



VISUAL STYLE GUIDE

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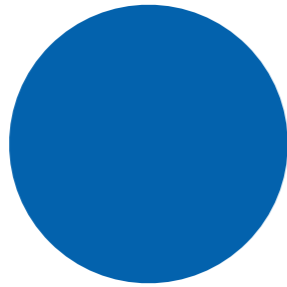


The purpose of this document is to provide a clear set of guidelines for the use of the visual identity of **OCEANS network**.

Our main aim is that every message created for the network reflects the corporate style, ensuring consistency and coherence.

A cohesive visual style across all media (print, web, social networks, etc.) demonstrates solidity and encourages loyalty and trust.

COLOUR PALETTE

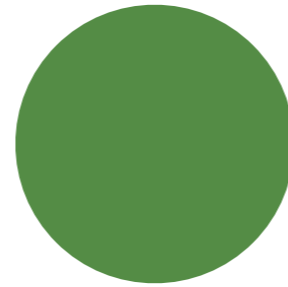


Deep blue

#2961A8

C: 89% M: 58% Y:0% K:0%

R:41 G:97 B:168

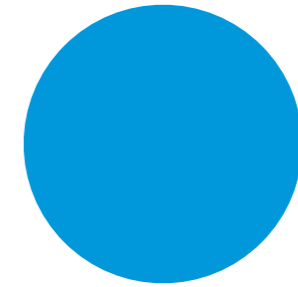


Pasture Green

#628C4D

C: 65% M: 12% Y:89% K:15%

R:98 G:140 B:77



Sky blue

#4397D6

C: 68% M: 24% Y:0% K:0%

R:67 G:151 B:214

Respect of the corporate colours is essential across all media.

FONTS

MAIN
FONT

Raleway

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQq. . .

1234567890

AUXILIARY
FONT

HELVETICA NEUE CONDENSED

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQq. . .

1234567890

Both fonts, in all their styles (light, bold, black, etc.) can be used across all media.

FONTS

ALTERNATIVE
TO MAIN FONT

Museo Sans

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQq. . .

1234567890

Since this font is employed in the design of the visual identity it can be used as an alternative.

Please note that British English is the official language of the network.

VISUAL IDENTITY



Main version

Preferred use across all media.

VISUAL IDENTITY

OCEANS
Network

Cutout version

For use against colour backgrounds.

VISUAL IDENTITY

netCEANS



N e t w o r k

Monochrome version

Use only if other versions are not visible.

VISUAL IDENTITY



Alternative stamp version

Special use across all media. Does not substitute the main identity.

VISUAL IDENTITY



Alternative stamp version · cutout

Special use across all media. Does not substitute the main identity.

VISUAL IDENTITY



Alternative stamp version · monochrome

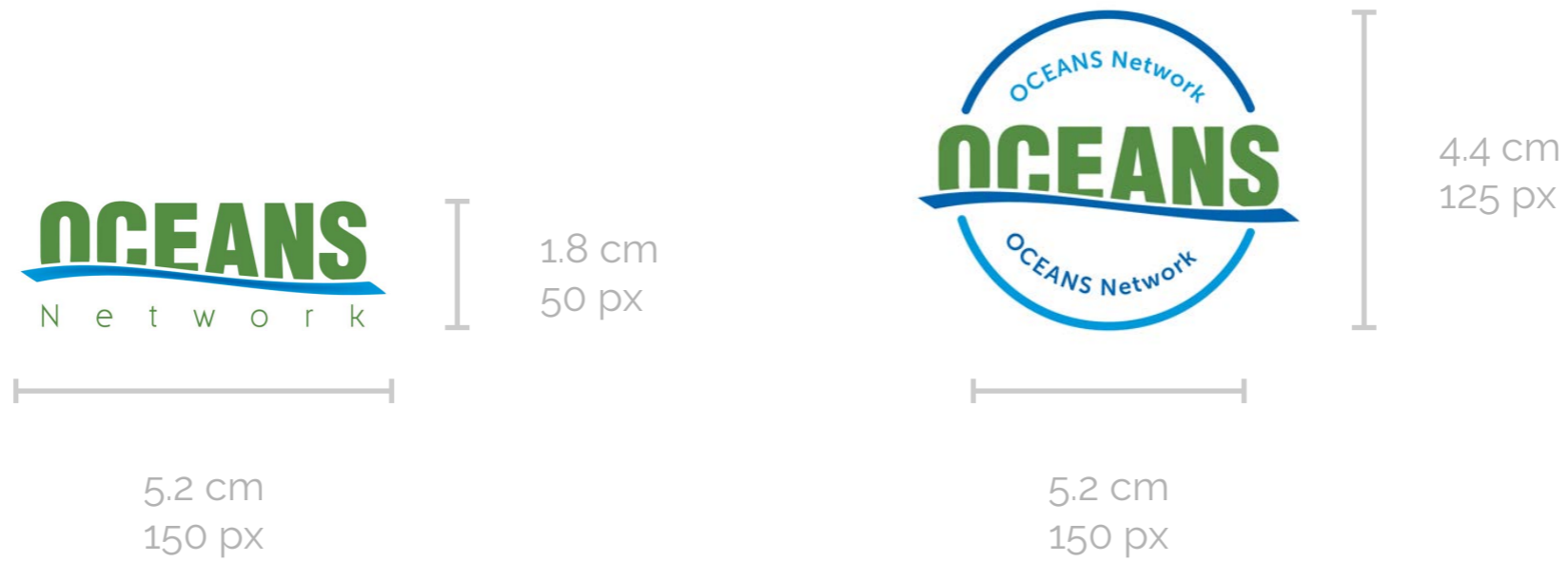
Special use across all media. Does not substitute the main identity.

SECURITY ZONE



Always allow a safety area of at least 5mm.

MINIMUM SIZE



A minimum picture size for readability across all media is suggested.

PROHIBITED USES



REPLACING ELEMENTS



DISTORTION



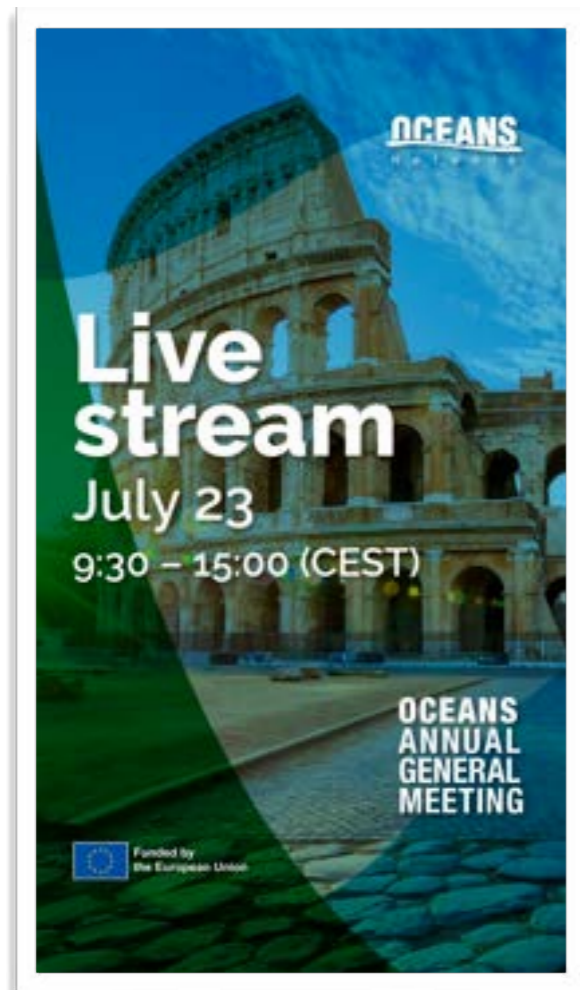
OTHER COLOURS



ROTATION

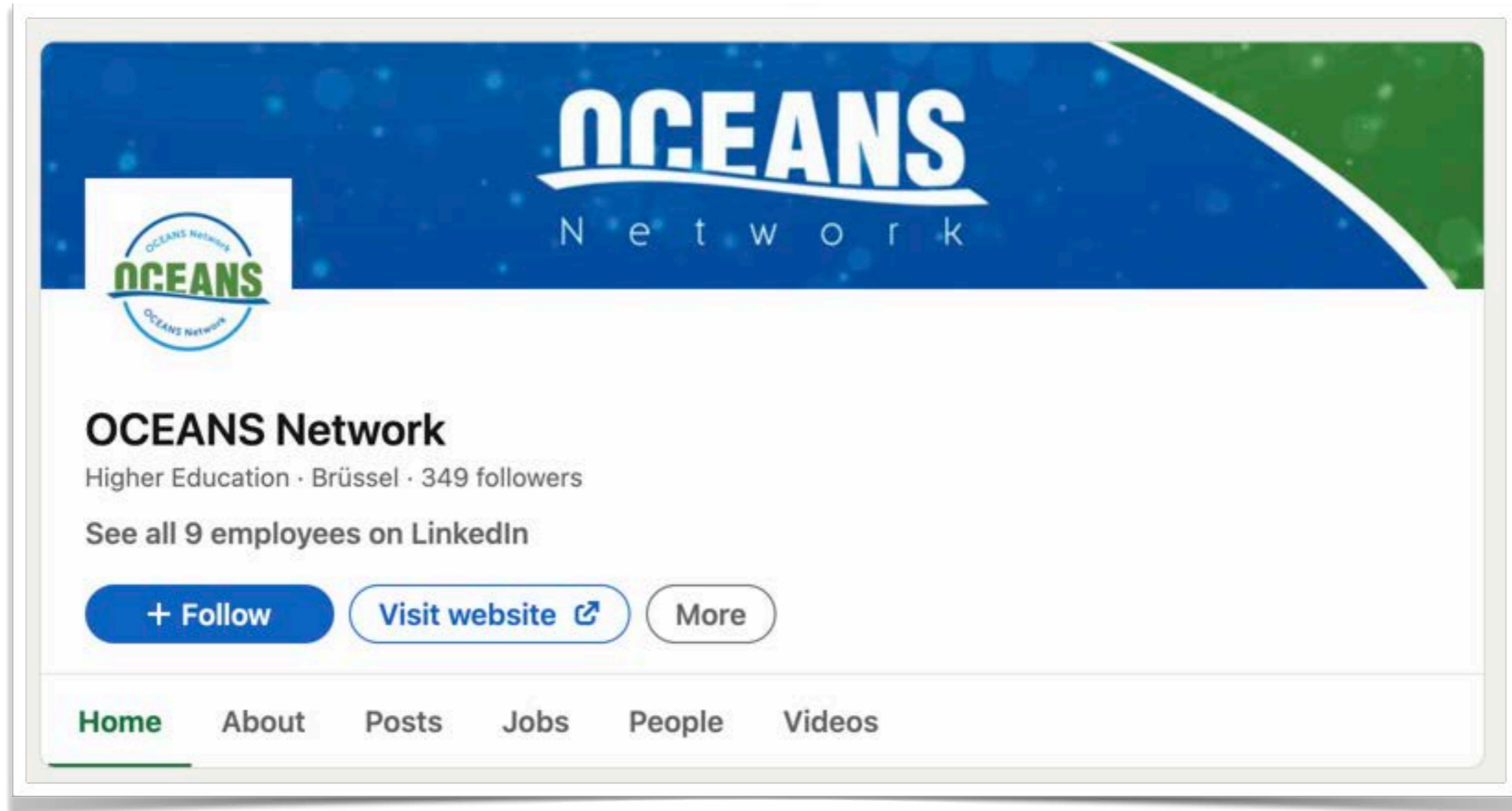
Any other alterations are not allowed unless specifically approved by **OCEANS network**.

VISUAL ELEMENTS



Curved shapes suggesting waves and transparencies are suggested across all media.

VISUAL ELEMENTS



Both logo versions can be used in a complementary way.
Patterns that evoke water, ripples or waves can be used over the official colours for decorative purposes.

EU EMBLEM

OCEANS network messages should always be accompanied by the *Funded by the European Union* emblem.

- The minimum height of the EU emblem must be 1 cm.
- Sufficient contrast should be ensured between the EU emblem and the background.
- It must be **prominently featured on all communication material**.
- The positive colour version is preferred unless negative or monochrome versions are specifically required for visibility or printing purposes.



For the complete set of guidelines and access to all official versions of the emblem, click [here](#)

CONTACT



For further information please contact

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