ERFC

Enter **R**etirement
Feeling **C**onfident

BRAND GUIDELINES

OCTOBER 2020

Editorial Style Guide

The ERFC Editorial Style Guide follows FCPS Brand Guidelines except where noted here. FCPS follows the Associated Press (AP) Stylebook. For style notes not addressed here, refer to the FCPS guidelines.

Acronyms

Spell out full name with acronym in parentheses on first reference. Use acronym only thereafter; do not use periods.

The Educational Employees' Supplementary Retirement System of Fairfax County (ERFC). On subsequent references, not necessary to use "the" before ERFC.

cost-of-living adjustment (COLA)

DD-214, Certificate of Release or Discharge from Active Duty in the Armed Forces

Domestic Relations Order (DRO)

The Fairfax County Employees' Retirement System (FCERS)

Family Medical Leave Act (FMLA)

Final Average Compensation (FAC)

The FCPS Office of Benefits Services on first reference. Subsequent references: HR Benefits

The Virginia Retirement System (VRS)

403(b), 457: Optional defined contribution plans offered through FCPS.

Capitalization

Chairperson, Vice Chairperson, Treasurer, Trustee: capitalize when referring to ERFC Board of Trustees members.

ERFC Board of Trustees: On subsequent references, capitalize Board.

ERFCDirect: Capitalize as shown and use both roman and italic type

Executive Director: capitalize when referring to the ERFC Executive Director

email: one word, lowercase

intranet: lowercase

Internet: capitalize

Medicare: capitalize in all references

retirement counselor: lowercase

Social Security: capitalize in all references.

Social Security card

Social Security number

Commonly used ERFC terms

ERFC Plans:

Legacy Plan

2001 Plan Tier 1

2001 Plan Tier 2

Alternative "Guarantee" Benefit

Alternative Level "Guarantee" Benefit

Beneficiary

Benefit Structure

Death-in-Service Benefit

Deferred Vested

Full Service Benefit

Level Lifetime Benefit

Named Beneficiary

Non-Vested

Reduced Service Benefit

Standard Benefit

Vested

VRS Plans:

VRS Plan 1

VRS Plan 2

VRS Hybrid Plan

Consistency

Chapter references: Capitalize "C" in sentence when used with a numeral. Lowercase when stands alone.

Punctuation with bulleted items: Be consistent with or without throughout document or presentation

Plan: capitalize in legal documents when referring to an ERFC Plan; lowercase in articles, emails, etc.

Website addresses at end of sentence: use period at end of sentence.

Punctuation:

Use commas to separate elements in a series but do not add one before the conjunction: "investments, savings and cash." If adding a comma will help clarify information in a complex series, then add the comma before the concluding conjunction.

Master Brand Mark

The ERFC Master Brand Mark

ERFC
Enter Retirement
Feeling Confident

The ERFC logo consists of a graphical element and the ERFC initials, followed by the full spelling of our name.

ERFC Enter Retirement Feeling Confident

Certain branded items may use the mark in this format.

ERFC *Direct*

The ERFCDirect Logo consists of a graphical element, ERFC initials and *"Direct"* It should not be altered.

ERFC
Enter Retirement Feeling Confident

Certain branded items may use the mark in this format.

ERFC

Stand alone mark is used in scenarios where space is limited or where the full spelling becomes difficult to reproduce—such as on uniforms, coffee mugs, thumb drives, swag items or digital use.

Master Brand Mark

Color Palette

Color is a critical component of any brand identity system and a unifying element in all communication materials. The ERFC palette includes modern, fresh and friendly colors to reinforce a progressive and forward-thinking school system.

Primary Color Palette
Use the primary color palette as the foundation for branded materials.

Secondary Color Palette
Use the secondary colors as accents.

Primary	Pantone Coated and Pantone Uncoated	CMYK (Coated)		HEX/RGB	
	Pantone 300	C	100	#005FA4	
		M	66	R	0
		Y	7	G	95
		K	0	B	164
	Pantone 355	C	100	#00964C	
		M	10	R	0
		Y	100	G	150
		K	2	B	76

Secondary

	Pantone Coated and Pantone Uncoated	CMYK (Coated)		HEX/RGB	
	Pantone Cool Grey 9	C	30	#75787B	
		M	22	R	117
		Y	17	G	120
		K	2	B	123
	Pantone 315	C	100	#00677F	
		M	12	R	0
		Y	21	G	103
		K	44	B	127
	Pantone 7549	C	0	#FFB500	
		M	22	R	255
		Y	100	G	181
		K	2	B	0
	Pantone 3125	C	84	#00AEC7	
		M	0	R	0
		Y	18	G	174
		K	30	B	199
	Pantone 173	C	0	#CF4520	
		M	82	R	207
		Y	94	G	69
		K	2	B	32

Master Brand Mark

Typography

To ensure brand consistency when developing materials, use the following fonts as indicated.

Garamond: Primary Body Copy Font

Use the serif Garamond in standard print publications.

Garamond Regular
Body copy, captions, informational graphics

Garamond Bold
Titles and subheads to draw attention

Avenir LT Pro: Primary Display Copy Font

Use the sans serif Avenir LT Pro in PowerPoint presentations, displays, charts, headlines and special publications.

Avenir Light or Avenir Roman
Body copy

Avenir Medium
Captions, callout boxes, informational graphics and other subordinate text

Avenir Heavy or Avenir Black
Titles, headlines and subheads to draw attention

Arial: Secondary Display Font

If Avenir LT Pro is not available for display copy, then Arial may be used. Arial has similar characteristics to the professional typeface Avenir LT Pro and is a suitable replacement. Only use the weights and styles shown here.

Arial Regular
Body copy

Arial Bold
Captions, callout boxes, informational graphics and other subordinate text

Arial Black
Titles, headlines and subheads to draw attention

Garamond: Primary Body Copy Font Family

Garamond Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Garamond Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Garamond Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Garamond Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir LT Pro: Primary Display Copy Font Family

Avenir LT Pro Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir LT Pro Roman Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir LT Pro Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir LT Pro Medium Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir LT Pro Heavy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir LT Pro Heavy Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir LT Pro Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial: Secondary Display Font Family

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Brand Application

PowerPoint Templates

All PowerPoint presentations must use an approved template.

Templates can be accessed at
G:\ERFC Everyone\Communications\Brand Guidelines\ERFC Powerpoint TEMPLATE.pptx

If you need assistance with your templates, please contact Lisa Scott, lbscott1@fcps.edu.

Version 1

Version 2

Version 3