era

Brand & style guidelines.

Anders Herberg
eherberg@uw.edu
www.aaanders.design

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 euipment, *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.

CONTENTS
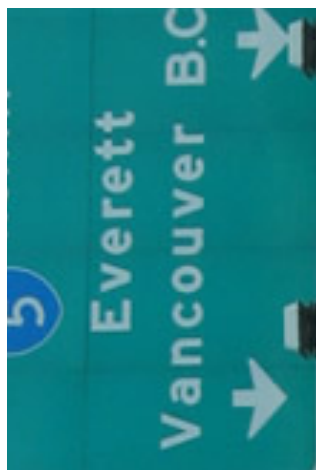
Logo design & variations.

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.

500 px

500 px

220 px
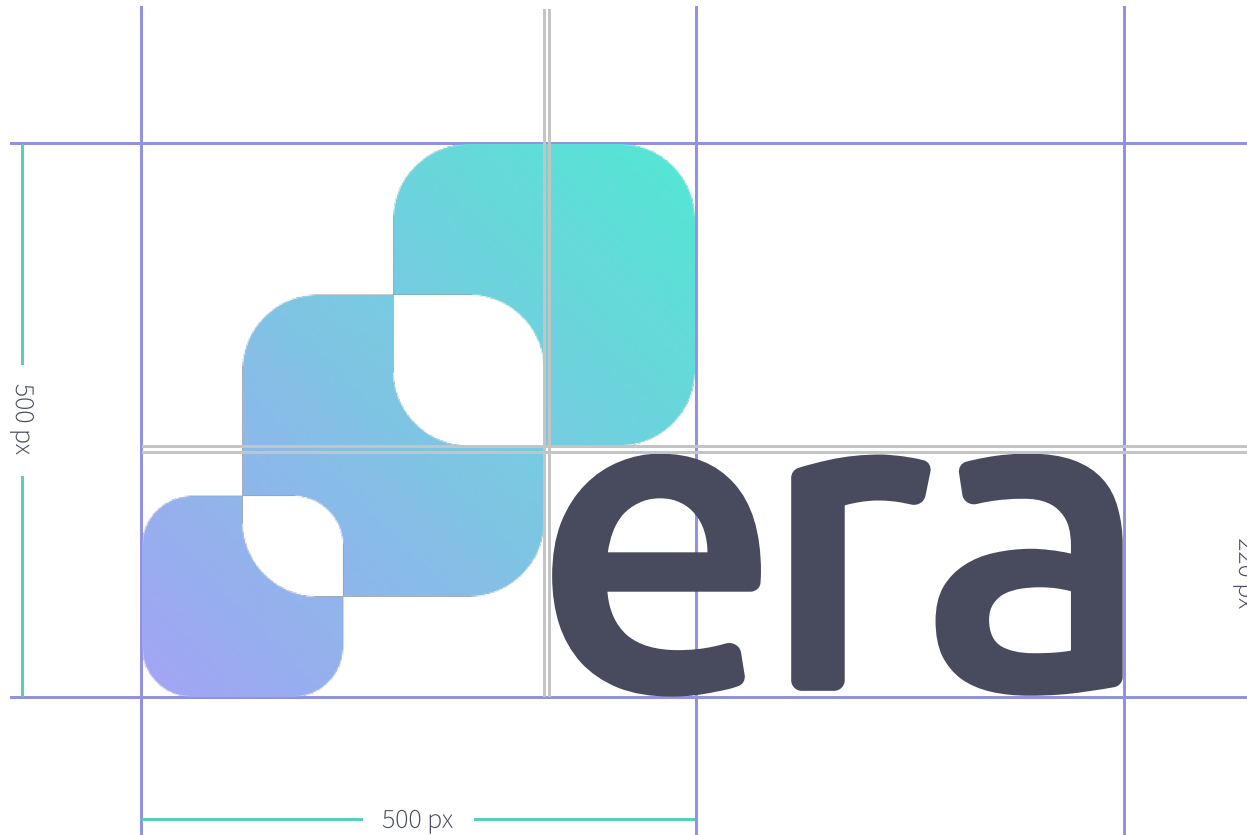
Logo variations.

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. Molestie 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
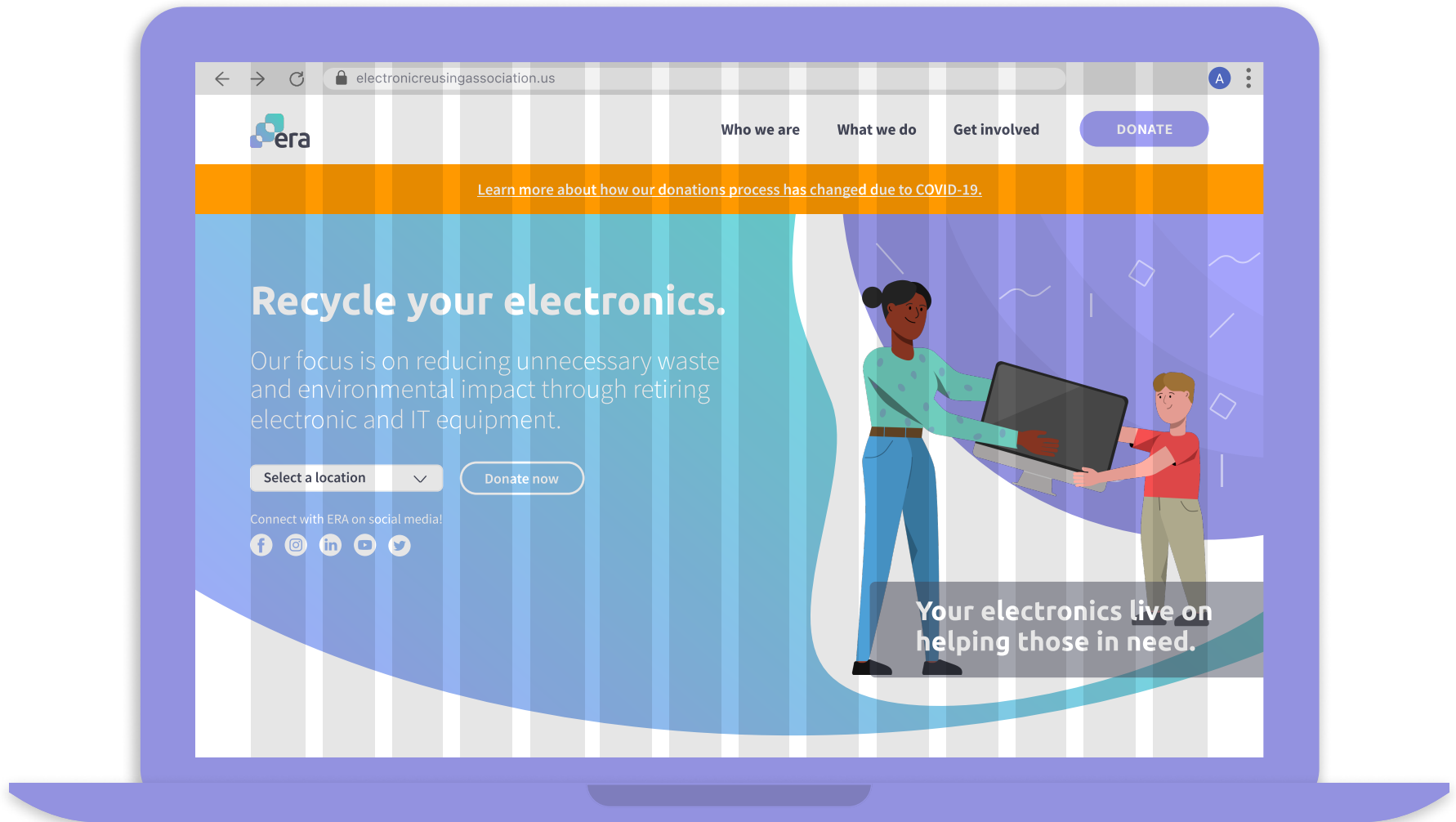RGB 242 / 242 / 242
HEX #f2f2f2

Grid systems.

---

web. 960px; 14 column; 50px margin; 8px gutter
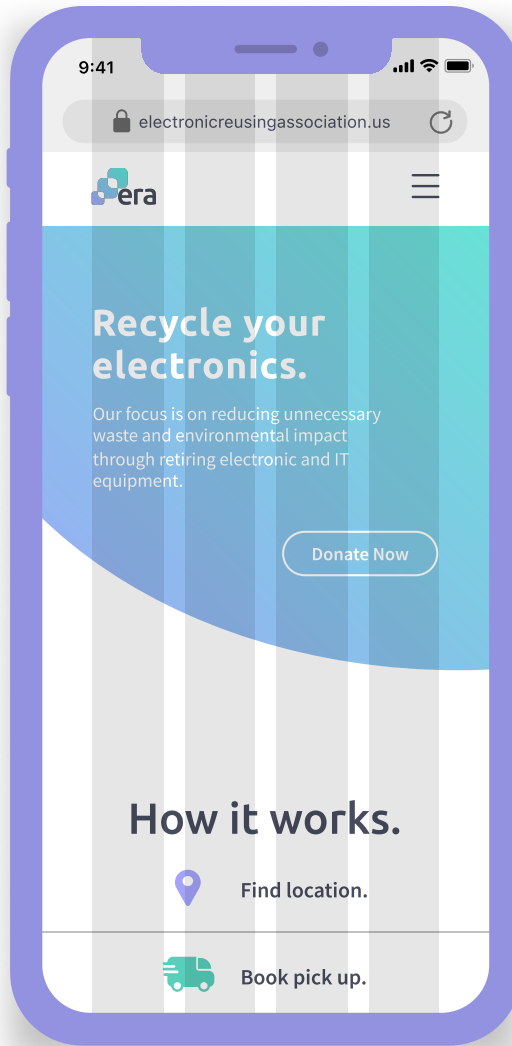
mobile. 375px; 4 column; 20px margin; 8px gutter

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

Primary

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

#62e8d2

#a4a3fb

Secondary

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

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

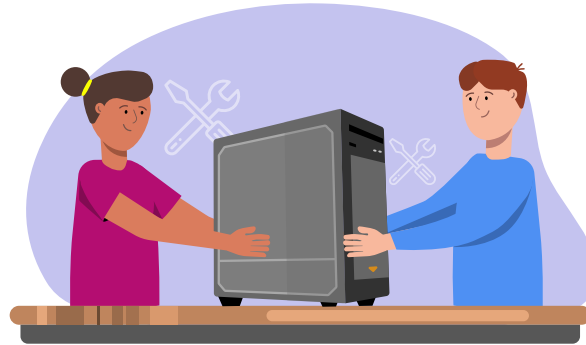**Background/font**

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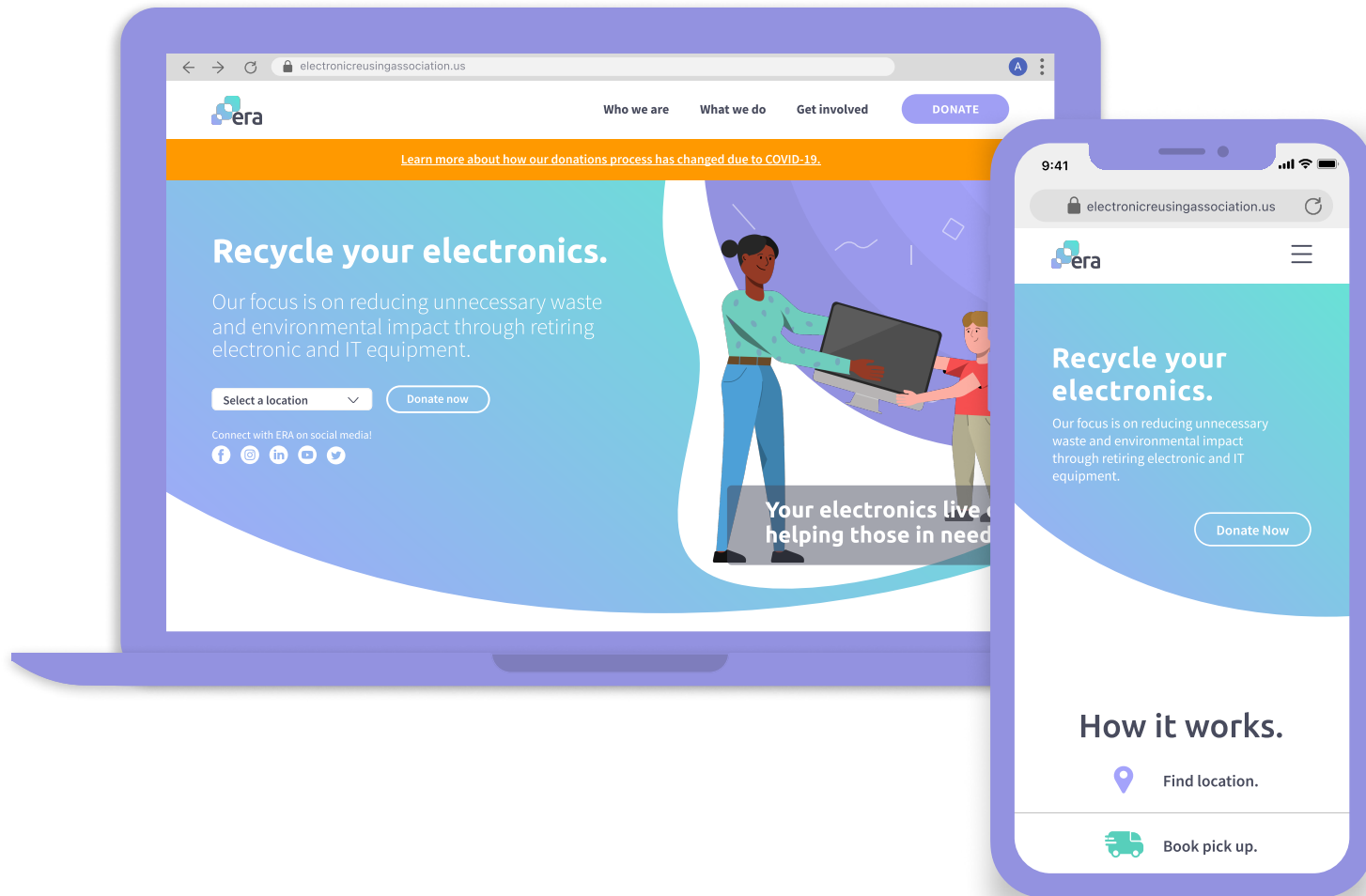
The imagery associated with the ERA's new branding will consist of custom illustrations with flat, human characters. These illustrations will uphold the image of ERA as an inclusive and helpful service to the community. Custom illustrations will also help guide users and vistors through the recycling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

Illustrations

Applied systems.

Web, mobile, vinyl automobile print.

Web & mobile.

Web - home page.

Mobile view of the ERA home page.

Browser view

electronicreusingassociation.us

era

Who we are   What we do   Get involved   **DONATE**

Learn more about how our donations process has changed due to COVID-19.

Recycle your electronics.

Our focus is on reducing unnecessary waste and environmental impact through retiring electronic and IT equipment.

Select a location ▾   Donate now

Connect with ERA on social media!

Your electronics live on helping those in need.

How it works.

Find location.   Book pick up.   Data security.   Donate.

Web - how it works.

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.
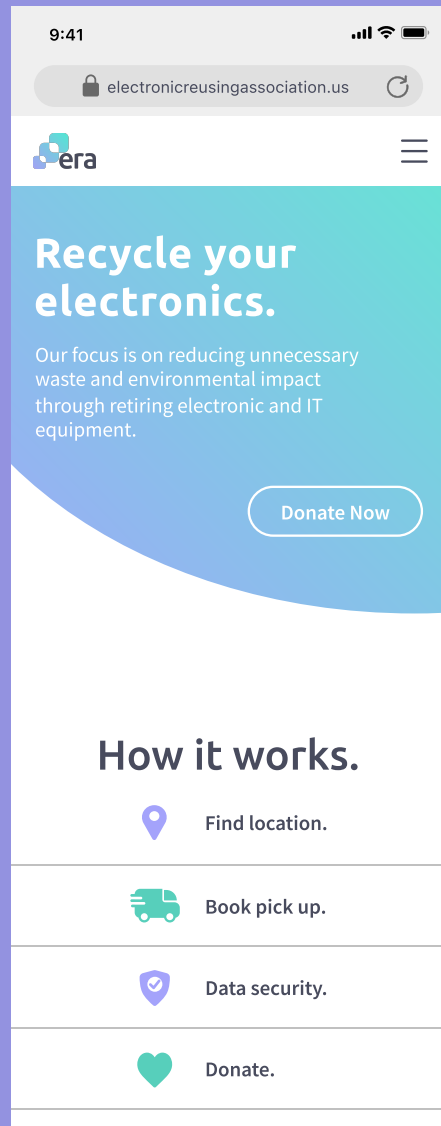
FIND LOCATION

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.

9:41

🔒 electronicreusingassociation.us

era

Recycle your electronics.

Our focus is on reducing unnecessary waste and environmental impact through retiring electronic and IT equipment.

Donate Now

How it works.

📍 Find location.

🚚 Book pick up.

🛡️ Data security.

💚 Donate.

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
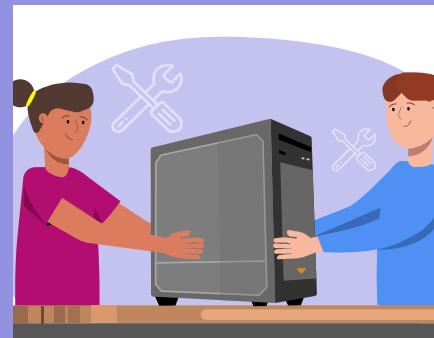
Youth workshops.

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!

Volunteering with ERA is a great way to fulfill your community service goals while gaining excellent computer experience. In addition to learning and assisting with ERA's processes and electronic recycling initiatives, volunteers will earn a computer once they have completed their volunteer hours.

LEARN MORE

era

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

Automobile vinyl wrap.