BRAND
STYLEGUIDE

2025

extensiondisaster.net

OUR BRAND
IDENTITY.

As an academic network, the Extension Disaster Education Network (EDEN) brand strives to be fun while remaining professional. Since EDEN works directly with the general public, the fun side of the brand makes the research-based information more digestable. For this reason, EDEN products needs to be appealing to the masses while also appearing as reliable and trustworthy.

This is portrayed through a clean, visual identity that uses contrasting complementary colors, sans serif fonts, and consistent graphic elements. This packet will review the many facets of the EDEN brand.

For questions, concerns or clarifications, please contact EDEN support at eden@extension.org.

OUR
MISSION.

The mission of EDEN is to reduce the impact of disasters through the aggregation of research-based resources and coordination to ensure these resources are readily available to the Cooperative Extension System, stakeholders and the communities they serve. This mission is carried out through the achievement of our four strategic goals:

1 Enhance the abilities of individuals, families, organizations, agencies, and businesses to prepare for, prevent, mitigate, and recover from disasters.

2 Serve as a national source for research-based disaster education.

**3** Strengthen Extension's capacity and commitment to address disaster issues.

4 Strengthen EDEN's capacity to provide research-based disaster education.

EDEN LOGO

The EDEN Logo is a combination of all facets of the brand. While most individuals within the network will refer to the group by its acronym, it is important that the logo always appears with the name spelled-out as well. Many individuals outside of EDEN are not familiar with the acronym; for this reason, it is important to keep the abbreviation and name together. In order to make the logo work into designs easier, horizontal and verticle versions of the logo are available for use.

The circles above the "N" represents the network. The growing repeating circles represent the materials and knowledge shared amongst delegates in the network. The connection between letters represents the close-knit community EDEN strives to create amongst delegates.

PRIMARY LOGOS
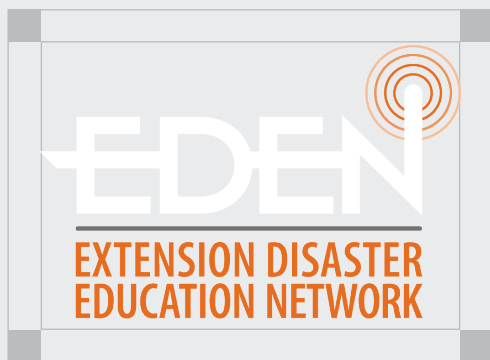
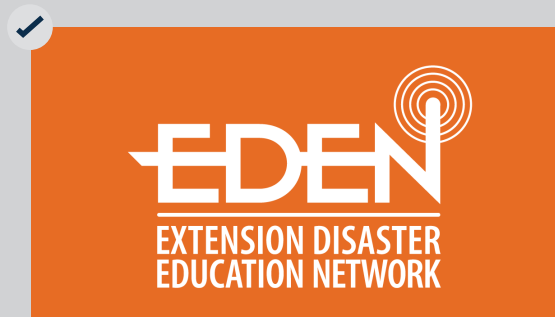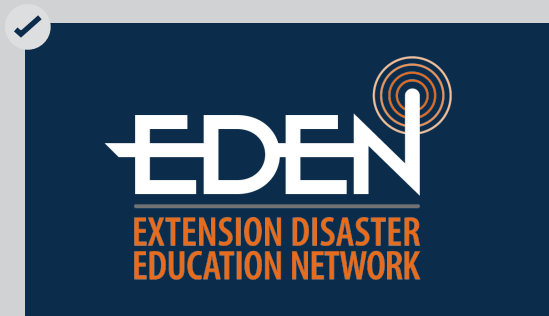For print: 0.75" minimum
For web: 60 pixel minimum

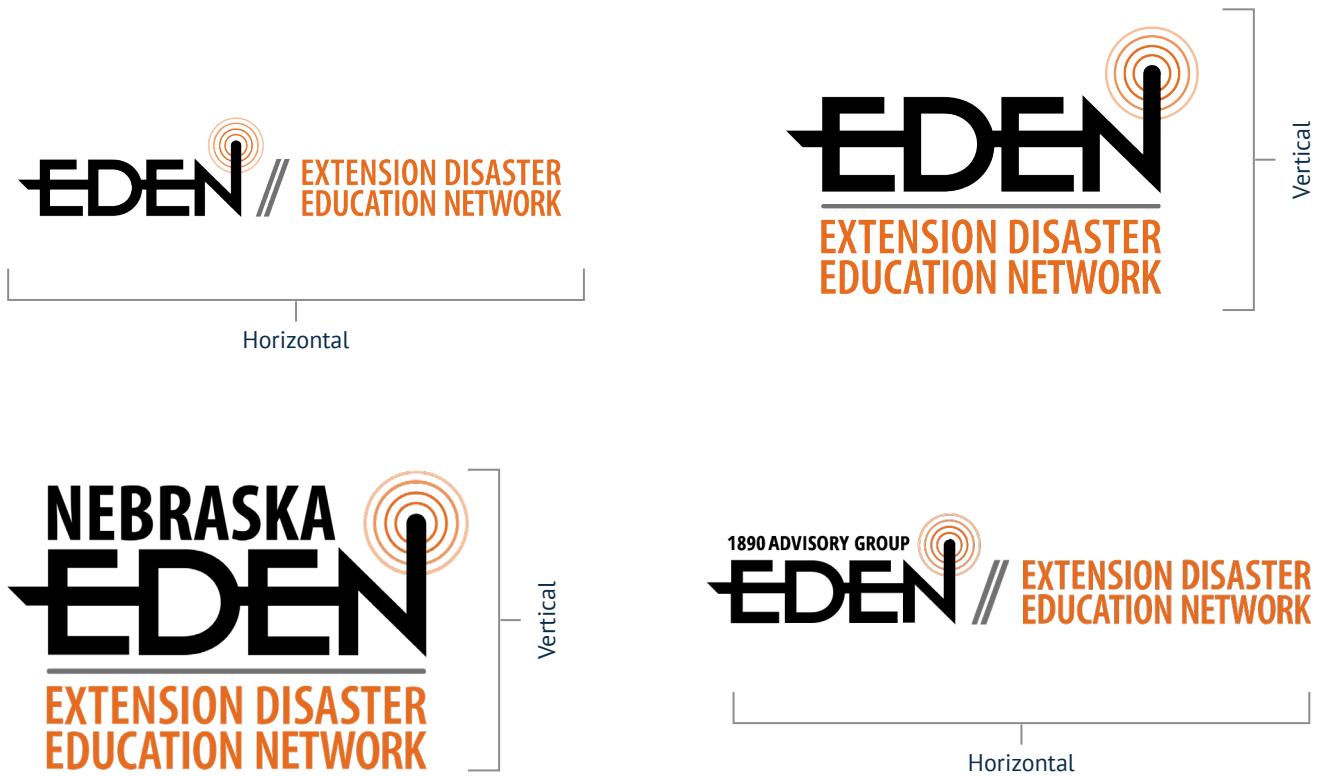For print: 1" minimum
For web: 100 pixel minimum

BLACK & WHITE **VERSIONS**

COLOR **VARIATIONS**

LOGO **VARIATIONS**

EDEN // EXTENSION DISASTER EDUCATION NETWORK

Horizontal

EDEN
EXTENSION DISASTER EDUCATION NETWORK

Vertical

NEBRASKA EDEN
EXTENSION DISASTER EDUCATION NETWORK

Vertical

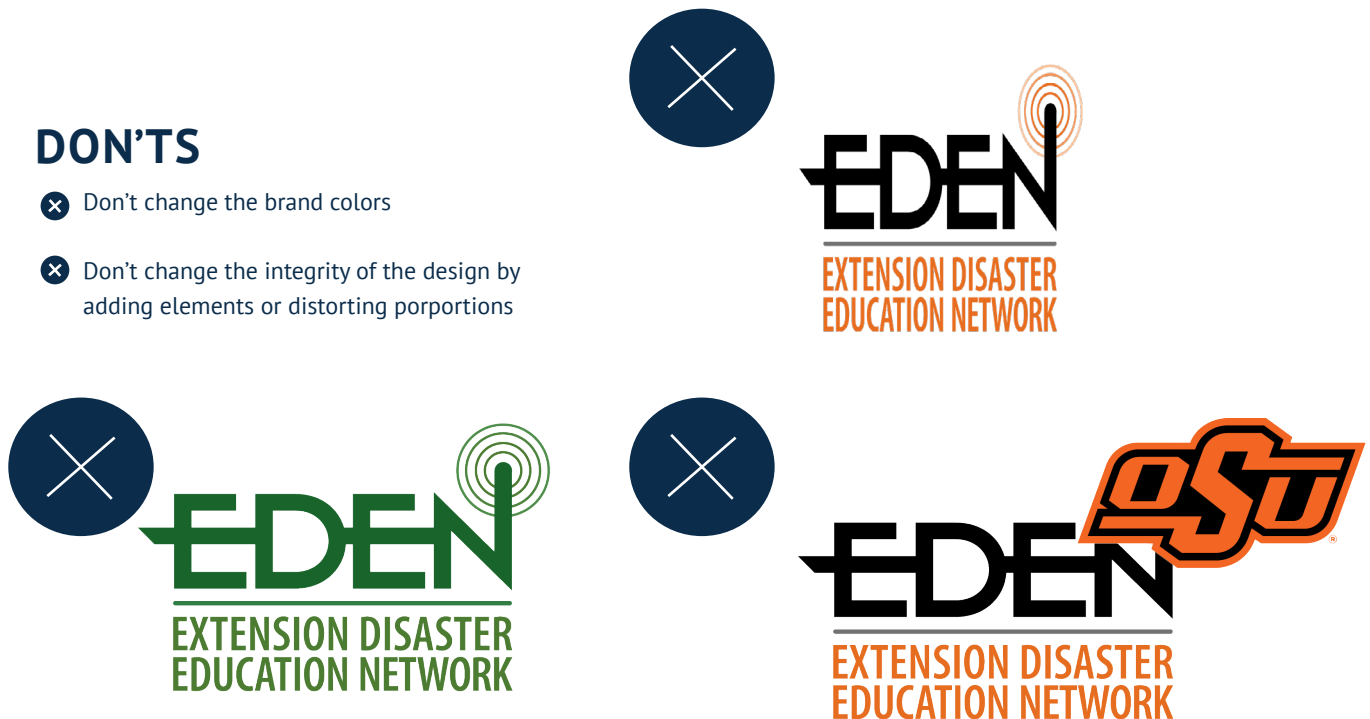1890 ADVISORY GROUP
EDEN // EXTENSION DISASTER EDUCATION NETWORK
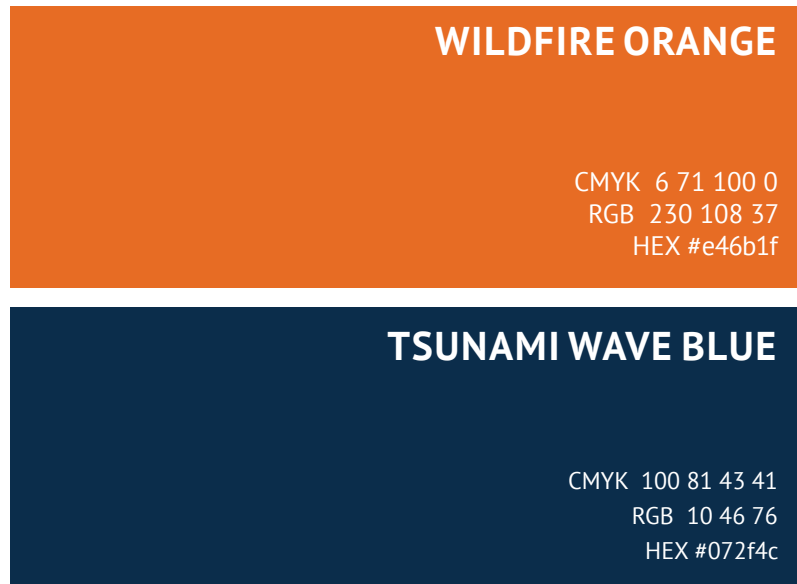
Horizontal

Diffferent file formats and orentation available.

DON'TS

⊗ Don't change the brand colors

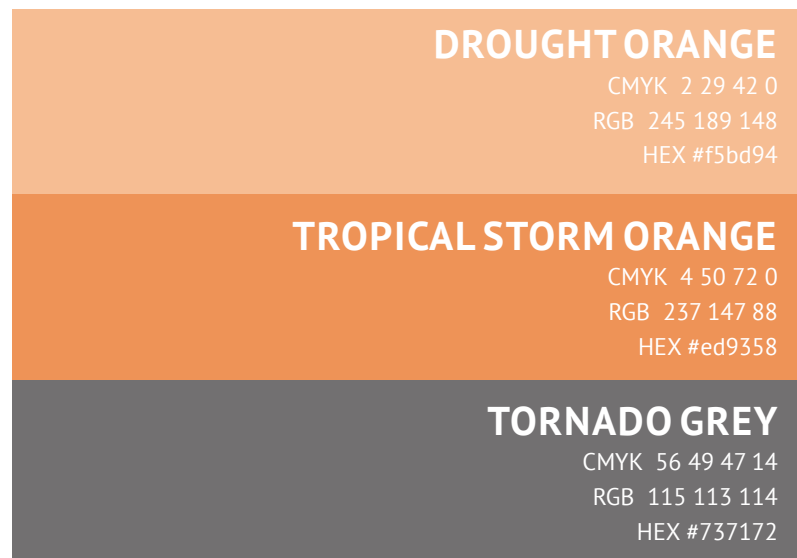⊗ Don't change the integrity of the design by adding elements or distorting porportions

⊗ EDEN
EXTENSION DISASTER EDUCATION NETWORK

⊗ EDEN
EXTENSION DISASTER EDUCATION NETWORK

⊗ EDEN OSU
EXTENSION DISASTER EDUCATION NETWORK

BRAND COLOR
PALETTE

PRIMARY:

WILDFIRE ORANGE

CMYK 6 71 100 0
RGB 230 108 37
HEX #e46b1f

TSUNAMI WAVE BLUE

CMYK 100 81 43 41
RGB 10 46 76
HEX #072f4c

SECONDARY:

DROUGHT ORANGE
CMYK 2 29 42 0
RGB 245 189 148
HEX #f5bd94

TROPICAL STORM ORANGE
CMYK 4 50 72 0
RGB 237 147 88
HEX #ed9358

TORNADO GREY
CMYK 56 49 47 14
RGB 115 113 114
HEX #737172

Orange and blue have been consistent brand colors for EDEN. In recent years, to create more contrast, the blue was darkened and the orange was made a pure hue.

Secondary colors for the brand include tints of the main colors and a grey. We have been exploring the addition of some tertiary colors. On the left are some examples of colors we have condsidered. We are open to suggestions for the tertiary colors.

Rule of Thumb

Opacity should be used thoughtfully to create depth and visual hierarchy within EDEN materials. To ensure legibility and maintain a clean, professional appearance:

Text and logos should remain at 70% opacity or higher.

Backgrounds, overlays, and accent elements can range between 30–60% opacity to add contrast or layering without overpowering the main content.

Consistency in opacity helps maintain the balance between EDEN's professional identity and its approachable, engaging style.

OPACITY:

| 100% | 80% | 60% | 40% | 20% |
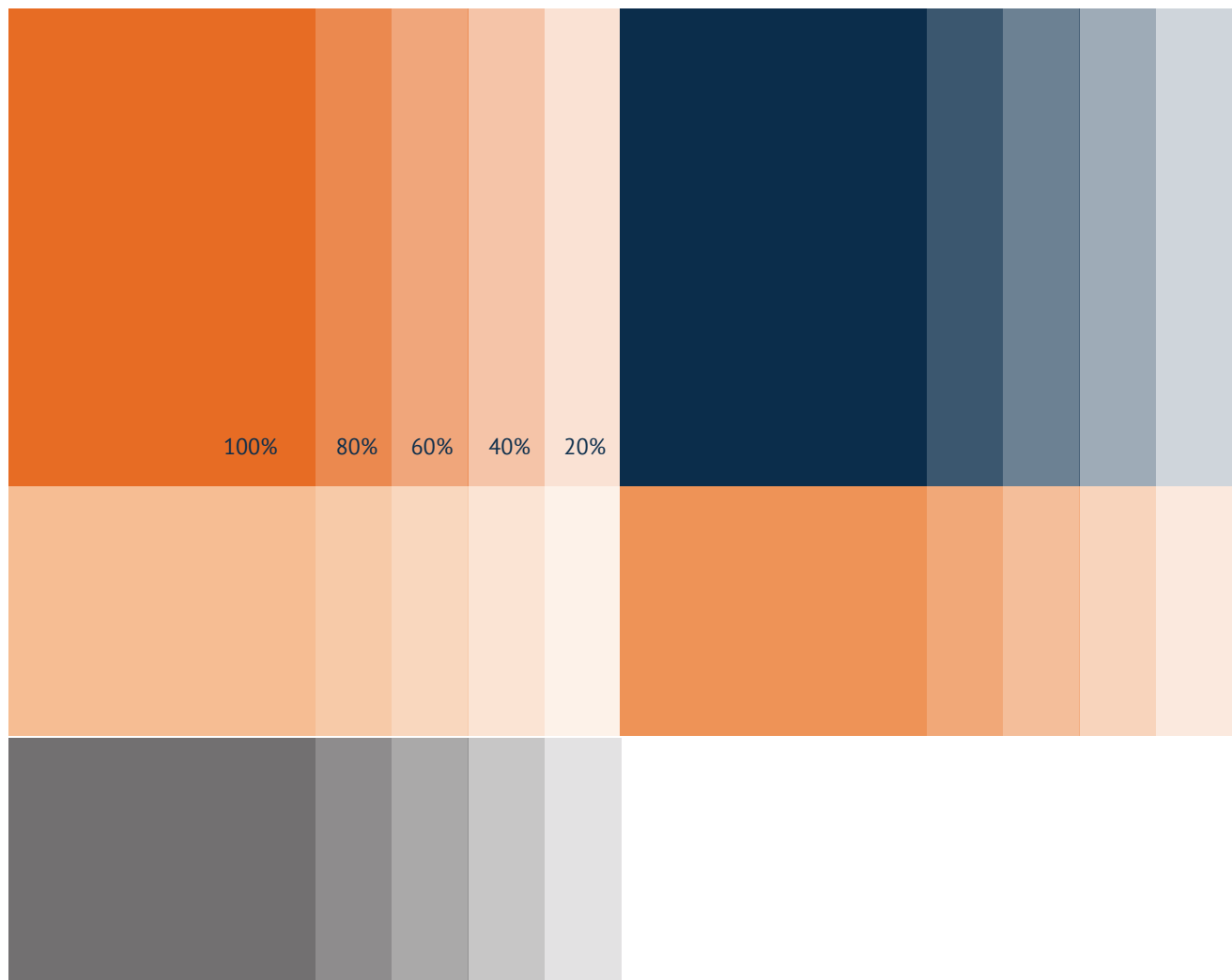
TYPOGRAPHY &
FONT USAGE

EDEN primarily uses sans-serif fonts to maintain a clean, modern, and accessible look across all materials.

The EDEN wordmark is set in Mangal—a font reserved exclusively for the logo to preserve its integrity and distinctiveness. The network title is spelled out in Tw Cen MT Condensed or PT Sans Bold. Either option may be used for titles, with all caps preferred to reflect the styling of the logo.

Subtitles should provide contrast to titles while maintaining clarity and balance. For body text, Montserrat is the preferred font, offering readability and a friendly tone. Hussar Ekologiczny may be used as a decorative or accent font in limited applications.

When substitutions are necessary, use similar sans-serif fonts such as Futura or Arial to ensure visual consistency.

PT Sans

REGULAR:

ABCDEFGHIJKLMNOPQRSTUVWYXZ
Abcdefghijklmnopqrstuvwyxz
1234567890!@#$%^&*

ITALIC:

ABCDEFGHIJKLMNOPQRSTUVWYXZ
Abcdefghijklmnopqrstuvwyxz
1234567890!@#$%^&*

BOLD:

ABCDEFGHIJKLMNOPQRSTUVWYXZ
Abcdefghijklmnopqrstuvwyxz
1234567890!@#$%^&*

BOLD ITALIC:

ABCDEFGHIJKLMNOPQRSTUVWYXZ
Abcdefghijklmnopqrstuvwyxz
1234567890!@#$%^&*

Montserrat

REGULAR:

ABCDEFGHIJKLMNOPQRSTUVWYXZ
Abcdefghijklmnopqrstuvwyxz
1234567890!@#$%^&*

ITALIC:

ABCDEFGHIJKLMNOPQRSTUVWYXZ
Abcdefghijklmnopqrstuvwyxz
1234567890!@#$%^&*

BOLD:

ABCDEFGHIJKLMNOPQRSTUVWYXZ
Abcdefghijklmnopqrstuvwyxz
1234567890!@#$%^&*

BOLD ITALIC:

ABCDEFGHIJKLMNOPQRSTUVWYXZ
Abcdefghijklmnopqrstuvwyxz
1234567890!@#$%^&*

Hussar Ekologiczny

REGULAR:

ABCDEFGHIJKLMNOPQRSTUVWYXZ
Abcdefghijklmnopqrstuvwyxz
1234567890!@#$%^&*

DESIGN **ASSETS**

The following graphic elements help maintain a cohesive and recognizable look across EDEN materials.

The three-line motif reflects the structure of the horizontal EDEN logo and can be used to add visual balance or separation within layouts. Vector background patterns provide texture and depth while maintaining a clean, approachable appearance. Circular elements—inspired by the dots above the "N" in the logo—symbolize connection and can be used as watermarks, highlights, or supporting design features.

These elements work together to strengthen the EDEN visual identity and ensure all materials feel connected within the brand family.
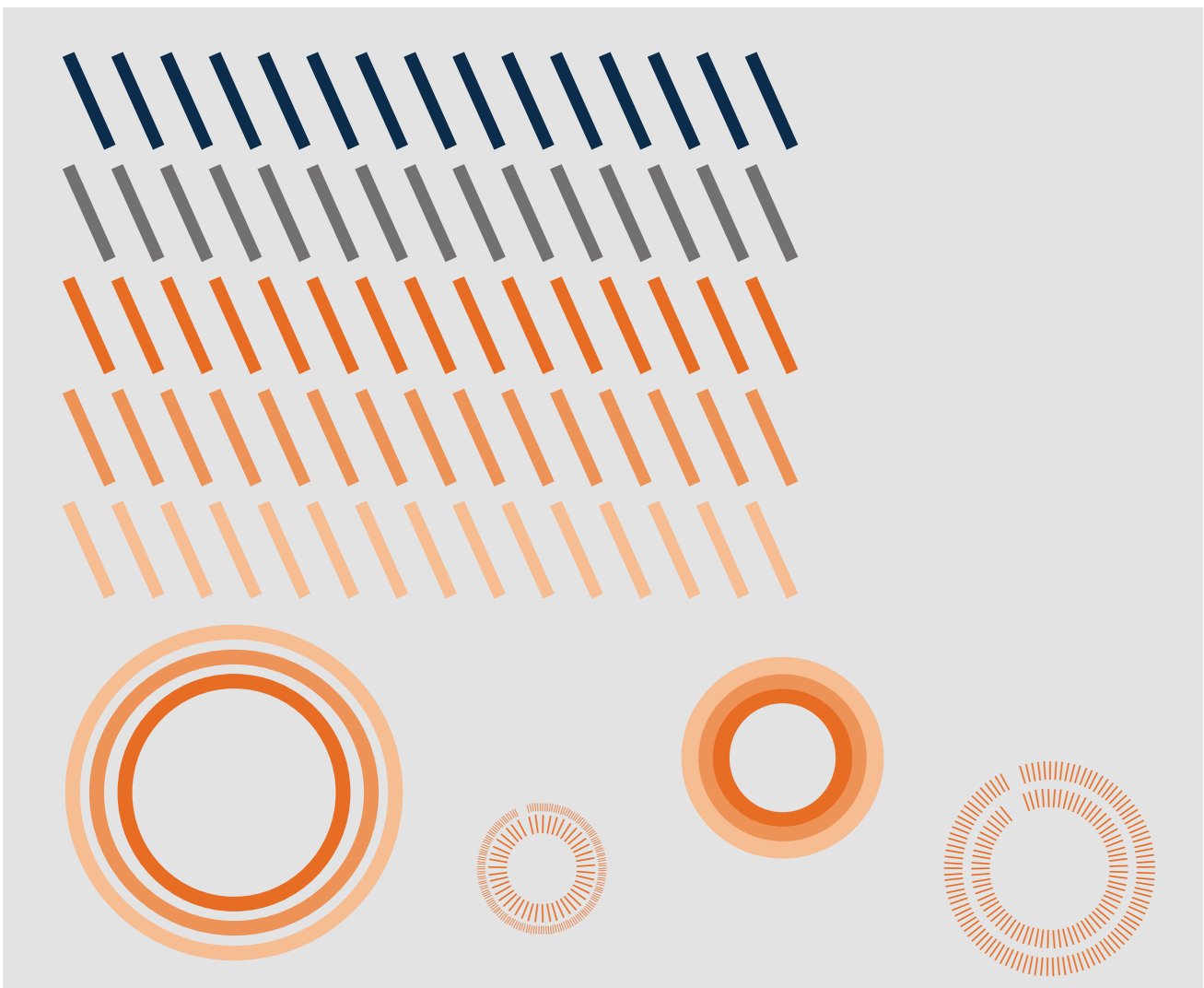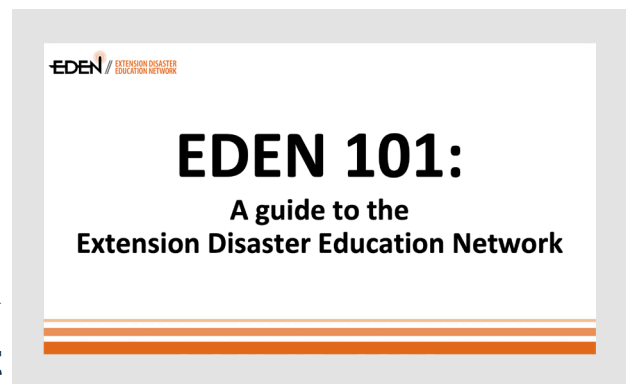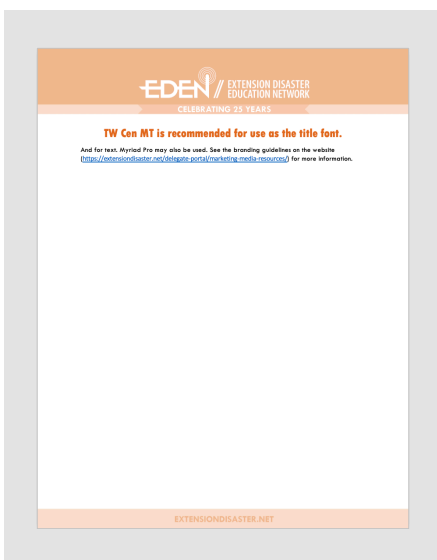
BRAND USAGE

Postcard

Project Impacts Template

Onboarding Toolkit

PowerPoint

Letterhead

Flyer

Learn more at
extensiondisaster.net/delegate-portal/marketing-media-resources/