

**World  
Ocean  
Day**

# **Brand Manual & Guidelines**

UPDATED 10.26.2022

# Uniting action worldwide for our ocean and climate.

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History**

**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 in June and take ocean/climate action throughout the year.**

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

**Logo - Horizontal**

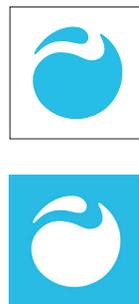
**Logo - Square**

**Logo - Mark**

**Logo - Horizontal**

**Logo - Square**

**Logo - Mark**



# Frame Assets

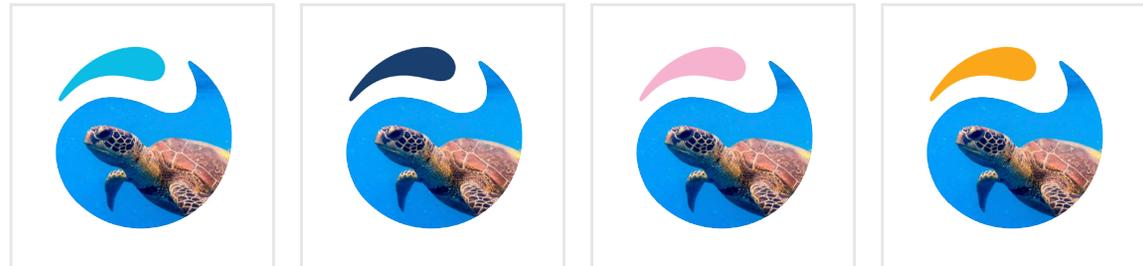
**All frames are square, transparent PNG files for web and social media.**

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

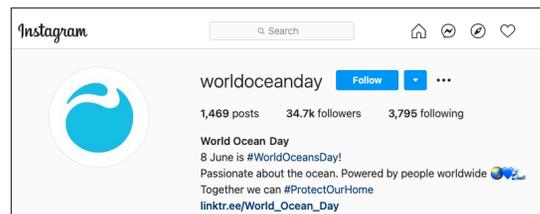
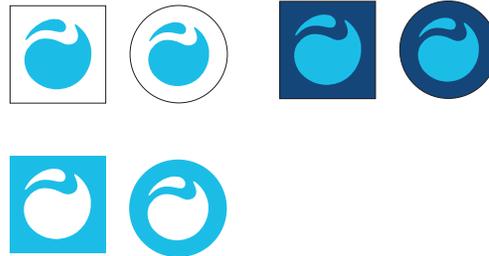
## Logo

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.

[WorldOceanDay.org](https://WorldOceanDay.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.**

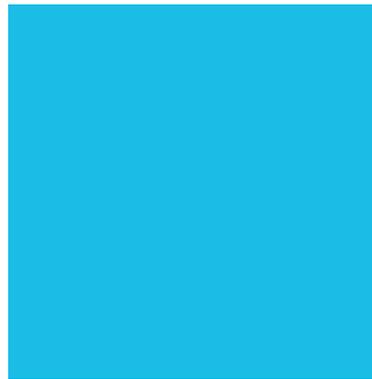
**Don't separate individual elements of the logo.**

**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

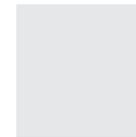


**Light Blue**

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=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.

**Gotham Black**  
Gotham Medium  
Gotham Regular

JOIN US TODAY

**Together We Can**

World Ocean 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

**Together We Can**

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

## 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 Ocean Day unites ocean conservation efforts worldwide to build a brighter future for our seas.

# Creating Materials

# Using Color Combinations



# Framing Images

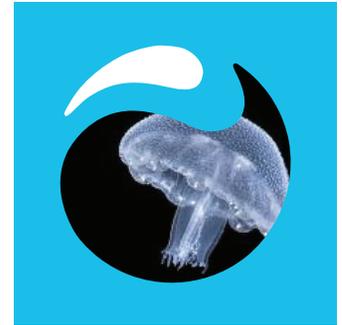
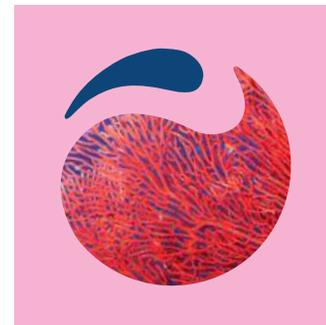
## Choose clear images

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

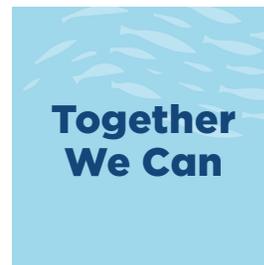
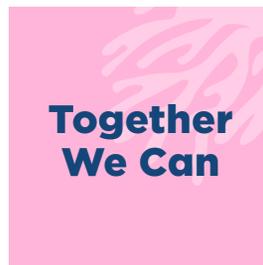
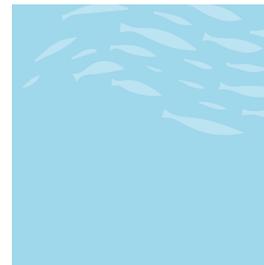
Use high-contrast color combinations to make your photos pop—avoid a light blue ocean on a light blue background!



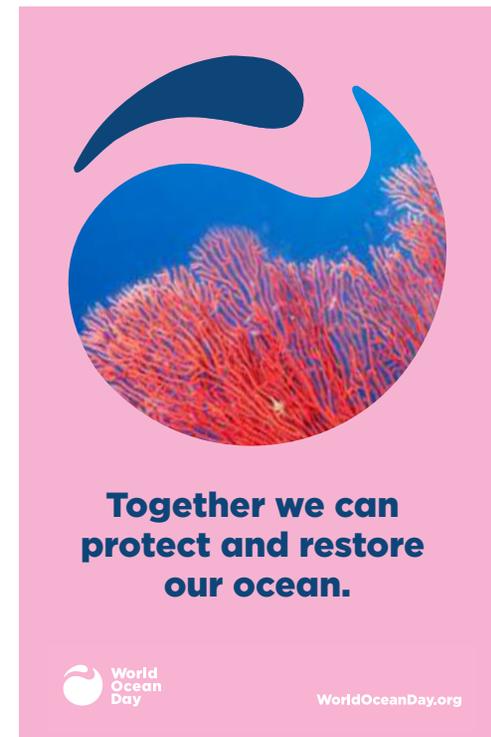
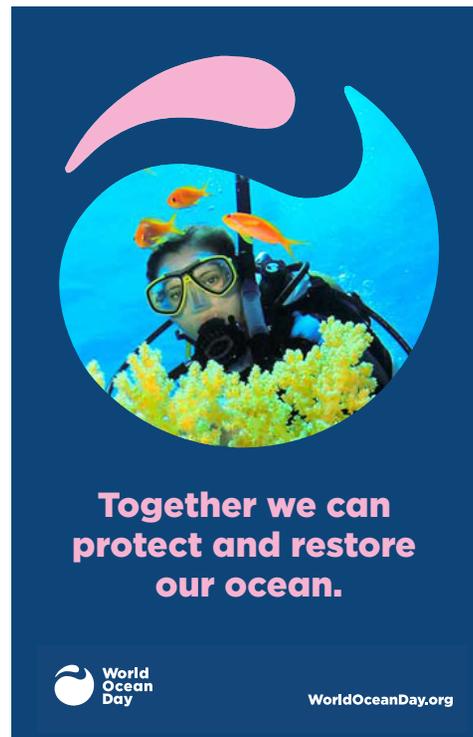
# Backgrounds

## Use tints to make text pop

Use either white or navy text over backgrounds.



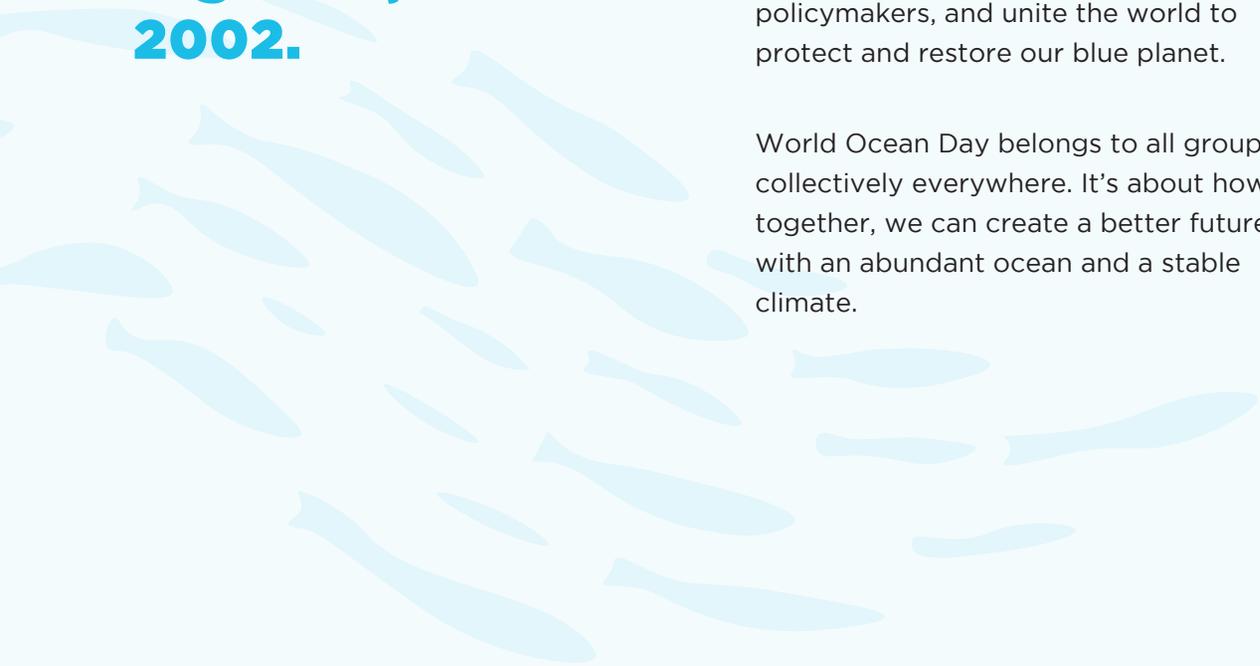
# Sample Materials



# History

## OUR HISTORY

**Helping unite the world to protect and restore our blue planet by taking ocean and climate action, together, since 2002.**



### Mission

World Ocean Day rallies the world for collaborative, youth-led ocean and climate action on 8 June and throughout the year. The World Ocean Day Youth Advisory Council helps develop World Ocean Day into a unique opportunity to unite the world for collective action.

We work in partnership with diverse youth leaders, youth-focused organizations, and others from all sectors in a growing global network to inspire and effectively engage the public, inform policymakers, and unite the world to protect and restore our blue planet.

World Ocean Day belongs to all groups, collectively everywhere. It's about how together, we can create a better future, with an abundant ocean and a stable climate.

### Building awareness & action

The Ocean Project launched global coordination efforts for World Ocean Day in 2002.

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. Since 2002, the World Ocean Day global network has grown to include a huge diversity of interests.

“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.

Thanks to involvement of millions of people in 150+ countries, World Ocean Day is on an exciting trajectory to help create a healthy blue planet with an engaged and sustainable society.

## OUR HISTORY

### The logo

The 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.

### A unified look for unified efforts

The World Ocean Day logo and its branding guidelines are meant to help you and millions of other people to effectively and collaboratively grow awareness about World Ocean Day and inspire action for our ocean and our climate. 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.

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, with its one ocean, one climate and one future.**

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, a stable climate, and a better future.

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.

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