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.
### Logo Variations

<table>
<thead>
<tr>
<th>Color</th>
<th>Primary Mark, Light Backgrounds</th>
<th>Vertical Wordmark</th>
<th>Abbreviated Wordmark</th>
<th>Pictorial Mark</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>White</strong></td>
<td></td>
<td>Society for Freshwater Science</td>
<td>Society for Freshwater Science</td>
<td>Society for Freshwater Science</td>
</tr>
<tr>
<td><strong>Black</strong></td>
<td></td>
<td>Society for Freshwater Science</td>
<td>Society for Freshwater Science</td>
<td>Society for Freshwater Science</td>
</tr>
<tr>
<td><strong>Grayscale</strong></td>
<td>4 Tints, B&amp;W/Gray Printing</td>
<td>Society for Freshwater Science</td>
<td>Society for Freshwater Science</td>
<td>Society for Freshwater Science</td>
</tr>
</tbody>
</table>
Logo Variations cont.

Color
PRIMARY MARK, LIGHT BACKGROUNDS

White
1 COLOR, DARK BACKGROUNDS

Black
1 COLOR, LIGHT BACKGROUNDS

Grayscale
4 TINTS, B&W/GRAY PRINTING
### Special Logo Variations

<table>
<thead>
<tr>
<th>Color</th>
<th>IN THE DRIFT HORIZONTAL</th>
<th>IN THE DRIFT VERTICAL</th>
<th>MAKING WAVES HORIZONTAL</th>
<th>MAKING WAVES VERTICAL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Primary Mark, Light Backgrounds</strong></td>
<td><img src="image" alt="sfs IN THE DRIFT" /></td>
<td><img src="image" alt="sfs IN THE DRIFT" /></td>
<td><img src="image" alt="sfs MAKING WAVES" /></td>
<td><img src="image" alt="sfs MAKING WAVES" /></td>
</tr>
<tr>
<td><strong>White</strong></td>
<td><img src="image" alt="sfs IN THE DRIFT" /></td>
<td><img src="image" alt="sfs IN THE DRIFT" /></td>
<td><img src="image" alt="sfs MAKING WAVES" /></td>
<td><img src="image" alt="sfs MAKING WAVES" /></td>
</tr>
<tr>
<td><strong>Black</strong></td>
<td><img src="image" alt="sfs IN THE DRIFT" /></td>
<td><img src="image" alt="sfs IN THE DRIFT" /></td>
<td><img src="image" alt="sfs MAKING WAVES" /></td>
<td><img src="image" alt="sfs MAKING WAVES" /></td>
</tr>
<tr>
<td><strong>Grayscale</strong></td>
<td><img src="image" alt="sfs IN THE DRIFT" /></td>
<td><img src="image" alt="sfs IN THE DRIFT" /></td>
<td><img src="image" alt="sfs MAKING WAVES" /></td>
<td><img src="image" alt="sfs MAKING WAVES" /></td>
</tr>
</tbody>
</table>

**Color**
- PRIMARY MARK: Light Backgrounds
- WHITE: 1 Color, Dark Backgrounds
- BLACK: 1 Color, Light Backgrounds
- GRAYSCALE: 4 Tints, B&W/Gray Printing
Size & Spacing

**MINIMUM PRINT SIZES**

<table>
<thead>
<tr>
<th>Style</th>
<th>Minimum Size</th>
<th>Resolution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vertical Wordmark</td>
<td>H = 1 in.</td>
<td>180 x 25 px, 72 dpi</td>
</tr>
<tr>
<td>Abbreviated Wordmark</td>
<td>H = 1/4 in.</td>
<td>60 x 26 px, 72 dpi</td>
</tr>
<tr>
<td>Curved Wordmark</td>
<td>W = 3/4 in.</td>
<td>120 x 105 px, 72 dpi</td>
</tr>
<tr>
<td>IN THE DRIFT Horizontal</td>
<td>W = 2 in.</td>
<td>180 x 61 px, 72 dpi</td>
</tr>
<tr>
<td>IN THE DRIFT Vertical</td>
<td>W = 3 in.</td>
<td>38 x 50 px, 72 dpi</td>
</tr>
<tr>
<td>MAKING WAVES Horizontal</td>
<td>W = 2 in.</td>
<td>180 x 51 px, 72 dpi</td>
</tr>
<tr>
<td>MAKING WAVES Vertical</td>
<td>W = 2 in.</td>
<td>44 x 50 px, 72 dpi</td>
</tr>
</tbody>
</table>

**MINIMUM SCREEN RESOLUTION**

<table>
<thead>
<tr>
<th>Style</th>
<th>Minimum Size</th>
<th>Resolution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Horizontal Wordmark</td>
<td>180 x 25 px</td>
<td>72 dpi</td>
</tr>
<tr>
<td>Vertical Wordmark</td>
<td>60 x 80 px</td>
<td>72 dpi</td>
</tr>
<tr>
<td>Abbreviated Wordmark</td>
<td>60 x 26 px</td>
<td>72 dpi</td>
</tr>
<tr>
<td>Pictorial Mark</td>
<td>30 x 27 px</td>
<td>72 dpi</td>
</tr>
<tr>
<td>Curved Wordmark</td>
<td>120 x 105 px</td>
<td>72 dpi</td>
</tr>
<tr>
<td>IN THE DRIFT Horizontal</td>
<td>180 x 61 px</td>
<td>72 dpi</td>
</tr>
<tr>
<td>IN THE DRIFT Vertical</td>
<td>38 x 50 px</td>
<td>72 dpi</td>
</tr>
<tr>
<td>MAKING WAVES Horizontal</td>
<td>180 x 51 px</td>
<td>72 dpi</td>
</tr>
<tr>
<td>MAKING WAVES Vertical</td>
<td>44 x 50 px</td>
<td>72 dpi</td>
</tr>
</tbody>
</table>

**“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.

**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.

**75%. Open Sans Italic**

Abbreviated & Pictorial Marks:

H = 1/4 in.

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

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
Typography

**Dosis**
- Download Here
- abcdefghijklmnopqrstuvwxyz
- ABCDEFGHIJKLMNOPQRSTUVWXYZ
- 1234567890 (!@#$%&*)
- ALL FONT WEIGHTS:
  - EXTRA LIGHT
  - LIGHT
  - REGULAR
  - MEDIUM
  - SEMI BOLD
  - BOLD
  - EXTRA BOLD

**Open Sans Italic**
- Download Here
- abcdefghijklmnopqrstuvwxyz
- ABCDEFGHIJKLMNOPQRSTUVWXYZ
- 1234567890 (!@#$%&*)
- ALL FONT WEIGHTS:
  - Light
  - Light Italic
  - Regular
  - Italic
  - Semi Bold
  - Semi Bold Italic
  - Bold
  - Bold Italic
  - Extra Bold
  - Extra Bold Italic

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SFS // IDENTITY & STYLE GUIDELINES
Color Palette

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

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

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

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

Gray 2
- #888888
- RGB: 139, 139, 139
- CMYK: 48, 40, 40, 4

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

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

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