

# Brand guidelines 2019



ReefClean

# Contents

1	Introduction
2	Our logo
3	Key messaging
4	Logo Versions
5	Clearance
6	Minium size / Social icons
7	Do's & Don'ts
8	Colour
9	Typography
10	Assets
11	Logo lock-ups
12	Examples in situ
13	Contact

# Introduction

We are ReefClean. This pdf document is a set of guideline (or design toolkit) to ensure that the look and feel of our brand is presented clearly, consistently and as intended. All assets are available from Heidi Taylor (p.13) in vector format.

## Our Logo

The caring/helping hands icon, mimic a coral reef which is stylistically reflected (along with waves) in our bespoke font.



# Key messaging

Brand name	<b>ReefClean</b>
Tagline	Educate. Reduce. Prevent.
Sentence	ReefClean is a project to remove and reduce marine debris impacting the Great Barrier Reef through direct action and education.
Paragraph	Marine debris has been recognised as a significant threat to the health and resilience of the Great Barrier Reef and the ecosystem services it provides (GBRMPA 2014). The ReefClean program has been developed to reduce the volume of debris generated in or entering the Great Barrier Reef that may impact listed threatened and migratory species, such as dugongs and turtles, and ecosystems of the Great Barrier Reef, and to increase awareness in Reef catchment communities about the issue of marine debris and actions they can undertake to prevent litter from entering Reef waterways. ReefClean is funded by the Australian Government's Reef Trust with support from Tangaroa Blue Foundation and Conservation Volunteers Australia.

# Logo versions

Primary colourway



- Primary logo -



- with tagline -



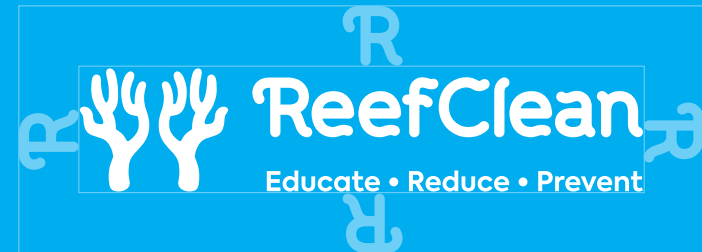
- Landscape format with tagline -  
*(dont use without tagline)*

Secondary colourway



# Clearance

The minimum area of clear space, as shown, is constructed from the letter 'R' of the ReefClean logo.



## Minium size

Based on baseline width of 130 pixels or 35mm



## Social icon

Scale examples





# Dos and don'ts

Actually, this is a whole lot of don'ts. Most are commonsense, but worth bearing in mind.



Do not rotate



do not outline or add a stroke



do not add a drop shadow



do not break up elements



do not mis-crop



do not use without coral hands



do not add gradients



do not add boarder or put in box



Do not distort in anyway



do not stretch logo horizontally / vertically



do not use incorrect colourways



do not place on incorrect background colours

# Colour

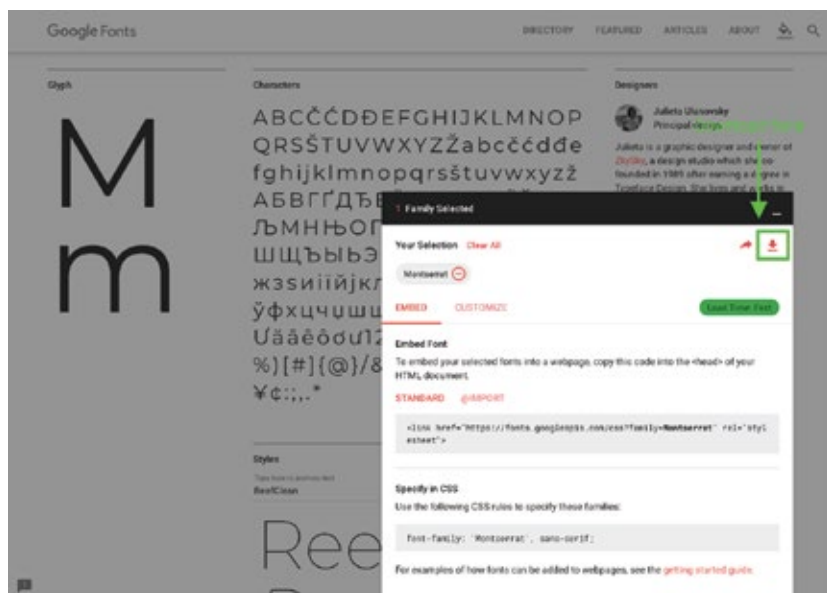
Primary blue		Tints
Pantone	Process blue U	100%
CMYK	100, 0, 0, 0	
RGB	0, 174, 239	
Hex	00, AE, EF	
		75%
		50%
		25%
Secondary blue <i>(use sparingly and only when necessary)</i>		Black
Pantone	Blue 072 U	White
CMYK	100, 80, 0, 0	
RGB	3, 78, 162	
Hex	03, 4E, A2	

# Typography

ReefClean uses a single corporate font/typeface across all digital platforms and print communication: **Montserrat**.

Montserrat is an open source Google font that works on Mac & PC, web & print and is free to download and use from [google.com/fonts](https://fonts.google.com/specimen/Montserrat?selection.family=Montserrat)

<https://fonts.google.com/specimen/Montserrat?selection.family=Montserrat>



## Montserrat

Montserrat light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Montserrat regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Montserrat medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Montserrat semi bold

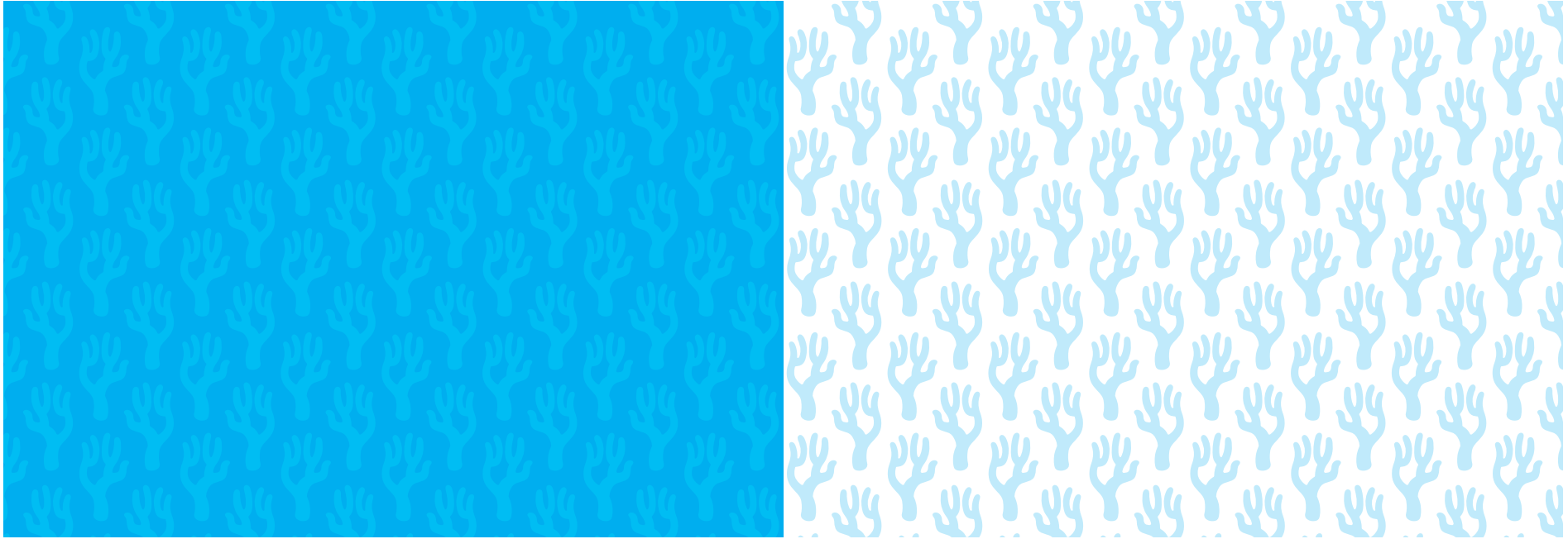
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Montserrat bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

# Assets

Background pattern device



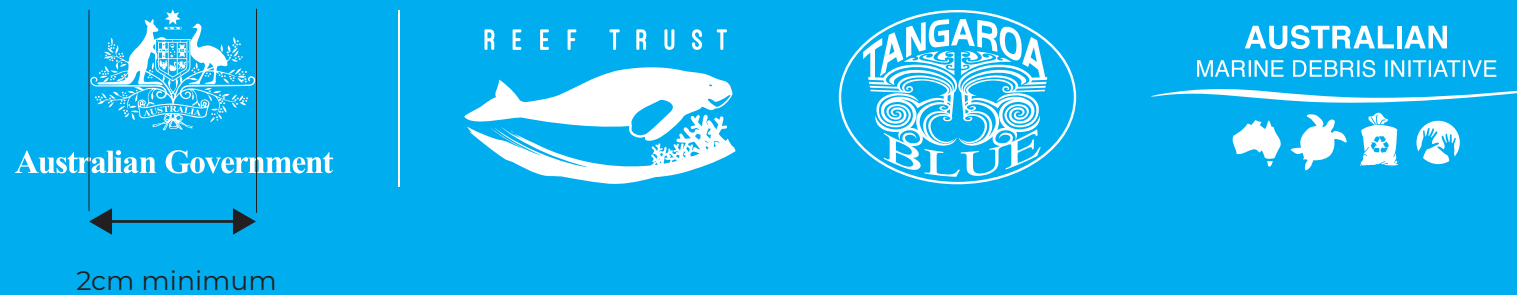
Wave crop device for footers or photo crops



# Logo lock-ups

## Primary supporters

ReefClean is funded by the Australian Government's Reef Trust



**NOTE:** The Reef Trust logo should be used in publications, reporting, communications and promotional material relating to the funding and delivery of the ReefClean project. The Reef Trust branding must be used in accordance with the Reef Trust Branding Guidelines as provided by the Department of the Environment and Energy.

## Partners / secondary



# Examples in situ

T-shirt / Litter bag / Report cover



## Contact

Need more help or assets? Please contact:

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