



**NATIONAL
MARINE**
foundation

brand guidelines

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the brand

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brand history

The National Marine Foundation was founded in Darien, Georgia in 1975.

It initially consisted of a small sea life research and rehabilitation center on St. Catherine's Island on the Western coast of Georgia. Since then, the Foundation has expanded to cover both coasts of the United States and has expanded to not only rehabilitation centers, but also wildlife sanctuaries, educational centers, and research efforts as far out as the Caribbean Islands.

core values

The guiding principles of our organization are to promote the well-being of the oceans, their sea life, and create interest in our planet with the following values:

- **Sustainability**
- **Conservation**
- **Education**
- **Curiosity**

personality

Our brand personality is supposed to exemplify our core values and instill them in our audience.

We want our work to be exciting, impactful, meaningful, and inspiring. We want everyone we interact with to feel love for our oceans just as we do.

We want our messaging to be inviting and thankful for the support we get from our generous donors.

logo

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rationale

The logo was inspired by the concept of being above land knowing that there is an ocean teeming with life just below the waves.

The mark itself depicts an abstracted shape of that concept - with the top portion being the land above, and the bottom being a form of sea life, and more broadly, life itself.



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logo elements

1. brandmark

The brandmark is the symbol depicting life. In most cases, it should be used with the wordmark.

2. wordmark

The is made from Fira Sans Black and Fira Sans Light It is anchored within the width of the brandmark and should never be replicated with typesetting.

3. logo

The brandmark and wordmark combine to make up the logo.



horizontal format

The horizontal format is the preferred orientation. It should be used as the default on all materials.

The safe area is the zone created by taking the “AL” from the word mark from the farthest end of each side of the brand mark.

In this area you **may not**

- Place Images
- Place Text
- Trim documents



vertical format

The vertical logo is **only** to be used on touchpoints that cannot support the horizontal orientation. This would include, but is not limited to coffee mugs, vertical web ads, water bottles, or certain social media formats.

The safe area is a single "O" from the wordmark on all sides.

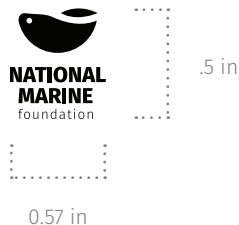
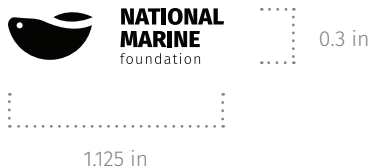
In this area you **may not**

- Place Images
- Place Text
- Trim documents



minimum sizing

On all forms of media, both print and digital, the logo may not appear smaller than the sizing to the right. This is to preserve brand integrity and retain readability.



improper usage

The following are ways in which the logo **may not** be used under any circumstances.

1. Distort the logo.
2. Place the logo partially over an image.
3. Place the reverse logo on a light color.
4. Place the black logo on any color.
5. Fill the logo with non-brand colors.



color

brand colors

15

logo & color

16 - 17

brand colors

The color scheme is inspired by the zones of the ocean as you ascend from the depths.

All colors and tints are acceptable.

PMS 2097 C

RGB 80, 68, 155

CMYK 83, 87, 0, 0

HEX #504496

trench

PMS 2368 C

RGB 69, 76, 160

CMYK 86, 82, 0, 0

HEX #454ca0

basin

PMS 285 C

RGB 58, 83, 164

CMYK 88, 77, 0, 0

HEX #3a53a4

abyss

PMS 2174 C

RGB 55, 136, 187

CMYK 77, 37, 9, 0

HEX #3788bb

midnight

PMS 3258 C

RGB 51, 174, 176

CMYK 72, 9, 34, 0

HEX #33aeb0

twilight

PMS 325 C

RGB 107, 187, 189

CMYK 57, 7, 27, 0

HEX #6bbbbd

sunlight

PMS 570 C

RGB 144, 201, 203

CMYK 43, 5, 20, 0

HEX #90c9cb

surface

logo & color

When on white, the logo is suggested to be filled with one of the brand colors at 100% tint.

“Sunlight” is the preferred fill, but when appearing alongside a different brand color, it should be filled with that one instead.



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logo & color

The logo may be placed on any of the brand colors at 100% tint.

When the logo appears on a color it must be reversed out to white.



brand elements

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typography

We use the Fira Sans font family on all of our touchpoints.

Headlines are typically set in medium or heavier, while body copy should be light or regular.

We suggest limiting use to the twelve shown here.

fira sans thin
save our oceans

fira sans thin italic
save our oceans

fira sans light
save our oceans

fira sans light italic
save our oceans

fira sans regular
save our oceans

fira sans italic
save our oceans

fira sans medium
save our oceans

fira sans medium italic
save our oceans

fira sans bold
save our oceans

fira sans bold italic
save our oceans

fira sans black
save our oceans

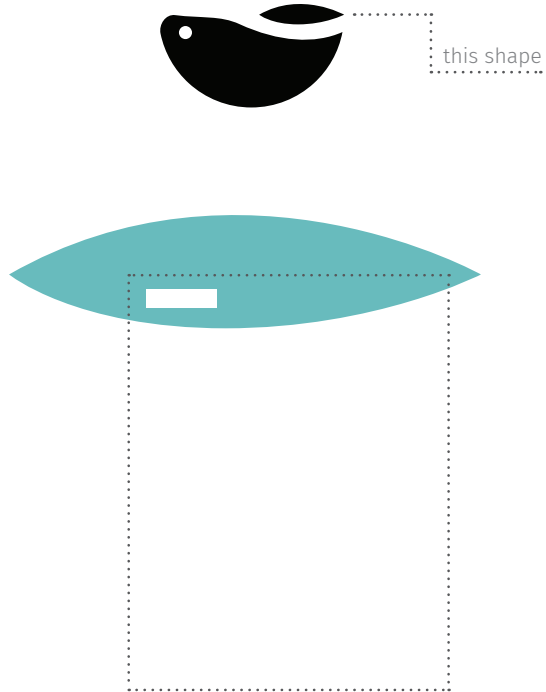
fira sans black italic
save our oceans

logo container

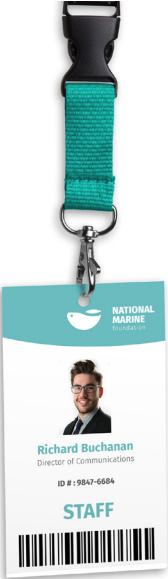
When placing the logo onto a brand color, it is suggested that it is contained in a particular shape.

The shape is made from the top half of the logo. It should be filled with one of the brand colors and extend the full length of the document.

Secondary brand information such as a website or address may be included in the container.



brand element examples



photography

Photographic imagery used in touchpoints should aim to emulate the core values of the organization.

The images should inspire the viewer, make them feel good, or stoke curiosity about the seas.

Images **may not show**

- Violent scenes
- Deceased animals



digital media

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motion graphic

The brand motion graphic should play as a preroll to any video produced for the brand.

It **may not** be modified in any way.

It should cross fade into the video content for no more than half a second.

The total duration of the intro graphic should never exceed six seconds.



video nameplates

Many of our videos feature people in an interview setup. All speakers must have a lower thirds nameplate.

Video nameplates should always follow the example provided. The name of the subject is written in Fira Sans Bold and the title is in Fira Sans Light and all lower case.

We recommend using “sunlight” as the color of name, but any brand color will work.

Nameplates should be no larger than the bottom third of the video.



video outro

All videos produced for the brand should end in a final splash screen with the logo filled with the “sunlight” brand color. It should be centered on the screen. It should be sized to be 385 pixels from the left and right ends of the screen.

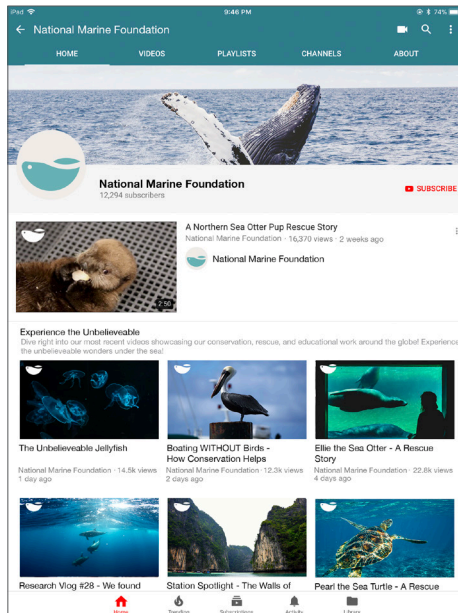
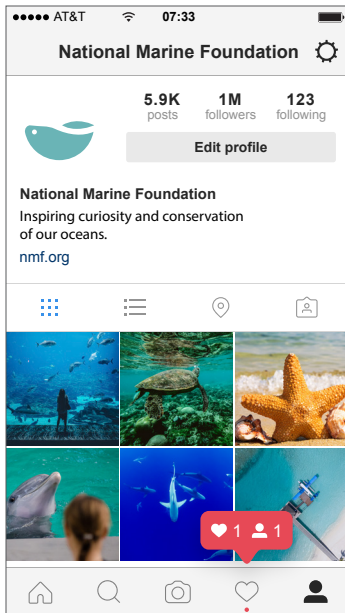
The duration should be no longer than six seconds and no shorter than three seconds.



social media

Our social media pages are the only ones allowed to use the trademark on it's own. It becomes our profile image across those channels.

Video thumbnails should also include a reversed landmark in the upper left corner.



formal elements

stationery 29

email signature 30

stationery

Our stationary set is preprinted and mailed to all of our offices. If you need to order more sheets, please fill out a form on the website at nmf.org/brand/stationary

When writing a formal letter, please use your real signature along with your signed name.

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1609 ECHO DRIVE
DARTON, GA 30004

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Mr. Christopher Wilczynski
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nmf.org

Dear Mr. Wenzel

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saepero blaut as ipsum fuga. Git exerum ius site nis dolorest acculpa vel minicniam quanti iusandame omnihicatem dolorum, iuntis modi

Best wishes,


Bridget Durst
Annual Giving Manager

email signature

All official emails sent by a staff member of the brand should include their personalized email signature.

All email signatures should follow the illustrated format.

Please use Helvetica or Arial as the font.

Additions such as quotes are **not** permitted

Logo



**NATIONAL
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1. Name
2. Position/Title
3. Personal Email
4. Phone Number
5. Website

Bridget Durst
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