FoundOcean

**Brand and Marketing Guidelines**

If you have any questions about branding or the content of this document please contact the marketing department.

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| --- | --- |
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The FoundOcean Brand

Having a strong, consistent visual identity for any small business is essential in today’s marketplace. It makes us stand out from our competitors, reinforces a consistent message, and helps clients more easily recognise us.

Company Name

**FoundOcean** should always be written with a capital F and O. When referring to FoundOcean, this should be done in the third person and as a singular, i.e. **FoundOcean is** and not FoundOcean are.

Strapline

The strapline below should be used on all brochure ware, email signatures and as a quick overview of what FoundOcean does.

**The experts in subsea grouting for offshore energy construction**

Boiler Plate

The Boiler Plate is a longer description of the company, giving more details about our products and services.

**”**

**FoundOcean has nearly 50 years experience of subsea and offshore foundation grouting for the global energy construction industries. FoundOcean also provides life extension solutions for offshore structures which includes structural inspection, repair and maintenance services, marine growth control products, freespan correction grout bags, and pipeline/cable support and protection services. This is why, to offshore installation contractors, FoundOcean is the subcontractor of choice for minimising the risks associated with completing projects safely and on time.**

**FoundOcean was founded in 1966 and is a privately held UK-headquartered company. Its specialist grouting equipment is located for rapid deployment in Europe, the Gulf of Mexico, South East Asia, India and the Middle East. FoundOcean is certified to ISO 9001:2008 by DNV, and is also FPAL registered.**

Corporate Colours

The FoundOcean colour palette is designed to be simple, but at the same time champion the brand. It helps FoundOcean stand out in the marketplace. The different ways in which we use these colours, in combination with typography and graphic elements, should always resemble the FoundOcean brand.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **RGB**  36 . 89 . 169 | **CYMK**  92 . 72 . 0 . 0 | **Pantone**  653 | **HEX**  #21578A |
|  | **RGB**  83 . 190 . 227 | **CYMK**  60 . 5 . 5 . 0 | **Pantone**  2985 | **HEX**  #5BC6E8 |
|  | **RGB**  98 . 121 . 136 | **CYMK**  66 . 45 . 37 . 7 | **Pantone**  8201 | **HEX**  #628091 |
|  | **RGB**  237 . 237 . 138 | **CYMK**  9 . 0 . 58 .0 | **Pantone**  393 | **HEX**  #EEEC83 |
|  | **RGB**  56 . 147 . 155 | **CYMK**  62 . 0 . 21 . 31 | **Pantone**  5483 | **HEX**  #589199 |

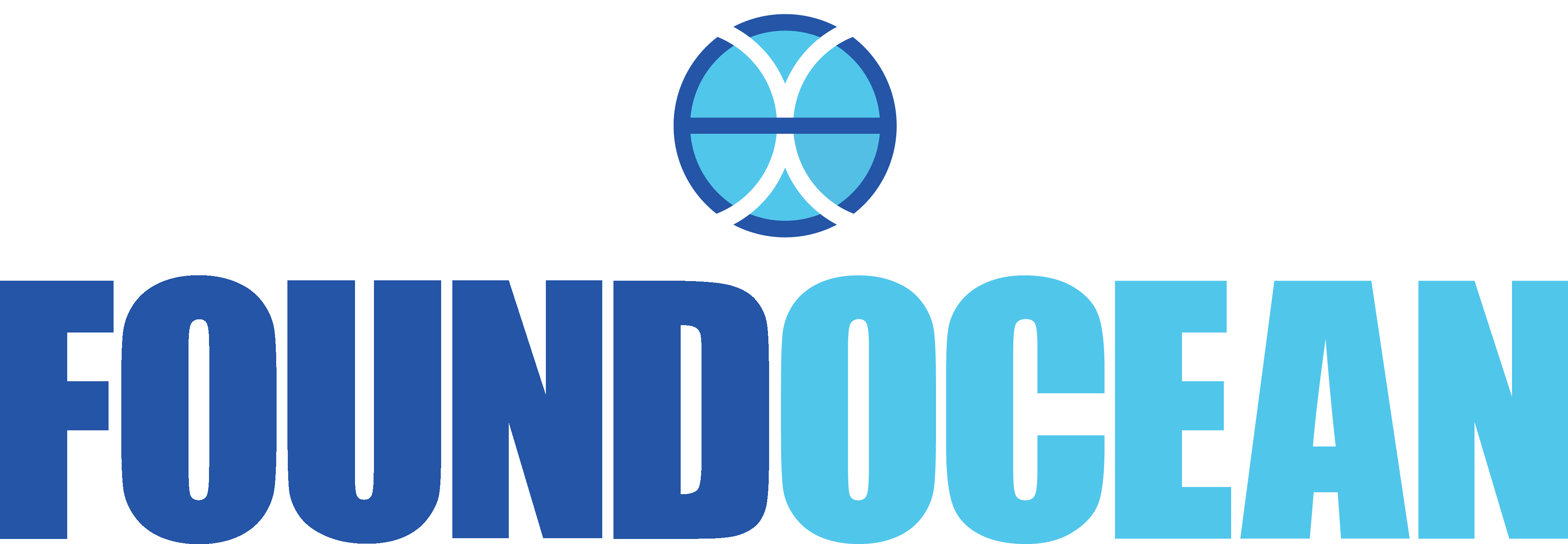
|  |
| --- |
| **Dark Blue** and **Light Blue** should always be the predominant colours, along with a healthy use of white space.   * **Dusky Blue** is used mainly as the header on document front pages. * **Yellow** is used as a secondary colour. * **Green** is used as a secondary colour. |

Logo

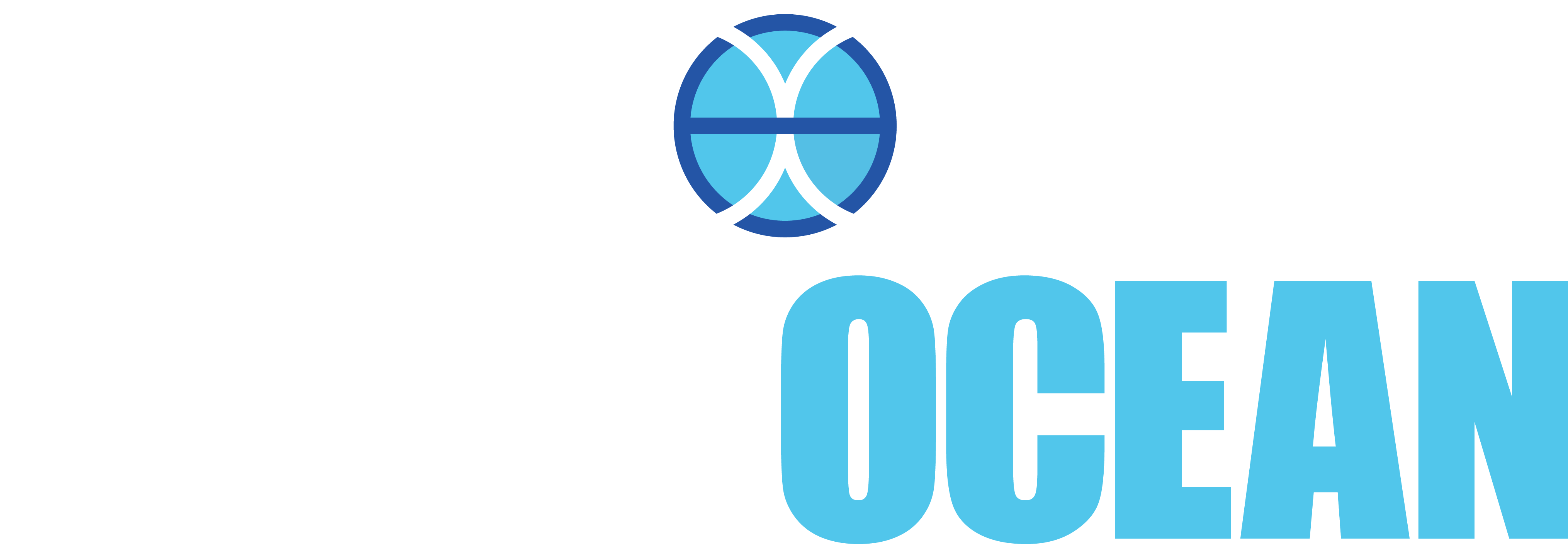
The logo consists of **two elements**, the **company name** and **the Roundel**. The two elements should always appear together.

Versions

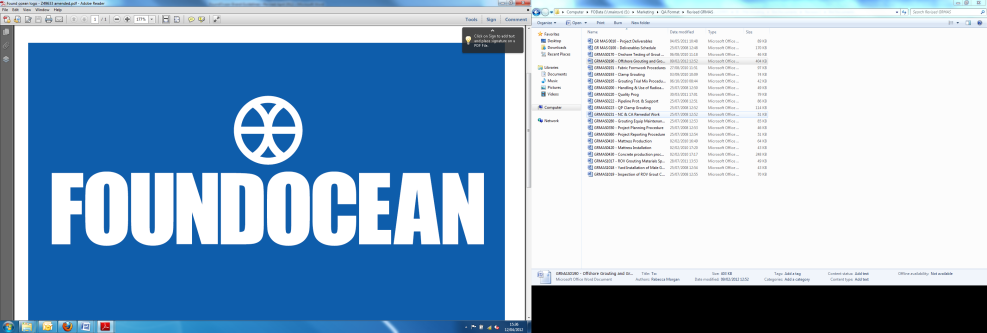
There are **three versions** of the company logo: “two blues”, “blue and white”, and “black and white”.

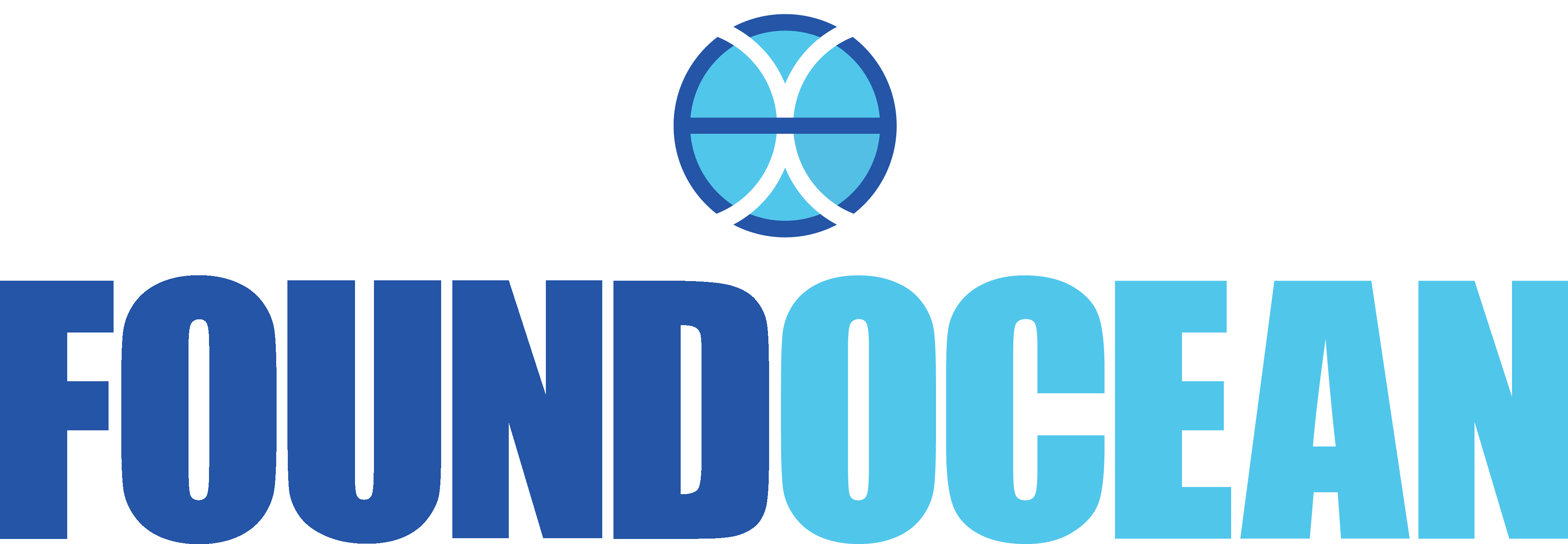


**Two Blues** – The original logo, to be used on white/light backgrounds



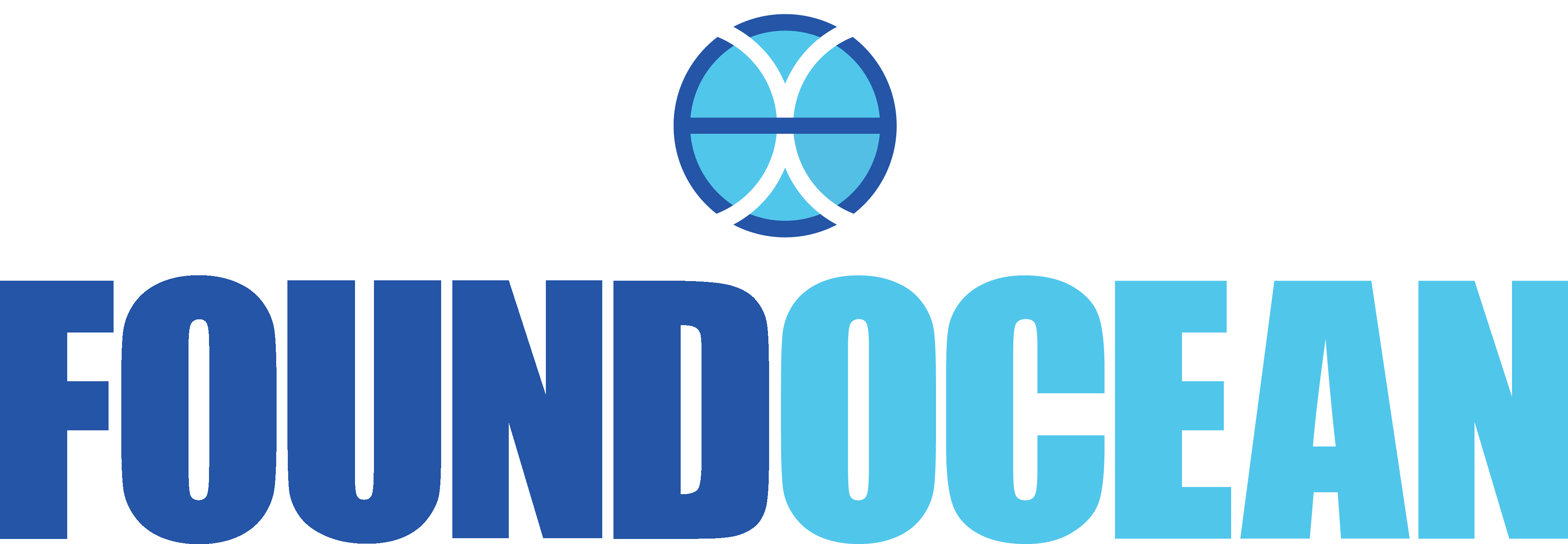
**Blue and White** – To be used on dark backgrounds

**White** – Used very rarely, where only 1 colour is allowed such as corporate pencils.

Resizing the logo

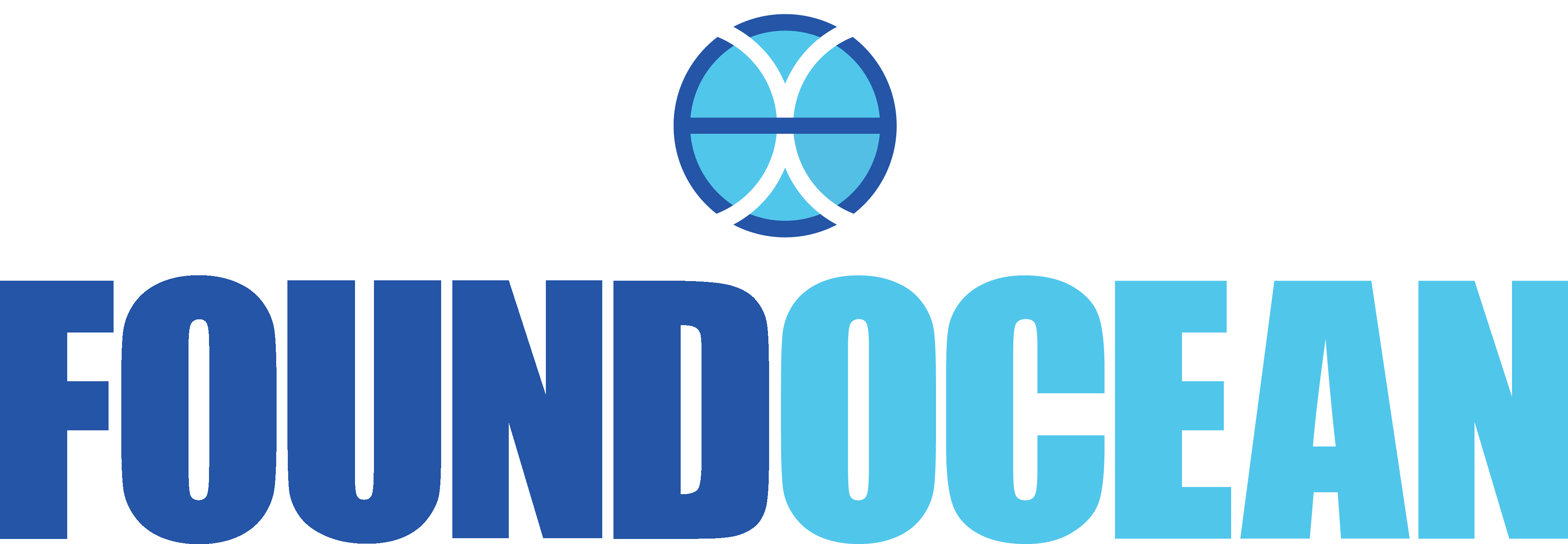
✓

When resizing the logo please do so from the **corners** as this will resize it in proportion rather than stretching it. (The Roundel should **always** be round)



🗶

**Never stretch** it horizontally or vertically



🗶

Do not use the Two Blues logo with a similar background colour

Typography

The **Century Gothic** typeface has been chosen for it’s clarity, simplicity and legibility. To help create a unified, coherent look to our materials this typeface must be used in all communications.



This includes, but is not limited to:

* Word documents
* spreadsheets
* Presentations
* Emails

For everyday use **Century Gothic** should be size **10pt** with **1.5 line spacing** and **fully justified**.

For reference, the FoundOcean logo font is Impact

The website font is Arial.

Images

All approved photos are stored on Sharepoint at

All new photographs should be submitted to the marketing team for review and uploading to Sharepoint.



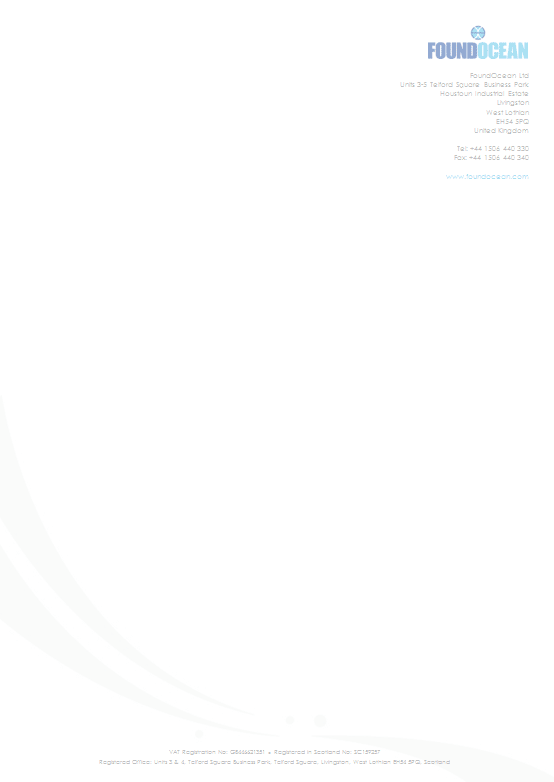
If you need to use images they should be appropriate to the context and where possible, not have been used excessively elsewhere.

Stationery

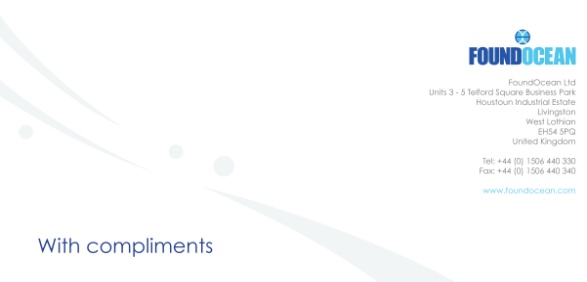
The stationery can be found here

The range of FoundOcean stationery covers:

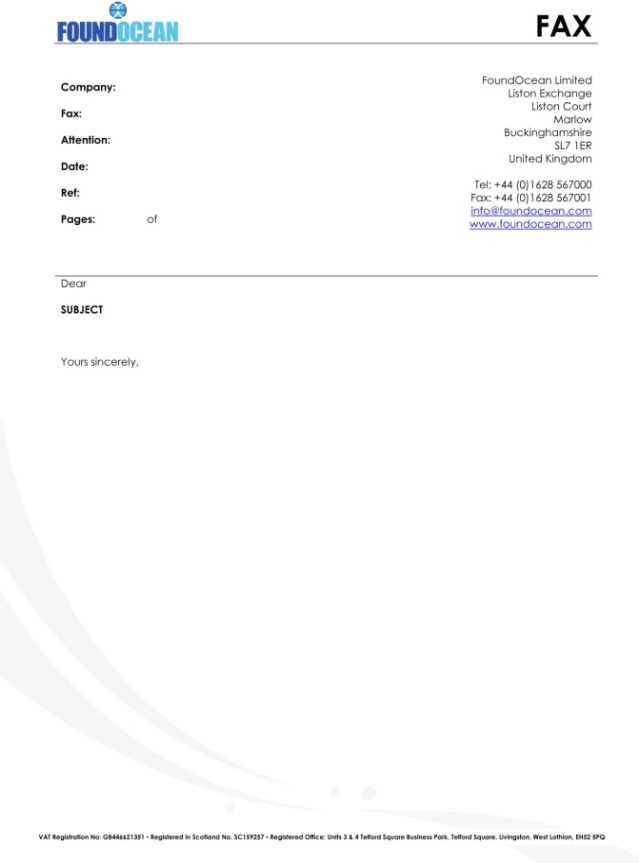
* Letter headed paper
* Continuation paper (2nd page onwards for docuemnts)
* Fax header
* Compliment slips
* Business cards (double sided)
* Sticky labels (for postage)
* Email signature



*Letter headed paper (left) and continuation paper (above)*



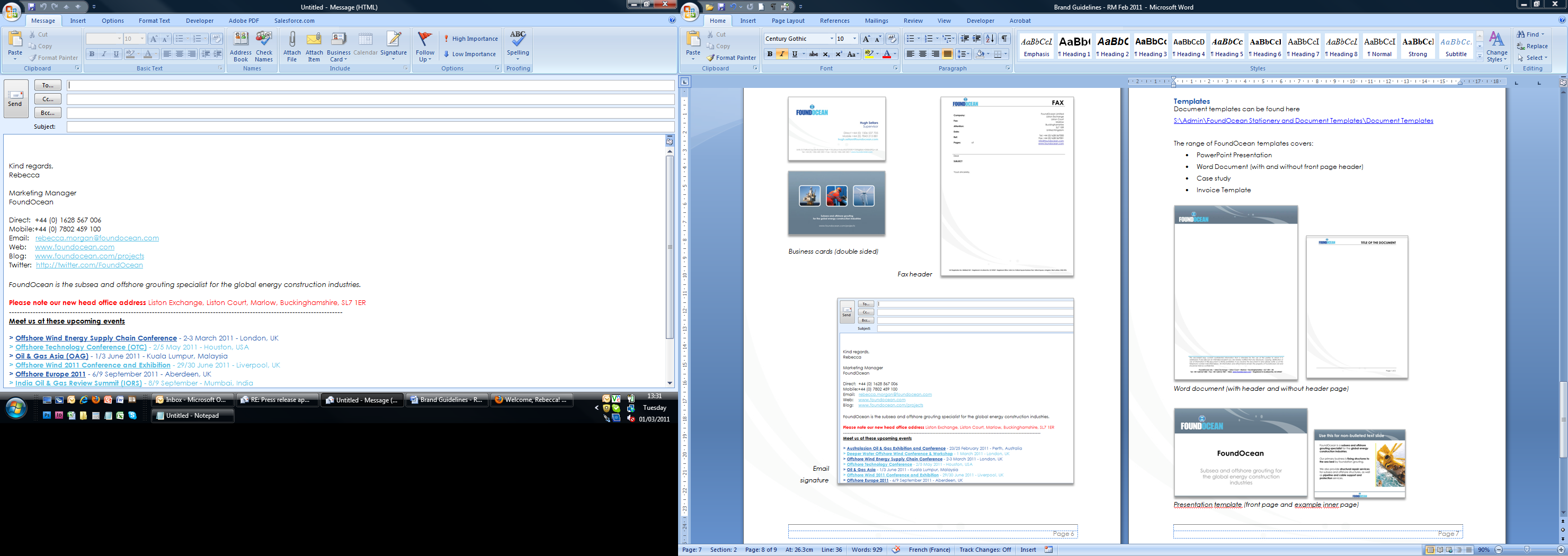
*Compliment slip*





*Business cards (double sided)*

*Fax header*



***Email signature***

*Your email signature is automatically generated.*

***Please DO NOT set up an email signature.***

Templates

Document templates can be found here

[..\..\Corporate Stationery and Document Templates\Document Templates](file:///\\foundocean.com\dfsroot\Marlow\MarlowData\Marketing\Corporate%20Stationery%20and%20Document%20Templates\Document%20Templates)

The range of FoundOcean templates covers:

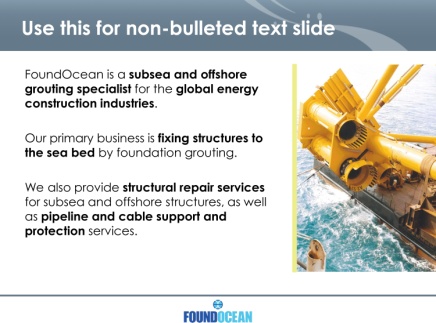
* PowerPoint Presentation
* Word Document (with and without front page header)





*Word document (with header and without header page)*

**

**

*Presentation template (front page and example inner page)*

Social Media

There are various social media sites; FoundOcean is active on LinkedIn and Twitter.

LinkedIn

LinkedIn is a social media tool; it’s like Facebook but for business. Go to <http://www.linkedin.com/>. You can build a professional profile and link to business contacts.

FoundOcean has a company page which is updated regularly with news at <http://www.linkedin.com/company/foundocean-ltd>. It is important that you “share” these news stories and spread the news to your contacts.



**Your profile should be professional, accurate and spell checked.**

**Describe FoundOcean** using the company *Boiler Plate* (below):

*FoundOcean has nearly 50 years experience of subsea and offshore foundation grouting for the global energy construction industries. FoundOcean also provides life extension solutions for offshore structures which includes structural inspection, repair and maintenance services, marine growth control products, freespan correction grout bags, and pipeline/cable support and protection services. This is why, to offshore installation contractors, FoundOcean is the subcontractor of choice for minimising the risks associated with completing projects safely and on time.*

Twitter

**We have an official Twitter account** [@FoundOcean](http://www.twitter.com/@foundocean) **which is updated by Marketing with PR, events, blogs and industry news.**

Useful Links

Marketing material, corporate stationary and document templates can be found here:

|  |  |
| --- | --- |
| Item | Folder |
| FoundOcean Brand Guide | [\\foundocean.com\dfsroot\Marlow\MarlowData\Marketing\Corporate Stationery and Document Templates](file:///\\foundocean.com\dfsroot\Marlow\MarlowData\Marketing\Corporate%20Stationery%20and%20Document%20Templates) |
| FoundOcean logo | [\\foundocean.com\dfsroot\Marlow\MarlowData\Marketing\Logos](file:///\\foundocean.com\dfsroot\Marlow\MarlowData\Marketing\Logos) |
| Marketing Documents | [P:\Literature](file:///P:\Literature) |
| Brochures | [P:\Literature\Brochures](file:///P:\Literature\Brochures) |
| Case Studies | [P:\Literature\Case Studies](file:///P:\Literature\Case%20Studies) |
| Corporate Brochure | [P:\Literature\Corporate Brochure](file:///P:\Literature\Corporate%20Brochure) |
| Presentations | [P:\Literature\Presentations](file:///P:\Literature\Presentations) |
| Track Records | [P:\Literature\Track Records](file:///P:\Literature\Track%20Records) |
| Corporate Stationary | [P:\Corporate Stationery and Document Templates\Corporate Stationery Templates](file:///P:\Corporate%20Stationery%20and%20Document%20Templates\Corporate%20Stationery%20Templates) |
| Document Templates (Word/PP) | [P:\Corporate Stationery and Document Templates\Document Templates](file:///P:\Corporate%20Stationery%20and%20Document%20Templates\Document%20Templates) |
| Press Releases | [P:\PR and Media\Press Releases](file:///P:\PR%20and%20Media\Press%20Releases) |
| Events Calendar | [P:\Events\All Events List](file:///P:\Events\All%20Events%20List) |
| Photography | [P:\Photographs & Videos](file:///P:\Photographs%20&%20Videos) |

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