



**World
Oceans
Day**

Brand Manual & Guidelines

UPDATED 1.14.2020

Uniting ocean conservation action worldwide.

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Using this guide

How can these guidelines help World Oceans Day achieve our mission to promote ocean conservation events on 8 June and year-round?

By using our brand consistently across materials, we can:

- **evoke our message** of dynamic action, conservation of our blue planet, and global inclusivity
- **build recognition** and trust over time
- **empower people** worldwide to use our materials easily and effectively
- **unite diverse events** worldwide under one connected brand

Logo Assets

Web Use: .PNG files (transparent)

Print Use: JPG and PDF files

Logo

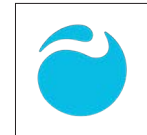
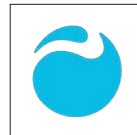
Square Logo

Mark

Logo

Square Logo

Mark



Frame Assets

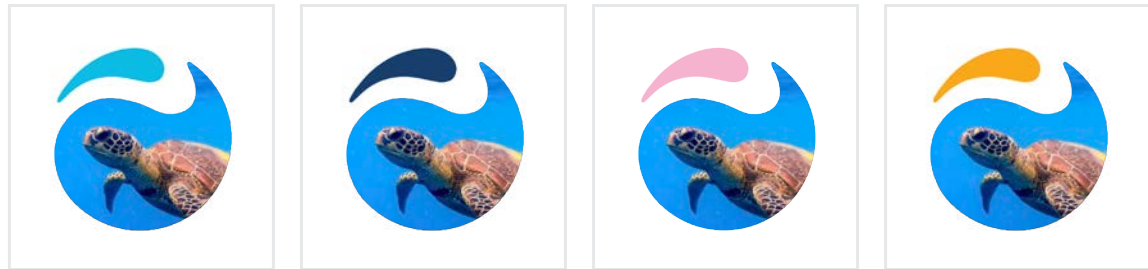
All frames are square, transparent PNG files for web and social media.

The primary brand blue versions should be used wherever possible to establish the brand, but secondary colors and white backgrounds are available for more variety.

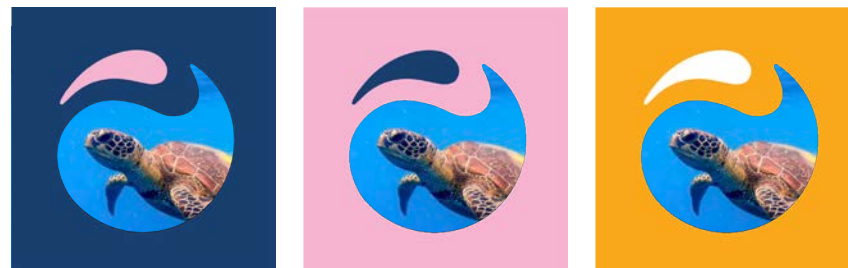
On Brand Blue



On White



On Secondary Colors



Logo Guidelines

Primary Logo

Promoting a blue planet.

Whenever possible, the logo should be paired with the brand blue.

For darker photography and backgrounds, use the logo knocked out in white.



Spacing & Sizing

Room to breathe

Make sure there's always even space around the logo. We recommend a third of the height of the logo on all sides.



Keep it legible

If you can't read the type, the logo is too small!

Keep it 1 inch wide minimum in print, or 75 pixels wide online.



Using the Logo

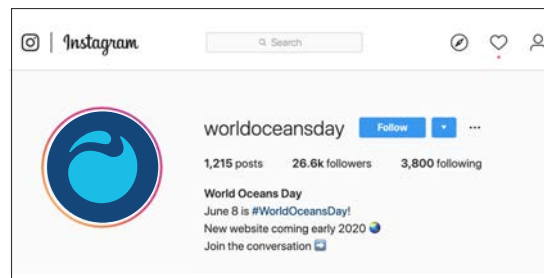
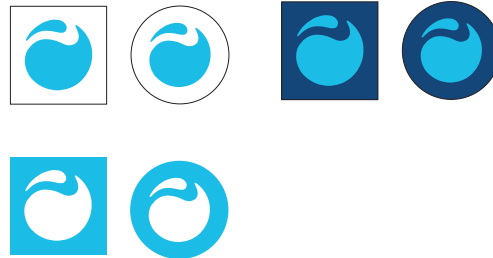
Logo

Use the primary logo everywhere the type will read clearly.



Mark

Use when space is limited, and where the name is already present.



Web URL

Use in thin spaces, or anywhere the logo can't be stacked legibly.

WorldOceansDay.org



WorldOceansDay.org

WorldOceansDay.org

Logo Misuse

We know it's tempting to edit, but here's a few guidelines to make sure the logo stays consistent.

Do not outline, rearrange, or scale the text or mark.

Stick to one brand color.

Don't separate individual elements of the logo.

Use backgrounds that are high-contrast.



Primary Color Palette

Primary Color



Blue

CMYK:
C=69 M=2 Y=5 K=0

RGB:
R=9 G=188 B=229

WEB: #19BAE3

Secondary Colors



Navy

CMYK:
C=100 M=80 Y=27 K=11

RGB:
R=21 G=70 B=121

WEB: #164579



Pink

CMYK:
C=0 M=37 Y=0 K=0

RGB:
R=247 G=179 B=209

WEB: #FFB5D8



Orange

CMYK:
C=0 M=39 Y=100 K=0

RGB:
R=250 G=168 B=25

WEB: #F9A619

Secondary Colors

Expanded Colors

Use this palette to add to the primary palette, in illustrations for for special occasions.



Purple

CMYK:
C=57 M=42 Y=13 K=1

RGB:
R=119 G=136 B=176

WEB: 7788b0



Light Blue

CMYK:
C=39 M=0 Y=6 K=0

RGB:
R=148 G=216 B=234

WEB: 93d7ea



Grey

CMYK:
C=0 M=0 Y=0 K=10

RGB:
R=230 G=231 B=232

WEB: e6e7e8

Background Tints



Navy Tint

CMYK:
C=17 M=1 Y=1 K=0

RGB:
R=207 G=233 B=246

WEB: cfe9f6



Pink Tint

CMYK:
C=0 M=11 Y=100 K=0

RGB:
R=252 G=231 B=240

WEB: fce6f0



Orange Tint

CMYK:
C=0 M=6 Y=15 K=0

RGB:
R=255 G=238 B=215

WEB: ffeed7

Typefaces

Primary

This licensed font that appears across the website and on materials wherever possible.

Gotham Black
Gotham Medium
Gotham Regular

JOIN US TODAY

Together We Can

World Oceans Day unites ocean conservation efforts worldwide to build a brighter future for our seas.

Secondary

If Gotham is unavailable, Montserrat is a free, accessible Adobe and Google Font that can be substituted.

Montserrat Black
Montserrat Semibold
Montserrat Regular

JOIN US TODAY

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Default

This default computer font Arial should be used only in cases where neither the primary or secondary font is available.

Arial Black
Arial Bold
Arial Regular

JOIN US TODAY

Together We Can

World Oceans Day unites ocean conservation efforts worldwide to build a brighter future for our seas.

Creating Materials

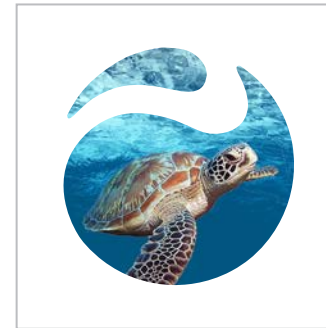
Using Color Combinations



Framing Images

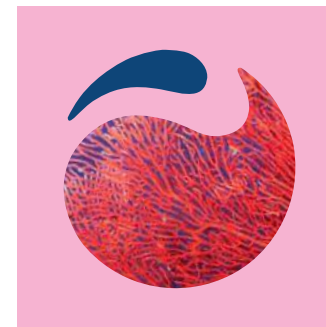
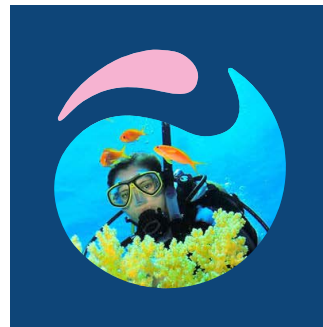
Choose clear images

Your image should fill the lower shape completely. The subject shouldn't be too zoomed in—we want to be able to tell what it is. Only the top droplet should be filled with a color.



Choose colors that complement your photography

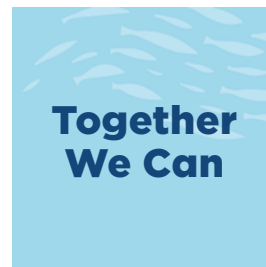
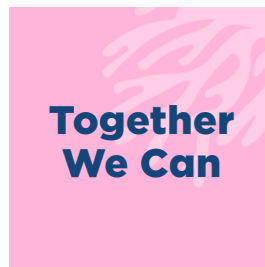
Use high-contrast color combinations to make your photos pop—avoid a light blue ocean on a light blue background!



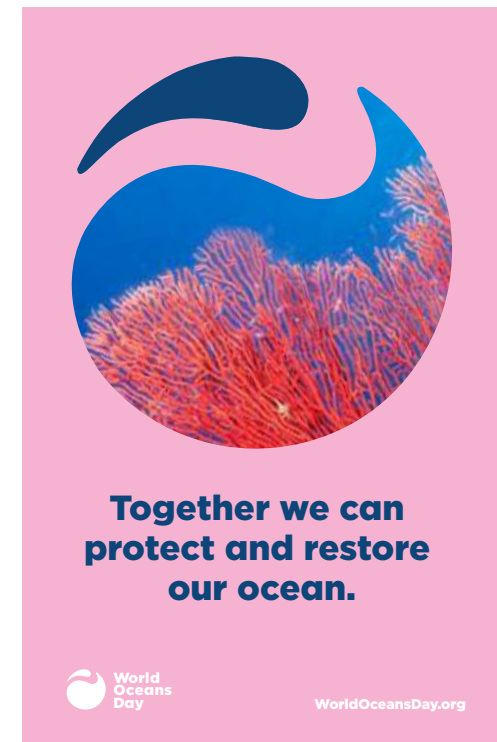
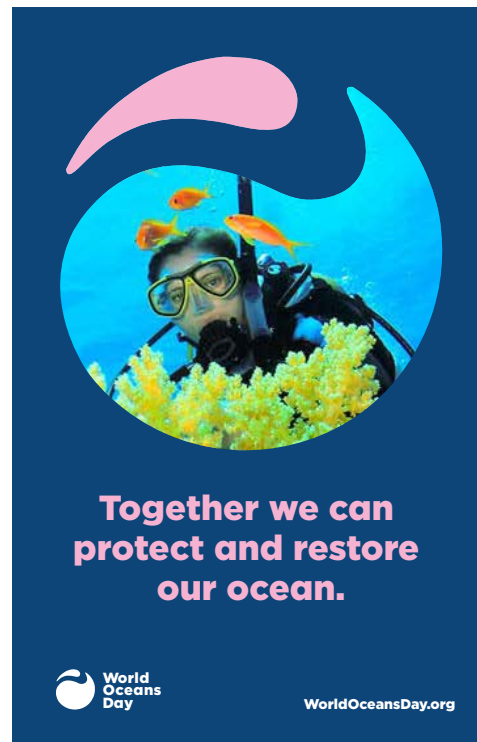
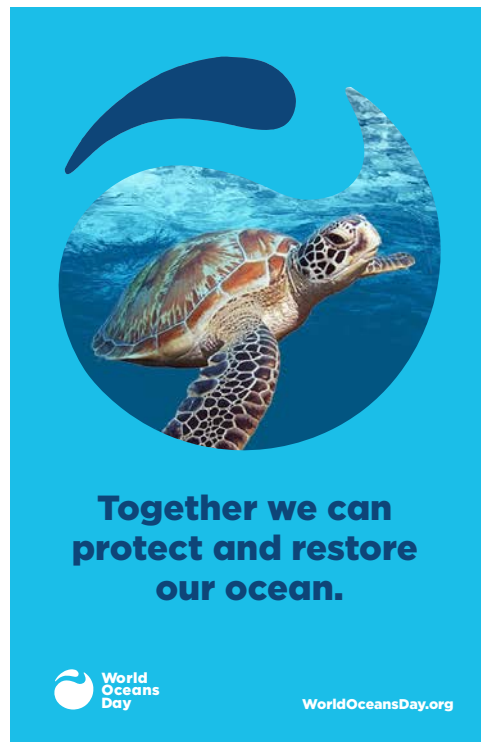
Backgrounds

Use tints to make text pop

Use either white or navy text over backgrounds.



Sample Materials



We're here to help you use this manual with confidence as your brand evolves. Feel free to reach out with any questions or updates.

info@studiorainwater.com



STUDIO RAINWATER