



# **Clean Seas**

## **Visual Brand guide**

**March 08, 2017**

# Visual Identity

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This guide provides an overview of the **CleanSeas** visual identity as well as guidelines for using key graphic elements of that identity: Logo, typography, colors, patterns, and photography.

These guidelines should be adhered to in all print, digital, and yet to be defined media.

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# Logo

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The **CleanSeas** logo embodies its “identity” and assures audiences of a strong connection to the brand. The logo features a wave that is formed by gathering dots in different shades and density. The dots are a representation of microplastics, the most prevalent plastic debris found in the sea. The negative space within the wave mark illustrates a plastic bottle, the most universally recognized representation of plastic waste.

## Logo — Primary Lockup

The logo is direct and confident, set in a modified version of the Quantum Medium weight typeface. It is carefully proportioned and slightly modified to work at small and moderate sizes in all applications, both digital and print.

The **CleanSeas** logo is carefully proportioned and modified to work at small and moderate sizes in all applications, both digital and print.

The primary (horizontal) lockup of the logo, depicted to the right, should be used in all situations that call for the official mark of the brand. For example, it should be used in publications and at public events that visually represent **CleanSeas** as a sponsor or participant, on websites, and merchandise.

The mark and logotype can also be used in royal blue — only — when needed.



Logo —  
Primary Lockup (variation)

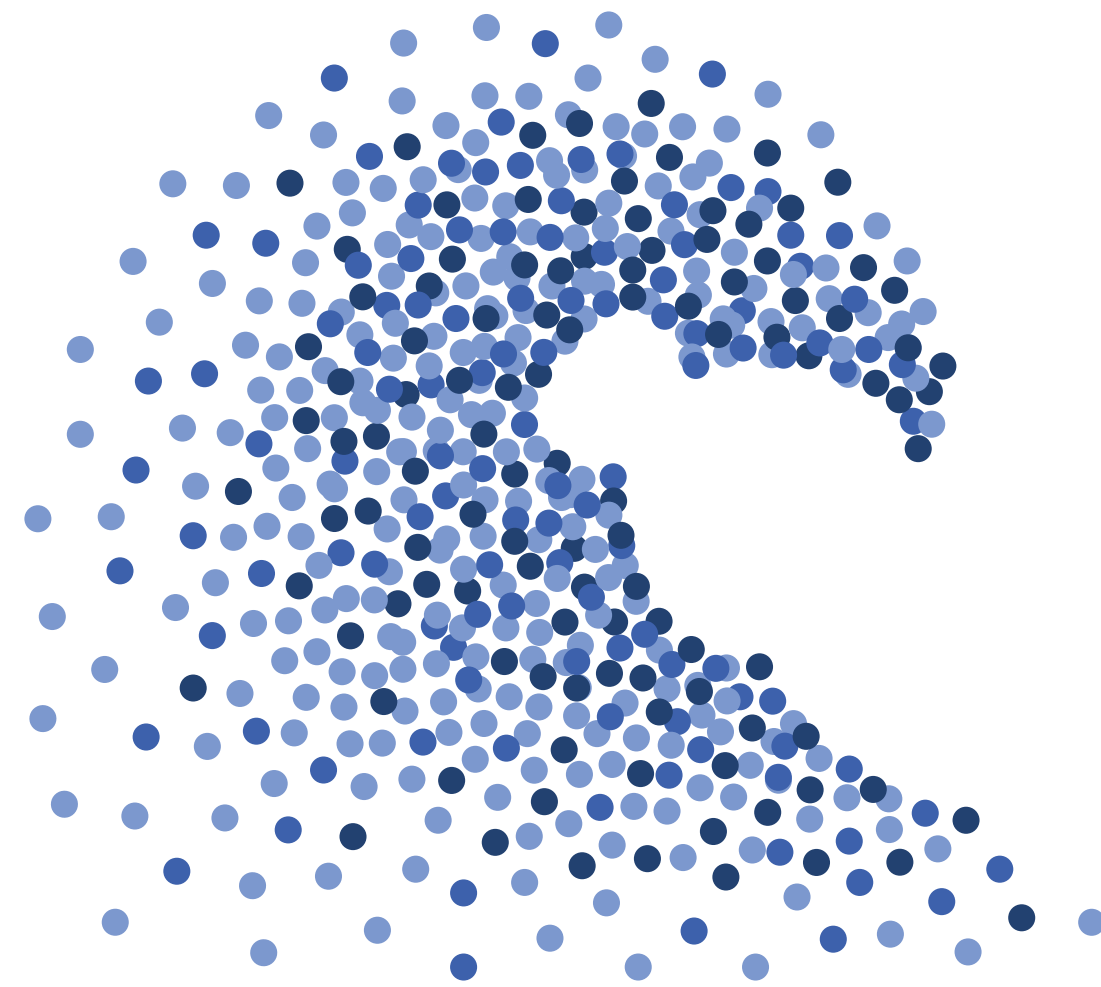


## Logo — Primary Lockup (knocked out)

When necessary, the logo can be a knock-out (white) on cobalt blue or royal blue as shown here. While these colors are preferable it may be depicted against other colors, or against photographic backgrounds, however care must be taken to ensure there is adequate contrast for the logo to be easily visible.



Logo —  
Primary Lockup (different sizes)



clean  
seas

turn the tide  
on plastic



Logo —  
Clearance area

Primary lockup



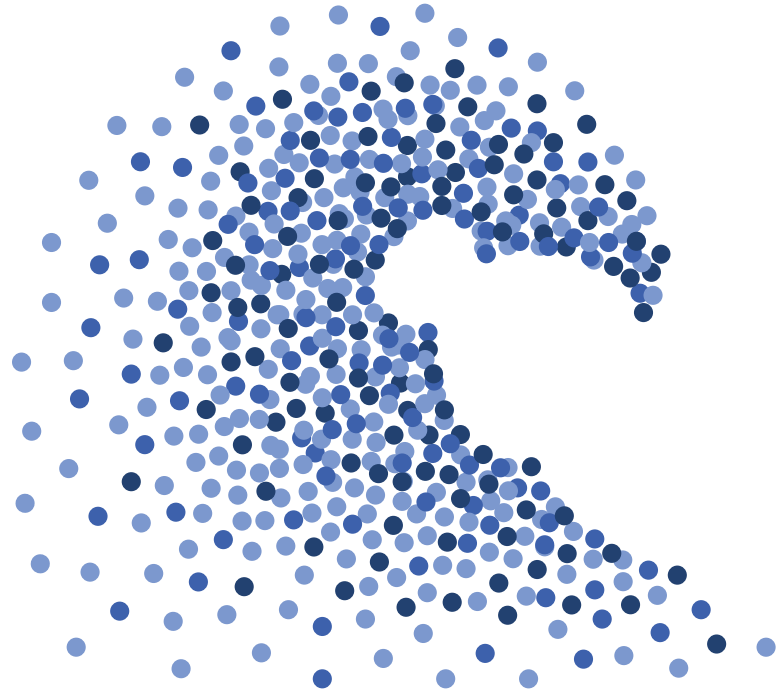
Secondary lockup



Always reserve a cushion of open space  
**CleanSeas** logo. The minimum clearance  
space is usually the height of lowercase l.

**Logo —**  
**Secondary Lockup (Stacked)**

The vertical (stacked) version of the logo is a secondary lockup to be used, though only in instances where the primary lockup is not feasible.



**clean  
seas**

turn the tide  
on plastic



**clean  
seas**

turn the tide  
on plastic

## Logo — Different Languages

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English



French



Portuguese



Spanish



Russian



Arabic



Indonesian



Chinese

The primary lock up of the **CleanSeas** logo is designed to work in many languages. The eight primary languages for the campaign are depicted here.

Use these hashtag lockups  
whenever needed.

**#CleanSeas**

English

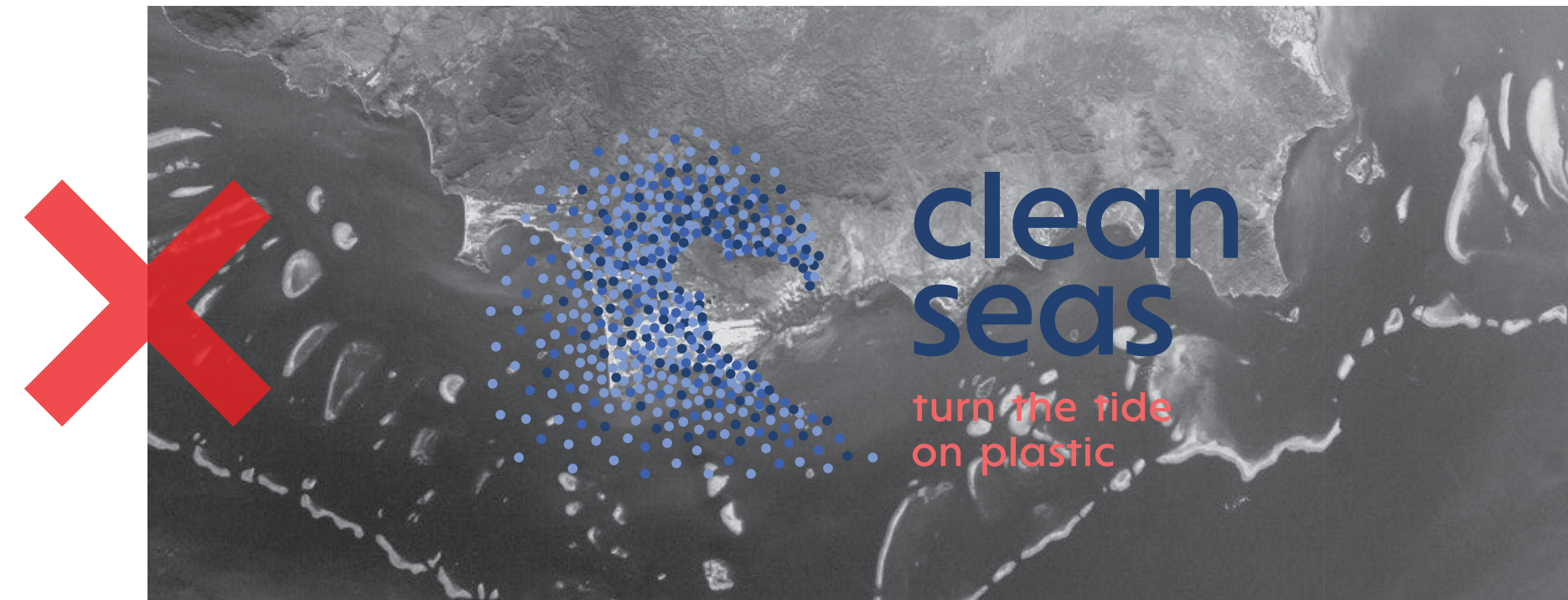
**#OcéansPropres**

French

**#MaresLimpios**

Spanish

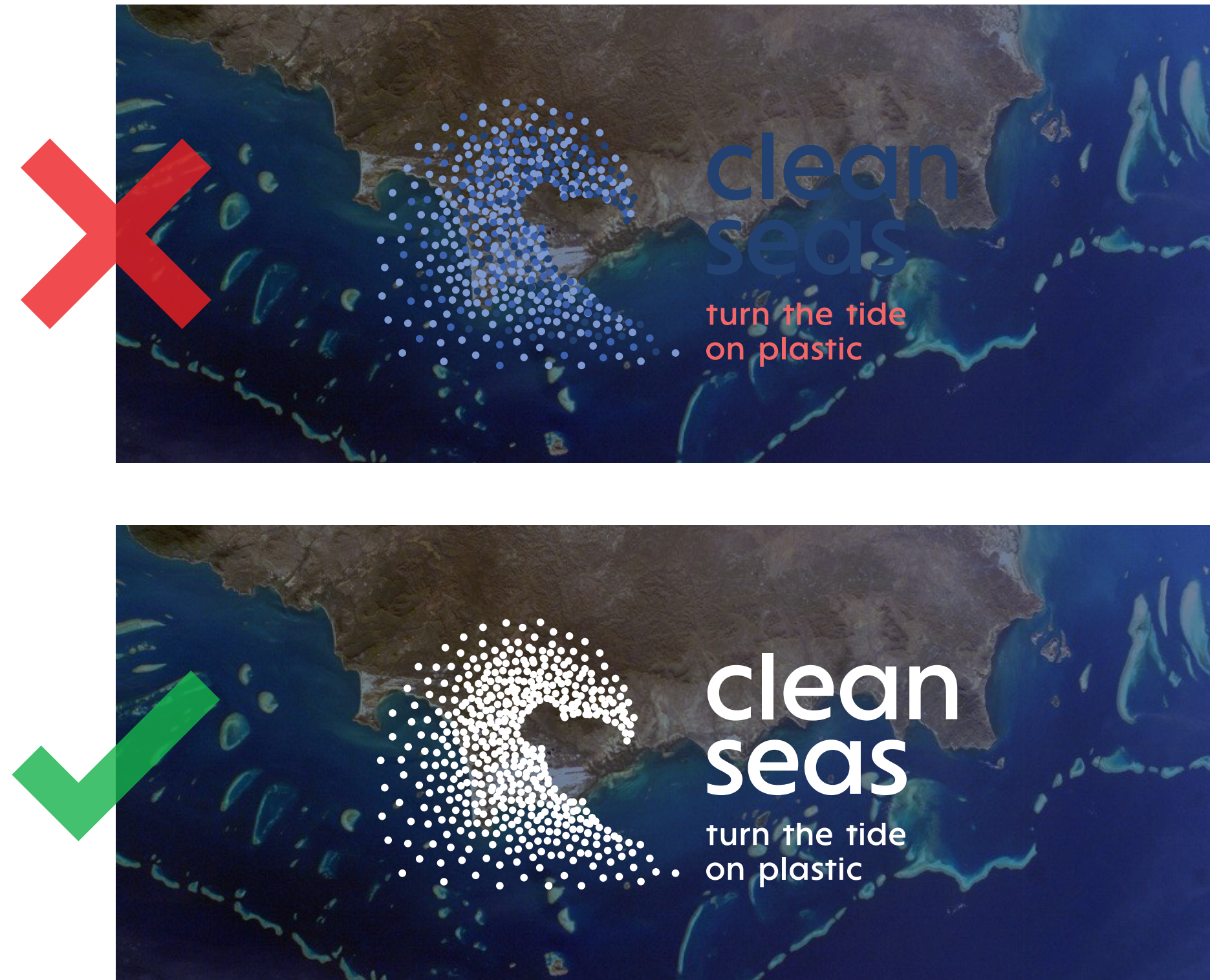
## Logo — Do & donts



Black and white logo should not be used in any application. Moreover, if a monotone image needs to be integrated with the logo, it should be a monotoned image using one of the brand colors.

**Do not** place the logo on colored background like the one showed above where there is no contrast between the logo and the background.

## Logo — Do & donts



If the logo needs to be placed on top of an image, there should be a clear contrast between the name and the background. In this particular case, use knock-out **CleanSeas** logo.



**Do not** modify the placement and the orientation of the text in relation to the mark.

Logo —  
Do & donts



**Do not** manipulate the colors as it is showing here. The only color variations of the logo should be one of the options on page 5 and the know-out version on page 6.

**Do not** horizontally or vertically stretch ANY PART of the CleanSeas logos

# Typography

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Typefaces and typography play an important role in the visual identity of the brand. They serve as a handsome and ubiquitous element of the brand's identity. Overall, the typefaces are Sans-serif, low contrast — almost mono-line. They are distinguished by their geometric, contemporary and friendly qualities.

Hind Light

abcdefghijklmn

opqrstuvwxyz

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

1234567890

Hind Semi-Bold

**abcdefghijklmn**

**opqrstuvwxyz**

**ABCDEFGHIJKLMN**

**OPQRSTUVWXYZ**

**1234567890**

Hind Bold

**abcdefghijklmnopqrstuvwxyz**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**1234567890**

## Typography — Body Text Typeface

### Open Sans Regular

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abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNPOQRSTUVWXYZ  
1234567890

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### Open Sans Italic

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*abcdefghijklmnopqrstuvxyz*  
*ABCDEFGHIJKLMNPOQRSTUVWXYZ*  
*1234567890*

### Open Sans Bold

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**abcdefghijklmnopqrstuvxyz**  
**ABCDEFGHIJKLMNPOQRSTUVWXYZ**  
**1234567890**

---

### Open Sans Bold Italic

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***abcdefghijklmnopqrstuvxyz***  
***ABCDEFGHIJKLMNPOQRSTUVWXYZ***  
***1234567890***

The choice of typefaces was made based on many factors. Hind and Open Sans are an open source typefaces and they are available on Google fonts.

The choice was made to use Hind for the titles and sub-titles typeface because it is distinguished by its geometrical and openness qualities.

Open Sans is to be used for the body text. It is a typeface that is available from Google fonts and it is available in Latin, Cyrillic, Greek and Chinese character sets. Open Sans is designed open forms and a neutral, yet friendly appearance. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

Titles & Sub-titles

Hind Light  
**Hind Semi-Bold**  
**Hind Bold**

Body text

Open Sans  
*Open Sans Italic*  
**Open Sans Bold**  
***Open Sans Bold Italic***

# Plastic and Microplastics in our Oceans — A Serious Environmental Threat

## Marine litter causes economic adversity to coastal communities and negatively disturb marine culture.

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Litter is found in all the world's oceans and seas, even in remote areas far from human contact and obvious sources of the problem. The continuous growth in the amount of plastics produced and solid waste thrown away, combined with the very slow rate of degradation of most items, is leading to a gradual increase in marine plastic debris found at sea. **Microplastics** – pieces of plastic ranging in size from 5mm to nano proportions – are a key part

of the world's marine litter problem. Primary microplastics include plastics found in personal care and cosmetics products, and pre-production plastic resin pellets. Secondary microplastics are created when larger plastic items break down into smaller pieces. These pieces can enter marine food chains and potentially pose huge risks for the environment and human health. They are easily ingested by fish, mussels and other sea animals.

### REGIONAL SEAS MEETING

There is growing scientific evidence linking them to the passage of persistent chemicals through the environment, such as the pesticide DDT and toxic PCBs, making them more concentrated when they come into contact with marine life.

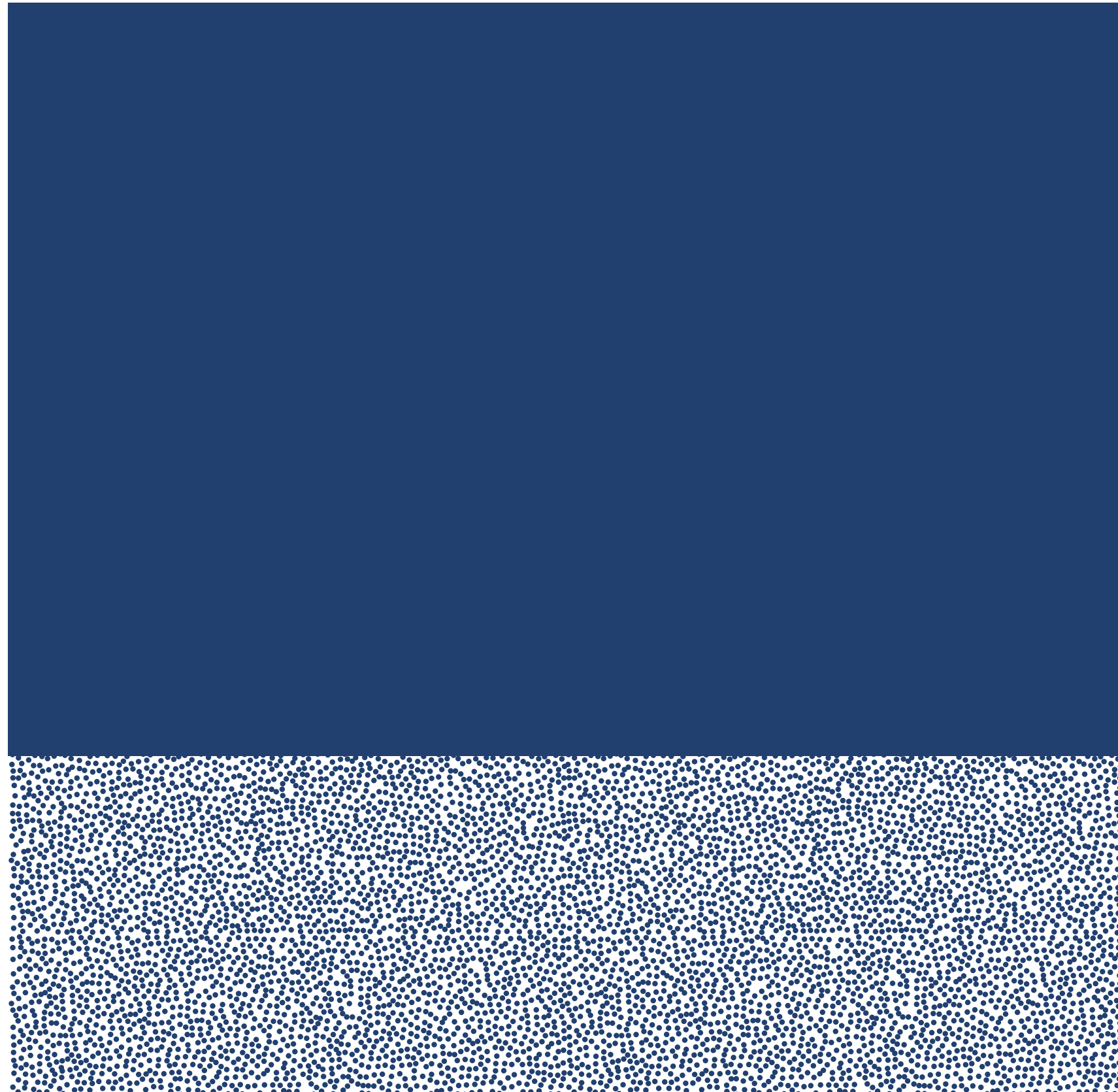
# Color

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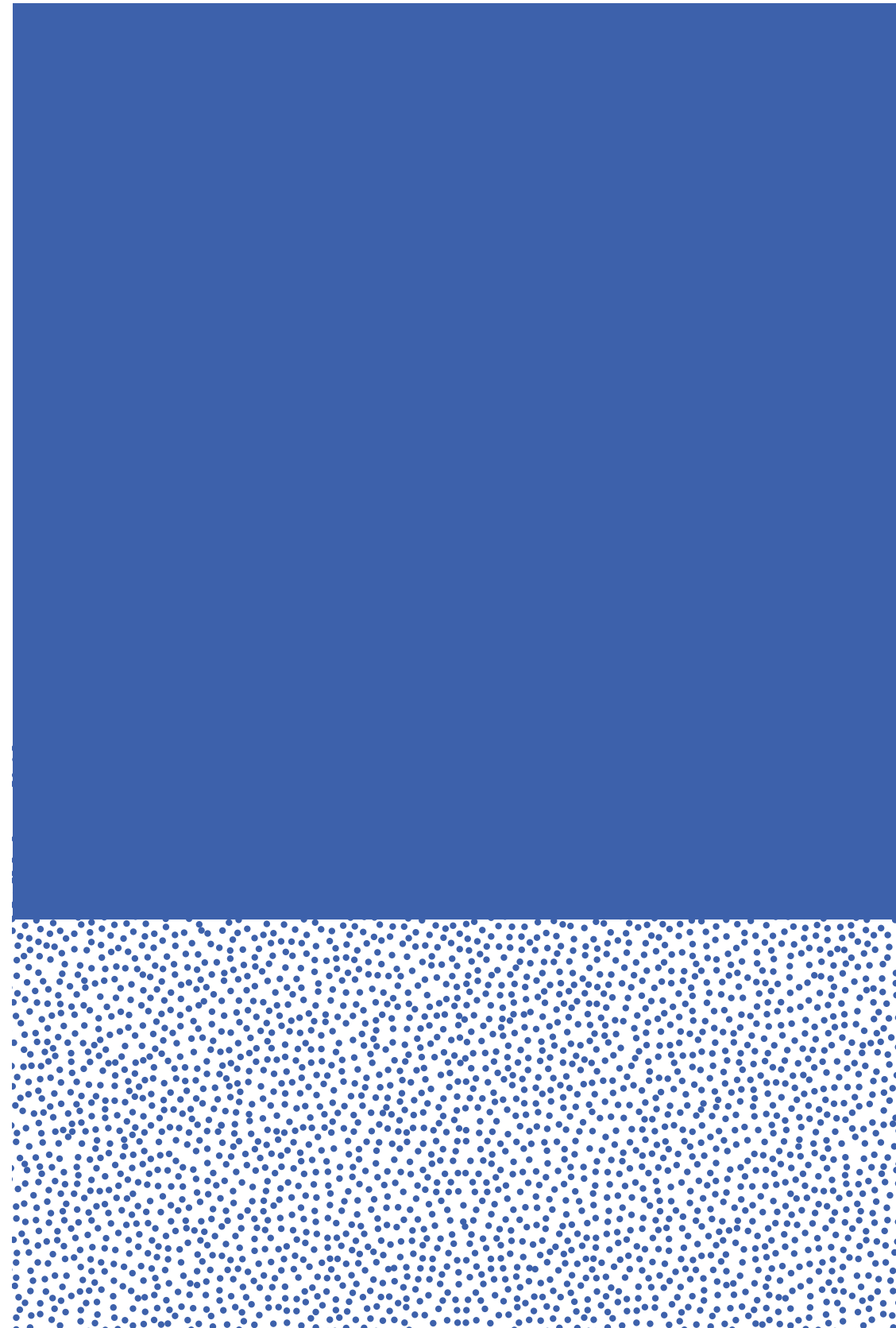
**CleanSeas** campaign's signature colors are Royal Blue, Cobalt Blue, Seuart Blue, and Coral Red. Other colors can be used as supporting elements when needed.

# Colors — Institutional Palette

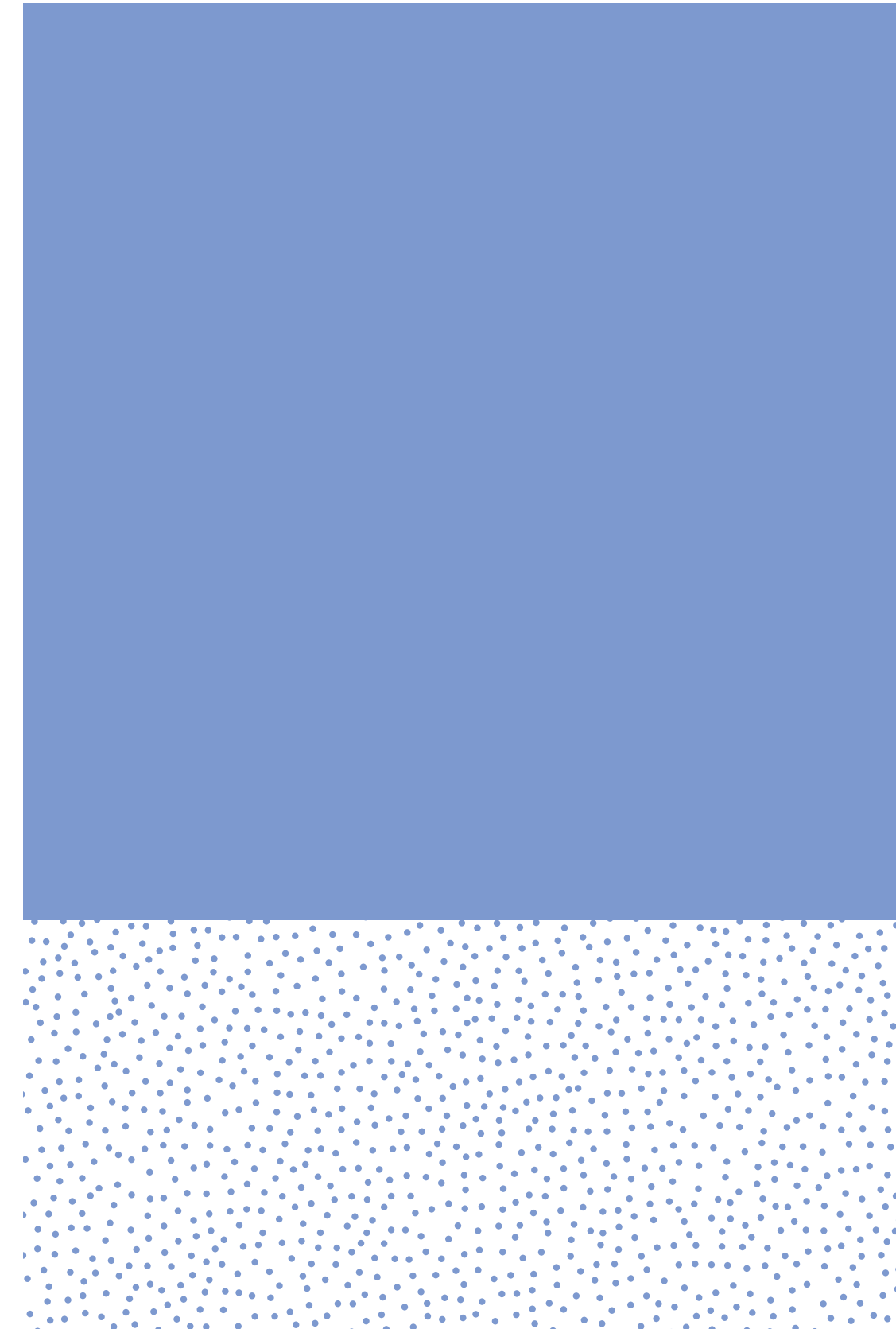
**Royal Blue —**  
R34 G65 B112  
C75 M45 Y0 K45



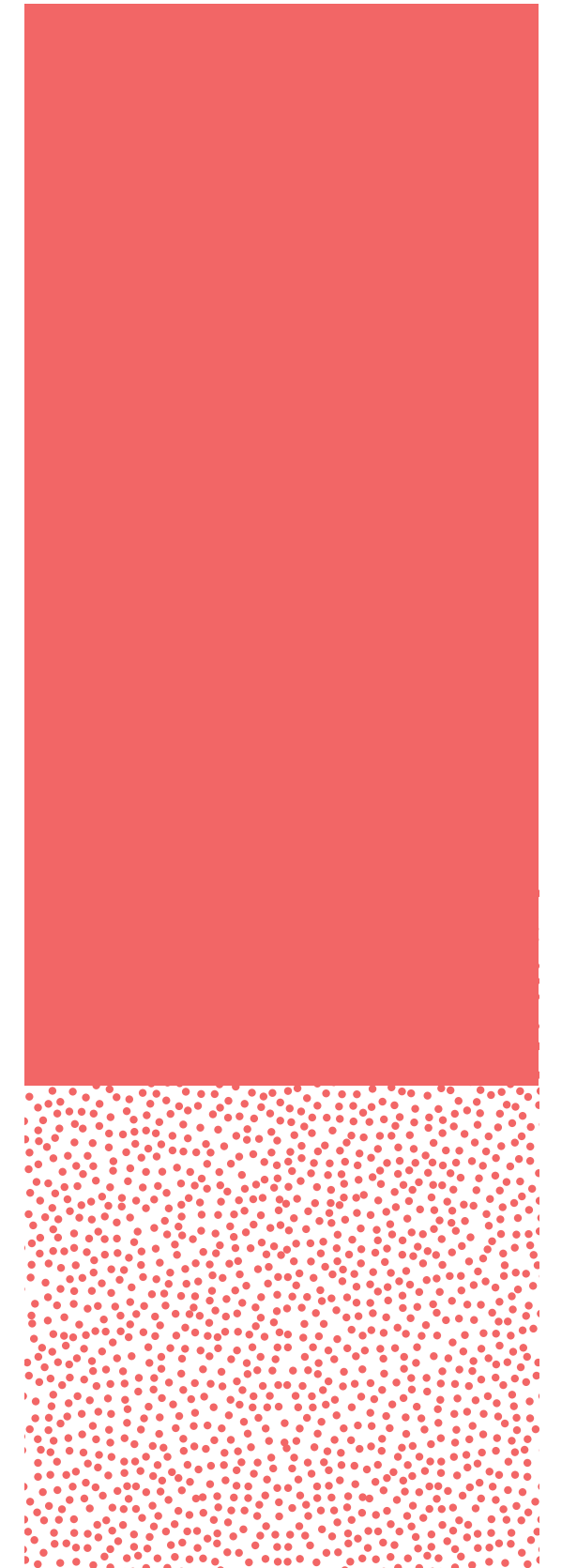
**Cobalt Blue —**  
R61 G97 B172  
C72 M46 Y0 K15



**Seurat Blue —**  
R124 G152 B206  
C45 M28 Y0 K10



**Coral Red —**  
R241 G102 B103  
C0 M75 Y50 K2



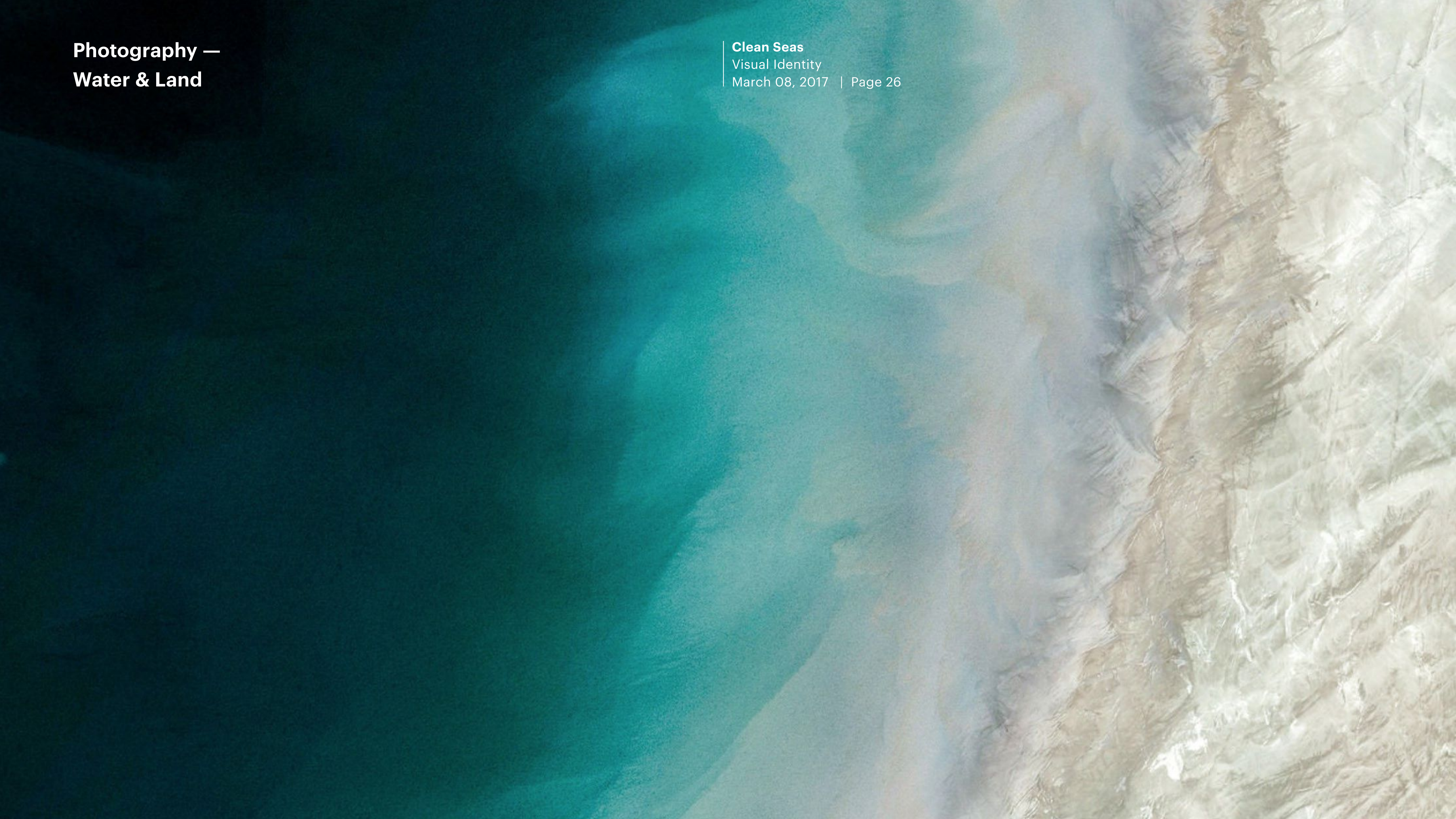
# Photography

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Primarily, images should be natural and not filtered. Photography should depict an interaction between land and water. It is a visual element meant to draw attention to the fact that most plastic waste originates on the land, and humans. The use of aerial in photography — in particular — highlights the beautiful integration between the various kinds of water and land.







**Photography —  
In action**



**Photography —  
In action**

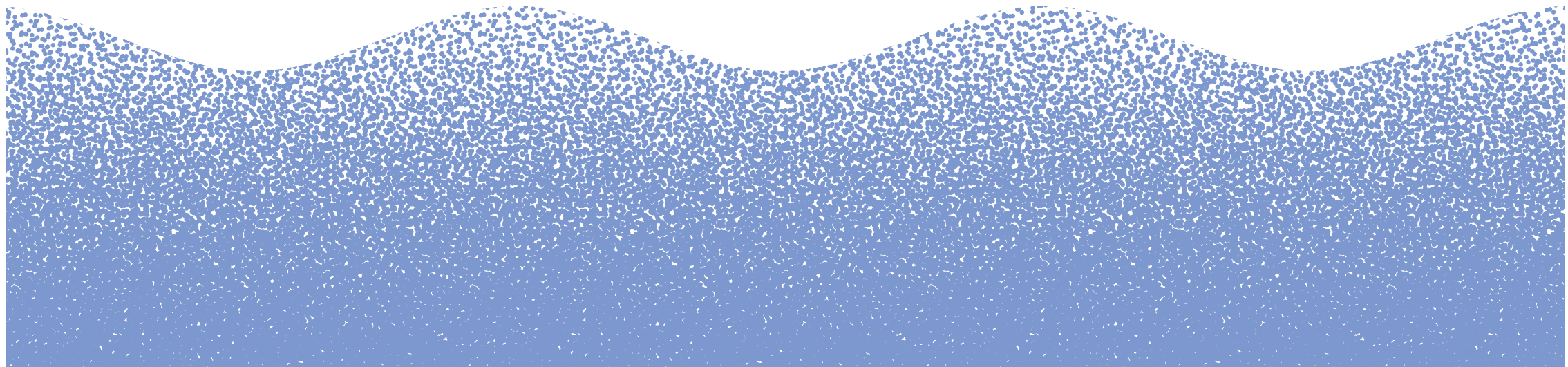
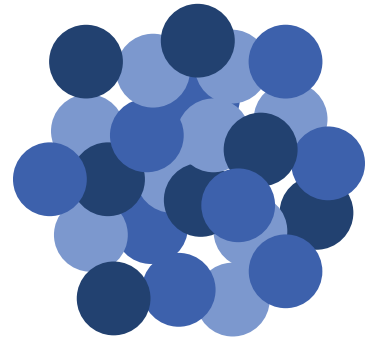
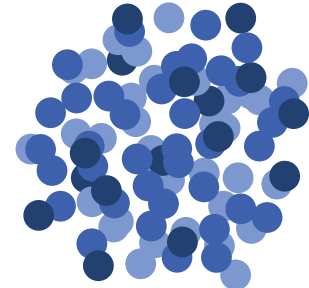
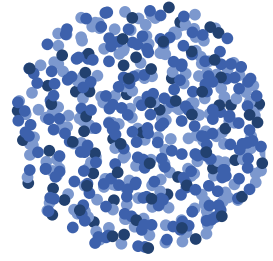
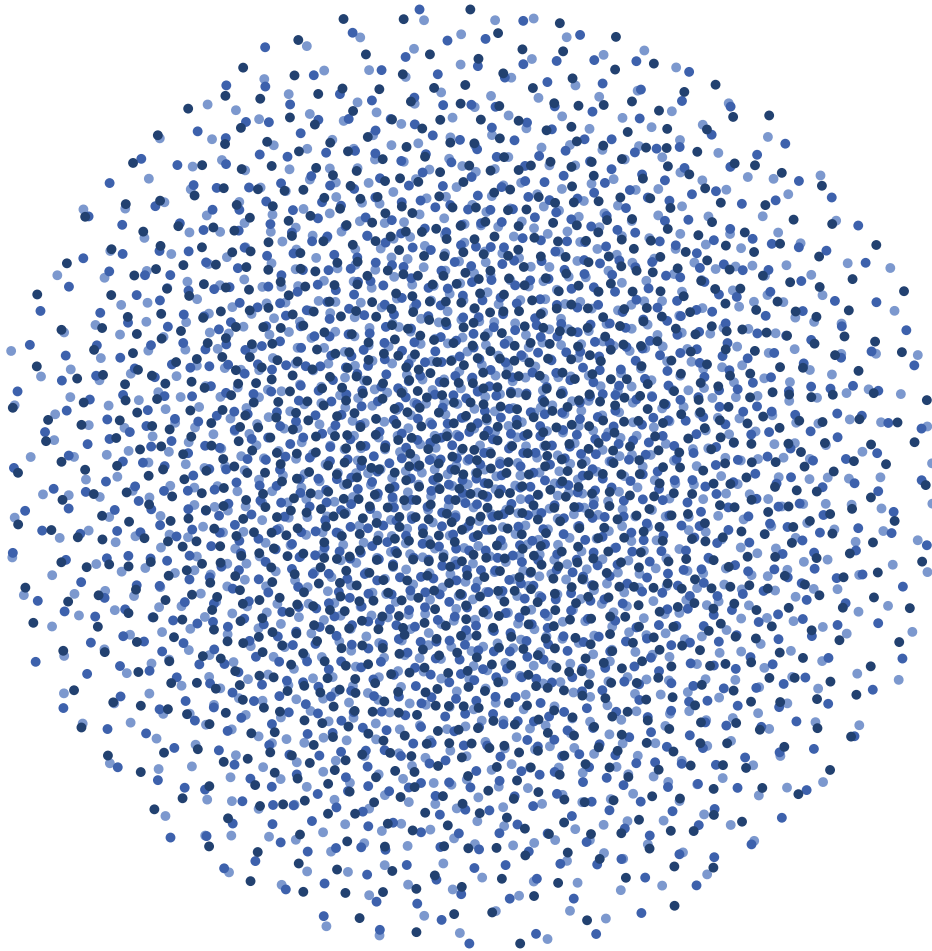


# Patterns

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The dots (stippling technique) can be used in different shades, colors, and sizes in a dynamic way to form different patterns and other visual elements.

**Patterns —  
Dots usage**



# Practical usage

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# Practical usage — Examples

Some examples of how the branding elements can be used in digital and print applications.



Flags



Tshirts

Hats

# Practical usage — Examples

