Standards for Using ERIC Graphics

ERIC provides branded graphics to be used with Web sites, databases, presentations and promotional materials that reference and/or link to ERIC. These graphics include the ERIC logo and branded images that can be used in association with a link to the ERIC Web site.

ERIC graphics and branding are limited to appropriate use and may not be used in a manner that is misleading, or to imply endorsement of a product, service, organization, publication or policy.

The ERIC Logo

The elements of the ERIC logo include the word “ERIC” with the “I” dotted by a globe, and the full spelling of the program name. The logo exists in two forms: the official logo with the full program name placed beneath the “ERIC” acronym and a banner version with the program name extending across the same line as “ERIC.” The ERIC Web site uses the banner version of the ERIC logo.

Any changes to the logo, including the use of different fonts, the addition of words, names, or visual marks, rearrangement of its elements, or color changes from those shown in the samples below are non-conforming and considered inappropriate.

Logos for Electronic Media

ERIC℠
Education Resources Information Center

Filename: eric_logo.gif
Dimensions: 1020x734 (shown at 25% of actual size)
Web Color: #333366

The official ERIC logo to be used to convey the ERIC identity for screen (i.e. Powerpoint) and Web-based communication. The logo may be reduced in scale

provided that the aspect ratio remains locked to prevent the logo from becoming distorted.

Filename: eric_alt_logo.gif
Dimensions: 538x150 (shown actual size)
Web Color: #1478BE

Alternate ERIC logo in banner format. This is the official version used on the ERIC Web site. Color and font reflect the visual design of the ERIC site. This graphic may be used for screen or Web-based communications. The logo may be reduced in scale provided that the aspect ratio remains locked to prevent the logo from becoming distorted.

Logos for Printed Media

Filename: eric_logo.tif
Dimensions: 1020x734 (shown at 25% of actual size)
Web Color: #333366

The official ERIC logo to be used to convey the ERIC identity for printed communication. The logo may be reduced in scale provided that the aspect ratio remains locked to prevent the logo from becoming distorted. This logo may be converted to black text on a white background for single-color printing.

Filename: eric_alt_logo.tif
Dimensions: 538x150 (shown actual size)

Alternate ERIC logo in banner format to be used for print communications. Color and font reflect the visual design of the ERIC Web site. The logo may be reduced in scale provided that the aspect ratio remains locked to prevent the logo from becoming distorted.

Graphics for Electronic Media

Promotional Graphic

Filename: eric_bnr_234x60_v2.gif
Dimensions: 234x60 (shown actual size)

Rectangular graphic provided to libraries and other institutions for use on the Web and for other electronic communications. If used as a button, it must be linked directly to www.eric.ed.gov. This graphic is not to be scaled.

ERIC Button

Filename: Eric_bnr_v3.gif
Dimensions: 120x66 (shown actual size)

Small rectangular button provided to libraries and other institutions. This graphic may only be used on the Web and must be linked directly to www.eric.ed.gov. This graphic is not to be scaled.

Full Text Buttons

ERIC licensees have the option to use a rectangular button to link from their Web site or database in the context of a specific ERIC citation. This graphic must be linked only to the appropriate ERIC full-text document using the syntax: http://www.eric.ed.gov/ERICWebPortal/contentdelivery/servlet/ERICServlet?accno=EXxxxxxx. ("EXxxxxxx" represents the accession number of the ERIC record, such as ED456789 or EJ765432).
This graphic is not to be scaled. Buttons are provided in three sizes:

Filename: eric_fulltext_btn_95x66.gif
Dimensions: 95x66 (shown actual size)

Filename: eric_fulltext_btn_115x24.gif
Dimensions: 115x24 (shown actual size)

Filename: eric_fulltext_btn_135x45.gif
Dimensions: 135x45 (shown actual size)