

## The ESA Brand and the New Entomology Games Logo

**Color.** ESA uses a bright color palette to bring excitement to ESA materials and support an energetic, lively tone. Our core brand colors are:



The new Entomology Games logo art is **not limited to these colors**, but it will be used alongside these colors frequently and should complement rather than clash with them.

**Tone.** ESA aims to produce communications that are professional and clean in appearance and convey the following ideals or concepts:

- Approachable
- Reputable
- Diverse
- Accepting
- Inviting
- Friendly
- Reliable
- Knowledgeable

In developing the new Entomology Games logo, think about these concepts and how your art can visually demonstrate those ideas. For the Entomology Games, the concepts “**diverse**,” “**accepting**,” “**inviting**,” and “**friendly**” are particularly important, as the Games are a key way to get students excited about the ESA community and welcome them into the Society.

**Flexibility.** Keep in mind that the Entomology Games logo art will likely be used in both smaller and larger sizes, ranging from small logos on a social media image or advertising banner to larger projected sizes at the Games themselves. In developing your art, aim for something that can be resized without loss of key details.

**Font.** ESA’s official fonts are Nunito Sans and Crimson Text, both of which are available for download through Google Fonts. **Nunito Sans** is primarily used for headlines and subheadings, while **Crimson Text** is primarily used for body copy in longer documents. The new Entomology Games logo art **does not need to incorporate these fonts**, but it should complement rather than clash with them.