SEAQUAL

BRAND GUIDELINES
2019 TEXTILE

Contents

Thank you for joining the fight against Marine Litter.
You are now part of a unique collaborative platform:
The SEAQUAL Initiative

The SEAQUAL Initiative voices an emotion and a commitment to challenge plastic pollution and help local communities move towards a circular economy

The SEAQUAL Initiative collaborates with NGOs, Fishermen, Researchers, Scientists, Authorities and Private Stakeholders to clean our oceans of Marine Litter

We believe in living in a waste-free environment.
The SEAQUAL Initiative supports ocean cleaning programs, helps local communities, engages industries and inspires people, in order to give new life to post-consumer waste lost in the environment.

- **The SEAQUAL Initiative** is not a product: The SEAQUAL Inititiative enables the upcycling of plastic Marine Litter*.

- **The SEAQUAL Initiative** is not a recycler: Marine Litter is collected and transformed by our approved partners.

- **The SEAQUAL Initiative** is not a manufacturer: SEAQUAL® YARN** and goods made with SEAQUAL® YARN are produced under license.

* Marine Litter is defined as waste found on the ocean floor and surface, deposited on our beaches by the tides and entering the ocean via rivers and estuaries.

** SEAQUAL® YARN contains approximately 10% Upcycled Marine Plastic and 90% post-consumer plastic from land sources.

COMMUNICATION

Be part of the story. Don't break the chain.

A community with a single voice for change
TOGETHER FOR A CLEAN OCEAN

COMMUNICATION
Introduction

The SEAQUAL Initiative raises awareness of the problem of Marine Litter and gives visibility to the many people and organizations working hard to clean our oceans.

We believe in creating a community and in communicating as a single, powerful and consistent voice.

Your company's voice and commitment are essential to this mission. Please always remember to communicate **The SEAQUAL Initiative**.

COMMUNICATION
Visual Identity

The identity of **The SEAQUAL Initiative** is more than a logo, it is a design scheme and a series of components that makes our brand instantly recognizable.

The rules in Chapter 3 (page 19) will guide you through these components and will assist you in designing and producing compelling and consistent communications.

Always communicate **The SEAQUAL Initiative** in accordance with the 'Visual Identity' rules.

COMMUNICATION
Marketing Materials

You will also receive documents containing 'SEAQUAL Approved Marketing Materials', which are ready to use and, if not modified, can be used without seeking approval from **The SEAQUAL Initiative**.

The only modification that can be made to these materials is the addition of your logo and name, where available, always in accordance with the 'SEAQUAL Visual Identity' rules.

Included in these materials you will find:

- Hang Tags
- Stickers (for yarn or fabrics)
- Roll Ups

- Posters
- Images
- Videos

COMMUNICATION
Marketing Materials

Any other modifications or newly-created materials must be approved by the **SEAQUAL** Marketing Team (**digital@seaqual.com**) before use.

COMMUNICATION

Marketing Materials

All photos and videos should be used in their full original format and always include our logo, original text and sound.

COMMUNICATION
Rules

On the following pages, we provide you with some simple rules to help you with your communication of **The SEAQUAL Initiative**:

ALWAYS

√

NEVER

X

ALWAYS:

√

- Use the term '**The SEAQUAL Initiative**' when referring to our organization or service ('SEAQUAL' and the first letter of "The" and "Initiative" should be in capital letters).

- Include a brief description of **The SEAQUAL Initiative**, for example, "In collaboration with fishermen, NGOs and local communities, **The SEAQUAL Initiative** is helping to clean our oceans of Marine Litter".

- Use the phrases 'this product contains' or 'this product is made with' when referring to SEAQUAL® YARN.

- Write '**The SEAQUAL Initiative**' and 'SEAQUAL® YARN' in English. These names should not be translated into other languages.

- Submit any new marketing materials you have created to digital@seaqual.com for approval before use.

- Include your brand name/logo on the product (SEAQUAL® Yarn can NOT be used to make unbranded products).

- Include your brand name/logo in any marketing material referring to **The SEAQUAL Initiative**.

ALWAYS:

√

- Follow the 'SEAQUAL Visual Identity Guidelines' rules.
- Use approved stickers or hangtags on your fabric hangers or sales samples (applicable only to yarn and fabric producers).
- Use vocabulary, figures and images provided by **The SEAQUAL Initiative**, when available (it is important that we speak with a single voice and present the same data).
- Include 'www.seaqual.org' and 'follow us @seaqualfriends' in all communications.
- Mention **The SEAQUAL Initiative** in audiovisual materials (subtitles and audio).
- Include the phrase '[YOUR COMPANY] supports **The SEAQUAL Initiative**' in all marketing materials and communications.
- Mention **The SEAQUAL Initiative** in social media posts, using @seaqualfriends and #seaqual #togetherforacleanocean (there is no need for social media posts to be approved by **The SEAQUAL Initiative**).

NEVER:

X

- Refer to **The SEAQUAL Initiative** as a product, manufacturer or raw material. We are an initiative, and all manufacturing is carried out by other companies under license.

- Claim that the work of **The SEAQUAL Initiative** or our partners is your own (**The SEAQUAL Initiative** and our partners depend upon you telling our story).

- Lead consumers to believe that **The SEAQUAL Initiative** is the brand of your product (**The SEAQUAL Initiative** recommends not using permanent labels or logos on your product and recommends the use of hangtags).

- Permanently print or incorporate the words 'SEAQUAL', '**The SEAQUAL Initiative**' or 'SEAQUAL® YARN' into any design on your product.

- Communicate **The SEAQUAL Initiative** together with similar ocean cleaning initiatives: our story is unique and we do not want consumers to confuse our work with that of others.

- Communicate your use of SEAQUAL® YARN or support for **The SEAQUAL Initiative** together with any other recycled polyester yarn of marine origin in the same product.

VISUAL IDENTITY

Elements

SEAQUAL's identity is not just a logo but core elements that come together to create a distinctive look and feel.

The following pages guide you through these components, and will assist you in designing and producing compelling, consistent communications.
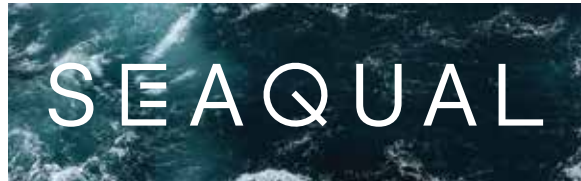
Logotype

Our logotype is bold, clean and balanced. It can stand alone or fit in with other graphic information.

The primary color for the logotype is blue (colors - page 16).

SEAQUAL

Secondary Logotype colors

On colored or photographic backgrounds, black or white versions of the logotype can be used when necessary. The logotype must remain legible at all times.
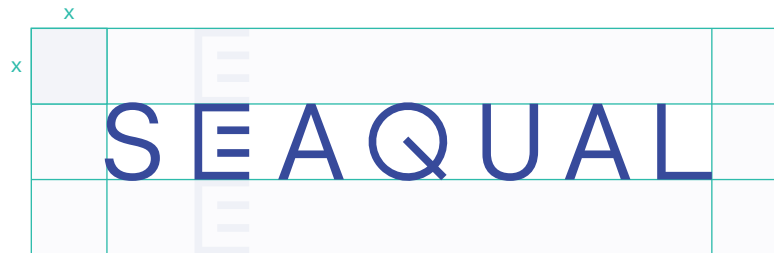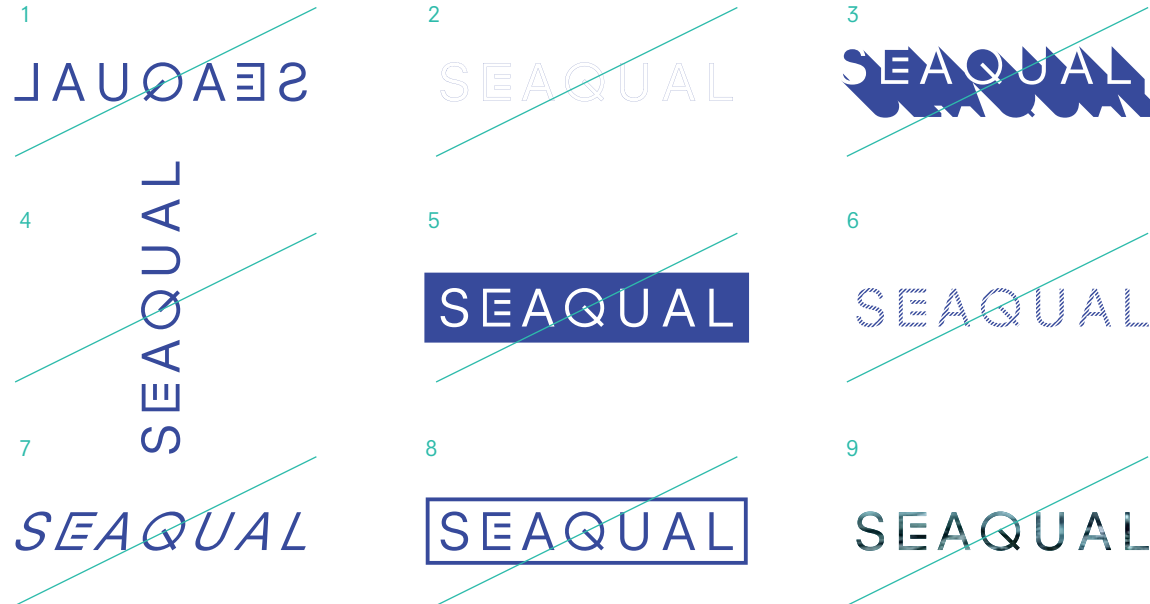
Minimum sizes

SEAQUAL

—————————
20mm

The logotype should always be
reproduced at least 20mm
in width and in at least 75 pixels
for print and digital applications.

Minimum area

x

x

SEAQUAL

The recommended minimum space
on all fours sides of the logotype
is equal to the cap height (x) of
the logotype itself. No other graphic
information should be placed
within this surrounding area.

Incorrect uses

1

ᒍAUⵊƎƧ

SEAQUAL

2

SEAQUAL

3

SEAQUAL

4

SEAQUAL

5

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7

SEAQUAL

8

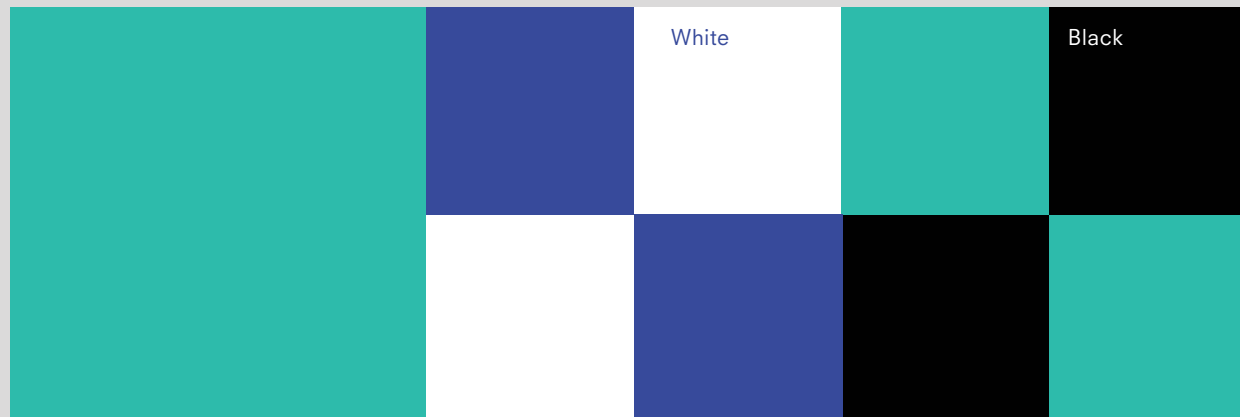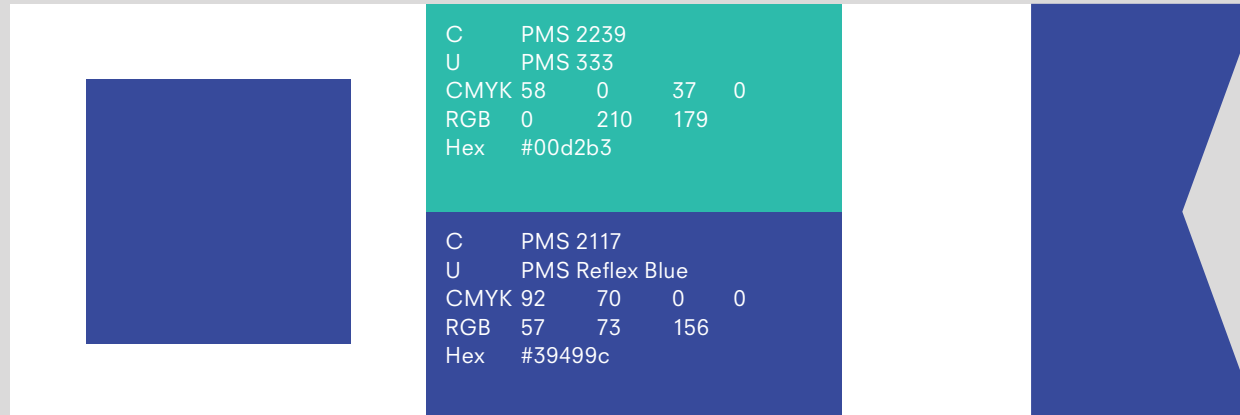SEAQUAL

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SEAQUAL

SEAQUAL

The logotype must not be distorted in any way.
The effectiveness of the logotype depends on a consistently correct usage. The examples on the left show different incorrect uses:

1   back to front
2   outlined
3   with shadows or 3D effects
4   vertical
5   within a solid block of color
6   with patterns
7   distorted or cropped
8   within an outline
9   as a photographic window

The logotype must never be reproduced in more than one color.

Color palette

C   PMS 2239
U   PMS 333
CMYK 58   0   37   0
RGB   0   210   179
Hex   #00d2b3

C   PMS 2117
U   PMS Reflex Blue
CMYK 92   70   0   0
RGB   57   73   156
Hex   #39499c

White

Black

Our color palette consists of blue, turquoise, black and white.

Our primary color is a rich blue, used to evoke the depths of the oceans. It is highly visible in any setting.

A bright turquoise can be used as a complimentary highlight color when appropriate, along with black for certain uses.

Typography

Neuzeit®S Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!#$%&()*+,-./<=>?[\]_€£''…

NEUZEIT®S BOOK HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!#$%&()*+,-./<=>?[\]_€£''…

Our primary typeface is called
Neuzeit® S Book. It is available
from Linotype in OpenType and
digital font formats.

For headlines and bold
statements, the Book Heavy
typeface should be
used in upper case only.

Secondary font

Helvetica Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!#$%&()*+,-./<=>?[\]_€£''…

Helvetica Regular can be used
as a substitute when options
are extremely limited.

Typography hierarchy

Together for a Clean Ocean
16pt

Together for a Clean
34pt

Clean Ocean
70pt

Different type sizes can be used to create a visual hierarchy.
Try to avoid using more than three different type sizes on any given application.

Justification and tracking

Our text is always left aligned and has a small amount of added tracking.
Our typography is used consistently on all applications to communicate our message as clearly as possible.

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Our typography is used consistently on all applications to communicate our message as clearly as possible.

Imagery

Naturally, our brand will often feature imagery of our oceans, in all their states. Therefore, it is important to be inventive with the way we portray the sea. Our photography must be beautiful, inspiring and dynamic. We think about the compositions creatively, showing unusual crops and details, both above and below the surface.

Full bleed images should be used where possible.

When showing litter it is important to consider the same visual principles as for our other photography. Bold, creative images are more impactful than standard pictures of pollution.

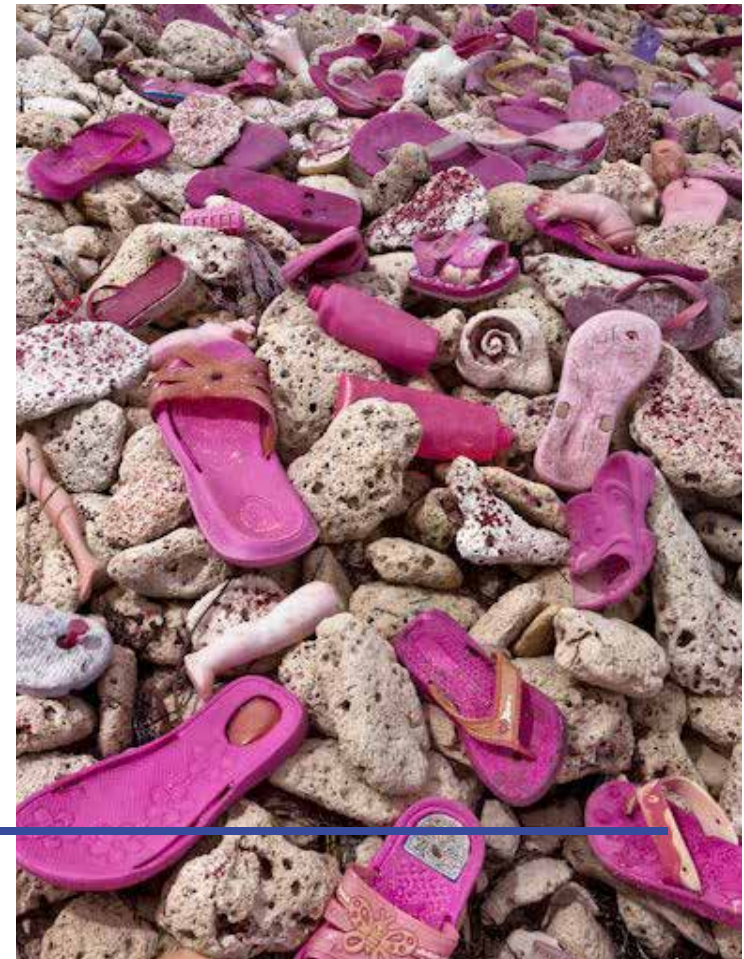Try to avoid overly-negative subject matter where possible, such as that of distressed sea life.

Use proper credits. If you are creating and developing photographic content for SEAQUAL, include our logo or a credit slide at the end, with, at least, a message that says: c. [year] SEAQUAL.
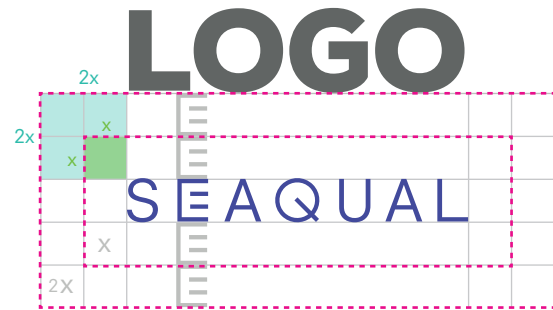
Partner brands

Our partner brands share our values. The following pages demonstrate how they can also respect our aesthetic principles.

Partner brand logo lock-up

1

LOGO
SEAQUAL

2

LOGO

SEAQUAL

3

LOGOLOGOL

SEAQUAL

LOGOLOGOL

SEAQUAL

When combining the logotype and a partner brand logo as a lock-up, the following rules should be adhered to:

1   The space between the two logos should always be twice x.

2   The SEAQUAL logotype should be positioned directly below the partner logo.

3   The size relation between the two logos depends on each logo design. We want to strike the right visual balance between the two logos, allowing the partner logo to be slightly more visible.

The examples shown demonstrate the relationship outlined above.

Contact details

Newly-created marketing materials
must be approved by the
SEAQUAL Marketing Team
(digital@seaqual.com).

Please feel free to
contact us if you have
any questions.

SEAQUAL

SEAQUAL

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