Uniting ocean conservation action worldwide.
The new logo is for the world. In the spirit of collaboration, it’s for you to use—along with all World Ocean Day resources and online materials—to promote and celebrate World Ocean Day. The guidelines are here to help!

The World Ocean Day brand can help you to promote ocean and sustainability efforts on 8 June and year-round.

By using the brand consistently across materials, together we can:

— **evoke the message** of dynamic action, conservation of our blue planet, and global inclusivity

— **build recognition** and trust over time

— **empower people** worldwide to use the World Ocean Day 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
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.
Logo Guidelines
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.
LOGO GUIDELINES

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.

*WorldOceanDay.org*
LOGO GUIDELINES

**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.**
LOGO GUIDELINES

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
LOGO GUIDELINES

Secondary Colors

Expanded Colors
Use this palette to add to the primary palette, in illustrations 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=0 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.

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

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

---

**Gotham Black**
**Gotham Medium**
**Gotham Regular**

**Montserrat Black**
**Montserrat Semibold**
**Montserrat Regular**

**Arial Black**
**Arial Bold**
**Arial Regular**

---

**JOIN US TODAY**

**Together We Can**
World Ocean Day unites ocean conservation efforts worldwide to build a brighter future for our seas.
Creating Materials
Using Color Combinations

Together we can protect and restore our ocean.

WorldOceanDay.org
CREATING MATERIALS

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

Together we can protect and restore our ocean.

WorldOceansDay.org

Together we can protect and restore our ocean.

WorldOceansDay.org

Together we can protect and restore our ocean.

WorldOceansDay.org
History
18 years of helping unite the world to protect and restore our blue planet.

**Mission**

Sweet Eighteen. We missed the Sweet 16 party, but for 18 years, a small team has been helping to organically and collaboratively develop World Ocean Day as a way to raise the profile of the ocean.

“Branding” World Ocean Day has been about branding the issues and the opportunities to take collaborative and collective action for the ocean, to engage all people—especially young people—in making a real difference, no matter where we live. World Ocean Day is all about facilitating positive and empowering ways to help people engage at the personal, community, and societal levels.

World Ocean Day belongs to all groups, collectively everywhere. It’s about how together, we can create a better future.

**Building awareness**

In 2002, World Ocean Day efforts launched. (Back then it was “Ocean” singular. The ‘s’ came along in 2009 when the United Nations started to officially recognize “World Oceans Day” as June 8 each year.) At that time, there was no coordinated effort, no website. A couple of people donated the “wave logo” a year or two later.

Since its infancy, a small and dedicated team has nurtured the growth of World Ocean Day. We’ve increased awareness around the unique opportunity we all have with World Ocean Day through much behind-the-scenes collaboration and year-round outreach. Over the last decade, the World Ocean Day global network has grown to include a huge diversity of interests.

Thanks to involvement of millions of people in 140 countries, World Ocean Day is on an exciting trajectory to help create a healthy blue planet with an engaged and sustainable society.
Introducing a new look

Similar to an 18-year-old, World Ocean Day is ready to launch forth in the world, ready for its next burst of growth, with exciting opportunities to make a greater impact. To help us do so, as effectively and collaboratively as possible, this year World Ocean Day has a new logo.

The new logo is energetic, inclusive, connected, and global, but also simple and empowering for anyone to use easily in a wide variety of formats. The dynamic motion in the logo represents World Ocean Day’s year-round collaborative efforts to grow the movement for our blue planet.

The core elements that comprise the World Ocean Day visual identity—including the colors, fonts, imagery, and the applications in which they reside—have been developed to create a more consistent and powerful experience for all participants and partners.

Expanding engagement

The purpose of the new logo is to help you and everyone involved with World Ocean Day make an even greater impact, and inspire further global engagement. It is one small part of the collaborative effort. We hope you will use it as much as possible, to enhance your own personal and community efforts, support your stories, and help grow the power of the collective effort.

The hope is that this new identity will help this fast-growing, 18-year old global effort continue to develop and mature more fully into an even more effective force for good. Together we can collaborate in unprecedented and exciting ways to create a better future!

Together, as a growing global movement, we will make an impact commensurate to the size of the issues facing our shared ocean, and human society.
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

World Ocean Day® is trademarked to protect it from those who might have commercial or counterproductive interests. All information, materials and resources on this site and associated with World Ocean Day are free to use to those who are promoting or celebrating World Ocean Day as a way to bring about a healthier ocean and a better future.