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## Introduction

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**OceanWise**'s identity is built by all its manifestations.

For them to contribute to a correct identity building, it is necessary that the codes assigned to the **OceanWise** brand be rigorously met.

This manual establishes some graphical rules, so the brand is implemented correctly and effectively.

Only with the correct implementation of such graphical rules can you create a clear and recognizable image, ensuring consistency in **OceanWise** brand's communication supporting media.

## Visual concept

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# Visual concept

The logo - symbol and typography - is the main element of the brand's visual identity and is the perfect representation of the OceanWise concept.

The symbol serves as a metaphor for the OceanWise movement - the synergy among entities, among people, inspired by circular economics, is a generator of ideas and solutions towards progress - which takes us to the ocean as a dynamic wave.

Consisting also of its friendly, creative, contemporary typography – strong and precise.

The logo is complemented by its graphic universe through several symbolic elements that are balanced among each other, resulting in graphic compositions.

It's an appealing language that distinguishes itself and is easily adaptable to digital communication.

# The logo

There are two main versions of the logo and a secondary version. To have a better logo functionality, all application rules should be complied with.



The **OceanWise** logo is the brand identity's main element. It consists of the symbol and its original typography.

The brand's typography is never used alone, i.e., without the symbol.

In special cases, the logo symbol can be used individually, when it is not necessary to communicate the brand name, such as in a page or in a footer.



logo: symbol + typography

There are 2 versions of the **OceanWise** logo: the horizontal version and the vertical version.

Although the horizontal version is the main one, both versions can be used, according to the situation.



horizontal version



vertical version

When needed, we can add the tagline to the two versions of the **OceanWise** logo.



horizontal version with tagline



vertical version with tagline



In addition to the two main versions of the brand, there are secondary versions that can be used depending on need and support.

These versions are to be used when the symbol or tagline needs to have more presence or be better balanced with the graphic universe. \*

\*see pag. 21



version with symbol and typography having the same width



version with symbol and typography having the same width plus tagline



Reducing  
EPS marine litter  
in the North East  
Atlantic

version with symbol and typography having the same width and tagline greater 1



Reducing  
EPS marine litter  
in the North East  
Atlantic

version with symbol and typography having the same width plus larger tagline 2



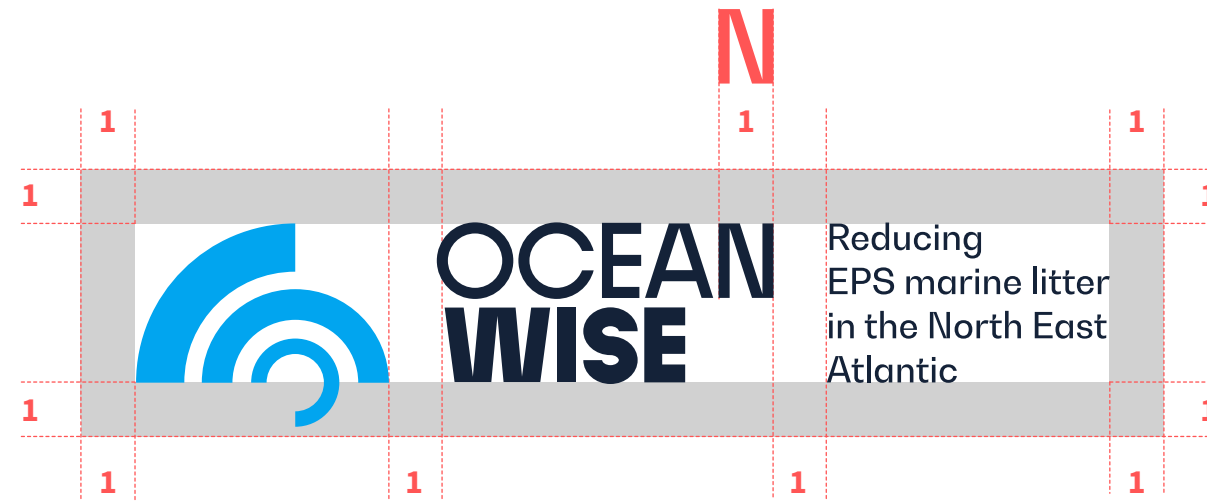
Reducing  
EPS marine litter  
in the North East  
Atlantic

horizontal version plus larger tagline

For the logo to have an effective readability there is a safe area around it, so to protect it from any other element.

The safety margin, as illustrated, is the minimum allowed.

This rule applies equally to any of the **OceanWise** (vertical and horizontal) brand versions.

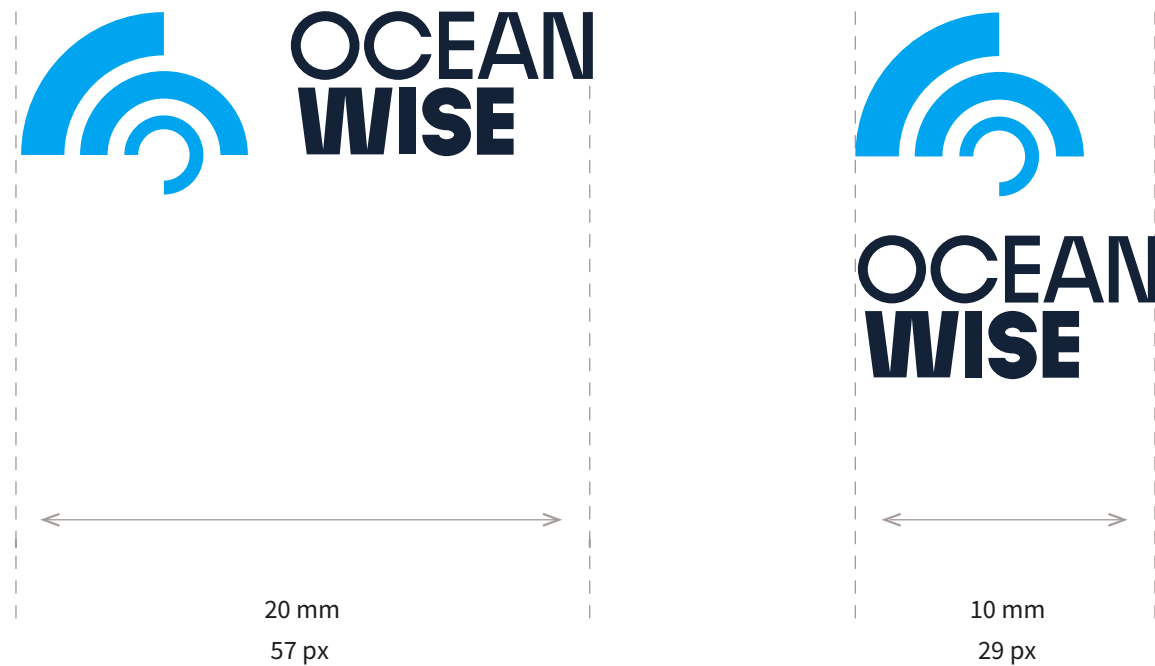


Having a minimum size of the brand image is essential to ensure good readability on both printed and digital media.

The brand image must always respect these minimum dimensions, as indicated.

The minimum sizes in “cm” shown here are for high resolution reproduction systems.

For lower-definition reproduction systems (screen printing, stamp printing ...) it may be necessary to enlarge the minimum size of the brand image to maintain a good readability of OceanWise’s identity.



The **OceanWise** logo can be used with other brands. As is the case with Interreg or the European Union flag, when the two logos are shown side by side.

This can be used in photo backgrounds, always respecting the chromatic rules of the brand \* and being in harmony with the logo with which you are interacting.

\*see pag 15



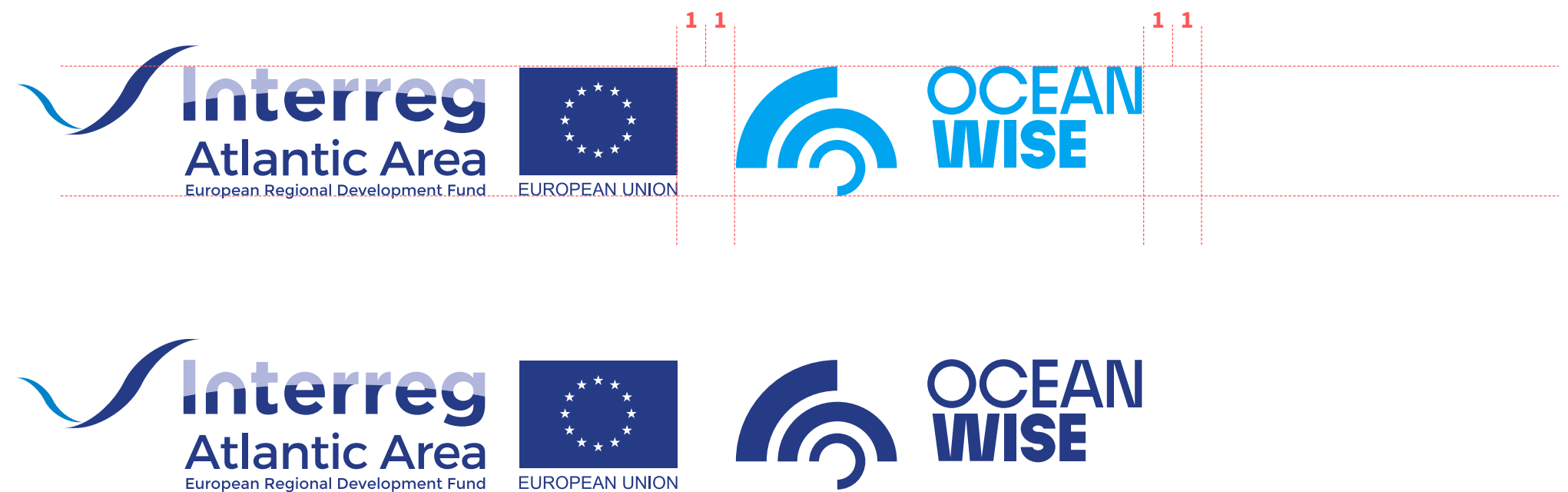
Regarding the Interreg logo, there is a ratio relationship with **OceanWise**'s logo.

This rule has to be abided by when both logos are in the same plane of interaction.

There is also the possibility that the **OceanWise** logo will acquire the same blue color as the European Union flag when both are required to be monochromatic.

In situations where the Interreg logo appears in a different plane, this rule does not apply. \*

\*see pag 21



# The colors

The following chromatic behaviors are those that guarantee a better brand recognition, as they use institutional colors.



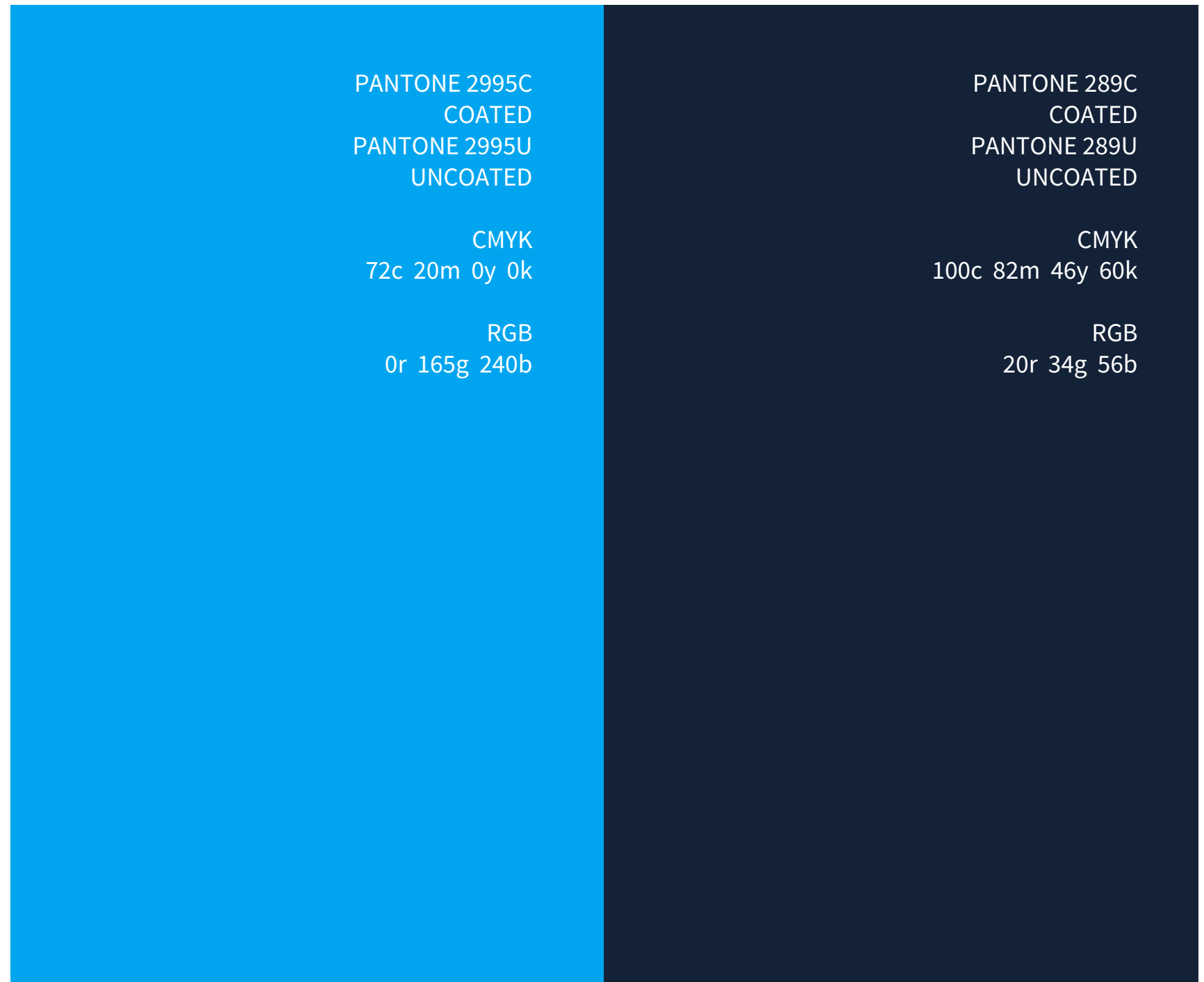
The colors represented in this Brand Book should be reproduced as closely as possible to the specifications herein presented.

When printing, you need to check the color behavior as it can change depending on the paper type or printer settings.

The institutional colors are:

Turquoise blue

Deep blue



These are the preferred behaviors over backgrounds with institutional colors, white, gray and black. Using the brand over any other colors is not advised. Behavior on color backgrounds





The application of the logo over color backgrounds can also be monochromatic, provided it is within the brand's palette of colors.



# The typography

Typography is an essential element in the construction of brand identity, and the brand communicates through it.

Consistent typographic use results in better branding and brand recognition.



BW Gradual font makes the brand's main typography, and it is used for highlights, headers or even in the tagline.

It is a copyrighted font, belonging to the company:  
[www.brandingwithtype.com/typefaces/gradual](http://www.brandingwithtype.com/typefaces/gradual)

**BW GRADUAL FONT**  
**medium**

**0123456789**

**abcdefghijklmnopqrstuvxyz**

**ABCDEFGHIJKLMNOPS**

**TUVXYZ**

Source Sans Pro (Google\_Font) is the font used for text or regular situations.

## SOURCE SANS PRO FAMILY FONT

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### Source sans pro light

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0123456789  
abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

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### Source sans pro light italic

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*0123456789  
abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ*

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### Source sans pro regular

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0123456789  
abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

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### Source sans pro regular italic

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*0123456789  
abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ*

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### Source sans pro semi-bold

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**0123456789  
abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

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### Source sans pro semi-bold italic

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***0123456789  
abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ***



**OCEAN  
WISE**

[www.oceanwise-project.eu](http://www.oceanwise-project.eu)