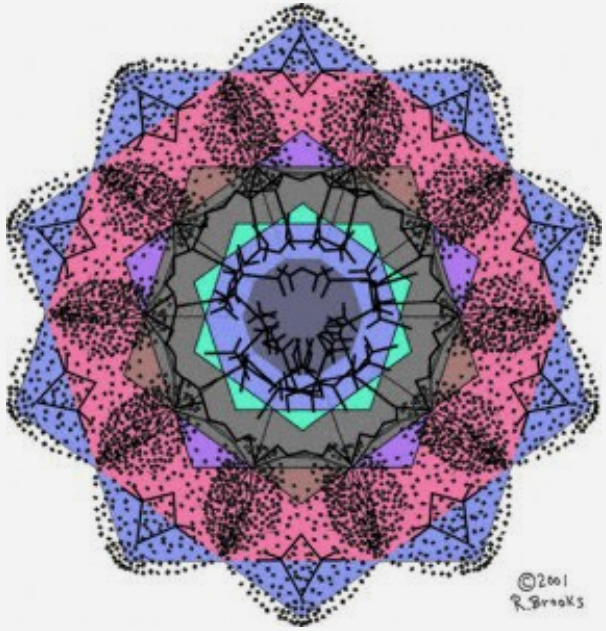
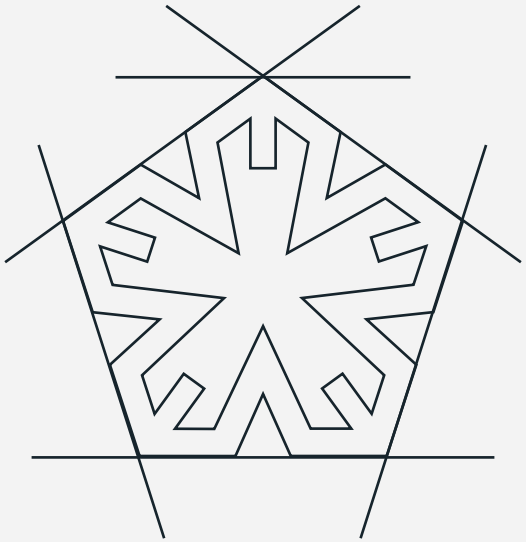
Brand Identity Manual
E5 Coral

September 2020

REGULAR ANIMAL

Index

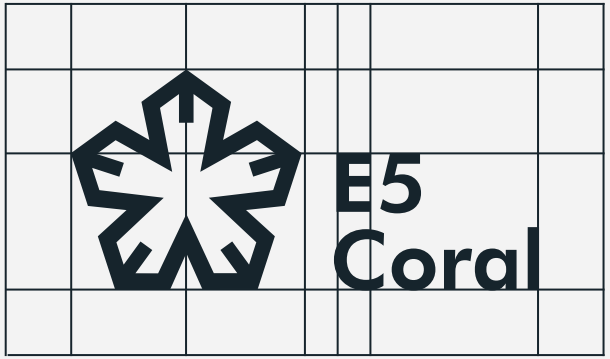

©2001
R.Brooks




E5
Coral


E5
Coral

Structure and Clearspace



Clearspace around the logo is
equal to the height of the E.

Color

Scale

+ 30 mm wide.
Use full horizontal logo.

- 30 mm wide.
Use only symbol.

+ 20 mm wide.
Use full vertical logo.

- 20 mm wide.
Use only symbol.

Our logo and icon are designed to scale to small sizes on print and screen.

Horizontal logo smallest size: 85 px wide, 1.18 in wide, 30 mm wide.
Vertical logo smallest size: 57 px wide, 0.78 in wide, 20 mm wide.
Symbol smallest size: 37 px wide, 0.39 in wide, 10 mm wide.

Text

Eepig2020

Cormorant Garamond SemiBold

ABCÇDEFGHIJKLMNÑOPQRSTUVWXYZ
abcçdefghijklmnñopqrstuvwxyz
0123456789,.-;:_´+`¡¨^*¿?=)(/&%$·”!ªº

Mo’orea is one of the best-studied coral reef ecosystems in the world, offering a unique opportunity to study coral epigenetics.

Gene expression can be controlled through the action of repressor proteins that attach to silencer regions of the DNA. These epigenetic changes may last through cell divisions for the duration of the cell’s life, and may also last for multiple generations, even though they do not involve changes in the underlying DNA sequence of the organism;[5] instead, non-genetic factors cause the organism’s genes to behave (or “express themselves”) differently.

Title

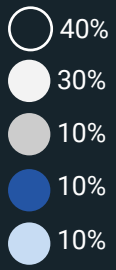
Epgntx20

Roboto Regular

ABCÇDEFGHIJKLMNÑOPQRSTUVWXYZ
abcçdefghijklmnñopqrstuvwxyz
0123456789,.-;:_´+`¡¨^*¿?=)(/&%$·”!ªº

The term also refers to the changes themselves: functionally relevant changes to the genome that do not involve a change in the nucleotide sequence. Examples of mechanisms that produce such changes are DNA methylation and histone modification, each of which alters how genes are expressed without altering the underlying DNA sequence. Gene expression can be controlled through the action of repressor proteins that attach to silencer regions of the DNA. These epigenetic changes may last through cell divisions for the duration of the cell’s life, and may also last for multiple generations, even though they do not involve changes in the underlying DNA sequence of the organism;[5] instead, non-genetic factors cause the organism’s genes to behave (or “express themselves”) differently.

Color Palette



Nile Blue

Pantone 7463 M
#16242c
G22 G36 B 44
C50 M18 Y0 K83

Pear

Pantone 537
#CCCCCC
R204 G204 B204
C0 M0 Y0 K20

St Tropaz

Pantone 285
#2455a4
R36 G 85 B164
C78 M48 Y0 K36

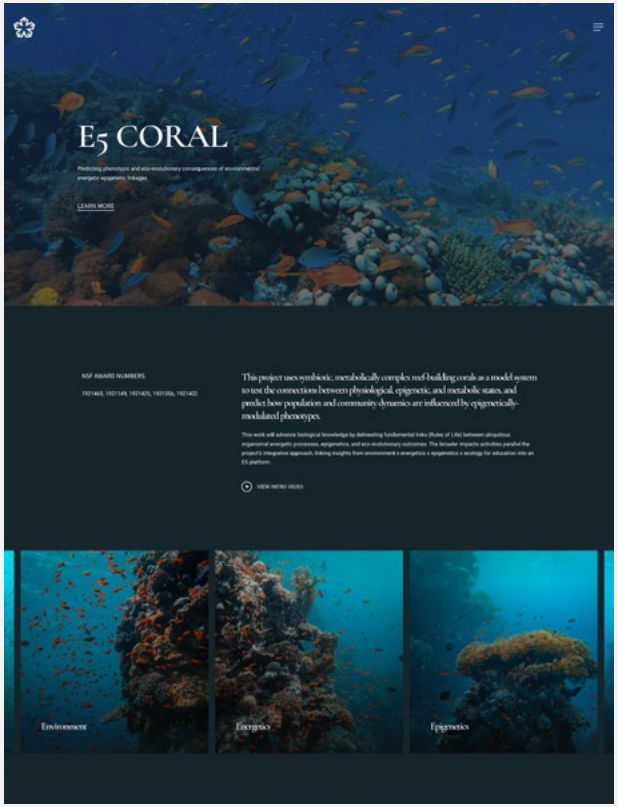
Pale Sky

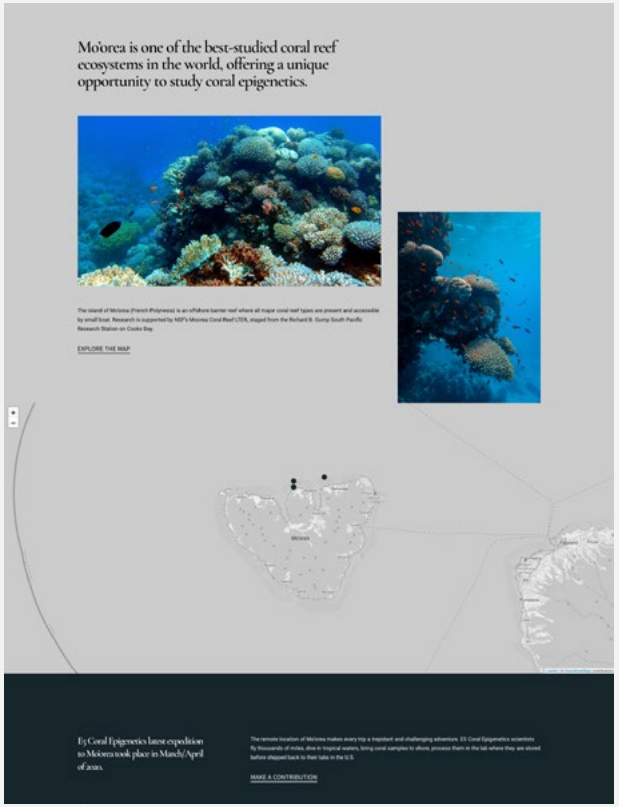
Pantone 277
#c7dcf3
R199 G 220 B243
C18 M9 Y0 K5

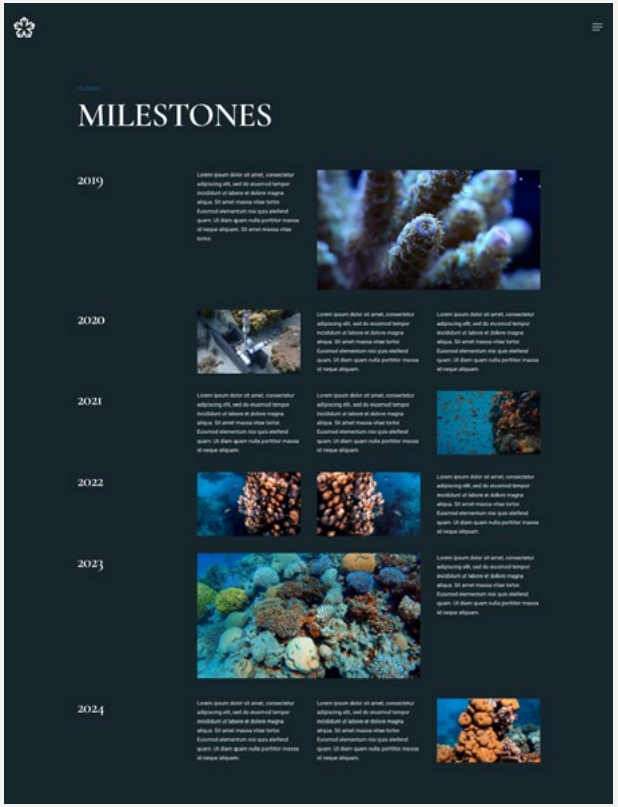
White

#FFFFFF
R255 G255 B255
C0 M 0 Y0 K0

Website


E5 CORAL
LEARN MORE
NSF AWARD NUMBERS
This project uses symbiotic, metabolically complex reef-building corals as a model system to test the connections between physiological, epigenetic, and metabolic states, and predict how population and community dynamics are influenced by epigenetically-modulated phenotypes.
VIEW INTRO VIDEO
Environment
Energetics
Epigenetics


Mo'orea is one of the best-studied coral reef ecosystems in the world, offering a unique opportunity to study coral epigenetics.
EXPLORE THE MAP
E5 Coral Epigenetics latest expedition to Mo'orea took place in March/April of 2020.
MAKE A CONTRIBUTION


MILESTONES
2019
2020
2021
2022
2023
2024

T-Shirt

Rash Guard

Wetsuit

Illustrations

Stickers

Notebooks

REGULAR ANIMAL