

era.

Mark usage

- Always lowercase. The mark is "era." — never "Era." or "ERA."
- The period is part of the mark. Never set the name without it.
- Clear space: keep three period-diameters of space on all sides.
- Never stretched, condensed, rotated, or skewed.
- Never recolored: ink on light fields, cream on dark fields only.
- Never given shadows, glows, outlines, or gradients.
- On photography, place the mark only over calm, low-contrast areas.