TABLE of contents

The History of Tangaroa  2
Terminology  3
Tangaroa Blue Logos  4
Tangaroa Blue Additional Logos  6
Australian Marine Debris Initiative Logos  8
Using Multiple Logos  10
Using Third Party Logos  11
Fonts & Formats  13
Contact Details  14
The History of TANGAROA

In Maori mythology, Tangaroa is one of the great gods, the god of the sea. He is a son of Ranginui and Papatuanuku, Sky and Earth. After he joins his brothers Rongo, Tumatauenga, Matauenga, Haumia and Tane in the forcible separation of their parents, he is attacked by his brother Tawhirimatea, the god of storms, and forced to hide in the sea. Tangaroa is the father of many sea creatures. Tangaroa’s son, Punga, has two children, Ikatere, the ancestor of fish, and Tu-te-wehiwehi, the ancestor of reptiles. Terrified by Tawhirimatea’s onslaught, the fish seek shelter in the sea, and the reptiles in the forests. Ever since, Tangaroa has held a grudge with Tane, the god of forests, because he offers refuge to his runaway children.

Protect our Oceans.
Terminology

All documentation should use the correct terminology when depicting or talking about a certain brand, program or database. Below are the correct names and how they should be presented and displayed. Do not abbreviate, shorten or use acronyms for any of the after mentioned.

Tangaroa Blue should always be referred to as Tangaroa Blue Foundation.

The program should be listed as the Australian Marine Debris Initiative.

The database should be referred to as the Australian Marine Debris Database.

The website should be listed as www.tangaroablue.org

Protect our Oceans.
The Tangaroa Blue logo is available in 3 variations:

1. For use on white background
2. For use on solid blue/black background
3. For use on varied background (i.e. photographs, different colours)

Logos are available in colour and mono.

**Colour specifications**

PMS 541c

R 0 G 63 B 114

C 100 M 57 Y 0 C 38

Mono = 100% Black
Unacceptable Uses

The Tangaroa Blue logo is designed to be printed as blue at all times. The use of the black logo is only to be used on greyscale or mono coloured artwork.

Changing of the logo colour is also unacceptable.
Using the Moko as a Watermark

The Moko may be used as a watermark, however must not overpower the main logos or images on the page.

No greater that 7% black is acceptable.

The watermark should look into the page not away or out of it, it must be positioned in the bottom left hand corner of the page looking up to the right hand corner at a maximum of 9 degrees.

Must not interfere with reading text.
The protect our oceans and whale tail are both elements of Tangaroa Blue Foundation and may be used when appropriate.

It is a separate entity and should not be used in conjunction with any other logos.

May be used on:
- Presentations, merchandise, t-shirts etc.

It can be reproduced in:
- Black, White, and Blue PMS541c only.

It is a strong image and should be used for impact, but not to draw attention from any of the other main logos.

Is not to be used to identify Tangaroa Blue Foundation, solely as a complimentary graphic.

Please seek approval if you have any doubts on the use of this logo.
AMDI Logo Colour

Australian Marine Debris Initiative logos are available in colour and mono.

No design elements are to come within 2X heights of the logo (where the x height = the height of the “A” as indicated).

Logos are available in colour and mono.

Colour specifications

<table>
<thead>
<tr>
<th>PMS</th>
<th>R</th>
<th>G</th>
<th>B</th>
<th>C</th>
<th>M</th>
<th>Y</th>
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<tbody>
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<tr>
<td>200c</td>
<td>0</td>
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<td>114</td>
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<td>18</td>
<td>0</td>
<td>52</td>
</tr>
</tbody>
</table>
Australian Marine Debris Initiative logos are available in colour and mono.

No design elements are to come within 2X heights of the logo (where the x height = the height of the “A” as indicated).

Logos are available in colour and mono.
AMDI Vertical Elements Logo

May be used as elements on merchandise only, i.e. t-shirts, water bottles etc

Not to be used as a logo on its own.

Colour specifications

R 23 G 40 B 80
C 100 M 89 Y 39 C 37

PMS 200c
R 0 G 63 B 114
C 183 M 18 Y 0 C 52
Combining the 2 logos

Australian Marine Debris Initiative logo & Tangaroa Blue Foundation logo are often used together.

Please follow the guidelines when using the two in conjunction together.

With the X rule in place please note that when side by side the logo heights must be (2X) in between the logos and (2X) border around the two combined nothing should incroach the border.

When stacked there should be (1.5X) between the 2 logos.
Adding a Third Logo

At some time you may be asked to add another organisation or company’s logo to the Tangaroa Blue Foundation and Australian Marine Debris Initiative logos, please note that the third party should always be after the Tangaroa Blue Foundation and Australian Marine Debris Initiative logos as indicated here.

The height should not exceed the height of the Tangaroa Blue Foundation and Australian Marine Debris Initiative logos.

The third party logo should not overpower the brand in any way.
Main Heading - Helvetica Regular

The main font to be used in all proposals, reports and correspondence is Helvetica Light set at 11 point with 14pt leading & 1mm first word indent. Paragraph spacing should be set at 3mm.


• the 1st bullet should be spaced 2mm from above text
• bullets should be inset 3mm
• text should start at 7mm inset
• contain a red (PMS 200) dot bullet.

Sub Heading

Proin tristique lacinia arcu, id hendrerit ipsum fermentum consectetur. Curabitur justo orci, tempus at iaculis id, varius quis mi. Nunc ut augue orci, consectetur sagittis mauris. Quisque faucibus, felis non ele

Any highlighted text should be Helvetica Light Italic and in blue, it should be placed onto a 10% black box.

AMDI font usage

Main Heading - Helvetica Regular - blue

Body copy Helvetica Light - black

Sub Heading - Helvetica Regular - blue

Highlights - Helvetica Light Italic - blue

The website address should be Helvetica Light with letter spacing of 180.
BRANDING & Corporate MARKETING

© 2012 Copyright. All logos remain property of Tangaroa Blue Foundation. Use of any logo within brand is strictly prohibited without the prior consent of Tangaroa Blue Foundation.

The Brand & Corporate Marketing team is responsible for upholding Tangaroa Blue Foundation & the Australian Marine Debris Initiative’s brand integrity.

For any further questions relating to Logos & this Style Guide, contact the following:

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