



Design and Style Guide

March 2014

Graphic Design Style Guide



The purpose of this Style Guide is to describe the branding of the Seabird Protection Network (the Network). It is necessary to use the logo, typeface (font) and color scheme in all outreach materials when representing the Network.

The Style Guide is a result of a marketing, media and communications effort initiated by the Network.

The style guide describes the following elements:

- **Branding & Audience**
- **Messaging**
- **Logo & Usage**
- **Color Palette**
- **Typography Guidelines**
- **Supportive Imagery**

Branding & Audience

All products and websites identified as the Seabird Protection Network should maintain a consistent look and feel that is tied to the overall Network branding.

The branding of the Seabird Protection Network has a distinctive style of that is straight forward and recognizable. The graphic elements and illustrations are clean, elegant, and realistic, aimed to communicate to mature, educated, predominantly male audiences.

Target audiences include:

- **Ocean & coastal recreational users**
- **Government agency staff**
- **Pilots**
- **Researchers**
- **Rangers**
- **Sea kayakers**
- **Commercial & recreational fishermen**
- **Whale watchers and students**

Messaging

The Network's goal is to improve the survival and recruitment of seabirds by reducing human disturbance to seabirds at coastal breeding and resting sites in California.

Clear and succinct messages have been developed and tailored to different audiences and include: explanations of normal bird behaviors; signs of disturbance; why seabirds are important; and tips to view seabirds without causing a disturbance.

These messages and templates for outreach products can be found in the Seabird Protection Network: Guide for Establishing New Chapters, Marine Sanctuaries Conservation Series¹.

¹ Tezak, S., Maheigan, M., Reyna, K., Brown, C.M., McChesney, G., Boyce, J., Plaisted, C. 2013. Seabird Protection Network: Guide to Establishing New Chapters. Marine Sanctuaries Conservation Series ONMS-13-02. U.S. Department of Commerce, National Oceanic and Atmospheric Administration, Office of National Marine Sanctuaries, Silver Spring, MD. 33 pp.

Logo & Usage

The Network logo is to be used in conjunction with the title, Seabird Protection Network, at all times, unless the title is used alone, as is the case with the Seabird SAFE sticker. This logo should be used on all Network products.

- For best results, place logo over a white or transparent background
- When changing the size of the logo, it should be done uniformly.
- The logo is in vector format. When re-sizing, typography and line strokes will stay consistent.



Color Palette

Supportive colors for typography titles and headers, to be used interchangeably. Correct color codes for Pantone (PMS) color match system, RGB and CMYK are below. When printing products it is important to provide these color codes to the printer and request correct color matching.

**Pantone
PRO
Blue CV**
(pure cyan)

**R: 0
G: 160
B: 225**

**C: 100
M: 5
Y: 0
K: 3**

PMS 5405 M

**R: 58
G: 110
B: 143**

**C: 58
M: 17
Y: 0
K: 46**

PMS 173 M

**R: 232
G: 108
B: 31**

**C: 0
M: 69
Y: 100
K: 4**

Typography Guidelines

**Content Font Selection:
Helvetica Neue 85 Heavy**

**a b c d e f g h i j k l m n o
p q r s t u v w x y z
A B C D E F G H I J K L M
N O P Q R S T U V W X Y
Z
1 2 3 4 5 6 7 8 9 0
! @ # \$ % ^ & * () _ + < >
? , . / ; ' : " [] { } | **

Supportive Imagery

Wave image:



Bar:

Supportive imagery:

