

GREEN MARINE VISUAL IDENTITY STANDARDS

QUICK GUIDE

The following Logo is the official graphic identifier for Green Marine and its use must be consistent in order to maintain the brand integrity. Appropriate uses are indicated on this sheet. The identity is made up of three elements: a graphic icon of the ship; a typographic representation of the name; and the background it sits within. These three elements form the whole of the logo and were developed to work together.

IMPORTANT It is strictly prohibited to modify all or part of the elements that compose the following visual identity, such as typography, icon or else. It is therefore strongly recommended that participants have their design work approved by Green Marine prior to printing being done.

PROPORTIONS AND CLEAR SPACE REQUIREMENTS



The proportions between the icon and name are adjusted precisely and structured to be balanced and visually ensure maximum readability of all the elements. A zone of clearance is provided around the logo. This minimum clearance zone, here shown by a dotted line, is determined by a unit. Nothing should be positioned in this clear space. The logo must be reduced and enlarged proportionately to maintain space and typographic integrity. NEVER stretch or skew the logo. Do not stretch horizontally or vertically.



COLOURS

C 100
M 60
Y 44
K 30

RGB 0/68/84
PMS 3035
WEB:004454

C 90
M 11
Y 00
K 00

RGB 0/165/219
PMS 2995
WEB:00a5db

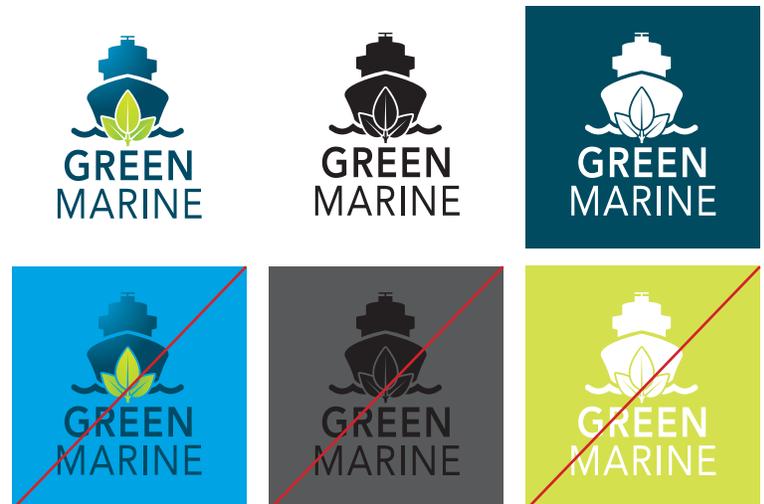
C 50
M 00
Y 100
K 00

RGB 127/186/0
PMS 376
WEB:07fba00

C 20
M 00
Y 100
K 00

RGB 206/224/0
PMS 389
WEB:cee000

Always prefer the color version in your applications. To maximize readability, the background color used with a black version of the logo should be fairly light, minimum brightness of about 60%. In the case where the logo is white on a colored background, color chosen should be fairly dark, maximum brightness of about 50 %.



TYPOGRAPHY

TITLE
AVENIR 85 heavy

TEXT
Myriad Pro Light

FOR MORE INFORMATION OR FOR APPROVAL OF ANY VARIATIONS FROM THESE SPECIFIED USES, PLEASE CONTACT:

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