



Style Guide

# Equalis Group

## Style Guide





# The Equalis Brand



## Who is Equalis Group? You Are.

### **Elevator Speech:**

Equalis Group is a cooperative purchasing organization that provides publicly procured, competitively solicited contracts for a wide array of products and services. Equalis Group Master Agreements are established through rigorous and transparent competitive solicitations conducted in accordance with public procurement guidelines ensuring members stay in compliance.

Equalis is a Member-Driven organization that believes in the power of partnership: when working together, we achieve more.

### **Tagline:**

Save Time. Save Money. Stay Legal.



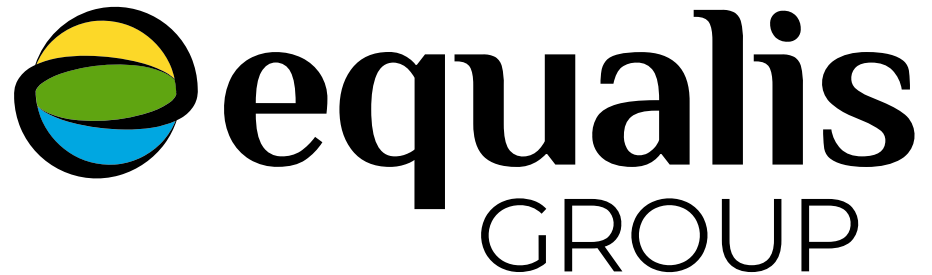
# Graphic Style Guide



**Visual differentiation** can be difficult in a crowded marketplace. Achieving this is one of the fundamental purposes of design, and is only possible through disciplined and consistent adherence to the standards set forth in this section. The Graphic Style Guide defines and outlines how to preserve the integrity of the Equalis Group brand.

## The Equalis Group Logo

The Equalis Group logo is a visual expression of our brand identity and it reflects our values and our brand promise. For this reason, the logo should be used not only on marketing materials, but on all external communications.



### Elements of the Logo

The Equalis Group logo has two distinct elements that are referred to throughout this document, as shown to the right.

Symbol or Logomark



Logotype



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# Logo Variations

Occasionally, it is necessary to print the logo in only one color. In this instance, the logo should be printed in black only. Do not choose one of the colors in the original logo. When it is necessary to stage the logo on a darker background, the logo may be reversed to white in order to maintain sufficient contrast and visibility. Ensure contrast is maintained between the logo and the background.

**Logo Reversed to Black** (Only to be used when printing in black and white)



**Logo Reversed to White** (Only to be used when placing the logo on a dark background)



# Smallest Logo Size

The logo should not be printed at a size that inhibits the legibility of the Logotype. The smallest size usage is shown below.

**Minimum Size**  
(Total Width = 2")



## Logo Usage

Undisciplined use of the Equalis Group logo quickly diminishes its integrity and negatively impacts our organizational identity. Do not change, alter, or modify the logo in any way. See examples below:

Do not resize or change the juxtaposition of elements within the logo.



Do not change the colors of the logo.



Do not distort the proportions of the logo.



Do not separate the symbol from the logotype.





## Clear Space

Maintain sufficient “**Clear Space**” on all four sides of the logo. Do not place other graphical elements within the Clear Space. The light dotted line indicates the Clear Space.

The minimum required Clear Space is defined by the measurement ‘X’ (equal to the height of the lowercase “q” in the logotype).



## Co-Branding

When co-branding a document, use a line (**stroke**) to separate the two logos. The stroke should be approximately the height of the Equalis Group logo. The stroke should be centered between the two logos, should have a thin weight of around 1pt, and should be in the color Equalis Dark Gray (Hex code #565656). The line should be centered between the two logos with a white space around each logo equivalent to the height of the lowercase letter “q” of Equalis. Ensure both logos appear to be the same size so that there is no visual dominance between the logos.

Example of proper white space distance



Correct: Co-branded Logo Usage



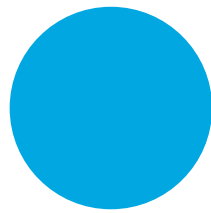
Incorrect: Co-branded Logo Usage



## Color Specifications

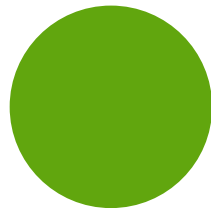
### Primary Color Palette

The Primary Colors make up the colors of the Equalis Group logo. The bright pops of yellow, green, and blue display strong contrast against the stark black elements of the text (**logotype**) and logomark (**symbol**). To maintain consistency of the Equalis Group brand, the colors Equalis Green or Equalis Blue should be applied first, before applying any other colors. The PMS color reference shown below is only to be applied by graphic designers or those familiar with offset printing. The CMYK process colors are exclusively for printed materials. When applying colors for a digital environment, use the RGB or HEX values. In our highly digital world, RGB and HEX values are a safe bet and will be used most often. Only use Equalis Black for text.



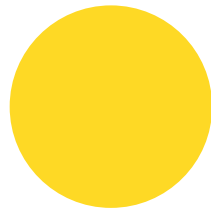
#### Equalis Blue

PANTONE 2995 C  
C:81 | M:12 | Y:1 | K:0  
R:0 | G:167 | B:225  
Hex: #00a7e1



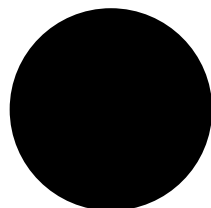
#### Equalis Green

PMS 369 C  
C:67 | M:12 | Y:100 | K:1  
R:97 | G:166 | B:14  
Hex: #61a60e



#### Equalis Yellow

PMS 115 C  
C:2 | M:12 | Y:94 | K:0  
R:254 | G:217 | B:37  
Hex: #fed925



#### Equalis Black

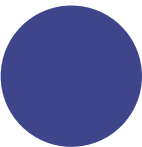
PMS PRO BLACK  
C:12 | M:22 | Y:5 | K:100  
R:26 | G:13 | B:21  
Hex: #1a0d15

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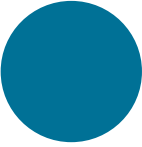
# Color Specifications

## Secondary Color Palette

The Secondary Colors are to be used in tandem with the Primary Color Palette. They create a vibrant, inviting aesthetic to presentations and designs. These colors are only to be used when the Primary Colors do not offer enough variation. Equalis Orange and Equalis Blood Orange are for accents and should be used sparingly. Never use Equalis Blood Orange for buttons or clickable elements on the web.



**Equalis Blue-Violet**  
PANTONE P 100-7 C  
C: 90 | M: 85 | Y: 13 | K: 2  
R: 63 | G: 69 | B: 139  
Hex: #3f458b



**Equalis Pacific Blue**  
PANTONE P 117-8 C  
C: 90 | M: 48 | Y: 26 | K: 4  
R: 0 | G: 113 | B: 150  
Hex: #007196



**Equalis Teal**  
PANTONE P 124-7 C  
C: 75 | M: 7 | Y: 34 | K: 0  
R: 26 | G: 175 | B: 178  
Hex: #1aafb2



**Equalis Lime**  
PANTONE P 157-7 C  
C: 48 | M: 0 | Y: 98 | K: 0  
R: 146 | G: 200 | B: 62  
Hex: #92c83e

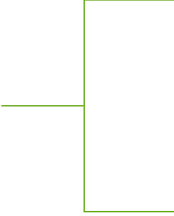


**Equalis Orange**  
PANTONE P 30-7 C  
C: 0 | M: 60 | Y: 87 | K: 0  
R: 245 | G: 130 | B: 56  
Hex: #f58238



**Equalis Blood Orange**  
PANTONE P 40-8 C  
C: 0 | M: 89 | Y: 100 | K: 0  
R: 242 | G: 68 | B: 29  
Hex: #f2441d

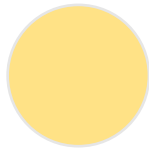
Accent Colors Only:  
to be used sparingly



## Color Specifications

### Equalis Shades & Tints

The following colors are complementary shades and tints of the Primary Color Palette. These colors should only be applied when many colors are necessary to provide contrast and/or enhance legibility. **Ex:** charts, graphs, infographics, illustrations, videos, and web applications. The Equalis Shades & Tints should only be utilized after the Equalis Primary Colors have already been applied.



#### French Vanilla

C: 1 | M: 9 | Y: 57 | K: 0  
R: 225 | G: 226 | B: 134  
Hex: #ffe286



#### Sand

C: 0 | M: 4 | Y: 19 | K: 0  
R: 255 | G: 241 | B: 209  
Hex: #fff1d1



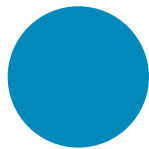
#### Pine

C: 78 | M: 32 | Y: 100 | K: 21  
R: 59 | G: 114 | B: 43  
Hex: #3b722b



#### Pistachio

C: 15 | M: 4 | Y: 21 | K: 0  
R: 216 | G: 227 | B: 205  
Hex: #d8e3cd



#### Cerulean

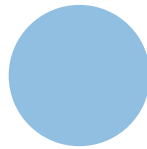
C: 83 | M: 34 | Y: 12 | K: 0  
R: 0 | G: 137 | B: 185  
Hex: #0089b9

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## Color Specifications

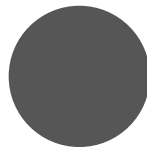
### Equalis Shades & Tints (continued)

The following colors are complementary shades and tints of the Primary Color Palette. These colors should only be applied when many colors are necessary to provide contrast and/or enhance legibility. **Ex:** charts, graphs, infographics, illustrations, videos, and web applications. The Equalis Shades & Tints should only be utilized after the Equalis Primary Colors have already been applied.



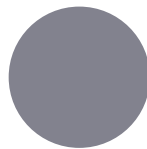
#### Sky

C: 42 | M: 13 | Y: 2 | K: 0  
R: 144 | G: 191 | B: 226  
Hex: #90bfe2



#### Dark Gray

C: 64 | M: 56 | Y: 55 | K: 30  
R: 86 | G: 86 | B: 86  
Hex: #565656



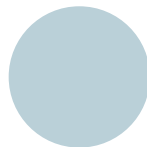
#### Gray

C: 52 | M: 44 | Y: 35 | K: 4  
R: 130 | G: 130 | B: 142  
Hex: #82828e



#### Light Gray

C: 4 | M: 2 | Y: 1 | K: 0  
R: 241 | G: 244 | B: 247  
Hex: #f1f4f7



#### Hazy Gray

C: 27 | M: 10 | Y: 11 | K: 0  
R: 186 | G: 208 | B: 216  
Hex: #bad0d8

## Equalis Gradients

Gradients create depth and movement in design. When creating gradients specific to Equalis Group marketing materials, one of the two colors that form the gradient should always consist of a blue or green hue from the Equalis Group Color Guide. Other colors can be used for a gradient only when the collateral is specific to a supplier partner and if that supplier's brand guidelines allow its application. Shown below are examples of approved linear gradients that work well with the Equalis Group color palette.

**Helpful Tip:** When creating gradients, try to change the angle of the gradient to -45 degrees to add visual interest. Pantones can produce muddy gradients and are generally not recommended. Convert pantones to CMYK or RGB instead. Do not overuse gradients. Using only one gradient per page is good practice.

**The following are examples of approved linear gradients to use for Equalis branded marketing collateral.**

Equalis Blue to  
Equalis Yellow



Equalis Blue to  
Equalis Sand



Equalis Green to  
Equalis Pistachio



Equalis Pacific Blue to  
Equalis Sky



Equalis Yellow to  
Equalis Green



Equalis Pacific Blue to  
Equalis Lime



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## The Primary Typeface Family

To help create a consistent and recognizable look for the variety of communications we develop, three typefaces (**fonts**) may be used for the Equalis Group identity: Montserrat (Primary), Philosopher (Secondary), and Arial (Tertiary). If Montserrat is unavailable for download, use Arial instead.

Montserrat is the primary typeface used in marketing collateral. It was selected for its clean cut and contemporary feel. Montserrat is simple, yet confident. The font helps to communicate the Equalis Group brand personality. Equalis Group documents may include the entire Montserrat family of fonts including: Light, Regular, Italic, Medium, Semibold, Bold, and Extra Bold. Download Montserrat directly from Google at: <https://fonts.google.com/specimen/Montserrat>.

### Montserrat Regular

Use Montserrat Regular for body copy content.

ABCDEFGHIJKLMNOP  
qrstuvwxyz1234567890!@#&

### *Montserrat Italic*

Use Montserrat Italic for captions, pull quotes, and any text that you wish to distinguish from body content.

*ABCDEFGHIJKLMNOP  
qrstuvwxyz1234567890!@#&*

### **Montserrat Bold**

Use Montserrat Bold primarily for headlines and subheads.

**ABCDEFGHIJKLMNO  
qrstuvwxyz12345678980!@**

## The Secondary Typeface Family

Philosopher is the secondary typeface used in marketing collateral. Philosopher evokes movement through its beautiful flowing edges and serifs. This typeface is illustrative and therefore should only be used for large titles such as headings and subheadings. Philosopher becomes difficult to read if overused or if applied in too small of a font size. Equalis Group documents may include the following Philosopher fonts: Regular, Italic, Bold, and Bold Italic.

Download Philosopher directly from Google at: <https://fonts.google.com/specimen/Philosopher>.

### Philosopher Regular

Use Philosopher Regular sparingly for titles or typographic impact.

abcdefghijklmnop123456!@#%&

### *Philosopher Italic*

Use Philosopher Italic sparingly for captions, pull quotes, and any text that you wish to distinguish from body content.

*abcdefghijklmnop123456!@#%&*

### **Philosopher Bold**

Use Philosopher Bold sparingly for headings and subheadings.

**abcdefghijklmnop123456!@#%&**

### ***Philosopher Bold Italic***

Use Philosopher Bold Italic sparingly for headings and subheadings.

***abcdefghijklmnop123456!@#%&***



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## Alternate Typeface Family

The Arial typeface is an alternate option for those unable to download Montserrat as the primary typeface. Arial is an Equalis Group typeface intended for use in legal documents, notes, spreadsheets, email, and other documents that are commonly shared electronically in their native format. Arial was selected for its modern design and availability on all PCs. Equalis Group documents may include the following Arial fonts: Regular, Italic, and Bold.

### Arial Regular

When Montserrat is not available, use Arial regular for body content. Body copy text should be set at around 9-11 points.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
rstuvwxyz1234567890!@#\$%^

### *Arial Italic*

When Montserrat is not available, use Arial Italic as an accent to distinguish text within the body.

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*rstuvwxyz1234567890!@#\$%^&*

### **Arial Bold**

When Montserrat is not available, use Arial Bold for headings, subheadings, and other text that requires visual attention.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**rstuvwxyz1234567890!@#\$%^**



[www.equalisgroup.org](http://www.equalisgroup.org)

For questions regarding the  
Equalis Group brand, contact:  
844.289.6728 or  
[emailus@equalisgroup.org](mailto:emailus@equalisgroup.org)