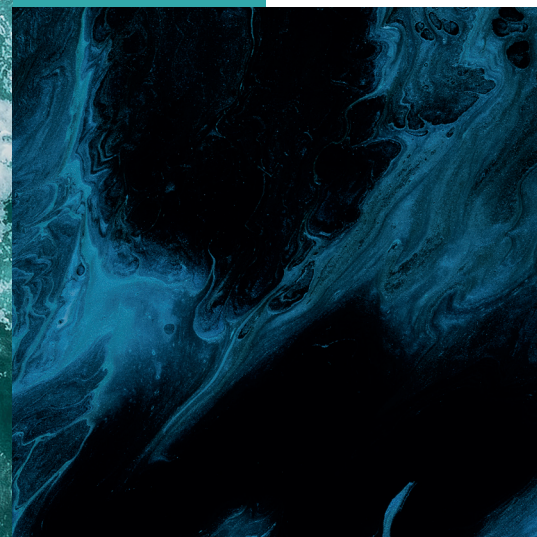
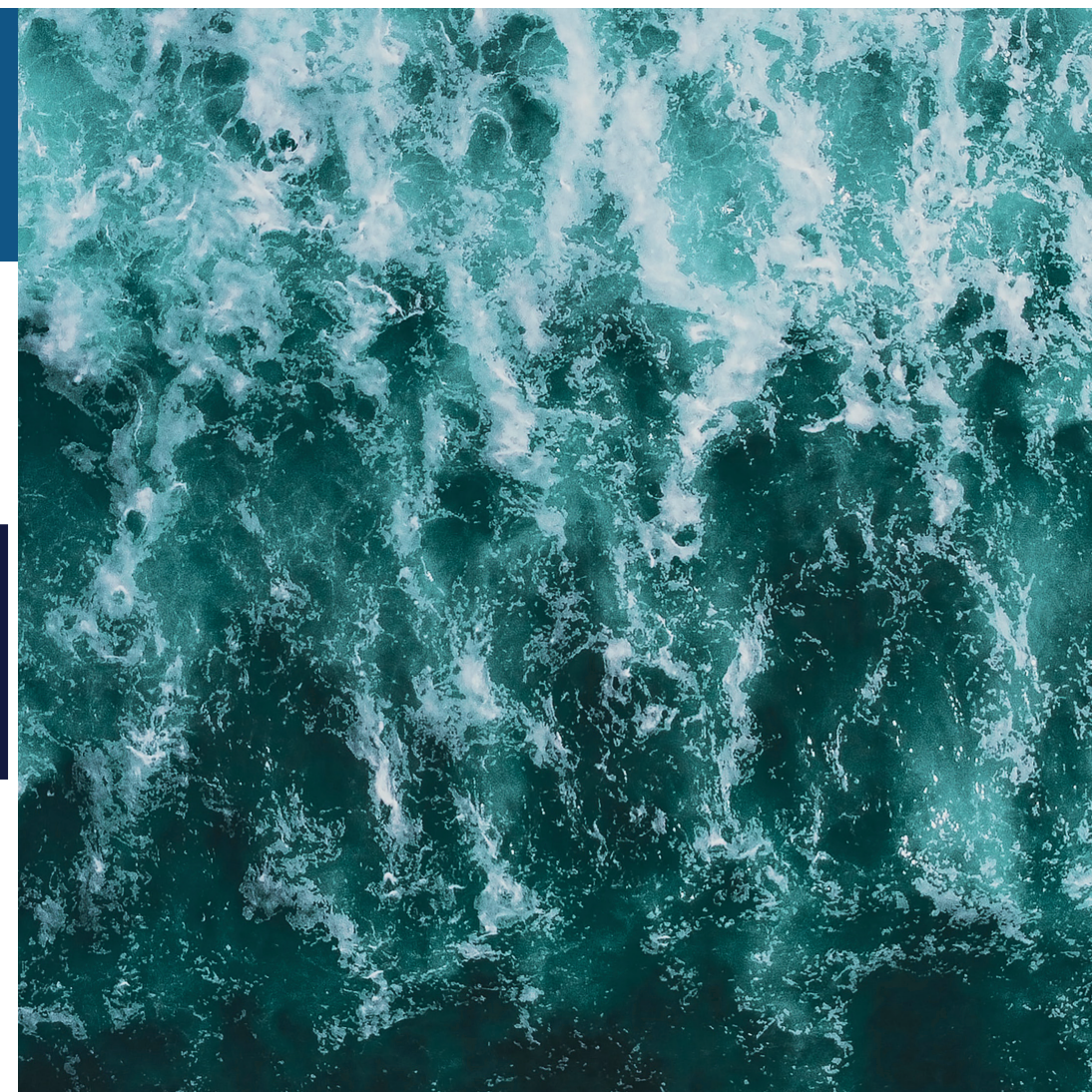


BRAND BOOK

September 2022



Funded by
the European Union



Grant Agreement
101059877 - GES4SEAS

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Logo applications

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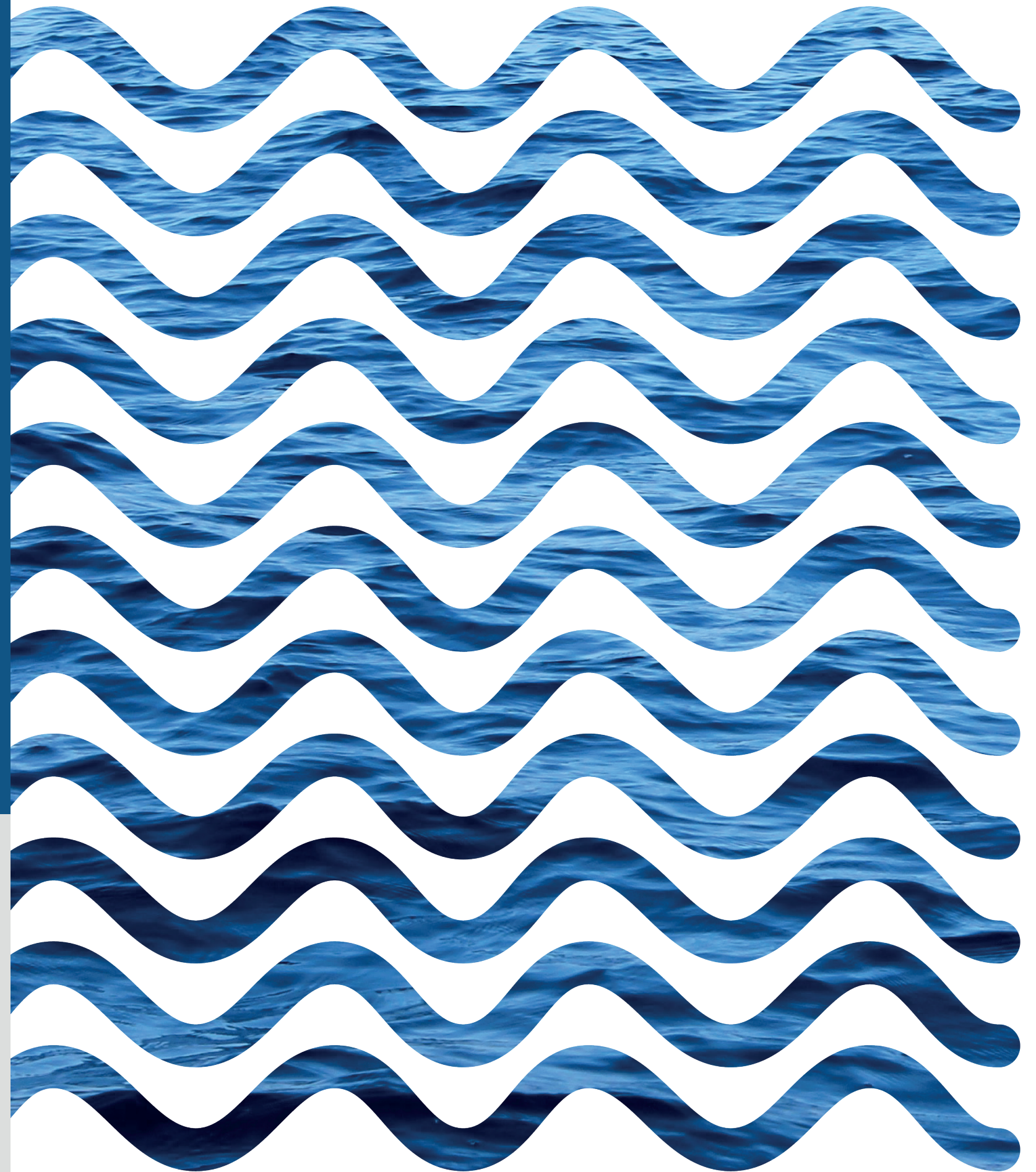
Graphic element
Colour
Typography
Pattern
Iconography
Illustration
Photography

03

Templates

LOGO

01

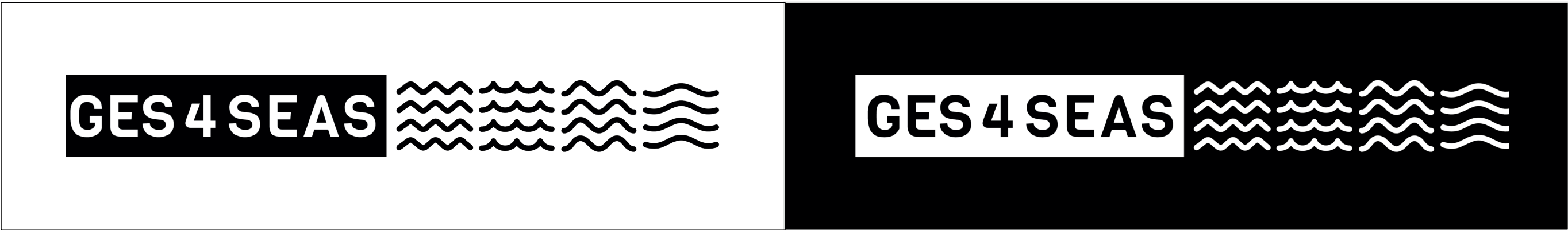


This should be the main version of the logo while the target audiences are still getting familiar with GES4SEAS visual ID and logo. During this period this is the logo to use by default, applied on horizontal canvas, whenever possible.

Full colour version



Positive and negative versions



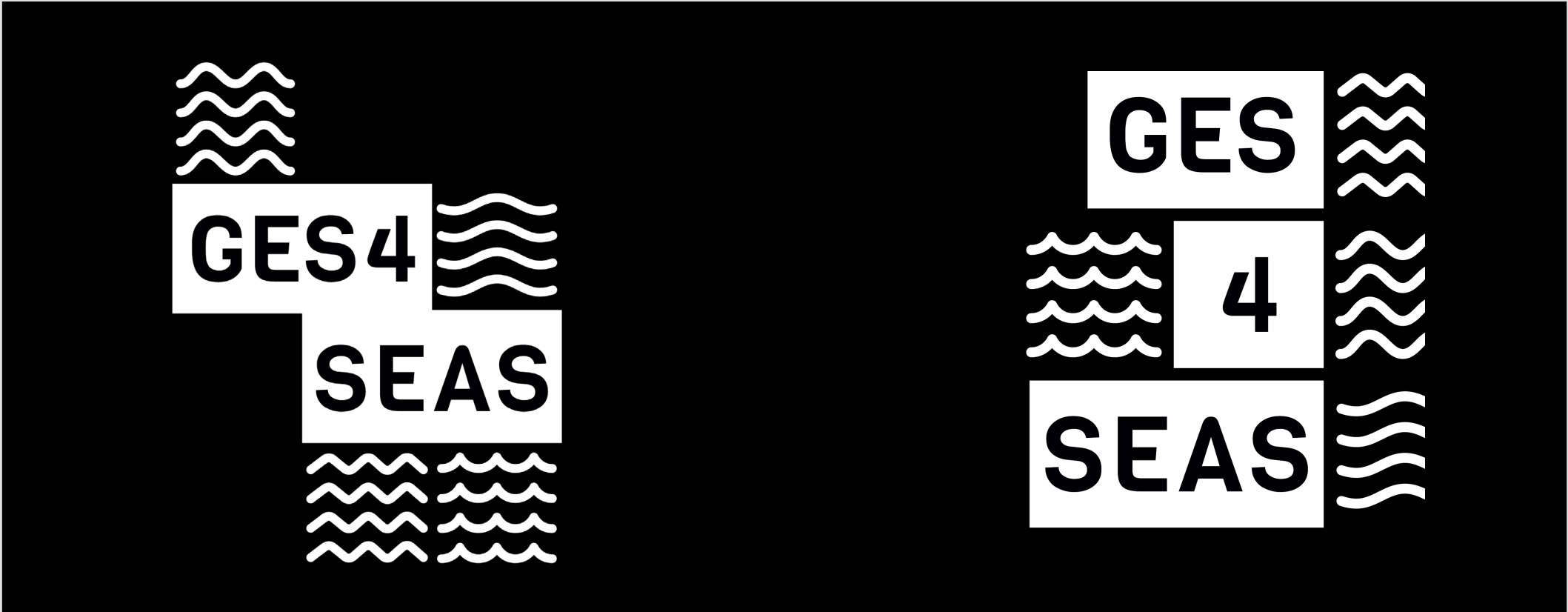
This logo should be applied whenever the main logo is not possible, or if the space required is not appropriate to use the main version.



When the GES4SEAS logo and visual ID is widely acknowledged, we can use these special versions to create a dynamic brand and diverse communications.



Positive and negative versions



The safety area guarantees tha the logo is visually isolated from other graphic elements, which ensures its legibility and graphical impact. The minimum clear space is defined by the width of the number “4” present in the logo. This space should be kept when the logo is proportionally resized.



MINIMUM SIZES

The logo should never be used smaller than indicated.
For low quality printing systems the logo should be used bigger than the minimum dimensions here detailed.

			
Digital applications	30 px width	Digital applications	15 px width
Print applications	70 mm width	Print applications	30 mm width

The logo can be applied over a photo background provided that it keeps its legibility and it's not overpowered by the image.



VISUAL ID

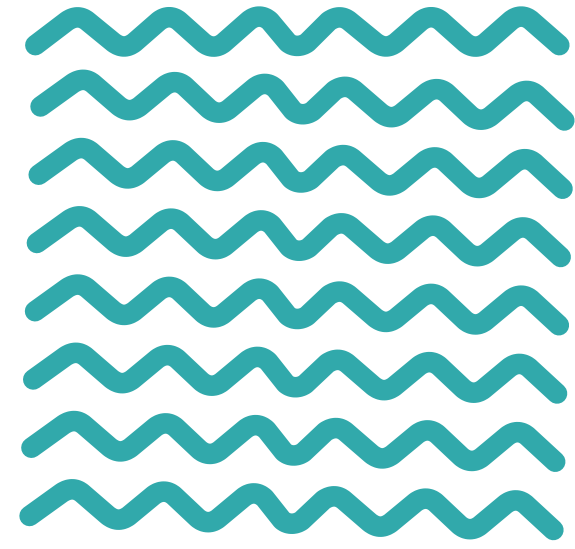
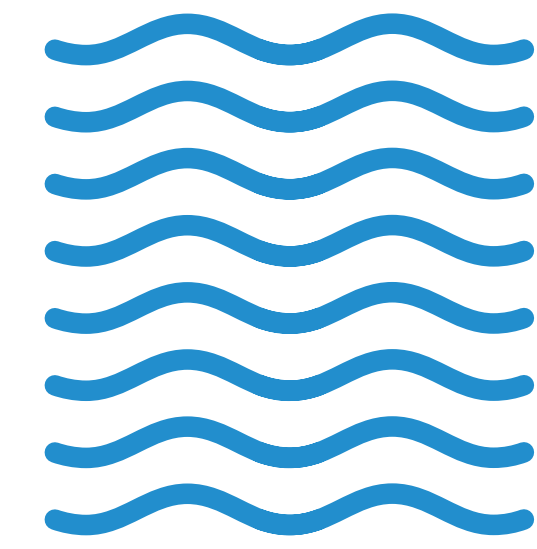
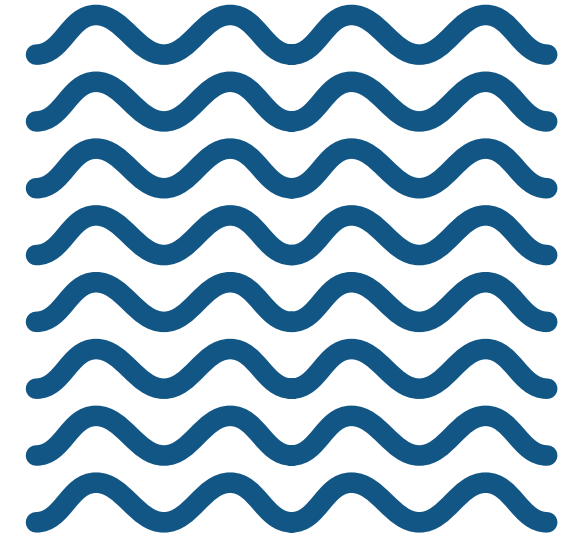
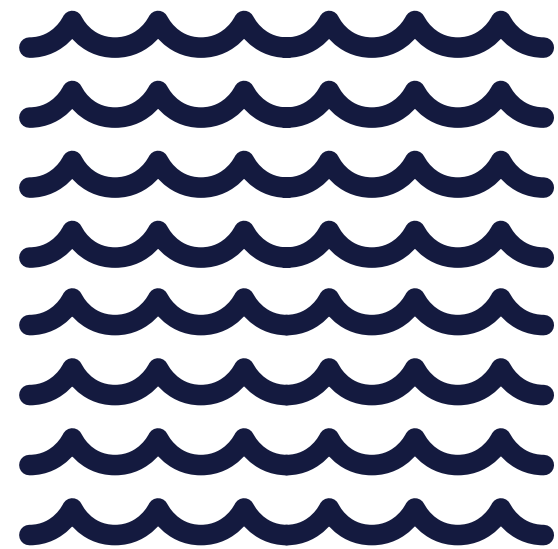
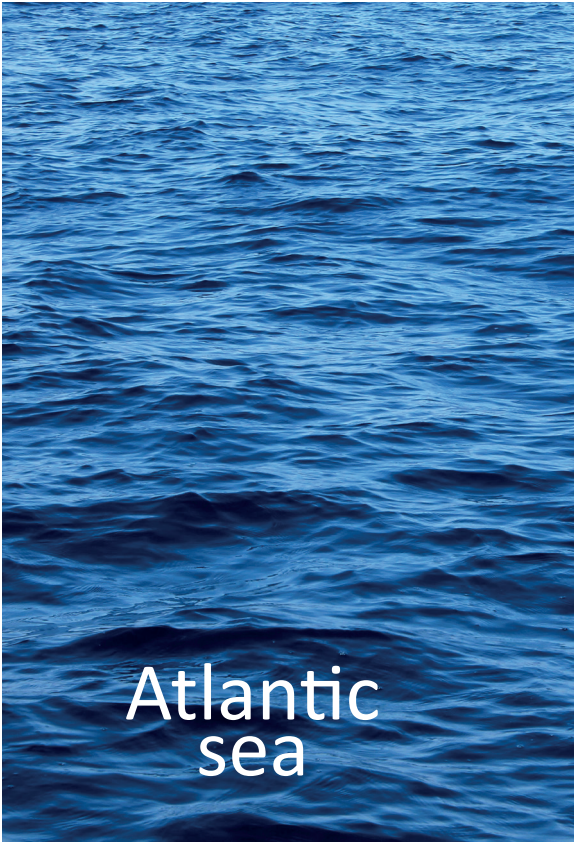
02



GRAPHIC ELEMENT

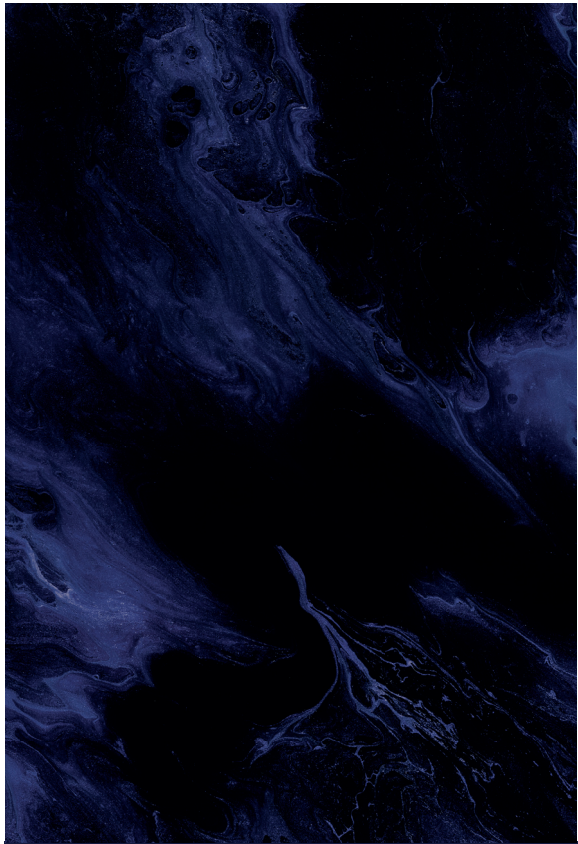
Rationale

Four key elements were used as starting point to create a visual identity for GES4SEAS. We have created a new, unique, and memorable brand by creating a graphic element (wave) for each sea.



COLOUR PALETTE

Colours reinforce brand image and identity. Use only the colours below through the adequate codes, to ensure visual consistency: CMYK to print and RGB or #(Hex) colour in digital.



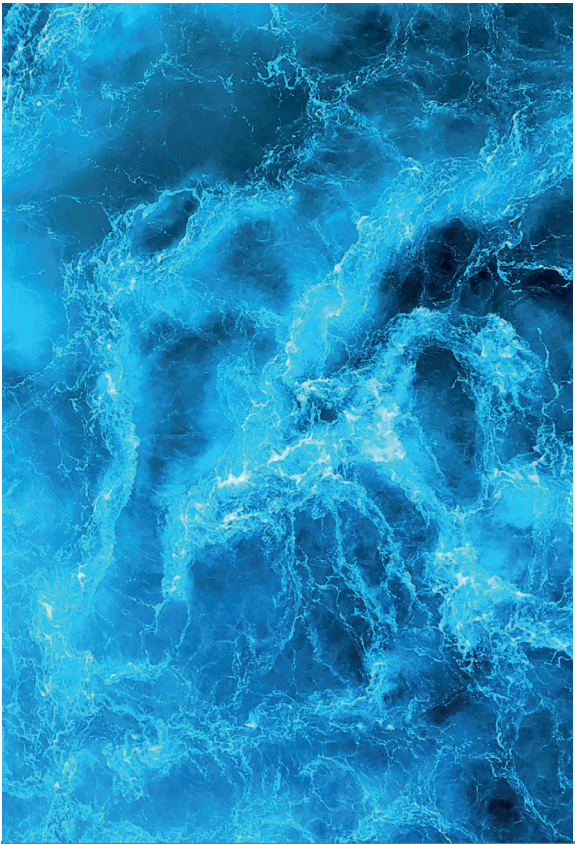
BLACK
SEA

C 95 M 85 Y 30 K 50
R 34 G 33 B 64
#222140



ATLANTIC
OCEAN

C 95 M 65 Y 35 K 10
R 24 G 78 B 128
#184E80



MEDITERRANEAN
SEA

C 75 M 35 Y 0 K 0
R 22 G 143 B 215
#168FD7

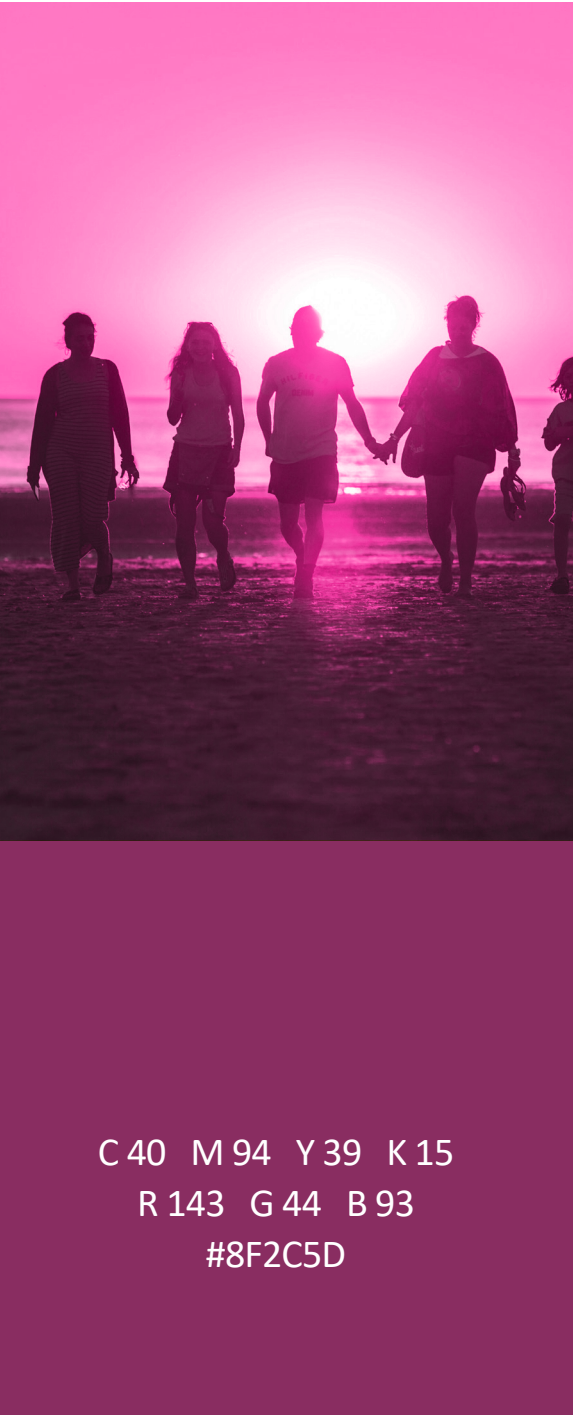


BALTIC
SEA

C 70 M 10 Y 35 K 0
R 56 G 165 B 170
#38A5AA

COLOUR PALETTE

To create more diversity in the brand we can use this secondary pallete with the main colours. Use only the colours below through the adequate codes, to ensure visual consistency: CMYK to print and RGB or #(Hex) colour in digital.



Using the brand typography in all brand documents helps keeping the communication consistent.

The typography should NOT be expanded, condensed or transformed in any way.

Viga is a sans serif with a good performance on screen. Its anatomy gives it a great personality and also makes it useful for reading on screen.

viga

ABCDEFGHIJKLM
ONPQRSTUVWXYZ
0123456789

If needed, a secondary font can be used to complement the main typography.

Calibri (system font) is a modern sans serif typography. Its proportions allow high impact in tightly set lines. Calibri's has a warm and soft character.

Calibri

Light

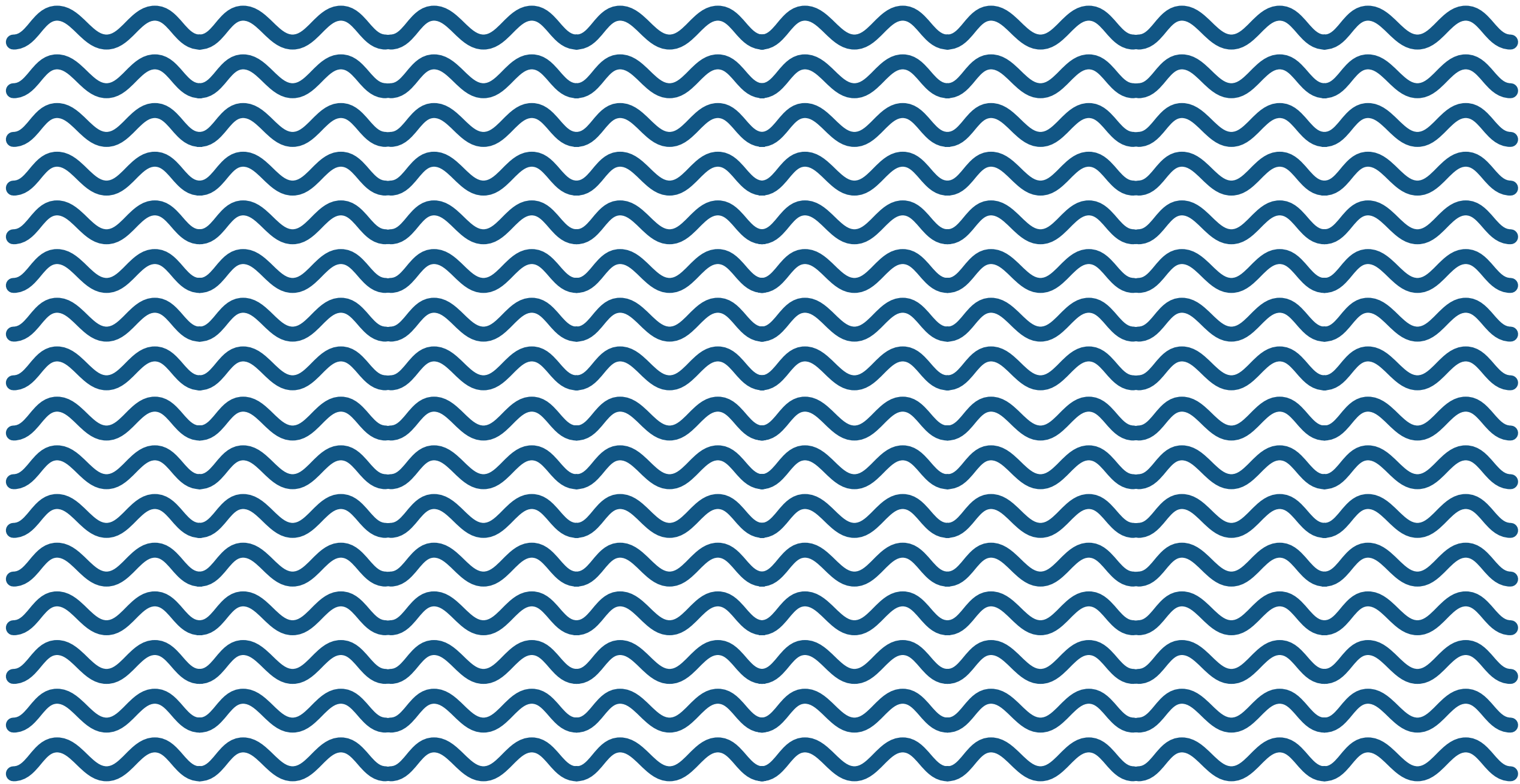
Regular

Italic

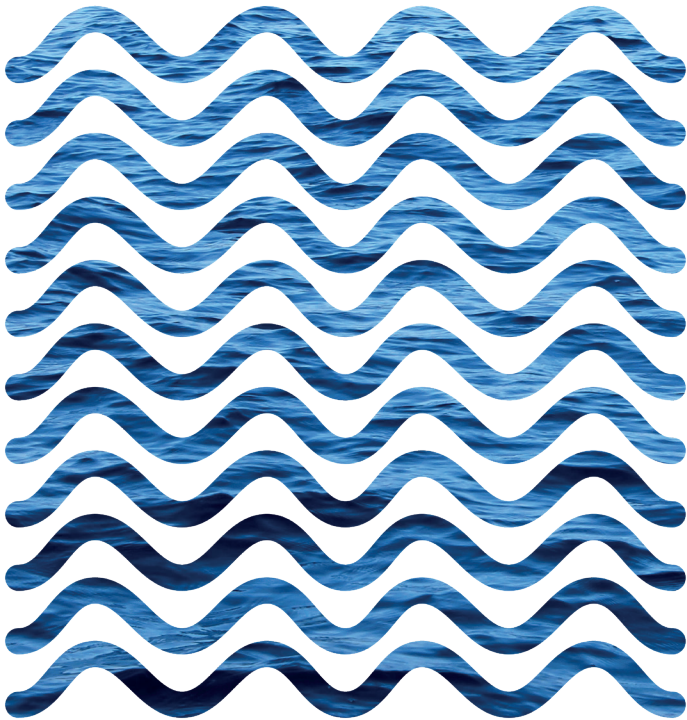
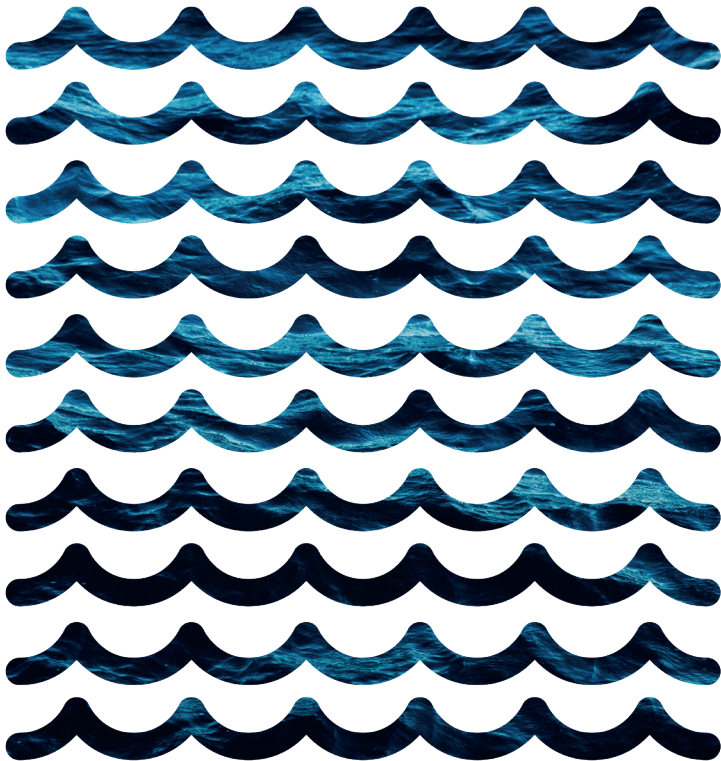
Bold

The use of Brand elements to create patterns makes the visual ID more coherent, strong and modern.

The can be use simple in any type of wave or colour.



The same Pattern can be used as holding shape for image or text.



By using a simplified language
- stroke line- we can create and
represent different information and
make iconography more functional.

This iconography can be used in all
brand colours.



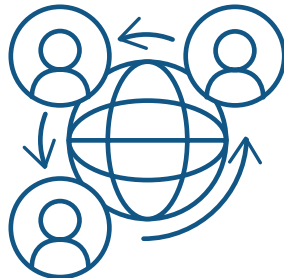
TRAINED PEOPLE



POLICY BRIEFS



NETWORKING &
JOINT ACTIVITIES



SPECIAL SESSION
CONFERENCES



SUMMER
SCHOOLS



PEER
REVIEWED
PAPERS



TWITTER-MOOC



SOCIAL MEDIA



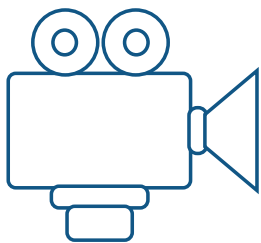
WEBSITE



SCIENCE
FOR YOUNG
PEOPLE



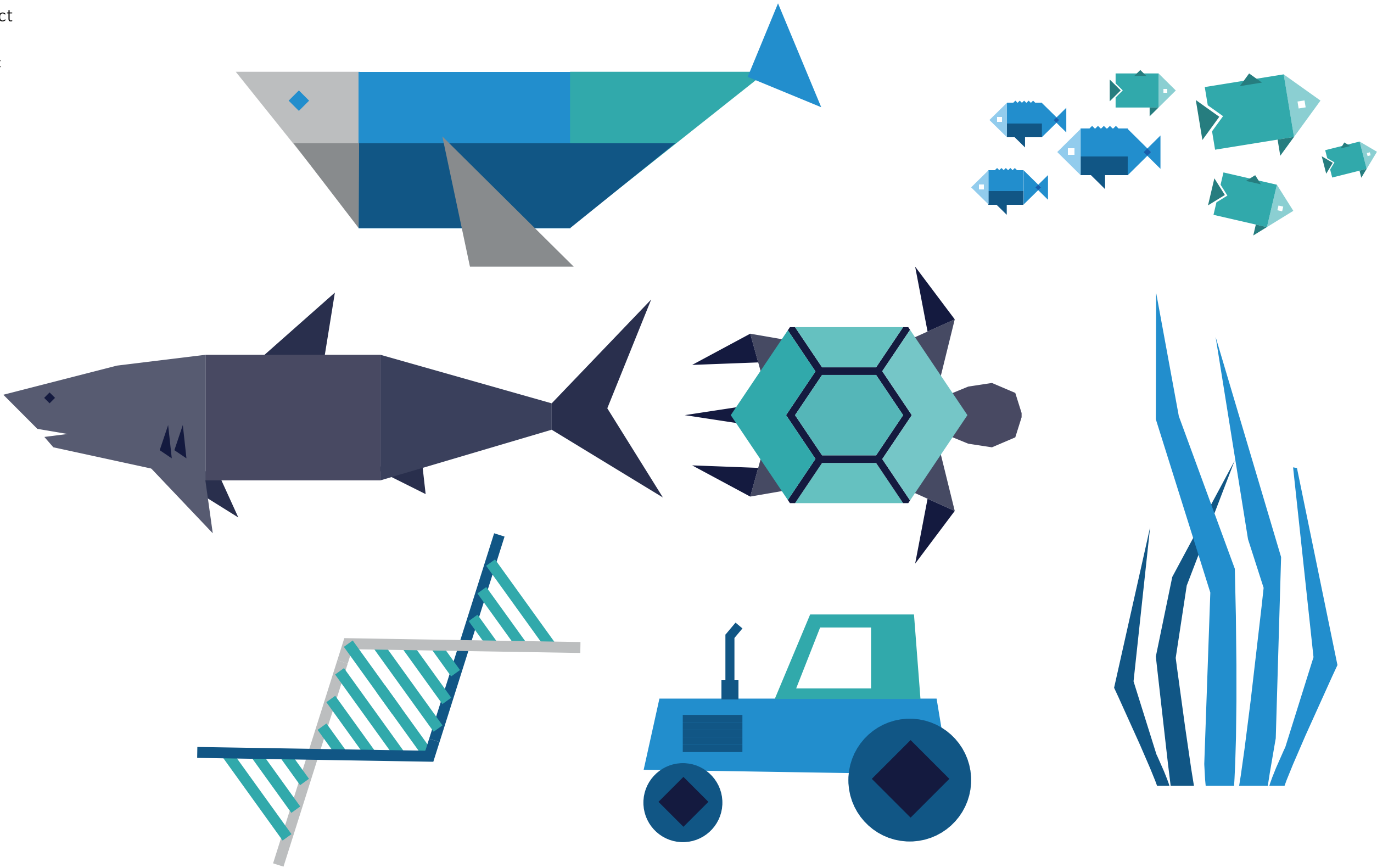
VIDEOS



INFOGRAPHICS



Using the idea of geometric shapes we were able to create unique and diverse illustration. Try to avoid shapes like a perfect circle. The ges4seas visual language is all about geometric shapes- squares, triangles and hexagons. All shapes that are faceted.



Choose pictures:

- With only one main element;
- Try to match the colours of the photo with the main colours of the brand

- That frame the main element in a well-balance way.



TEMPLATES

03



The slide deck template should follow the layout and rules available in PowerPoint format.

GES4 SEAS



Click to insert Title

Click to insert event name

Click to insert Name SURNAME

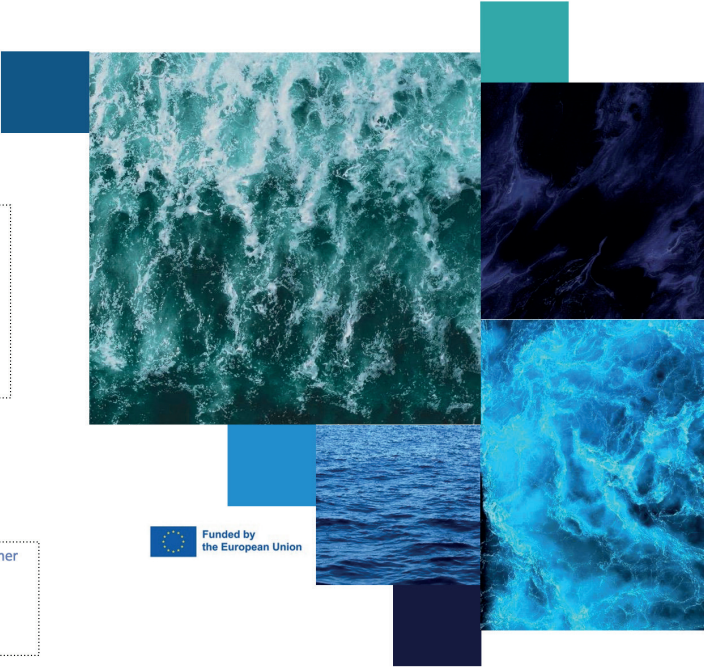
Click to insert date

Click to insert partner logo





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01

Click to Insert Section Title





GES4 SEAS



Click to edit Title of Section

Click to add Headline 1

Click to add Headline 2

Click to add Body Text

▪ Bullets







8

GES4 SEAS



Click to insert Name SURNAME

Click to insert email

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The Report template should follow the layout and rules available in World format.



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the European Union



UK Research
and Innovation

2. Heading Type 1

2.1 Heading Type 2

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Heading Type 3

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Table 2. Lorem ipsum dolor sit amet, consectetur adipiscing elit

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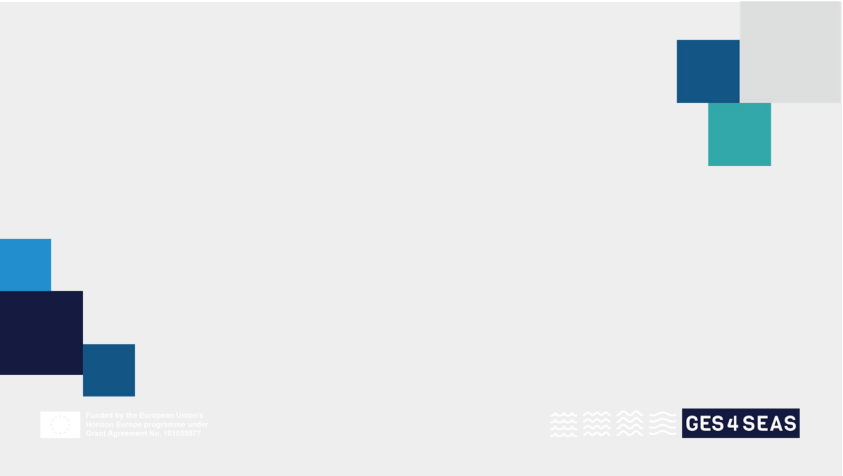
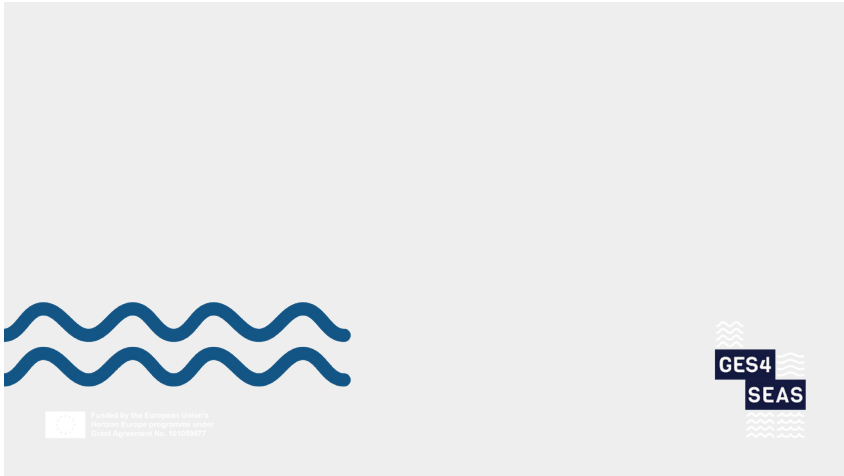
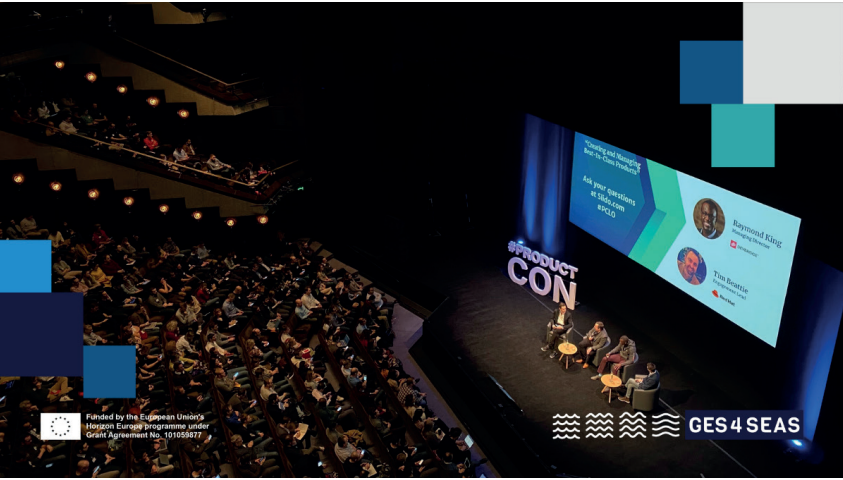
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Figure 2. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

The social media frame should be applied whenever we what to communicate in social networks. Choose the template that best matches the image.

This template is available in png.



The two pager brochure should follow the layout and rules available in PowerPoint format.

GES 4 SEAS

Achieving Good Environmental Status for maintaining ecosystem services, by assessing integrated impacts of cumulative pressures



Heading Type 1

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Heading Type 2

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Heading Type 3

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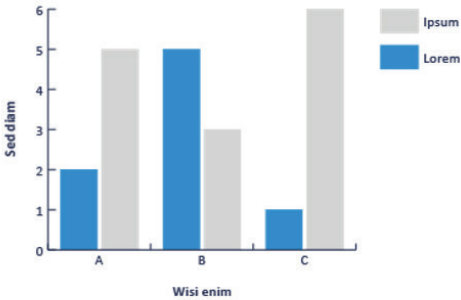
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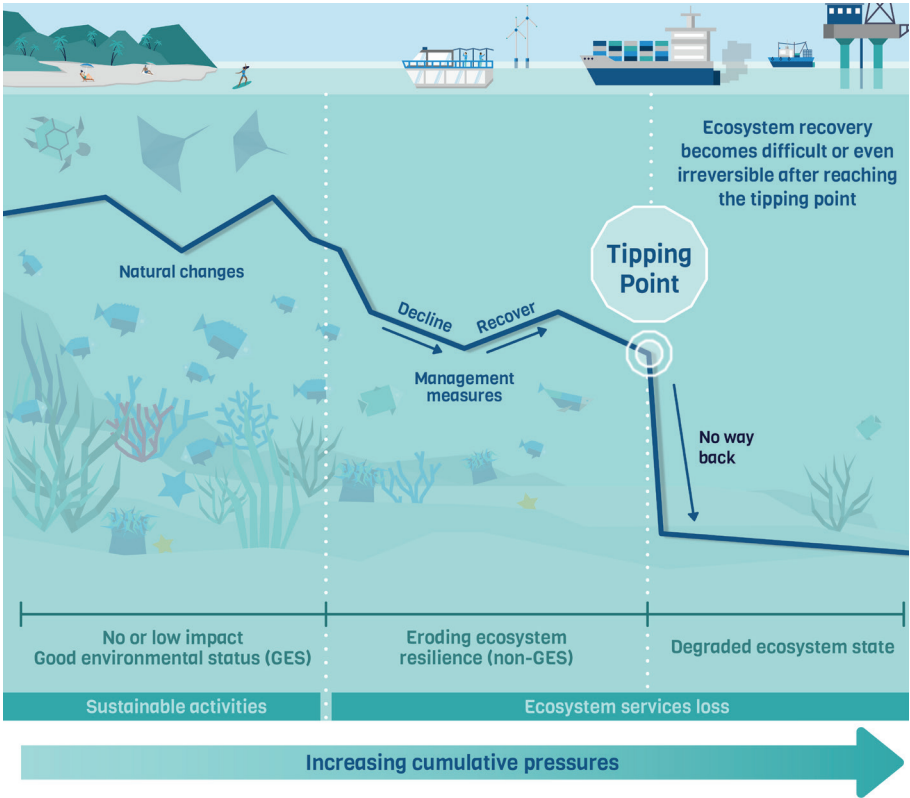
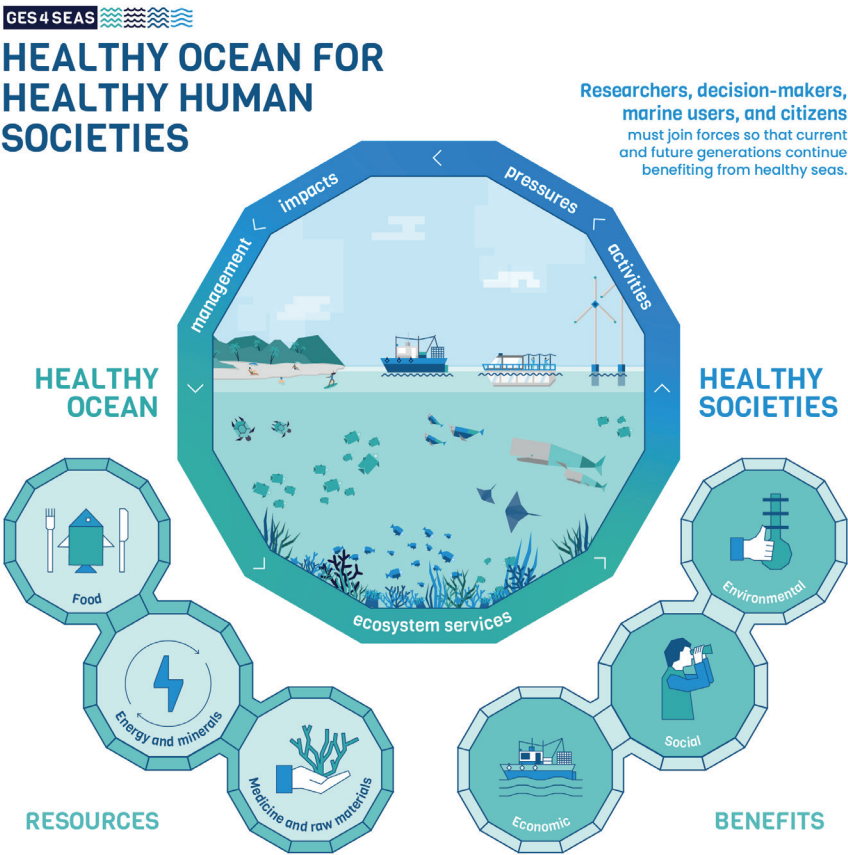
Lorem	Ipsum	Diam



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Exemples how to use all the brand’s visual elements to create impactful infographics while maintaining the project’s graphic coherence.





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