

The background image is a composite. The upper portion shows a boat with several people on board, including one person in a blue shirt and white cap leaning over the side. The lower portion shows a shark swimming underwater, its head and dorsal fin visible. The text is overlaid on the lower half of the image.

BRANDING GUIDELINES

BENEATH THE WAVES

2021

CONTENTS

Welcome!

The purpose of this guide is to define the entire brand identity of Beneath the Waves. This scope goes far beyond a logo. Here, we will cover the 5 core aspects of a brand identity: message, personality, voice, values, and visuals.

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**BRAND
MESSAGE**

WHO WE ARE & WHAT WE DO

INTRODUCING THE NEXT-GEN OCEAN ORGANIZATION

Beneath the Waves is an ocean conservation nonprofit at the nexus of science, storytelling, and solutions, with a deep affinity for sharks. We specifically focus on threatened species conservation, blue carbon, deep-sea biology, and marine protected areas as the four most critical components of a healthy ocean ecosystem.

Our research delivers the evidence needed to inform broad-scale and region-specific ocean policies, while also providing solutions to new or emerging conservation challenges.



Our mission is to promote ocean health and use cutting-edge science to catalyze ocean policy, with a focus on shark conservation and marine protected areas.

An underwater photograph showing several sharks swimming in the water. In the background, a group of divers is visible on the sandy ocean floor. The word "MISSION" is overlaid in large white capital letters.

MISSION

An underwater photograph of a diver in blue gear swimming towards the camera. The word "VISION" is overlaid in large white capital letters.

VISION

Our vision is to protect 30% of the ocean by 2030, improve broad-scale species management, and accelerate discovery in our oceans through science and collaboration.

WHAT MAKES US DIFFERENT?

THE BOTTOM-UP APPROACH TO CONSERVATION

We are a radical group of scientists here to disrupt the status quo. We don't believe in the traditional route to success in science. In fact, anyone can be a researcher with us, because we don't rely on the slow process that most organizations follow to create change.

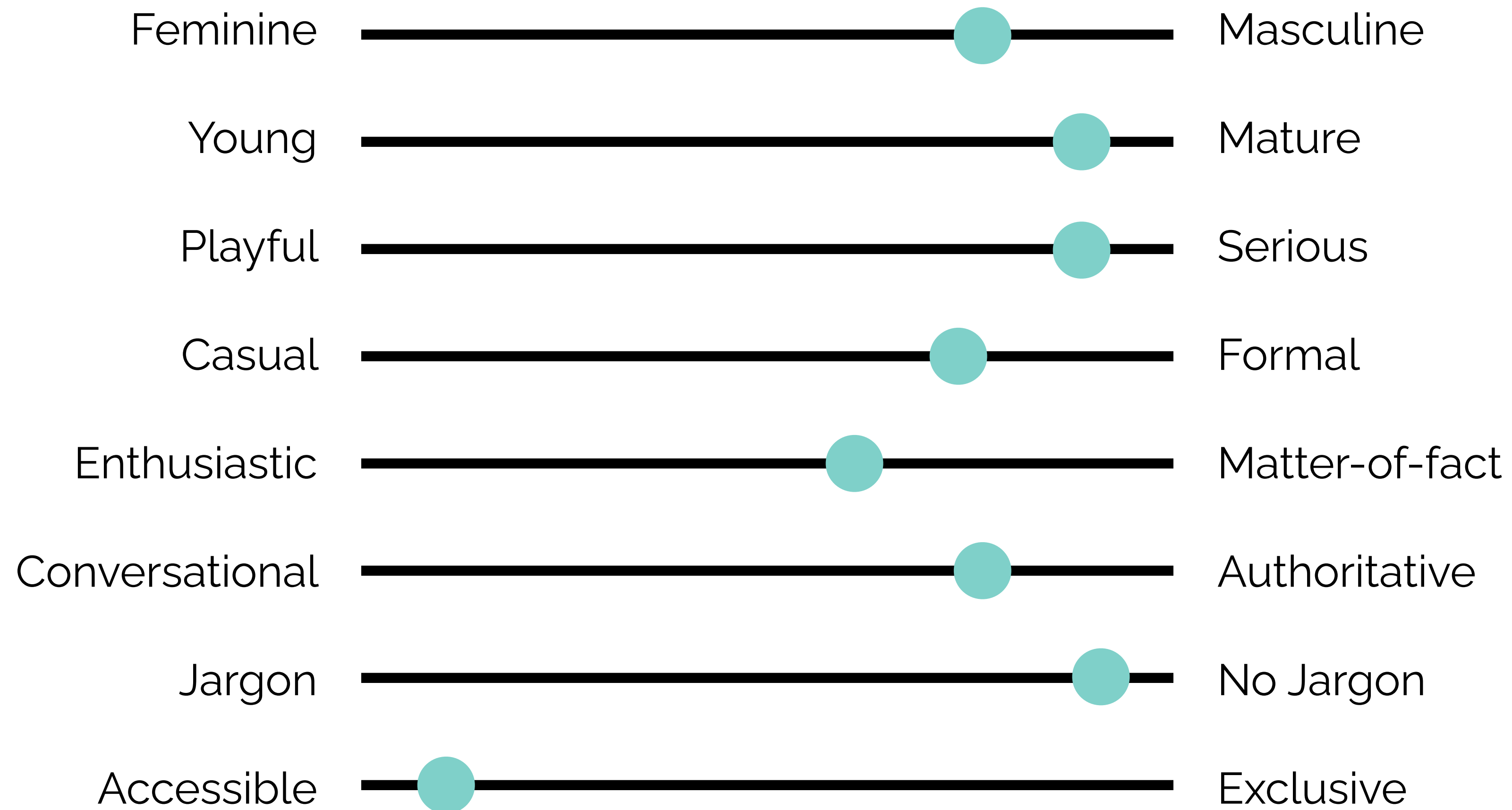
We work with anyone and everyone to develop solutions and identify new approaches. With diverse partnerships, groundbreaking tech, and good science, our time is now.

Q2

**BRAND VOICE
& PERSONALITY**

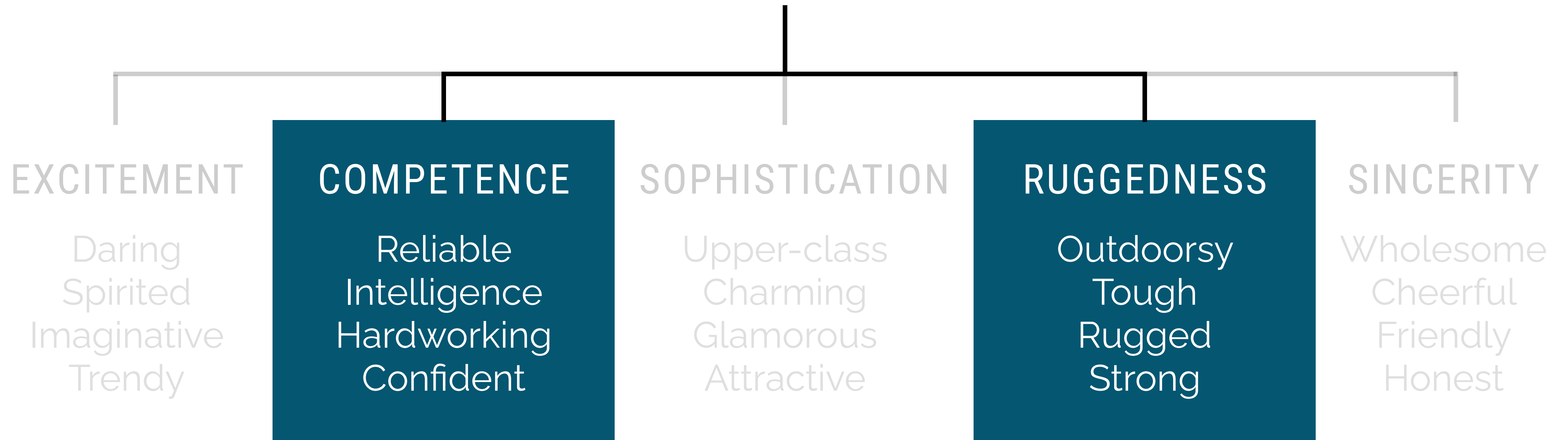
BRAND TONE & VOICE

SPECTRUM



BRAND PERSONALITY

JENNIFER AAKER BRAND PERSONALITY MODEL



Although many words can be used to describe Beneath the Waves, resonating with these core characteristics will sculpt and refine your brand personality.

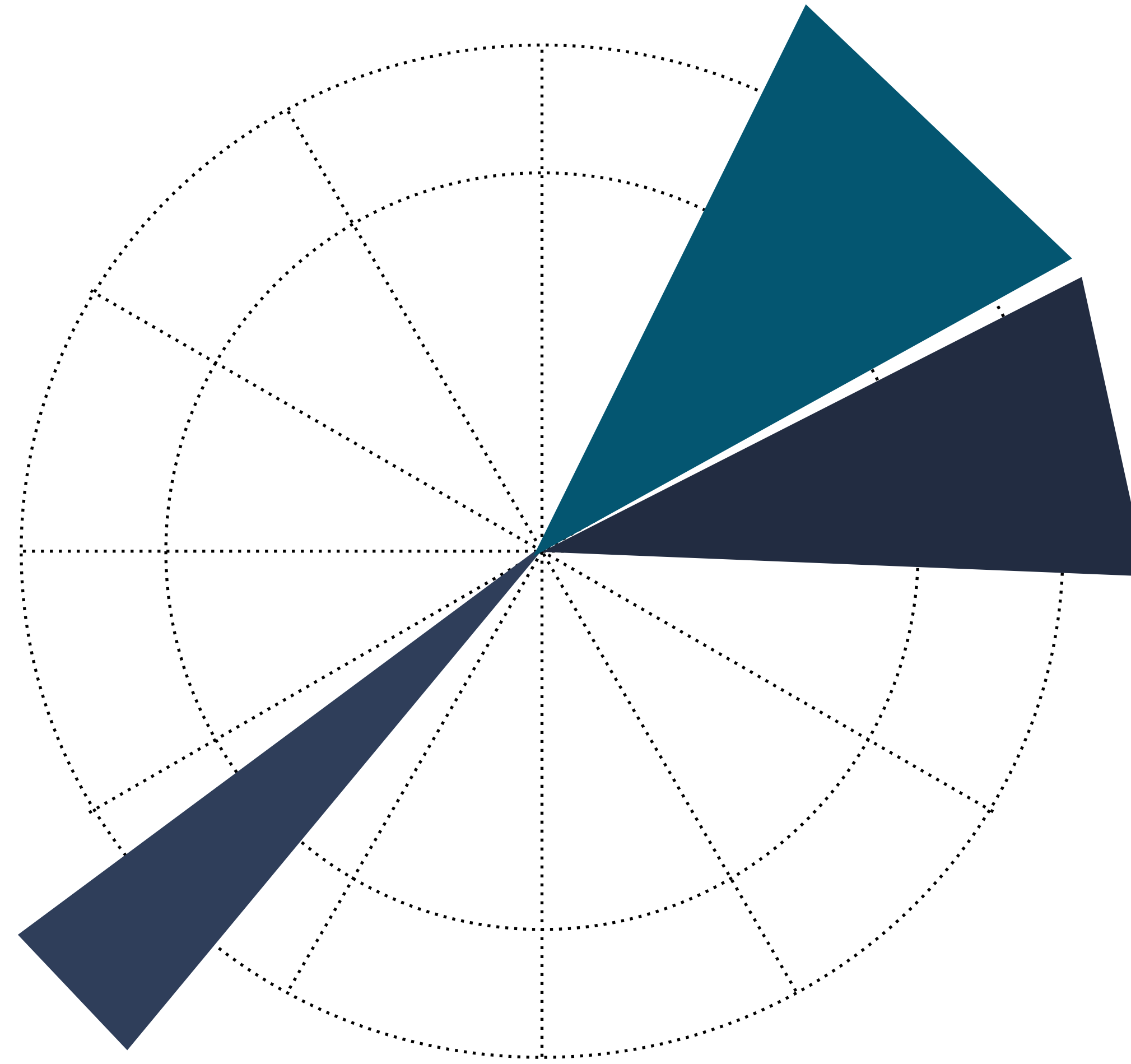
BRAND PERSONALITY

ARCHETYPE MODEL

When properly identified, brand archetypes will reflect the personality of brands and serves to better align personality type with your target audience.

Ruler

The Ruler wants to create a prosperous and **successful organization**. Brands that **enhance or promote power**, help people become and stay organized, or **promise safety and stability** in a chaotic world are easily identified as Ruler archetypes.



Sage

Guided by the **discovery** of truth, the Sage uses **intelligence and analysis** to understand the world. Look at brands that **provide expertise** or information and that **encourage people to think** and you will see the Sage at work.

Explorer

The Explorer yearns for the freedom to discover the world and **experience a better, more authentic, and more fulfilling life**. Brands with Explorer traits are often those that help people feel free, are **nonconformist**, are **pioneering**, and offer sturdy or **rugged** products.

OB

**BRAND
VALUES**

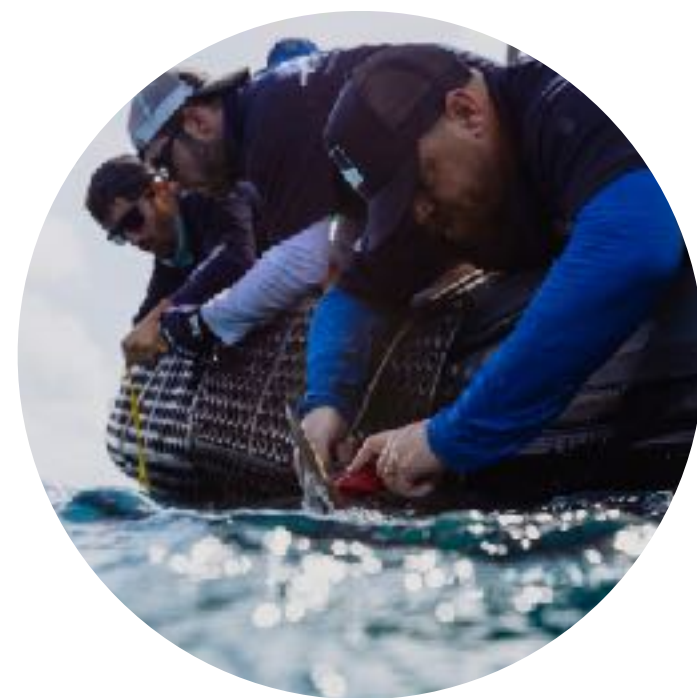
CORE VALUES



AUTHENTICITY

We genuinely care about each other, our partners, and the wild.

Authenticity builds reliability, improves our communication, and empowers our team to be themselves in all of our pursuits.



COLLABORATION

Our work would not be possible without our network of collaborators around the world. We are setting this example in order to find better solutions and make conservation more inclusive for everyone.



EXPLORATION

Using today's cutting edge technology, our team is driven by an endless curiosity. Whether we are in the deep sea or a regular dive spot, we are always on a pursuit of discovery in the natural world.



RESILIENCE

Nature is being forced to show its resilience, so we cannot waiver either.

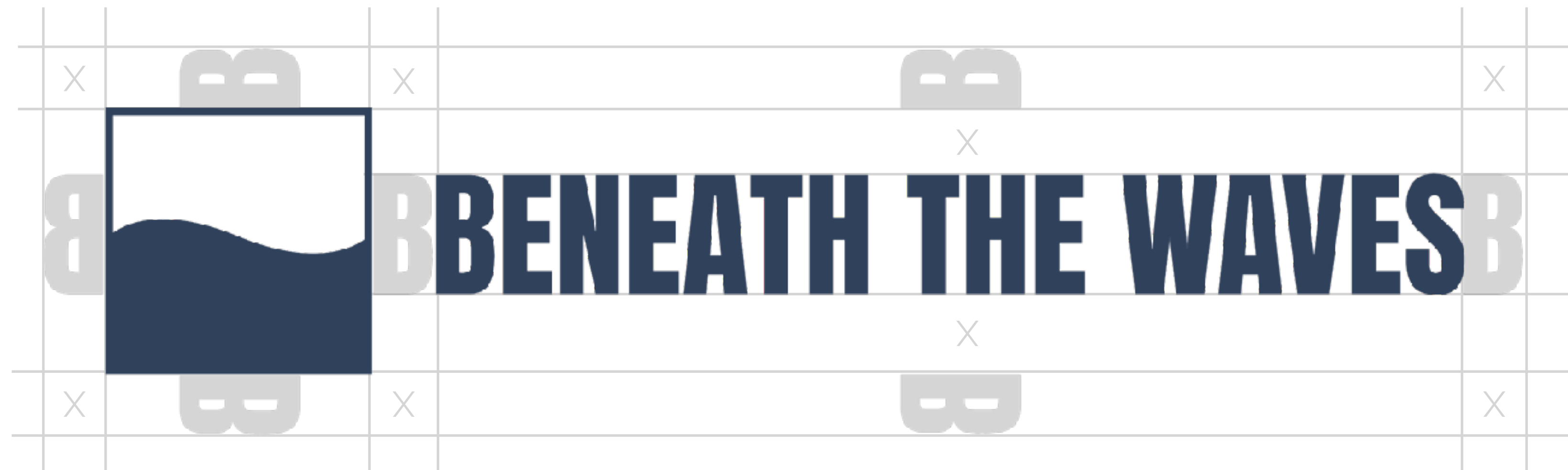
We will never stop striving to be the best that humans can offer to ocean conservation. Together, we can learn from any obstacle.

04 VISUAL IDENTITY

MAIN LOGO

CLEARSPACE

To ensure the logo is free of any visually distracting elements, a minimum clear space has been defined. It's clear space changes proportionally in relation to the height of the logo.



SIZE

All versions of the logo may be upscaled proportionately to any size. However, to maintain eligibility, size minimum restrictions apply.

Minimum height: 12mm/48px

MAIN LOGO COLOR OPTIONS



BENEATH THE WAVES



BENEATH THE WAVES

LOGO VARIATIONS



BENEATH THE WAVES



LOGO USE GUIDELINES

APPROVED USES



BENEATH THE WAVES



Use the horizontal logo for left or center justified applications



BENEATH THE WAVES



BENEATH THE WAVES



Only center justify the vertical logo

LOGO USE GUIDELINES

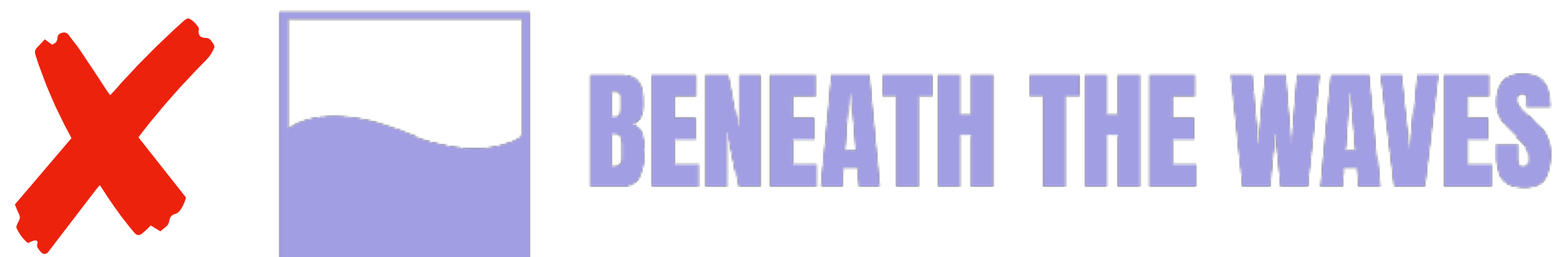
ERRORS TO AVOID



Do not add any sort of shadow



Do not change the letter spacing

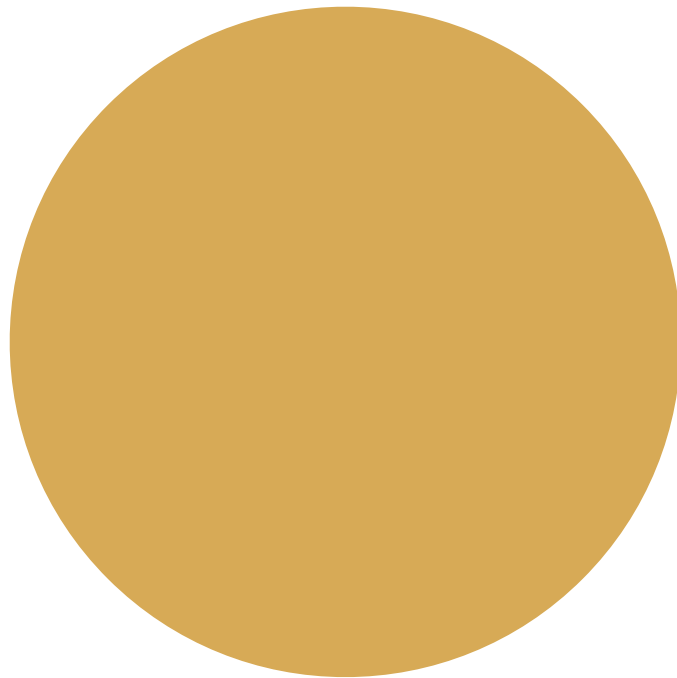
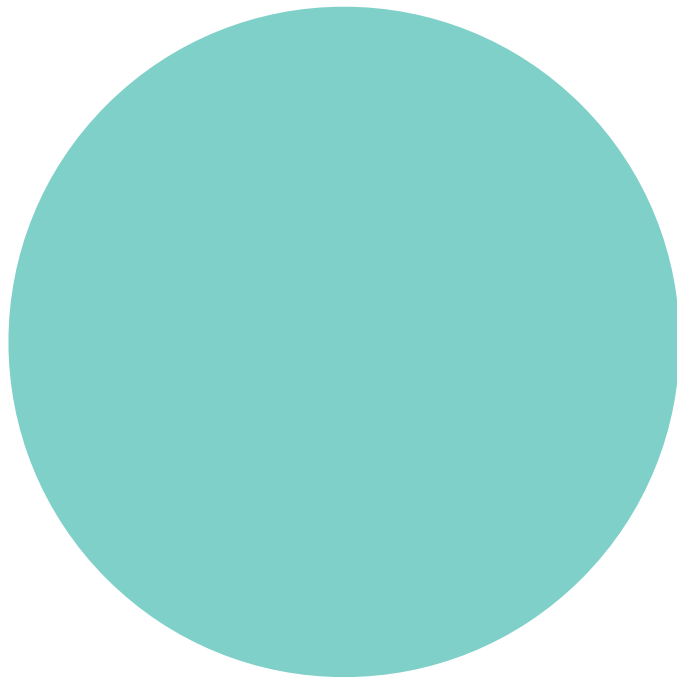
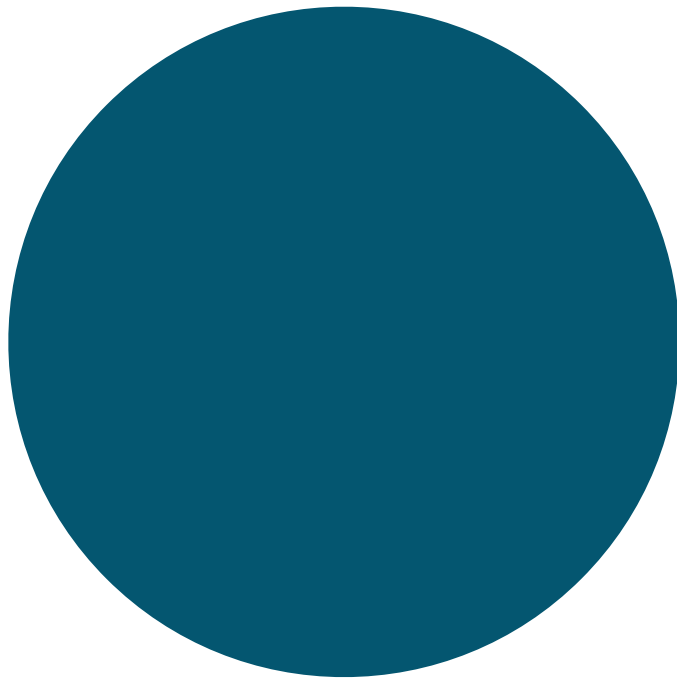
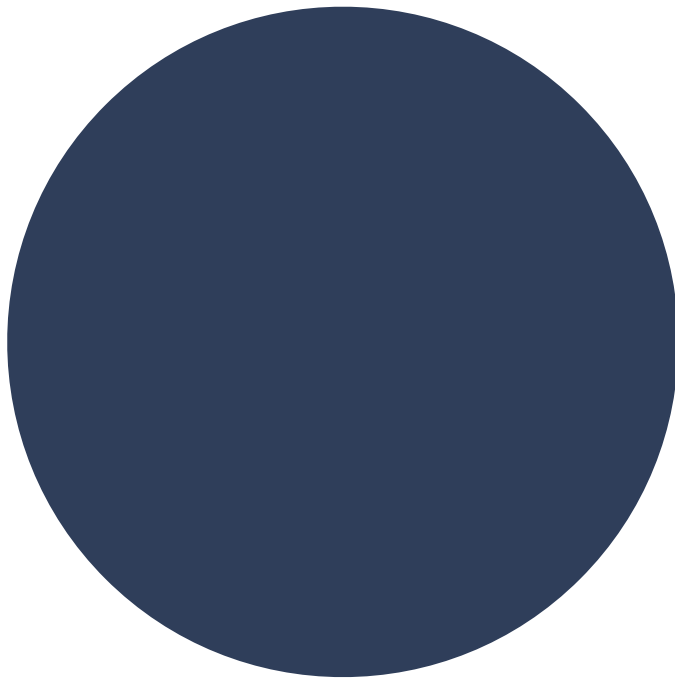
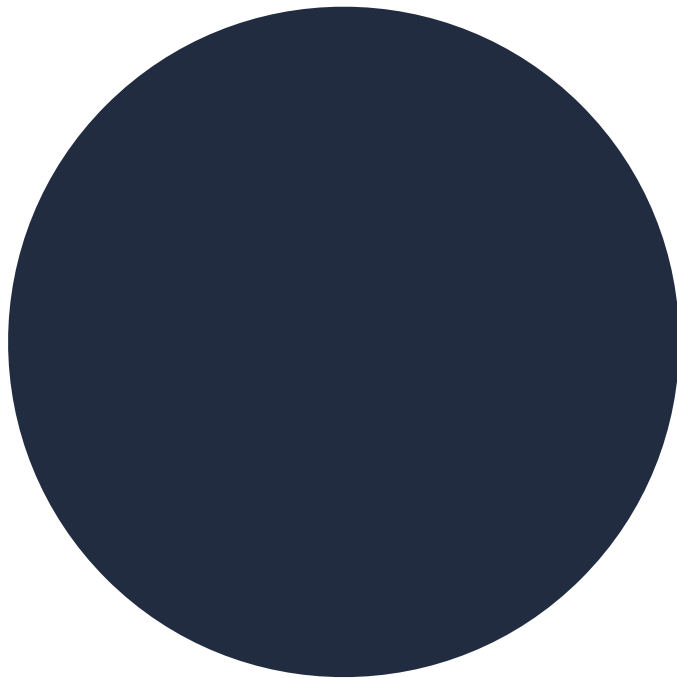


Do not alter the colors in the logo, add gradients, or replace word mark with an outline



Do not distort or misalign the logo or word mark

COLOR PALETTE



CMYK

11% 7% 0% 75%

CMYK

15% 10% 0% 65%

CMYK

93% 28% 0% 55%

CMYK

24% 0% 2% 19%

CMYK

2% 0% 0% 6%

CMYK

0% 14% 43% 18%

RGB

36 45 63

RGB

50 63 88

RGB

8 84 116

RGB

146 206 202

RGB

236 240 240

RGB

209 173 100

HEX

#242D3F

HEX

#323F58

HEX

#085474

HEX

#92CECA

HEX

#ECF0F0

HEX

#D1AD64

CMYK: Color profile expected of by commercial printing companies.

RGB: A broader color profile optimal for computers and other screens.

Hex: Color codes translated in most design and coding softwares.

COLOR PALETTE USAGE

Light Neutral Color

This color will mostly be used to break up white space for backgrounds and supporting elements. Use this color to add depth to the rest of the palette and elements. Text on dark backgrounds.

Light Accent Color

This is a more green color to transition with color blocks between main color and ocean photography. Not for text.

Dark Accent Color

This is a more green color to transition with color blocks between main color and ocean photography

Bold Main Color

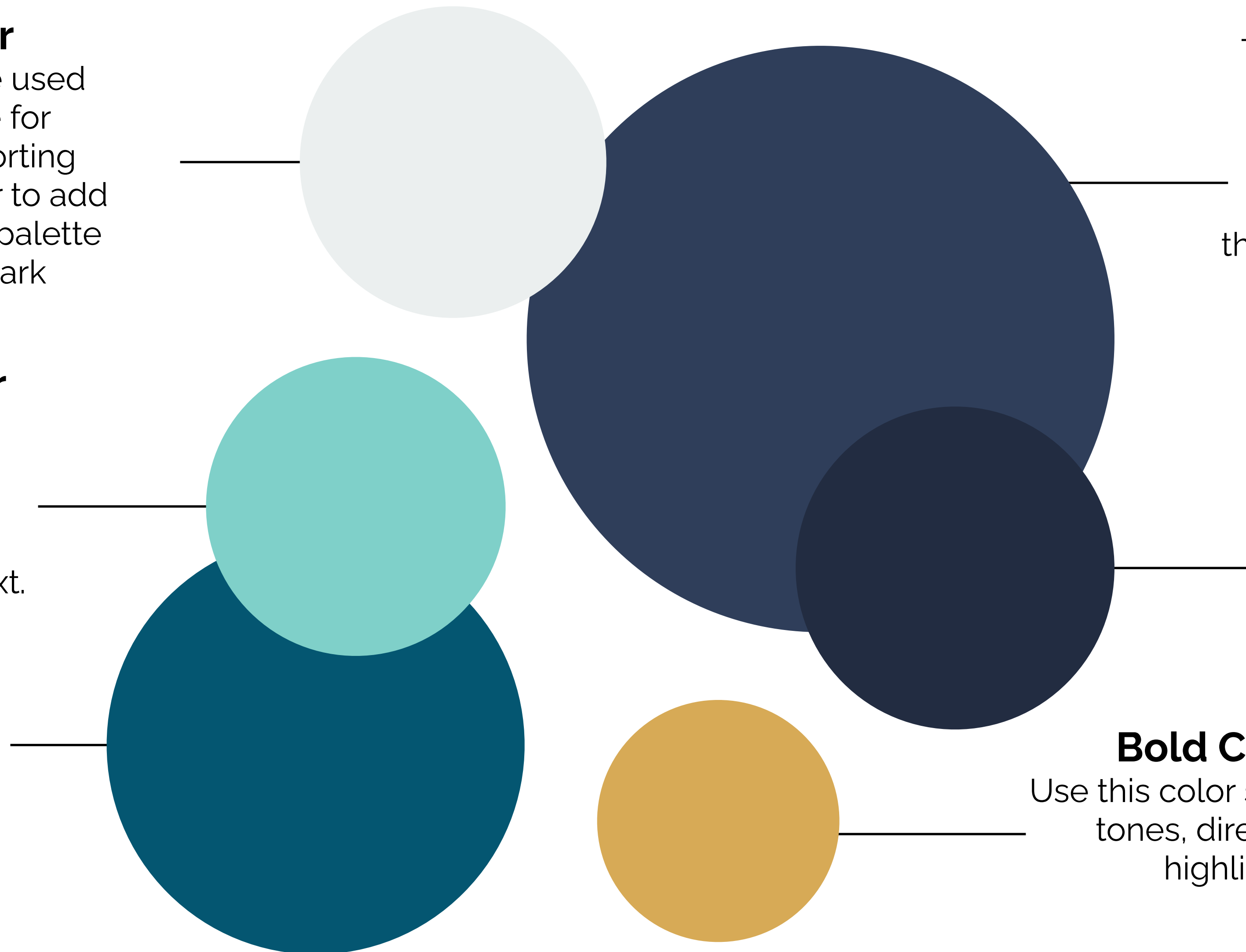
This color will be the most important to brand recognition because it is the sole color of the primary logo. The rest of the palette revolves around this color, so it should be utilized the most often.

Dark Neutral Color

Slightly darker than the main color, this tone will mostly be used as an alternative text color, buttons, or sparingly for dark backgrounds.

Bold Complimentary Color

Use this color sparingly to break up blue tones, direct the eye's attention, and highlight important information.



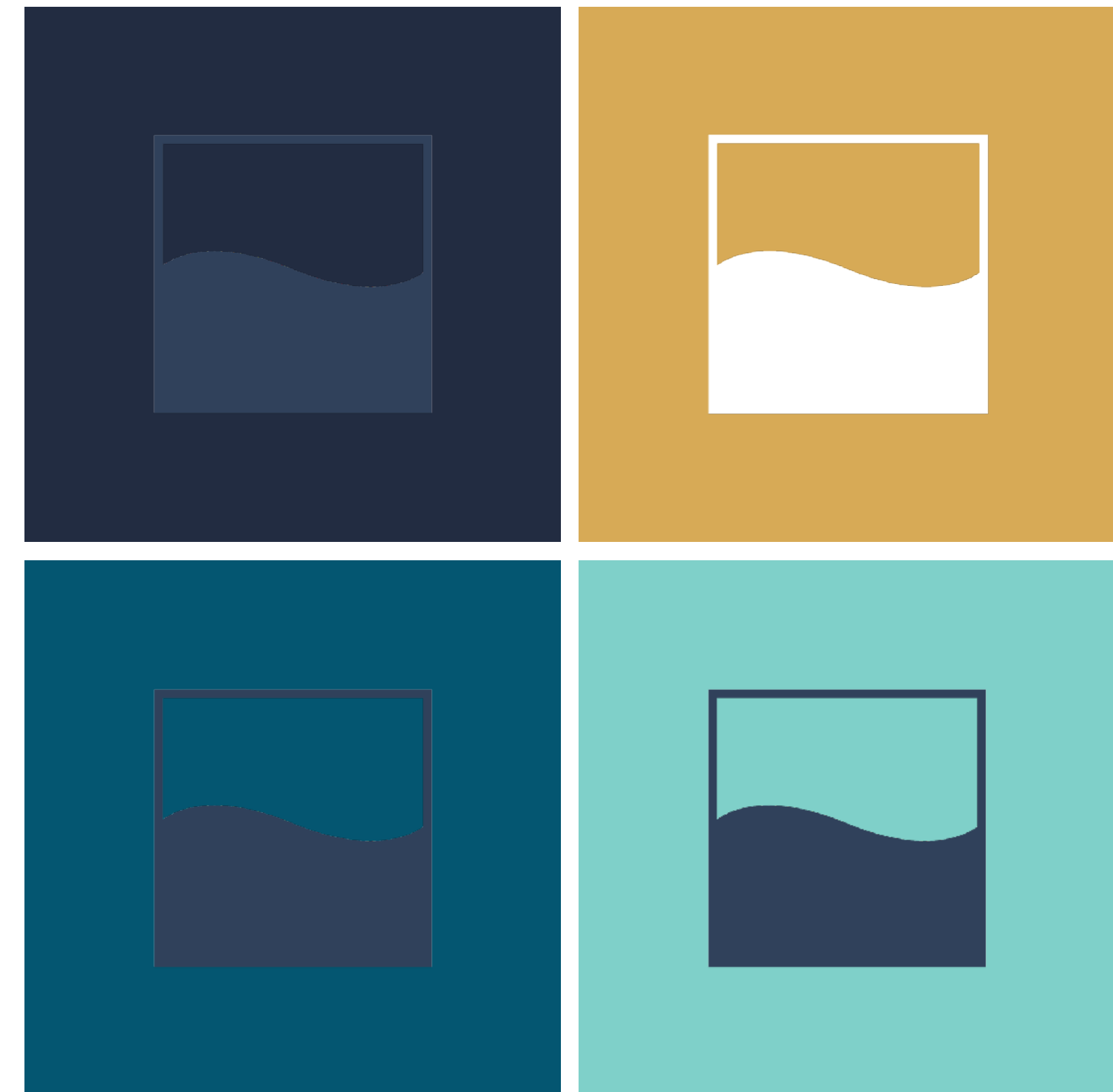
LOGO + COLOR COMBINATIONS

✓ DO



Do create high contrast that highlights the logo.
Maintain the blue + white color pair.

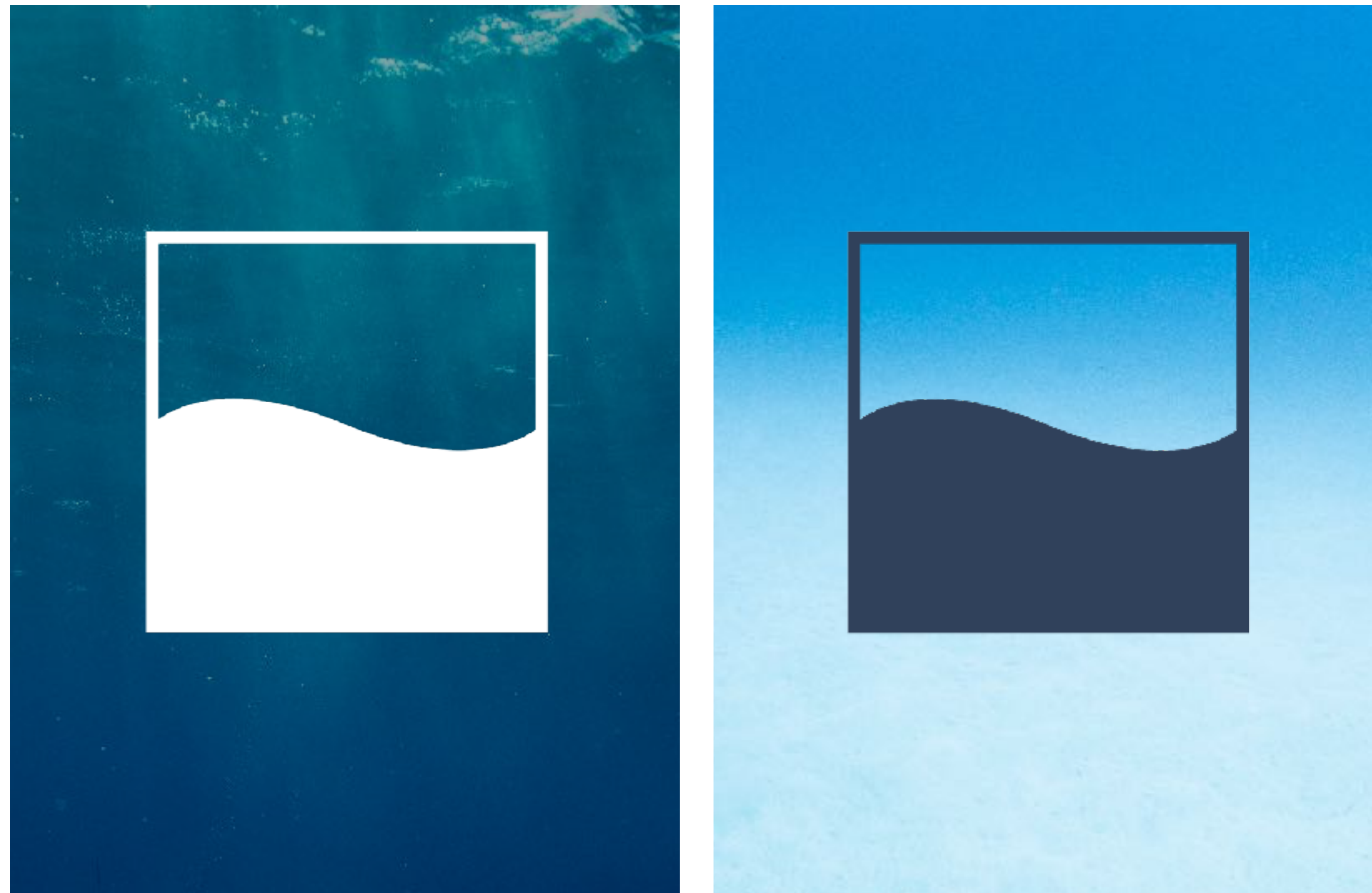
✗ DON'T



Do not place the colored logo on a colored background.
Do not place the logo on the bold accent color.

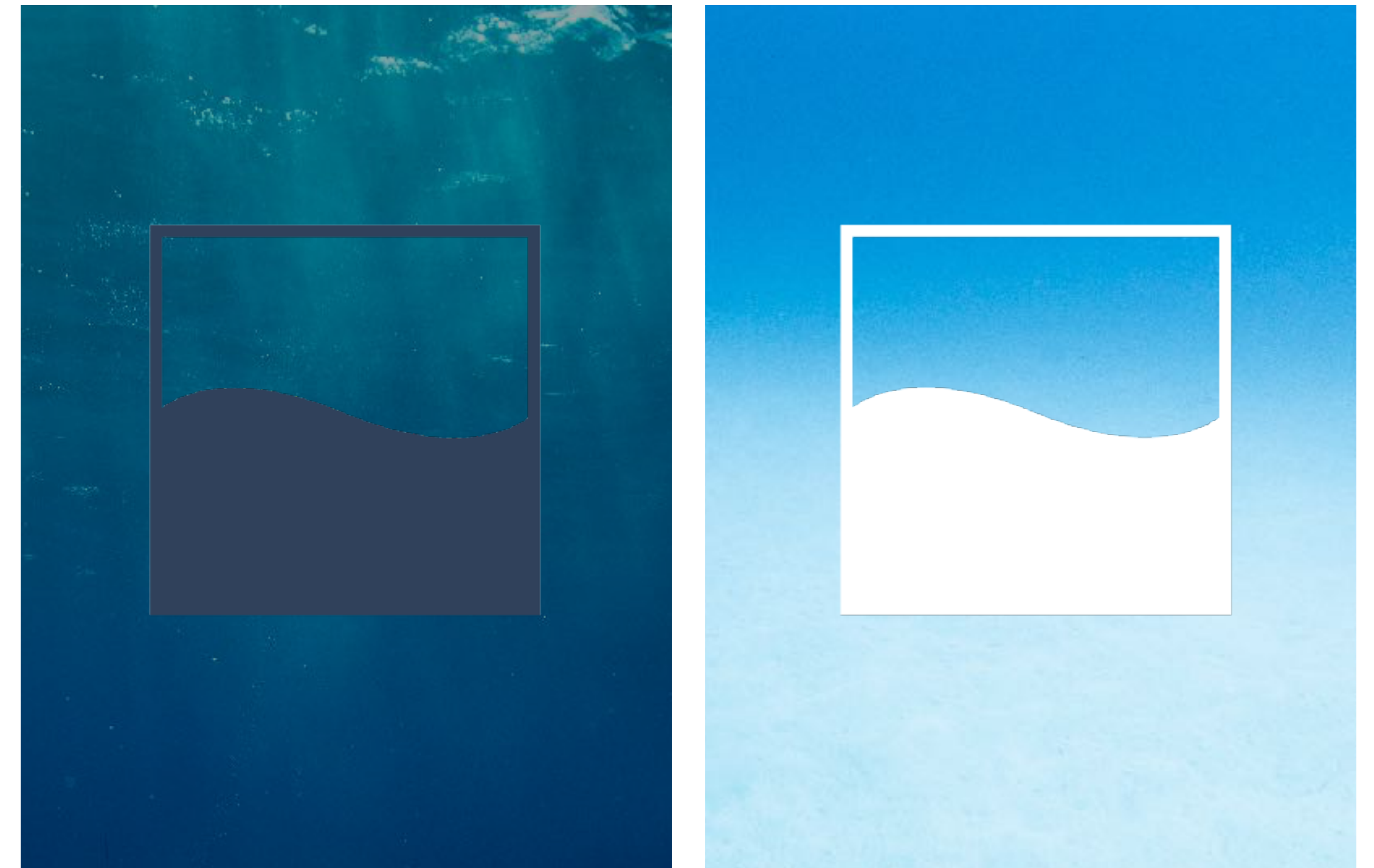
LOGO + PHOTOGRAPHY COMBINATIONS

DO



White logo on dark photos
Dark logo on light photos

DON'T



Dark logo on dark photos
White logo on light photos

TYPOGRAPHY • RALEWAY FONT FAMILY

Aa.

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZabcdefghijklmnopqrstuvwxyz
0123456789(!@#\$%^&*)

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZabcdefghijklmnopqrstuvwxyz
z0123456789(!@#\$%^&*)**

Primary Font Family

Raleway will be used for body, header, and occasionally subhead fonts.

- Main headlines must always be bold weight and fully capitalized.
- Body text must always be regular weight and sentence-case.
- Sub-headers with title-case Raleway bold may be used to further divide content under a Roboto Condensed sub-header.
- Do not alter the character spacing.
- Do not underline text.
- Use italics sparingly and with purpose.

TYPOGRAPHY • ROBOTO CONDENSED

Aa.

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZabcdefghijklmnopqrstuvwxyz
0123456789(!@#\$%^&*)

Accent Font Family

Roboto Condensed will be used for sub-headers and accent lines ONLY.

- Always use 5% character spacing.
- Always use upper-case.
- Only use regular weight.
- Do not underline or italicize text.
- May be left or center justified depending on context, rarely right justified.

TYPOGRAPHY • FONT COMBINATION

HEADER A

SUB-HEADER A

This is your paragraph text. The header or sub-header should never be right justified. The justification of the body text should always match the sub-header. Body text should only be right justified when it is necessary to coordinate with a paired photo or element (ex. see slide 19).

This will be the most common layout. To determine what size each font should be, see the next slide.

HEADER B

SUB-HEADER B

Some contexts may call for further division to increase scan-ability

First Point

The justification of the body text should always match the sub-header.

Second Point

Body text should only be right justified when it is necessary to flow with a paired photo or element (ex. see slide 19).

TYPOGRAPHY • FONT SIZE PROPORTION

Display 1

RALEWAY BOLD - 150pt

Display 2

RALEWAY BOLD - 120pt

Display 3

RALEWAY BOLD - 90pt

Sub-header

ROBOTO CONDENSED - 55pt

Body Title

Raleway Bold - Title Case - 42pt

Paragraph 1

Raleway Regular - 42pt

Paragraph 2

Raleway Regular - 35pt

Paragraph 3

Raleway Regular - 28pt



THANK YOU

