



Brand Guidelines

VERSION 1

SEPTEMBER 2026

LOGO

The SRA logo combines the organization's initials with the form of a balance scale, reflecting fairness, evaluation, and informed decision-making. Use the burgundy logo on light backgrounds and the white reverse version on dark backgrounds, always maintaining clear space and legibility.

To ensure the logo remains clear and recognizable, always leave adequate space between it and surrounding text, imagery, or graphic elements. The minimum clear space is defined by the height of the "S" in the SRA logo and should be maintained on all sides.



LOGO DO'S AND DON'TS

To maintain the logo's clarity and integrity, always select the logo variation that provides sufficient contrast against the background color. Don't add outlines, shadows, or effects to compensate for insufficient contrast.

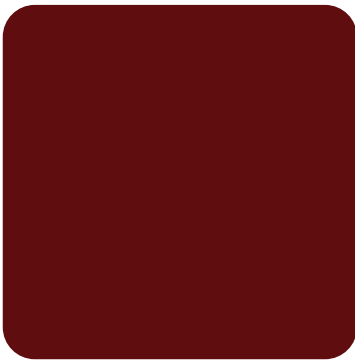


COLOR PALETTE

The SRA color palette is anchored by deep burgundy and red, creating a strong, established visual presence. Olive and blue provide contrast and help differentiate content, while a neutral palette of white, light gray, and dark gray supports clear layouts and readability.

Use the darker colors for primary brand moments, headings, and backgrounds; brighter accent colors for highlights and navigation; and neutrals for body copy, backgrounds, and supporting elements.

PRIMARY COLORS



Burgundy
HEX #600D0F
RGB 96 | 13 | 15



Dark Red
HEX #AD2424
RGB 173 | 36 | 36



Olive
HEX #BAB839
RGB 186 | 184 | 57



Dark Olive
HEX #89872A
RGB 137 | 135 | 42

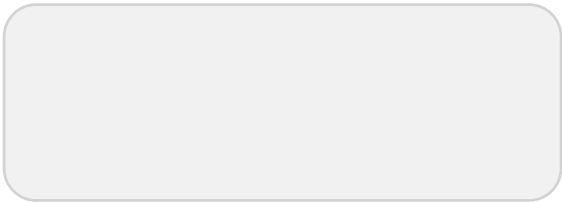


Blue
HEX #4DA2DA
RGB 77 | 162 | 218

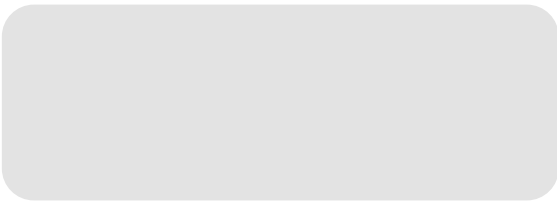


Dark Blue
HEX #09517B
RGB 9 | 81 | 123

NEUTRAL COLORS



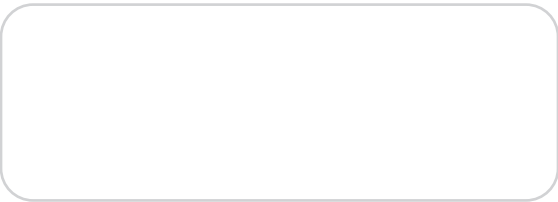
Light Gray
HEX #F1F1F2
RGB 241 | 241 | 242



Gray
HEX #E3E3E3
RGB 227 | 227 | 227



Dark Gray
HEX #434447
RGB 67 | 68 | 71



White
HEX #ffffff
RGB 255 | 255 | 255

TYPOGRAPHY

The SRA typography system uses two typefaces:

- **Input Serif Compressed Regular:**
Display and primary headings
- **Mr Eaves Modern Regular:**
Body copy
- **Mr Eaves Modern Light:**
Secondary and supporting text
- **Mr Eaves Modern Heavy:**
Navigation, labels, buttons, and emphasized text; often set in uppercase

Aa

Input Serif Compressed Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz

Aa

Mr Eaves Mod OT Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz

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Aa

Mr Eaves Mod OT Light

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz

Aa

Mr Eaves Mod OT Heavy

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz

TYPOGRAPHY

When the primary Adobe fonts are unavailable, use Georgia in place of Input Serif Compressed for headings and Arial in place of Mr Eaves Modern for body copy, navigation, labels, and buttons.

Use regular, bold, and italic styles as needed to maintain the established hierarchy and keep typography consistent across all materials.

Aa

Georgia

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz

Aa

Arial

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz

ICONS

SRA icons use a clean, monoline illustration style to represent topics related to risk, science, research, and community.

Keep line weights, proportions, and visual detail consistent across the icon system, and use approved brand colors to ensure every icon feels cohesive and recognizable.

