



# Society *for* Freshwater Science



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The Society for Freshwater Science (SFS) creates a wide range of publications, press releases, newsletters, social media, and other materials to communicate with diverse audiences. Identity and Style Guidelines have been developed to foster a consistent and recognizable visual identity for SFS. Use of this style guide is governed by the SFS Visual Identity Policy.

[View the SFS Visual Identity Policy](#)

Logo Variations	2
Special Logo Variations	3
Size & Spacing	4
Examples of Unaccepted Use	5
Typography	6
Color Palette	7

# Logo Variations

HORIZONTAL WORDMARK (PRIMARY)

VERTICAL WORDMARK

ABBREVIATED WORDMARK

PICTORIAL MARK

## Color

PRIMARY MARK,  
LIGHT BACKGROUNDS



## White

1 COLOR,  
DARK BACKGROUNDS



## Black

1 COLOR,  
LIGHT BACKGROUNDS



## Grayscale

4 TINTS,  
B&W/GRAY PRINTING





## Color

PRIMARY MARK,  
LIGHT BACKGROUNDS

## White

1 COLOR,  
DARK BACKGROUNDS

## Black

1 COLOR,  
LIGHT BACKGROUNDS

## Grayscale

4 TINTS,  
B&W/GRAY PRINTING

### CURVED WORDMARK



# Special Logo Variations

IN THE DRIFT HORIZONTAL

IN THE DRIFT VERTICAL

MAKING WAVES HORIZONTAL

MAKING WAVES VERTICAL

## Color

PRIMARY MARK,  
LIGHT BACKGROUNDS



## White

1 COLOR,  
DARK BACKGROUNDS



## Black

1 COLOR,  
LIGHT BACKGROUNDS

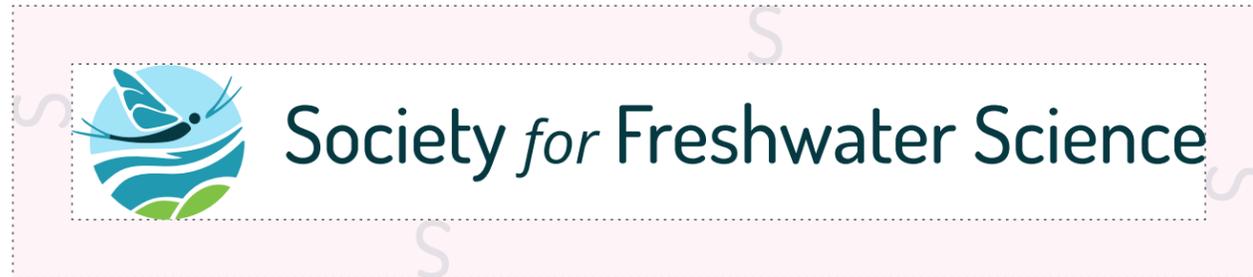


## Grayscale

4 TINTS,  
B&W/GRAY PRINTING



# Size & Spacing



## SPACING—ALL WORDMARKS



Minimum space around the logo should be equal to the height of the capital letters in the words of the logo.

## SPACING—PICTORIAL MARK

Spacing around the pictorial mark should be about 1/4 of the diameter of the logo.

## MINIMUM SCREEN RESOLUTION

Horizontal Wordmark:	<b>180 x 25 px</b> , 72 dpi
Vertical Wordmark:	<b>60 x 80 px</b> , 72 dpi
Abbreviated Wordmark:	<b>60 x 26 px</b> , 72 dpi
Pictorial Mark:	<b>30 x 27 px</b> , 72 dpi
Curved Wordmark:	<b>120 x 105 px</b> , 72 dpi
IN THE DRIFT Horizontal:	<b>180 x 61 px</b> , 72 dpi
IN THE DRIFT Vertical:	<b>38 x 50 px</b> , 72 dpi
MAKING WAVES Horizontal:	<b>180 x 51 px</b> , 72 dpi
MAKING WAVES Vertical:	<b>44 x 50 px</b> , 72 dpi

## MINIMUM PRINT SIZES

Vertical Wordmark:  
H = 1 in.

Abbreviated & Pictorial Marks:  
H = 1/4 in.



Horizontal Wordmark:  
W = 2 in.



Curved Wordmark:  
W = 3/4 in.



### “for” SIZING

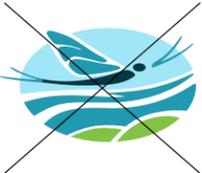
The word “for” in both the vertical and horizontal wordmarks should be sized at a 3:4 ratio (75%) of the size of the other words.

For example, if “Society” is 48 pt, then “for” will be 36 pt. For fonts and weights, see page 06.

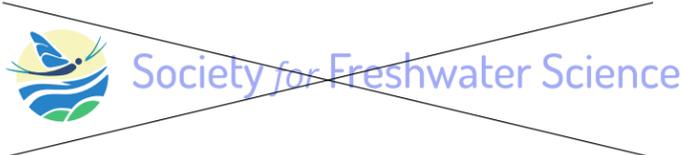


# Examples of Unaccepted Use

DO NOT STRETCH/COMPRESS DISPROPORTIONALLY



DO NOT MODIFY THE COLORS



AVOID PIXELATION & OVERSIZING



AVOID BACKGROUND CONTRAST ISSUES



DO NOT ADD EFFECTS



DO NOT MODIFY THE TYPOGRAPHY



## Dosis

[Download Here](#)

abcdefghijklmnop  
opqrstuvwxyz

ABCDEFGHIJ  
KLMNOP  
QRSTUVWXYZ  
XYZ

1234567890  
(!@#\$%&\*?)

### ALL FONT WEIGHTS:

EXTRA LIGHT  
LIGHT  
REGULAR  
MEDIUM  
SEMI BOLD  
BOLD  
EXTRA BOLD

## Open Sans Italic

[Download Here](#)

abcdefghijklmnop  
opqrstuvwxyz

ABCDEFGHIJ  
KLMNOP  
QRSTUVWXYZ  
XYZ

1234567890  
(!@#\$%&\*?)

### ALL FONT WEIGHTS:

Light  
*Light Italic*  
Regular  
*Regular Italic*  
Semi Bold  
*Semi Bold Italic*  
Bold  
*Bold Italic*  
Extra Bold  
*Extra Bold Italic*





**Blue**  
#2199AF  
RGB: 33, 153, 176  
CMYK: 78, 23, 26, 0

**Dark Blue**  
#05383F  
RGB: 5, 56, 64  
CMYK: 93, 62, 57, 51

**Light Blue**  
#A3E2F9  
RGB: 163, 227, 250  
CMYK: 32, 0, 1, 0

**Green**  
#82C144  
RGB: 130, 194, 69  
CMYK: 54, 0, 98, 0

**Gray 1**  
#D9D9D9  
RGB: 217, 217, 217  
CMYK: 14, 10, 11, 0

**Gray 2**  
#8B8B8B  
RGB: 139, 139, 139  
CMYK: 48, 40, 40, 4

**Gray 3**  
#323232  
RGB: 50, 50, 50  
CMYK: 70, 63, 62, 59

**Gray 4**  
#B1B1B1  
RGB: 177, 177, 177  
CMYK: 31, 25, 26, 0

**Black**  
#000000  
RGB: 0, 0, 0  
CMYK: 75, 68, 67, 90

**White**  
#FFFFFF  
RGB: 255, 255, 255  
CMYK: 0, 0, 0, 0



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