Brand guidelines 2019
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ReefClean Brand Guidelines 2019
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

ReefClean

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.
Minimum 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

<table>
<thead>
<tr>
<th>Pantone</th>
<th>Process blue U</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMYK</td>
<td>100, 0, 0, 0</td>
</tr>
<tr>
<td>RGB</td>
<td>0, 174, 239</td>
</tr>
<tr>
<td>Hex</td>
<td>00, AE, EF</td>
</tr>
</tbody>
</table>

### Secondary blue (use sparingly and only when necessary)

<table>
<thead>
<tr>
<th>Pantone</th>
<th>Blue 072 U</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMYK</td>
<td>100, 80, 0, 0</td>
</tr>
<tr>
<td>RGB</td>
<td>3, 78, 162</td>
</tr>
<tr>
<td>Hex</td>
<td>03, 4E, A2</td>
</tr>
</tbody>
</table>

### Tints

- 100%
- 75%
- 50%
- 25%

### Black

### White
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)
**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

Australian Government

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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