JjKk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

Additional Text/Body Copy/Paragraph

Open Sans Light Open Sans SemiBold Open Sans Bold