BRAND GUIDELINES 2024

Contents

Introduction

We are Tangaroa Blue® Foundation, as such, we have several logos for different projects and products. This pdf document is a set of guidelines (or design toolkit) to ensure that the look and feel of our brand for each product is presented clearly, consistently and as intended.

All assets are available in the formats;   .ai,   .gif, .jpg,   .pdf, .png

See contacts page for details.

Registered Trademarks

All logos contained in the guidelines are Registered Trademarks, as such, should always be represented with the ® Registered Trademark symbol.

Along with the registered trademarked logos, serveral name have also been trademarked these include the following:

Lowercase

Tangaroa Blue®

Tangaroa Blue® Foundation

Australian Marine Debris Initiative®

Ditch the Flick®

Uppercase

TANGAROA BLUE®

TANGAROA BLUE® FOUNDATION

AUSTRALIAN MARINE DEBRIS INITIATIVE®

DITCH THE FLICK®

Typography

Tangaroa Blue and uses a single corporate font/typeface across logos and 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

> Search > Montserrat

Montserrat

Montserrat regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Montserrat light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Montserrat medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Montserrat semi bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Montserrat bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Dos and Don'ts

As with all branding guidelines there are a whole lot of don'ts that apply to all logos found in this document. Most are common sense and are related to displaying the logo as it was designed and not altering it in any way, shape or form.

Here are some example to keep in mind.

Do not rotate

Do not add a drop shadow

Do not place on incorrect background colours

Do not mis-crop

Do not add gradients

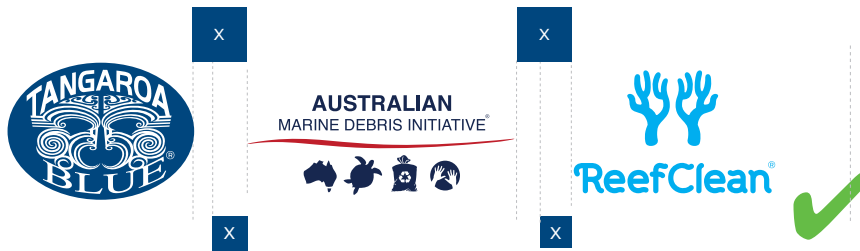Do not use incorrect colourways

Do not distort in anyway

Do not stretch logo horizontally / vertically

Do not outline or add a stroke

Affiliates logos

Whilst we encourage the use of our brands on any matirials that we are affiliated with is important to apply a few basic rule when you our logos in conjunction with other brands

Where another affiliates logo is being used:

The order should be TBF logo, then AMDI logo and then any other program logo or third party logo.

Ensure that the logo clearance with the (**X**) value should be used.

No affiliates logos are to be larger or dominate the logo strap

(X) values should be maintained at all times

Never integrate logos into affiliates logos.

Tangaroa Blue® Foundation
Logo options

There are several logo options please use the option that appeals the most in the circumstance, noting the **Dos and Don'ts** section in these guidelines which apply to all logos and that the preferred option in the **Colour > Main Logo**

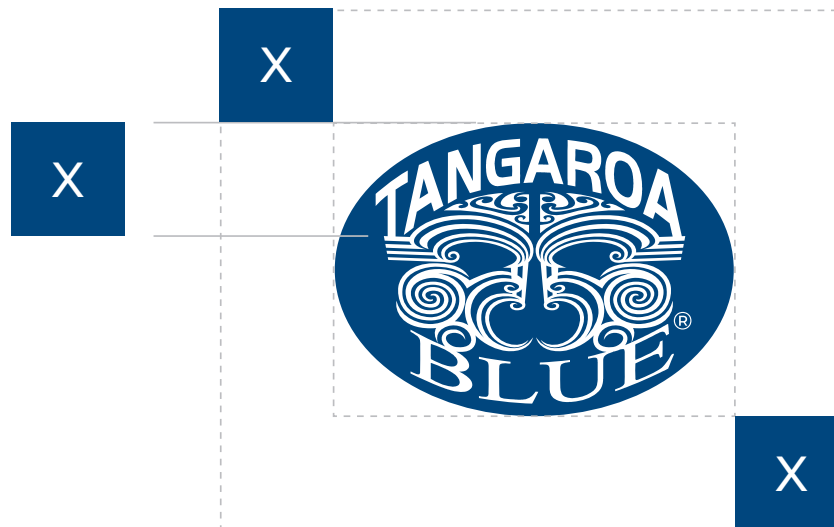|	Main Logo	Alternate Logo	Reverse Logo
Colour			
Mono			

Tangaroa Blue® Foundation
Clearances

The minimum area of clear space (**X**), as shown, is constructed from the **'Bottom of the T to the top of the circle'**.
In the case where another affiliates logo is being used the logo that with the largest (**X**) value should be used.

Minimum size

The minimum size should be a baseline width of 130 Pixels or 35mm

Tangaroa Blue® Foundation
Colours

Tints may be used in documents for different header styles, highlight boxes, graphs and highlighted text.

Tints

Primary colour

Pantone	541 C
CMYK	100, 57, 0, 38
RGB	0, 170, 127
Hex	00467f

100%

75%

50%

25%

Black

White

Tangaroa Blue® Foundation

Examples of how not to use the logo

Following are a few example of how not to use the logos please also see the **Dos and Don'ts** section in these guidelines which apply to all logos.

Colour

Change Logo Colour

Alternate colours

On top of images

Mono

Don't Skew Logo

Colour on Black

Don't Crop Logo

# AMDI - Australian Marine Debris Initiative®
Logo options

There are several logo options please use the option that appeals the most in the circumstance, noting the **Dos and Don'ts** section in these guidelines that apply to all logos and that the preferred option in the **Colour > Main Logo**

	Main Logo	Main Logo - Reverse	Main Logo - White
Colour			
Mono			
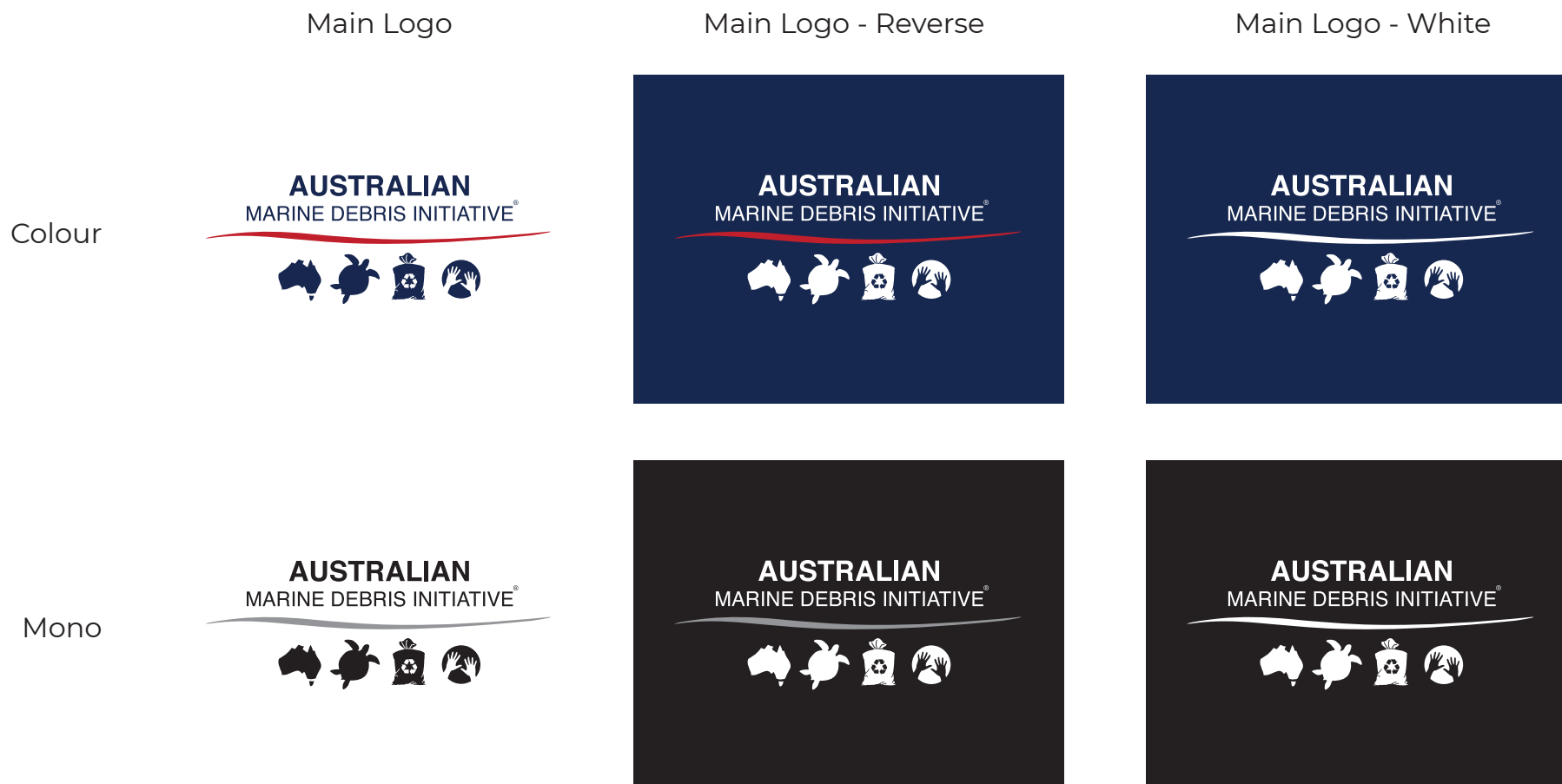
AMDI
Clearances

The minimum area of clear space (**X**), as shown, is constructed from the **'Recycle Bag'** icon.
In the case where another affiliates logo is being used the logo that with the largest (**X**) value should be used.
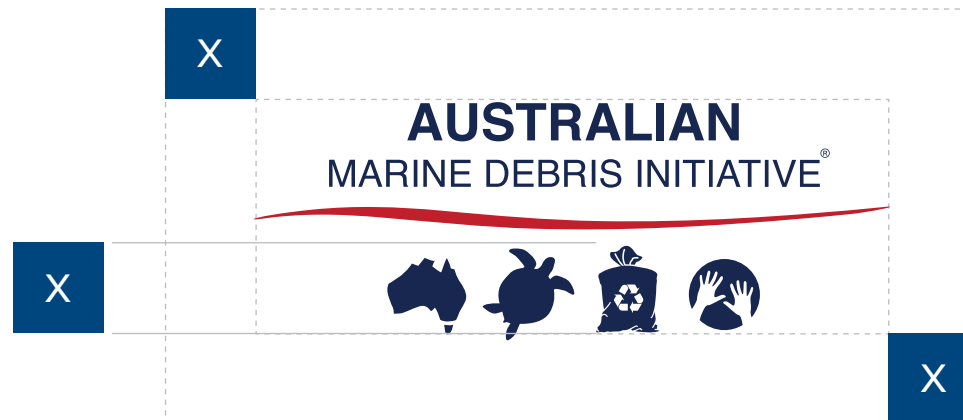
Minimum size

The minimum size should be a baseline width of 130 Pixels or 35mm

AMDI
Colours

Tints may be used in documents for different header styles, highlight boxes, graphs and highlighted text.

Tints

Primary colour

CMYK	100, 90, 40, 38
RGB	0, 174, 239
Hex	00aeef

100%

75%

50%

25%

Secondary colour

CMYK	17, 100, 93, 7
RGB	192, 32, 44
Hex	c0202c

White

Black

AMDI - Australian Marine Debris Initiative
Examples of how not to use the logo

Following are a few example of how not to use the logos please also see the **Dos and Don'ts** section in these guidelines which apply to all logos.

Colour

Crop Logo

Alternate colours

On top of images
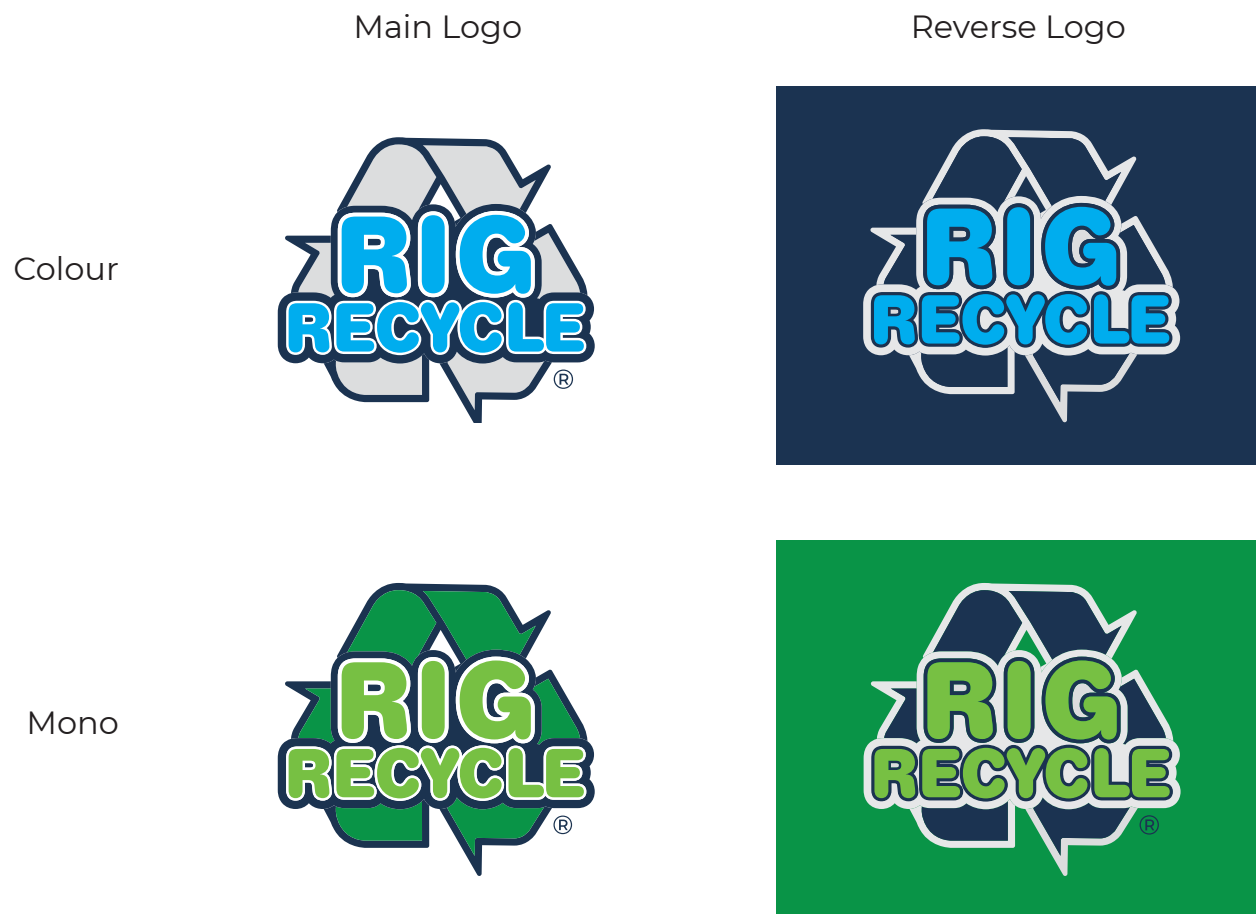
Mono

Don't Crop Logo

Colour on Black

Skew in any way

Rig Recycle
Logo options

There are several logo options please use the option that appeals the most in the circumstance, noting the **Dos and Don'ts** section in these guidelines which apply to all logos and that the preferred option in the **Colour > Main Logo**

	Main Logo	Reverse Logo
Colour		
Mono		

Rig Recycle
Clearances

The minimum area of clear space (**X**), as shown, is constructed from the **'R'** in RIG.
In the case where another affiliates logo is being used the logo that with the largest (**X**) value should be used.

Minimum size

The minimum size should be a baseline width of 130 Pixels or 35mm

Rig Recycle
Colours

Tints may be used in documents for different header styles, highlight boxes, graphs and highlighted text.

Tints

Green	CMYK	95, 79, 43, 38	50%
	RGB	0, 170, 127	
	Hex	099447	
Light-Green	CMYK	58, 00, 99, 00	75%
	RGB	117, 191, 69	
	Hex	75bf45	
Dark Blue	CMYK	95, 79, 43, 38	75%
	RGB	27, 51, 80	
	Hex	1b3350	
Light-Blue	CMYK	70, 15, 00, 00	75%
	RGB	173, 268, 00	
	Hex	00adee	
Grey	CMYK	13, 9, 9, 00	White
	RGB	220, 221, 222	
	Hex	dcddde	

Rig Recycle
Examples of how not to use the logo

The Rig Recycle Logos are designed in Two Colour ways **Blue** and **Green** - these colourways should never be mixed.
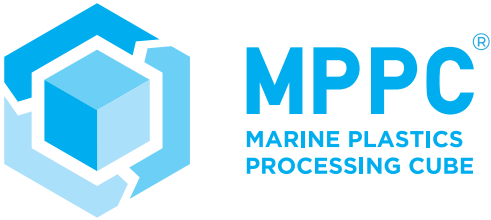
Following are a few examples of how not to use the logos please also see the **Dos and Don'ts** section in these guidelines which apply to all logos.

MPPC - Marine Plastic Processing Cube
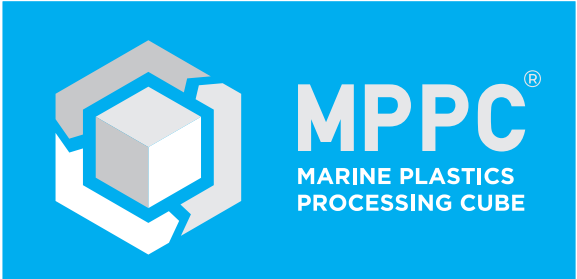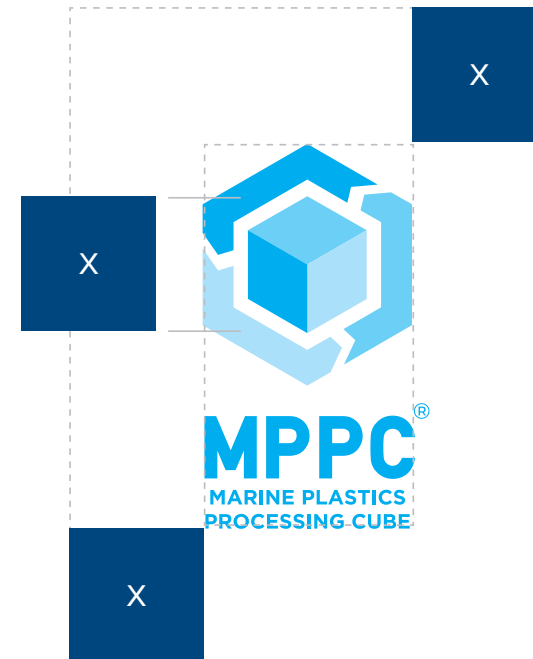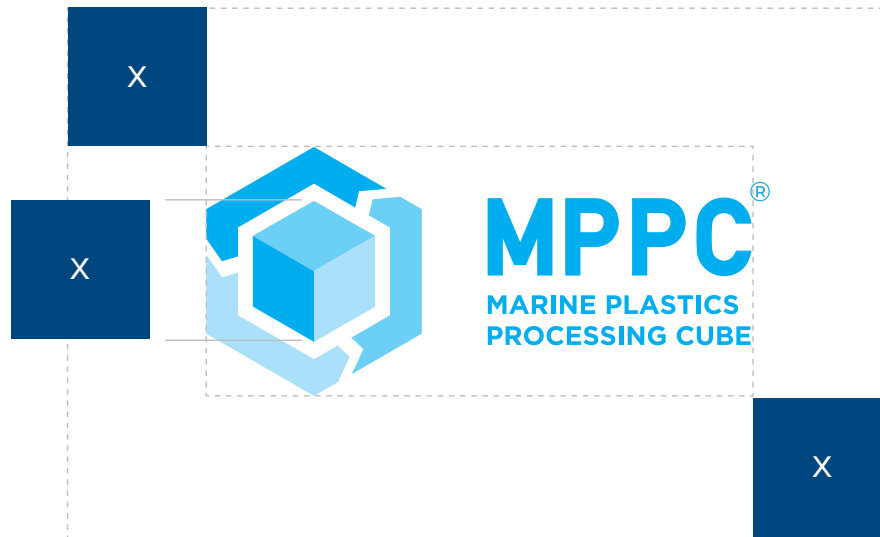## Logo versions

Colour

Dark - mono

Light - reverse

MPPC - Marine Plastic Processing Cube
Clearances

The minimum area of clear space (**X**), as shown, is constructed from the **'CUBE HEIGHT'**.
In the case where another affiliates logo is being used the logo that with the largest (**X**) value should be used.
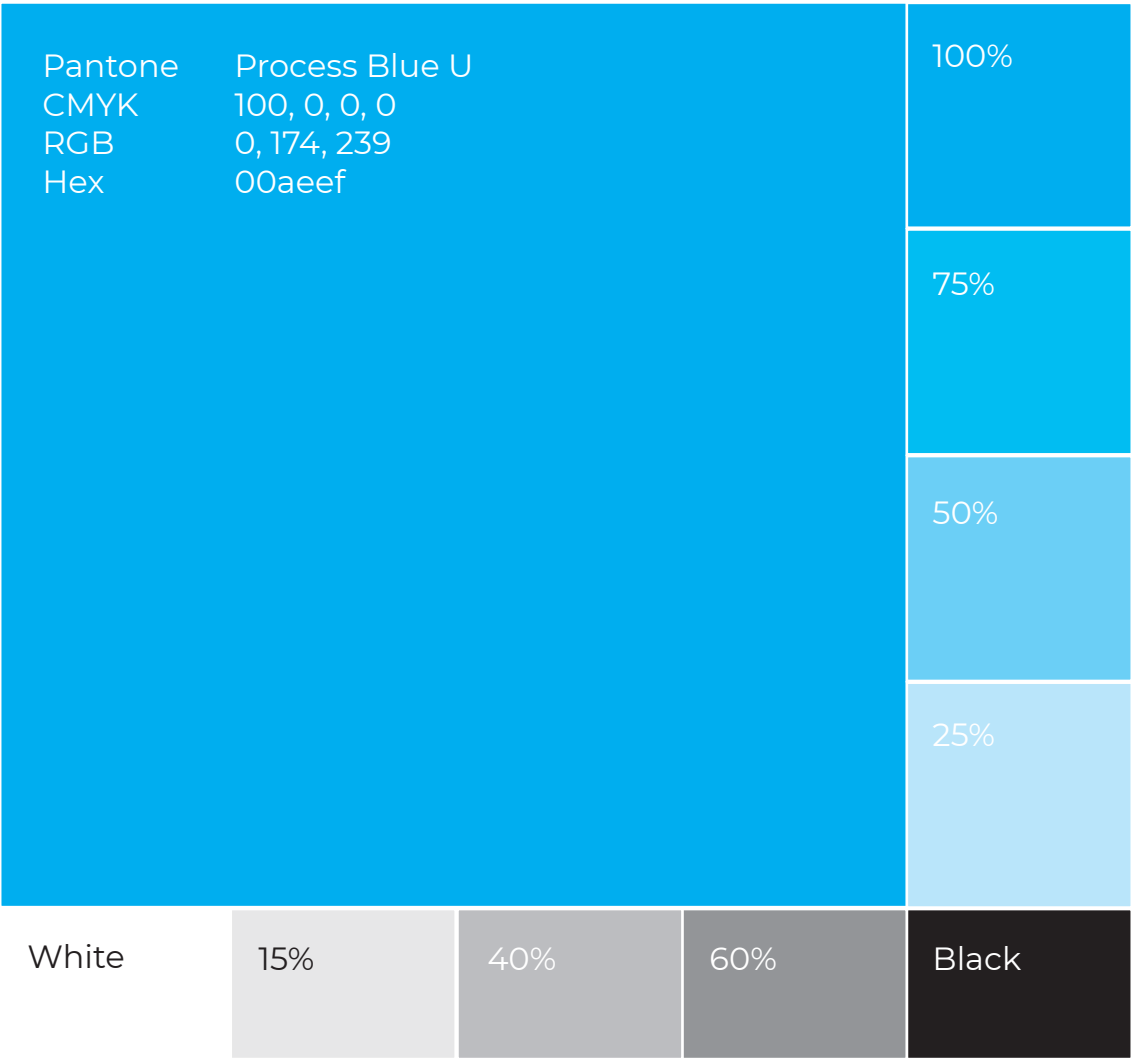
MPPC - Marine Plastic Processing Cube

Colours

Tints may be used in documents for different header styles, highlight boxes, graphs and highlighted text.

Tints

Primary colour

Pantone	Process Blue U
CMYK	100, 0, 0, 0
RGB	0, 174, 239
Hex	00aeef

100%

75%

50%

25%

White | 15% | 40% | 60% | Black

ReefClean®
Logo versions

Primary logo

With tagline

Landscape - with tagline
(DO NOT use without tagline)

ReefClean®
Clearances

The minimum area of clear space (**X**), as shown, is constructed from the letter **'R'** of the ReefClean logo.
In the case where another affiliates logo is being used the logo that with the largest (**X**) value should be used.

Minimum size

The minimum size should be a baseline width of 130 Pixels or 35mm

ReefClean®
Colours

Tints may be used in documents for different header styles, highlight boxes, graphs and highlighted text.

Primary colour

Pantone	Process Blue U
CMYK	100, 0, 0, 0
RGB	0, 174, 239
Hex	00aeef

100%

75%

50%

25%

Secondary colour

Pantone	Blue 072 U
CMYK	100, 80, 0, 0
RGB	3, 78, 162
Hex	034ea2

White

Black

ReefClean®
Examples of how not to use the logo

Following are a few example of how not to use the logos please also see the **Dos and Don'ts** section in these guidelines which apply to all logos.

Don't separate Logo

Don't crop Logo

Don't stack logo

Don't use horizontal without tagline

Don't change layout of logo

Skew in any way

Contacts

Need more help or assets? Please contact:

Heidi Tait

e: heidi@tangaroablue.org

m: 0410 166 684

BRAND GUIDELINES 2024

Last updated, 4th September, 2023