



Brand & style guidelines.

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HCDE 508 A
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Who we are.

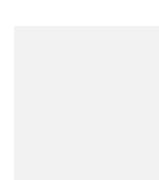
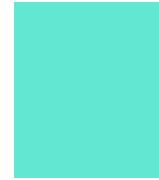
The Electronic Reusing Association (ERA) is a non-profit organization focused on the reduction of e-waste and providing communities with affordable electronics. They are headquartered in Canada, but have expanded to include locations across the USA.

The ERA's vision is to rethink e-waste as an opportunity to **recover** unwanted IT equipment, **refurbish** donated electronics to prepare them for **reuse**. The refurbished equipment is then donated to organizations and programs within the community.

Moreover, the ERA has grown to offer youth IT camps and opportunities for individuals to get hands-on IT experience for future careers in the field.

Moodboard.

The inspiration behind this moodboard focuses on the ERA's commitment to recycling, refurbishment, family, and the industrial nature of its founder to help the community. The colors chosen to represent the ERA, embody a minimalistic approach with only two main colors that represent freshness (mint green) and approachability (lavender purple). There is also a regular use of gradients to help engage visitors and to create a sense of motion or action.



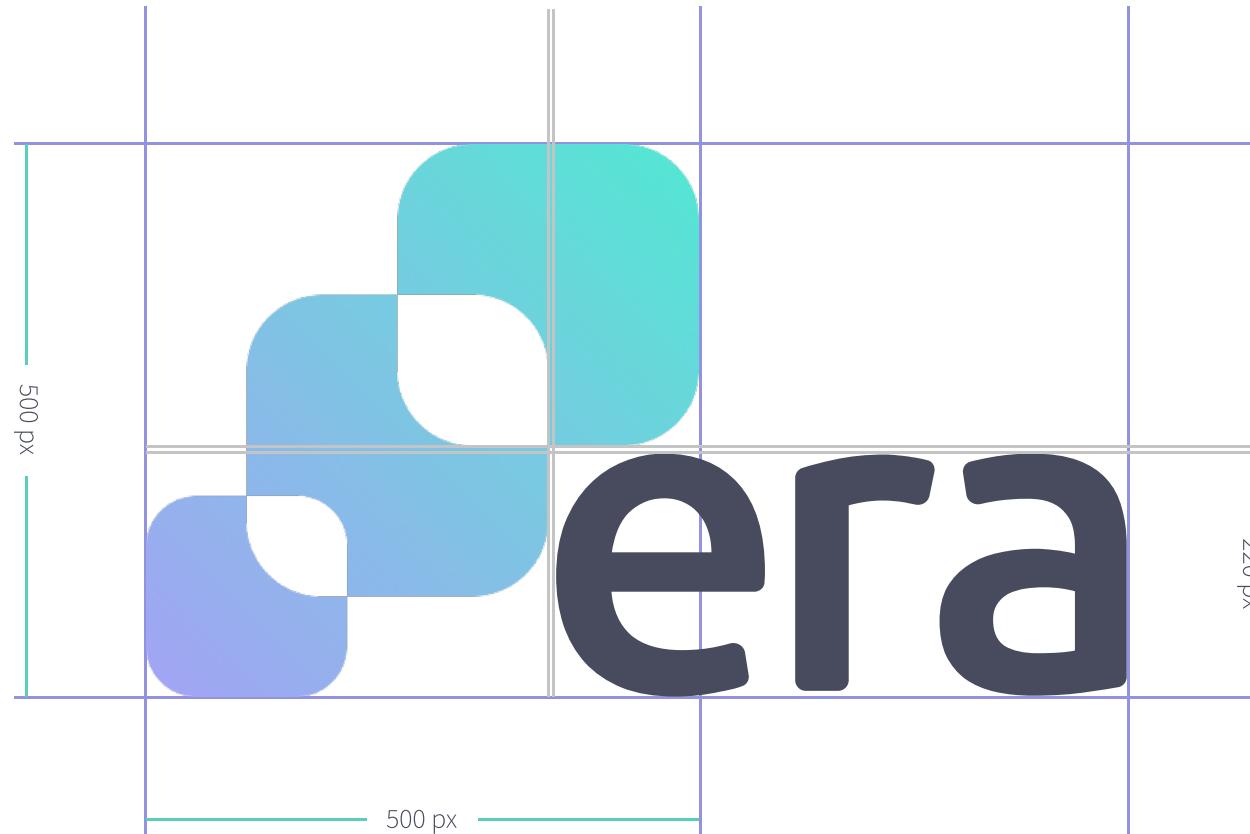
Logo design & variations.

The ERA's logo was inspired by its commitment to ***recover***, ***refurbish***, and ***reuse*** unwanted IT equipment. The combination of letter- and abstract marks for the logo help convey symbolism for the ERA's three "r's." The r's are symbolized in the three squares of the logo, with each square placed on top of another to signify the impact they represent. The use of the three, prominent squares and lettermarks make the logo simple and easy to resize without losing its integrity.

The use of a gradient in the logo is also used to communicate movement, as the ERA is founded on static processes to recover electronics and get them into the community.

The letters, written in Ubuntu, medium font, have been modified with curved edges to give a softer appearance.

Primary logo.



Logo variations.

Logo on lighter backgrounds.



Logo on darker backgrounds.



Typography.

ERA's brand uses both ***Ubuntu*** and ***Source Sans*** fonts. Ubuntu offers a fun, display aesthetic for bolded headings and headlines, while Source Sans offers a clean, light sans-serif font that is legible in body content.

The partnership of the two sans-serif fonts establishes a casual, but professional impression. This system avoids the use of all uppercase headings, to preserve a light-hearted tone.

Fonts & heirarchy.

Typeface one.

Ubuntu

Aa

AaBbCcDdEeFf

abcdefghijklmnopqrstuvwxyz
0123456789!?

Typeface two.

Source Sans Pro

Aa

AaBbCcDdEeFf

abcdefghijklmnopqrstuvwxyz
0123456789!?

Heading.

Heading 1

Ubuntu, medium, 36

Heading 2

Ubuntu, bold, 24

Heading 3

Ubuntu, medium, 24

Heading 4

Source Sans Pro, semibold, 18

Heading 5

Source Sans Pro, light, 18

Body.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Turpis at scelerisque iaculis curabitur posuere fusce massa. Molesitie ullamcorper mauris feugiat sit ultricies orci. Faucibus posuere cursus fermentum orci.

Source Sans Pro, regular, 12

Button.

BUTTON

BUTTON

Source Sans Pro, regular, 16

Nav links.

WHO WE ARE

Source Sans Pro, semibold, 14

CYMK 23 / 19 / 0 / 64

RGB 72 / 75 / 93

HEX #484b5d

CYMK 0 / 0 / 0 / 0

RGB 255 / 255 / 255

HEX #ffffff

CYMK 0 / 0 / 0 / 5

RGB 242 / 242 / 242

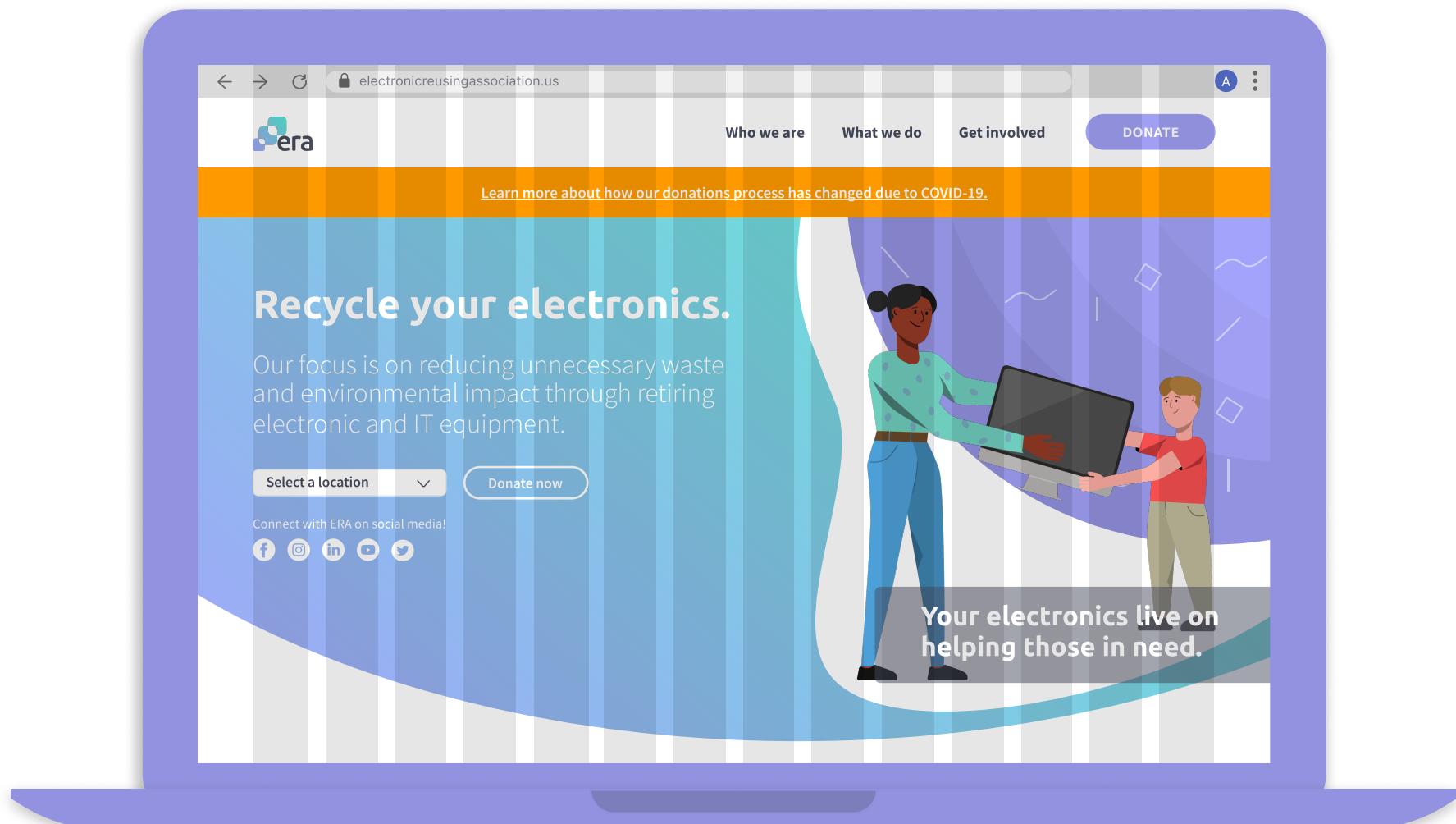
HEX #f2f2f2

Grid systems.

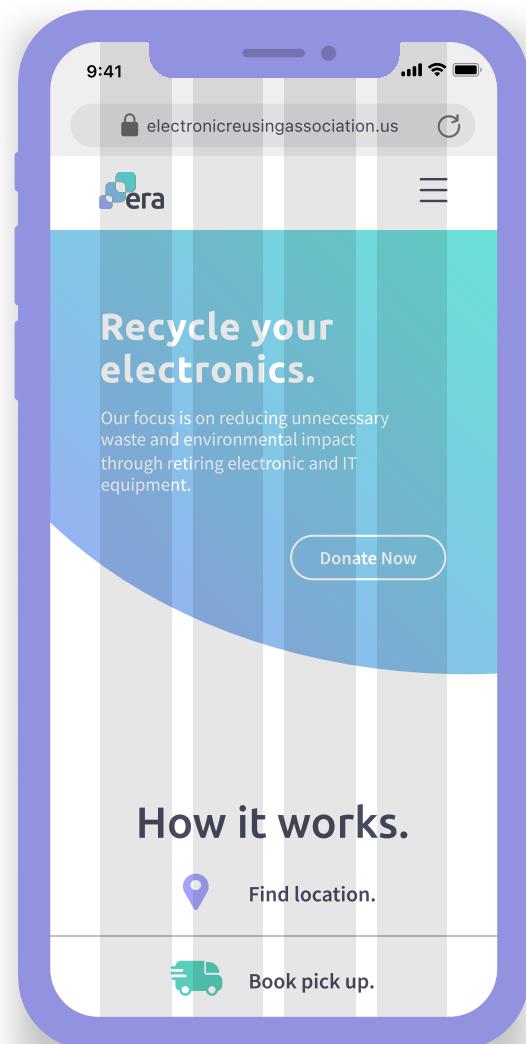
web. 960px; 14 column; 50px margin; 8px gutter

mobile. 375px; 4 column; 20px margin; 8px gutter

Web.



Mobile.



Color palette.

The ERA's color palette aligns with the brand's focus on simplicity. The new colors are an updated take on the previous palette used by ERA. The new palette offers a bright, upbeat mood, using teal and purple accompanied by various shades of grey to support accessibility.

Colors.

Primary

CYMK 58 / 0 / 9 / 9
RGB 98 / 232 / 210
HEX #62e8d2

#62e8d2

Secondary

CYMK 58 / 0 / 10 / 19
RGB 87 / 207 / 187
HEX #57cfbb

Primary

CYMK 35 / 35 / 0 / 11
RGB 164 / 163 / 251
HEX #a4a3fb

#a4a3fb

Secondary

CYMK 34 / 35 / 0 / 12
RGB 147 / 146 / 224
HEX #9392e0

Background/font

CYMK 23 / 19 / 0 / 64
RGB 72 / 75 / 93
HEX #484b5d

Background/font

CYMK 0 / 0 / 0 / 5
RGB 242 / 242 / 242
HEX #f2f2f2

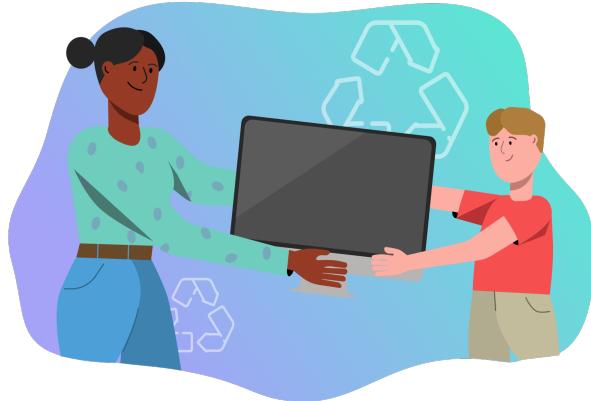
Background/font

CYMK 0 / 0 / 0 / 0
RGB 255 / 255 / 255
HEX #ffffff

Imagery

The imagery associated with the ERA's new branding will consist of custom illustrations with flat, human characters. These illustrations will uphold the image of ERA as an inclusive and helpful service to the community. Custom illustrations will also help guide users and visitors through the recycling journey in a colorful, insightful manner.

Illustrations

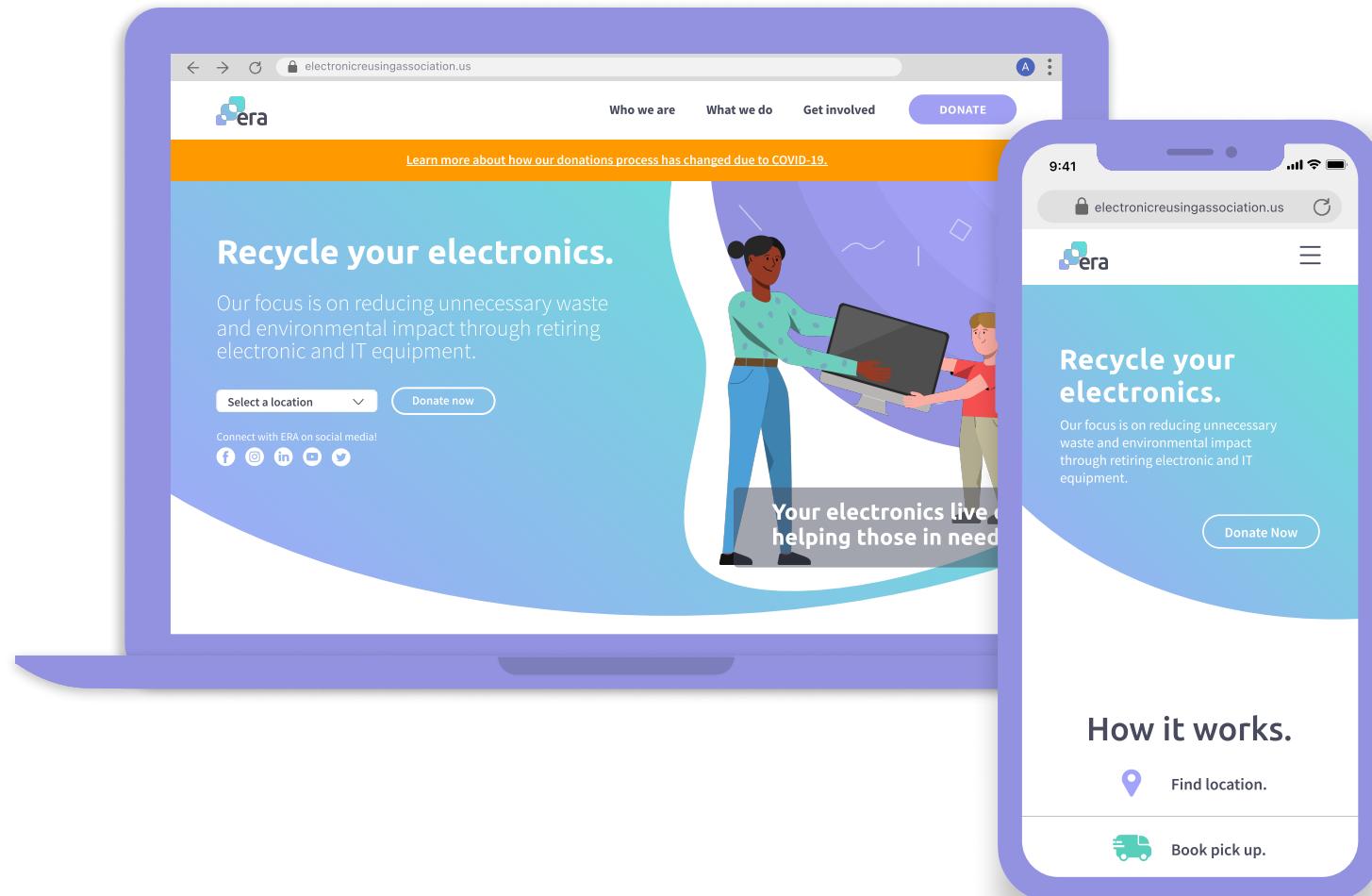


Applied systems.



Web, mobile, vinyl automobile print.

Web & mobile.



Web - home page.

The mobile view of the ERA website features a vertical layout. At the top, there's a header with the ERA logo and navigation links: "Who we are", "What we do", "Get involved", and "Donate". Below this is a large banner with the text "Recycle your electronics." and a subtext about reducing waste. It includes a call-to-action button "Select a location" and a "Donate now" button. The main content area has sections for "How it works.", "We believe in recycling and repurposing used electronics.", "Who we've helped.", "Youth workshops.", and "Volunteer with us!". Each section contains small illustrations and descriptive text. At the bottom, there's a footer with links to "Company", "Resources", "Community", "Locations", "Contact Us", "About", "Advisory Board", "Accreditations", "Charities", "Data Security", "Volunteer", "Era Memberships", "Youth Workshops", "Careers", "How It Works", "Blog", "Media", "Email", "Canada", "Boston", "Chicago", "Houston", "New York", "San Jose", "Seattle", "Vermont", "1-877-E-ROWGTE", and social media icons for Facebook, Instagram, LinkedIn, YouTube, and Twitter.

The desktop view of the ERA website features a horizontal layout. At the top, there's a header with the ERA logo and navigation links: "Who we are", "What we do", "Get involved", and a purple "DONATE" button. Below this is a banner with the text "Learn more about how our donations process has changed due to COVID-19." The main content area has a large blue section with the heading "Recycle your electronics." and a subtext about reducing waste. It includes a "Select a location" dropdown and a "Donate now" button. To the right, there's a large illustration of two people, a woman and a man, handing a computer monitor to each other. Below this illustration is a grey box with the text "Your electronics live on helping those in need.". The bottom section has a heading "How it works." followed by four steps: "Find location.", "Book pick up.", "Data security.", and "Donate.", each accompanied by an icon. At the very bottom, there's a footer with links to "Company", "Resources", "Community", "Locations", "Contact Us", "About", "Advisory Board", "Accreditations", "Charities", "Data Security", "Volunteer", "Era Memberships", "Youth Workshops", "Careers", "How It Works", "Blog", "Media", "Email", "Canada", "Boston", "Chicago", "Houston", "New York", "San Jose", "Seattle", "Vermont", "1-877-E-ROWGTE", and social media icons for Facebook, Instagram, LinkedIn, YouTube, and Twitter.

Web - how it works.

The screenshot shows the era website's "How it works" page. At the top, there's a navigation bar with links like "Who we are", "What we do", "Get involved", and "Contact us". Below the navigation, there's a section titled "How it works." with a sub-section "Reducing e-waste by Reusing Electronics". It explains that era works with community charities to provide reuseable computers and electronics to those in need, contributing to their mission of reducing e-waste by recycling your unwanted electronic devices with era. There are three main call-to-action buttons: "Find location.", "Book pick up.", and "Data security.". Each button has a corresponding illustration: a person at a desk, a van with a person unloading equipment, and a person at a desk with a shield icon. Below these are sections for "Data security." (offering 100% secure on-site and off-site data destruction) and "Repurposed electronics are donated to the community." (working with charities across the country to provide refurbished electronics for their programs). At the bottom, there's a "Contact us today!" section with a "DONATE NOW" button and a footer with links for "Company", "Resources", "Community", "Contact Us", and "era".

Find location.

Find a drop off or pickup location nearest to you.

Visit one of our donation depots across the US. We accept used desktops, notebooks, computer peripherals, software, and more.

FIND LOCATION

Book pick up.

Request a pick up of unwanted electronics.

Donating your used electronics is as simple as giving us a call or contacting us online.

BOOK NOW

Mobile.

A mobile phone screen displaying a website for recycling electronics. The top navigation bar shows the URL 'electronicreusingassociation.us'. Below the header, there's a logo for 'era' featuring a stylized blue and green square icon. To the right of the logo is a three-line menu icon. The main title 'Recycle your electronics.' is displayed prominently in large white text on a blue background. Below the title, a paragraph explains the organization's focus on reducing waste and environmental impact through retiring electronic and IT equipment. A 'Donate Now' button is visible on the right side. The bottom section, titled 'How it works.', lists four steps with corresponding icons: 'Find location.' (location pin), 'Book pick up.' (truck), 'Data security.' (shield with checkmark), and 'Donate.' (heart). Each step is accompanied by a short explanatory text.



We believe in
recycling and
repurposing used
electronics.

The Electronics Reusing Association is committed to providing refurbished equipment to local charities at no cost. That's why we've developed a charitable computer donation program to address exactly that problem. By working with us you can feel good knowing that your old equipment could benefit a less fortunate family.

OUR MISSION



Youth workshops.

Wouldn't it be cool to learn how to build a computer from scratch? Well, ERA created a brand new workshop for exactly that purpose. Parts to PC will give you hands-on experience disassembling and assembling a computer. You will also learn about what all of the pieces inside of a computer do and how to install them. The best part is there is no cost to participate!

[REGISTER NOW](#)

Volunteer with us!

[LEARN MORE](#)



About Us	Contact
How it Works	Location
Get Involved	FAQs
Data Security	Careers



Automobile vinyl wrap.

