OCEAN WISE®
BRAND IDENTITY
GUIDELINES

ocean wise®

Contents

Introduction

Ocean Wise is a non-profit organization dedicated to engaging and inspiring the global community to join forces toward protecting the health of our oceans. Specifically, we work to engage, inform and inspire people to experience curiosity, wonder, and a desire for an ever-deeper understanding about oceans, as well as a way to conserve them. We accomplish this through our mission-driven aquarium operations, education and engagement in live and digital platforms, and through powerful creative storytelling drawing on original and curated scientific research. **Our name is the shortest, most potent expression of our story.**

Ocean identifies our vision, our focus, our deep expertise and our experience. In ancient times the word "ocean" evoked one, single river that embraced the world and all the land. Now, more than ever, when we speak of "ocean," we affirm this global awareness, embracing the entire undivided system of earth's water system, fresh and salt, and all life in it, and supported by it.

Wise works in two different ways: As a suffix it suggests our human relationship with the ocean: "relating to the ocean," just as "aquarium" in Latin means "relating to water." As a noun, "wise" identifies our goals and objective with regards to the billions of people whose choices impact the health and sustainability of ocean life. Wisdom arises when what is known is also deeply felt. Our work will bring the head and heart together. To be "ocean wise" will be not only to know about the ocean, but to feel one's personal connection to what one knows, and from this to be able to care more, connect with others, and take action.

Organizational Structure

The Vancouver Aquarium Marine Science Centre officially changed its name to Ocean Wise in June of 2017 to reflect its evolution as an organization focused on cultivating greater ocean wisdom by growing the pillars of education, research, engagement and aquarium management.

Our Vision

Our vision is a world in which oceans are healthy and flourishing.

Our Mission

Our mission is to inspire the global community to become Ocean Wise by increasing its understanding, wonder, appreciation and stewardship for our oceans.
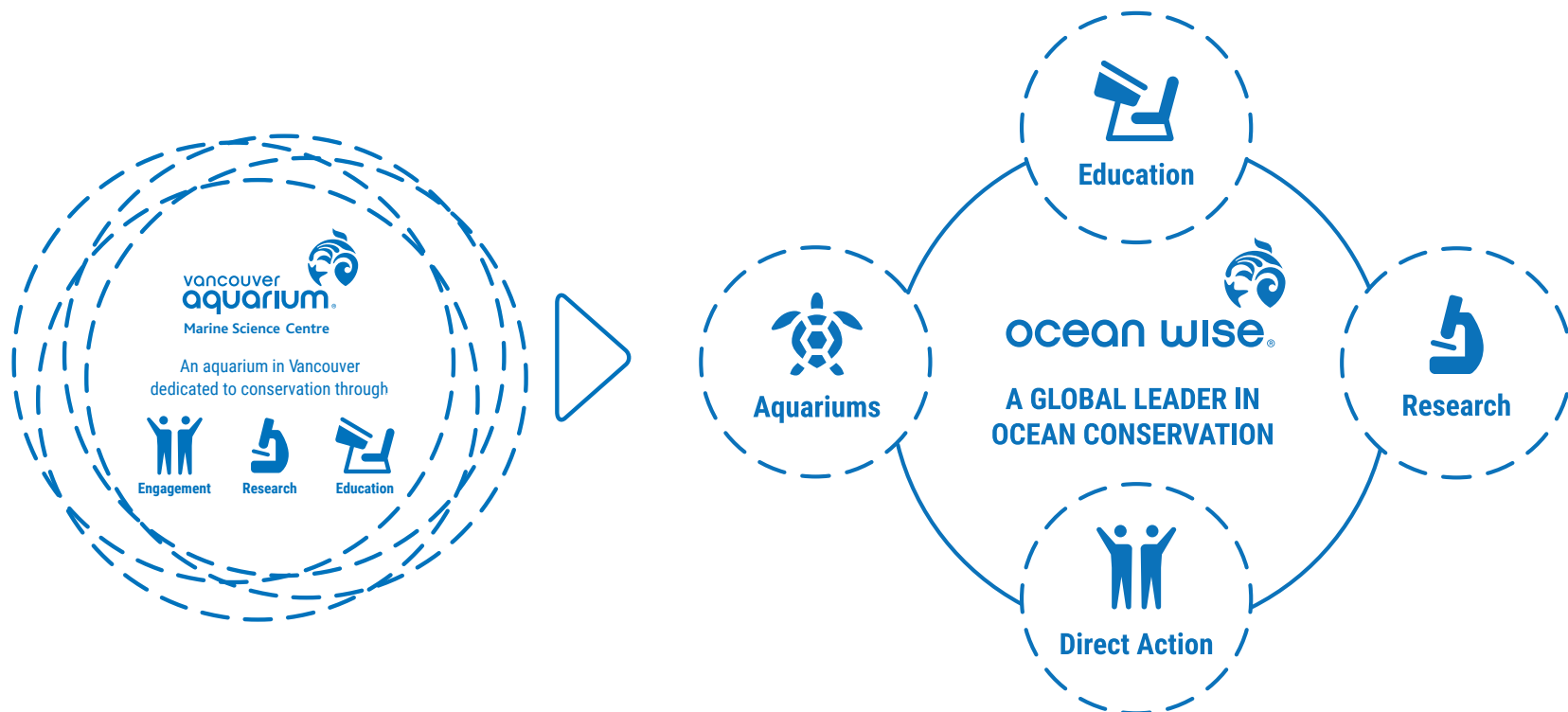
Ocean Wise Primary Logo

There are two configurations of the Ocean Wise logo: a horizontal version where all the wordmark is on one line, and a vertical version where the wordmark is stacked. Both versions are equally acceptable to use – please use the most appropriate for your layout or display.
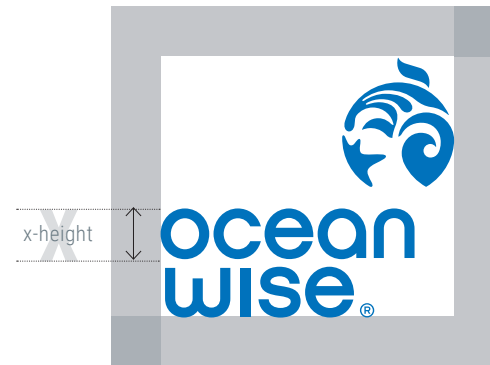

Horizontal

Vertical

Positioning Rules and Minimums

The clear space, defined by x-height of the word's "ocean wise." Please keep this space between the logo and all other type, graphics and page edge.

x-height

X

x-height
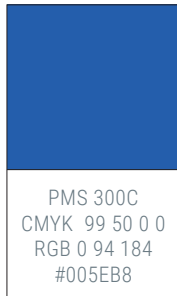
print = .875"
web = 144 pixels
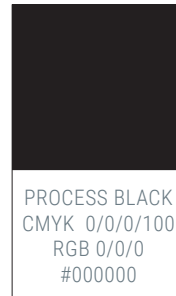
print = .5"
web = 100 pixels

Logo Colours

The preferred way to reproduce the logo is using the primary blue on a white field. Never produce this version over anything other than white to preserve the integrity and legibility. The other options when necessary, are black and a reverse (white) option. Which logo you use will depend on what and how you are printing or displaying. Colours are demonstrated on the horizontal version but, apply to both vertical and horizontal logos.
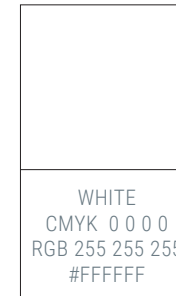
Primary Blue

PMS 300C
CMYK 99 50 0 0
RGB 0 94 184
#005EB8

Black

PROCESS BLACK
CMYK 0/0/0/100
RGB 0/0/0
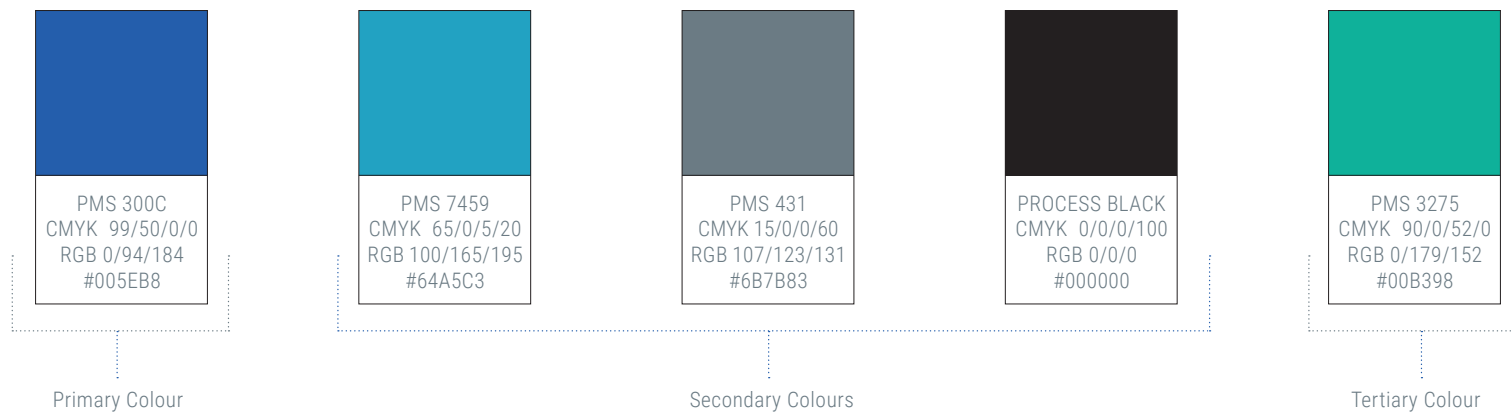#000000

White

WHITE
CMYK 0 0 0 0
RGB 255 255 255
#FFFFFF

Logo Primary Colour and Supporting Colour Palettes

Our primary colour for Ocean Wise is PMS 300C (blue). The secondary colour palette consists of three additional PMS colours, chosen to complement our primary colour creating additional range to the brand experience. The amount of colour we use varies according to the emphasis of the content. A tertiary colour palette allows the addition of colour to enrich the Ocean Wise brand as a whole. This colour should be used only as an accent to the primary and secondary palette.

All colours are shown in CMYK breakdown for four-colour printing, RGB breakdown for electronic media including the HEX breakdown for web use.

PMS 300C	PMS 7459	PMS 431	PROCESS BLACK	PMS 3275
CMYK 99/50/0/0	CMYK 65/0/5/20	CMYK 15/0/0/60	CMYK 0/0/0/100	CMYK 90/0/52/0
RGB 0/94/184	RGB 100/165/195	RGB 107/123/131	RGB 0/0/0	RGB 0/179/152
#005EB8	#64A5C3	#6B7B83	#000000	#00B398

Primary Colour   Secondary Colours   Tertiary Colour

PLEASE NOTE: PMS 7459 and 431 CMYK and RGB breakdowns have been modified from original PMS book to better reflect a truer colour.
* Do not attempt to match colours in this guide. Colours shown on this page are intended to represent the swatch in PMS swatch book, please use actual Pantone guide book or chips.

Incorrect Logo Usage

No variation of the Ocean Wise brand logo other than those outlined on pages 5 and 6 should ever be used. The following examples provide a visual reference of some common misuses to avoid. Video or motion adaptations are the exception to this rule.
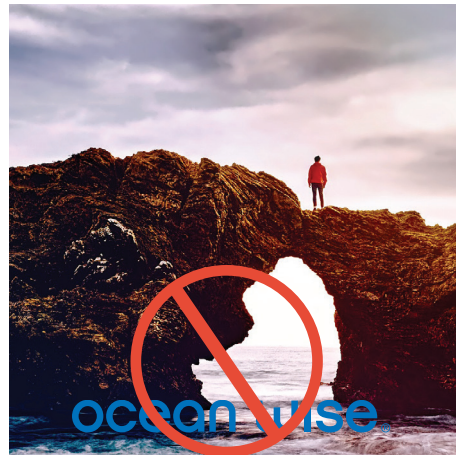
Do not change colour scheme of the logo.

Ocean Wise logo should never be cropped off.

Do not change relationship of wordmark and symbol.

Logo's position should adhere to "positioning rules" and placement is strategic lower right corner versus random awkward placement.

Never use the workmark alone. Logo must have both symbol and wordmark.

Use white reverse or black logo on photography, depending on the background value.

Typeface Primary Headline

The Primary typeface **Roboto Condensed** has been selected for use in headlines, accompanied with **Roboto** for body copy (see next page). The Ocean Wise brand typeface Roboto Condensed and Roboto should be used in all print, digital media and website platforms whenever possible. The ideal weights to be utilized are Roboto Condensed Bold and Roboto Regular. Both of these font families have an assortment of weights and work well together, providing a good contrast for storytelling, social media and print collateral options. When neither of these fonts are available, it is acceptable to use **Arial**.

Roboto Condensed Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*()**

Roboto Condensed Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*()

Roboto Condensed Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*()***

Roboto Condensed Light Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*()*

Roboto Condensed Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*()

Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*()

Roboto Condensed Regular Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*()*

Calibri Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*()**

Typeface Primary Body Copy

Roboto Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*()

Roboto Black Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&()*

Roboto Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*()

Roboto Regular Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&()*

Roboto Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*()

Roboto Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&()*

Roboto Thin
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*()

Roboto Thin Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&()*

Photography Style

The principle use of photography is to highlight the story and draw the audience in deeper. Imagery needs to be compelling. Consider using both individual, as well as group shots of people interacting with the ocean to convey the collective efforts of ocean conservation. Capturing the natural setting and experience is essential. Avoid cliché poses and staged effects. Photography should support Ocean Wise brand attributes through the characteristics of the people, their actions and their environment.

Attribution Lines Rules and Minimums for Programs

The clear space, defined by x-height of each brand identity. Please keep this space between the logo and all other type, graphics and page edge. Additionally, when the program logo appears as the primary logo, add the Ocean Wise logo if possible as the secondary logo to identify program's connection. An example of this would be program logo/ID with attribution on the cover, Ocean Wise logo would appear on the back cover. This would be utilized in the transition year to help reinforce the program's connection with Ocean Wise.

print = 1.08"
web = 225 pixels

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transition year to help reinforce the program's connection with Ocean Wise.

print = .875"
web = 144 pixels

Ocean Wise Connections

There are two configurations of the Ocean Wise logo and social media elements. A horizontal version where Ocean Wise handle and url are baselined with Ocean Wise logo. The stacked version leads with the vertical logo, with the social icons below. Both versions are equally acceptable to use – please use the most appropriate for your layout.

Horizontal

Vertical

OUR VISION IS A WORLD IN WHICH OCEANS ARE HEALTHY AND FLOURISHING.

The following standards have been developed to provide direction for the use of Ocean Wise® brand, and application and adaptation of our visual identity system. Questions or concerns regarding this document or any application of the Ocean Wise Identity can be directed to the Marketing Department at Ocean Wise.

ocean wise®