



Global Partnership  
on Marine Litter

**VISUAL BRAND GUIDE** | October 2020

# VISUAL BRAND GUIDE

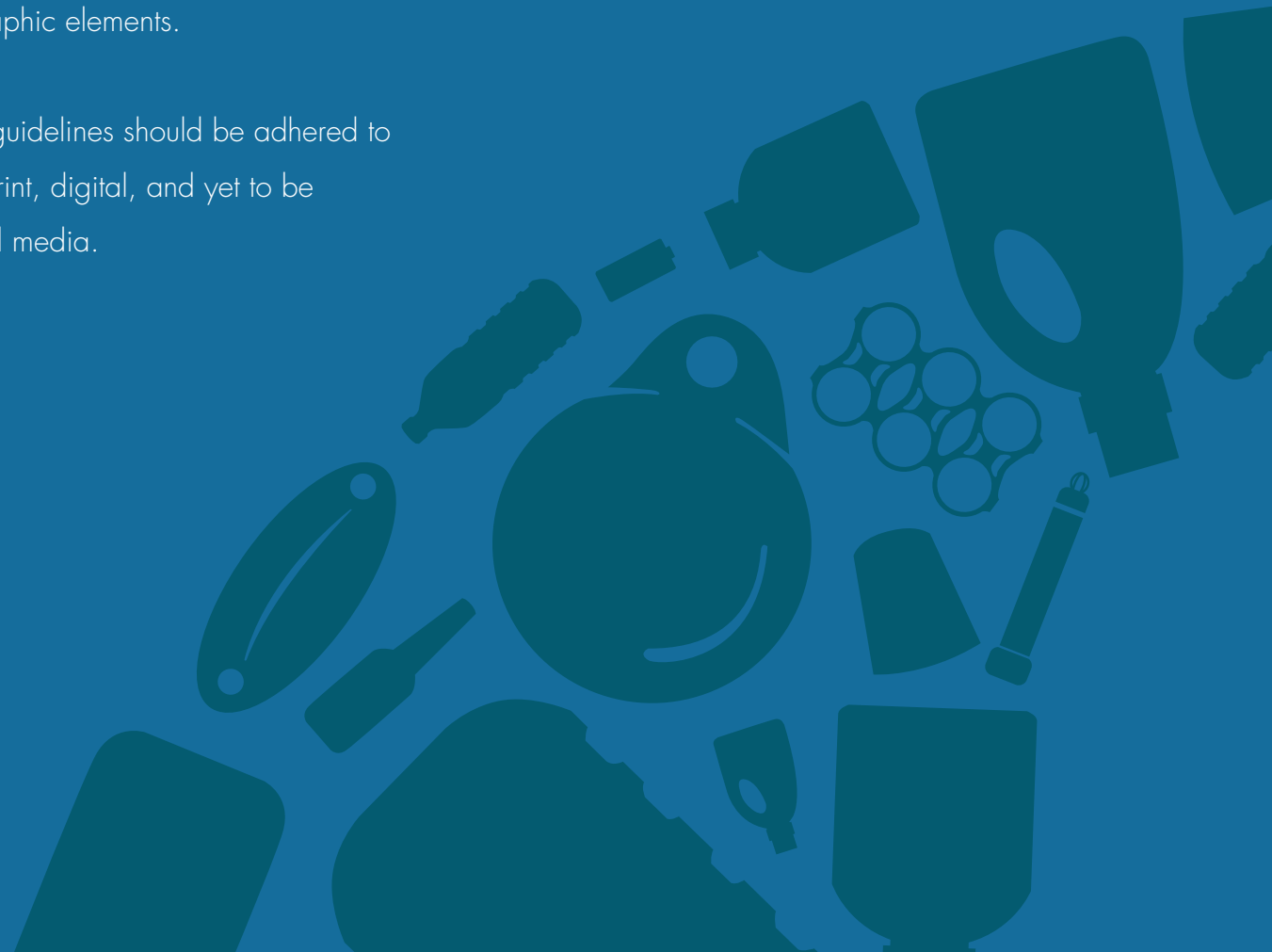
October 2020

## CONTENTS

Logo Design Rationale	01
Logo	02
Typeface	12
Colour	14
Photography	15
Pattern Usage	18
Banners	23
Speaker Podium Branding	24
Banner Wall	25
Digital Meeting Background	27
Delegate Name Badges	28
Powerpoint Template	31
Single Page Leaflet	34
Postcard	35
Business Card	36
Memorandum	37
Letterhead	38
Email Signature	39

This guide is an overview of the Global Partnership on Marine Litter visual identity as well as guidelines for using key graphic elements.

These guidelines should be adhered to in all print, digital, and yet to be defined media.



## LOGO DESIGN RATIONALE

The logic behind the design of the logo was the use of plastic bottles and other marine debris in a silhouette.

They form a wave in the ocean but the pieces of litter are part of that shape.



# LOGO

Primary Lockup  
Full Colour



The primary lockup of the logo, depicted here, should be used in all situations that call for the official mark of the brand.

For example, it should be used in publications and at public events that visually represent GPML as a sponsor or participant, on websites and merchandise.

The mark and logotype can also be used in dark blue or black and white - but only when necessary.



## LOGO

Secondary Horizontal Lockup  
Full Colour



Global Partnership  
on Marine Litter

The secondary lockup of the logo, depicted here, should be used in all situations that call for the official mark of the brand where the primary lockup is not suitable due to layout constraints. This version of the logo is particularly useful when a very small application is required.

## LOGO

Primary Lockup  
One Colour



The one colour primary lockup of the logo is depicted here. It should be used in all situations that call for the official mark of the brand but where practicality or budget constraints dictate that using the full colour version of the logo is not possible.

The reversed or knocked-out version of the logo (white on a dark background) can be used for applications where legibility may be compromised if the other version of the logo is used - for example on a detailed background or photograph.

## LOGO

Secondary Horizontal Lockup  
Black and White



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on Marine Litter

The black and white secondary lockup of the logo is depicted here. It should be used in all situations that call for the official mark of the brand but where practicality or budget constraints dictate that using the full colour version of the logo is not possible.

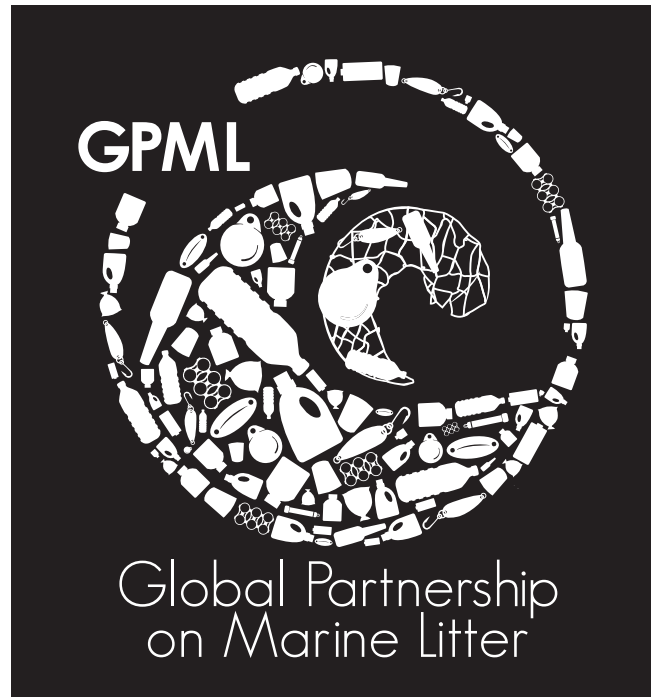
The reversed or knocked-out version of the logo (white on a black background) can be used for applications where legibility may be compromised if the other version of the logo is used - for example on a detailed background or photograph.



Global Partnership  
on Marine Litter

# LOGO

Primary Lockup  
Black and White



The black and white primary lockup of the logo is depicted here. It should be used in all situations that call for the official mark of the brand but where practicality or budget constraints dictate that using the full colour version of the logo is not possible.

The reversed or knocked-out version of the logo (white on a black background) can be used for applications where legibility may be compromised if the other version of the logo is used - for example on a detailed background or photograph.

# LOGO

Primary Lockup

Full Colour

Minimum size requirements



Global Partnership  
on Marine Litter



Minimum height:  
25mm / 80 pixels high.

For the sake of legibility and clarity the logo  
should not be made smaller than  
25mm / 80 pixels high.

# LOGO

Secondary Horizontal Lockup

Full Colour

Minimum size requirements



# Global Partnership on Marine Litter



Global Partnership  
on Marine Litter

Minimum height:  
10mm / 38 pixels high.

For the sake of legibility and clarity the logo should not be made smaller than 10mm / 38 pixels high.

# LOGO

Primary Lockup  
Clear Space Zone



To ensure a unified and consistent presentation in all communication products, the GPML logo should always be surrounded by a clear space zone.

It is determined by dividing the height of the outer circular graphic by 3. The clear space zone =  $1/3$  of that space.

# LOGO

Secondary Horizontal Lockup  
Clear Space Zone



$1/2$  of the height of the circular graphic of the logo = minimum recommended clear space zone.

To ensure a unified and consistent presentation in all communication products, the GPML logo should always be surrounded by a clear space zone.

It is determined by dividing the height of the outer circular graphic by 2. The clear space zone =  $1/2$  of that space.



# LOGO

## Incorrect Usage Guidelines



Do not use any other colours aside from those illustrated in this manual.



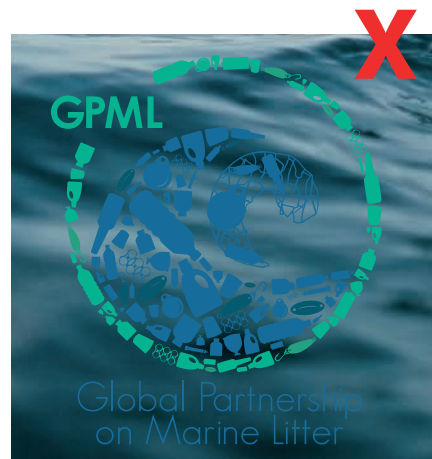
Do not distort the logo in any way.



Do not alter the spatial relationships of the logo elements.



Do not use any effects on the logo.



Do not place the logo directly onto a photo unless the background is very simple and the detail of the logo is clear.



Do not remove any of the logo elements. The logo must always appear in its entirety.

In order to protect and strengthen the status of the logo, it must not be altered, modified, changed or added to in any way.

The incorrect examples shown here illustrate some common errors that should be avoided. Such misuses will undermine GPML's efforts to project a unified image through all communication channels.

# TYPEFACE

abcdefghijklmnopqrstuvwxyz 1234567890  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Futura Light

*abcdefghijklmnopqrstuvwxyz 1234567890*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

Futura Light Oblique

abcdefghijklmnopqrstuvwxyz 1234567890  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Futura Book

*abcdefghijklmnopqrstuvwxyz 1234567890*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

Futura Book Oblique

**abcdefghijklmnopqrstuvwxyz 1234567890**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

Futura Bold

***abcdefghijklmnopqrstuvwxyz 1234567890***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***

Futura Bold Oblique

Futura is a geometric sans-serif typeface designed by Paul Renner and released in 1927. It is based on geometric shapes, especially the circle, similar in spirit to the Bauhaus design style of the period.

Should a Google typeface be required, Open Sans is a good replacement.

# TYPEFACE

Suggested Usage for Font Weights

Lorem ipsum **dolor sit** amet. Consectetur  
adipiscing elit.

Futura Book for headlines. Futura Bold for emphasis.

Sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, **quis nostrud exerci tation** ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. *Duis autem vel eum iriure* dolor in hendrerit in vulputate velit esse molestie consequat.

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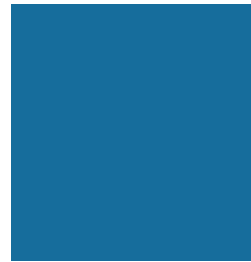
Futura Book or Light for body copy. Futura Bold for emphasis. Futura Book or Light Italic to highlight key terms or phrases, scientific names, book or publication titles or to illustrate the use of a language other than the one being used for the main body of the document.

# COLOUR

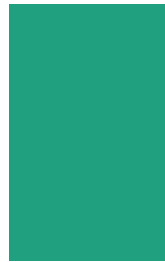
Colour Breakdowns for Various Applications



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**CMYK**  
89 • 52 • 19 • 4  
**Pantone**  
7689  
**RGB**  
9 • 104 • 154  
**# HTML**  
09689A



**CMYK**  
81 • 13 • 64 • 1  
**Pantone**  
339  
**RGB**  
3 • 155 • 120  
**# HTML**  
039B78



**CMYK**  
98 • 47 • 38 • 26  
**Pantone**  
7470  
**RGB**  
0 • 88 • 11  
**# HTML**  
00586F



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**CMYK**  
100 • 96 • 47 • 63  
**Pantone**  
281  
**RGB**  
24 • 22 • 47  
**# HTML**  
18162F

**CMYK** for print.

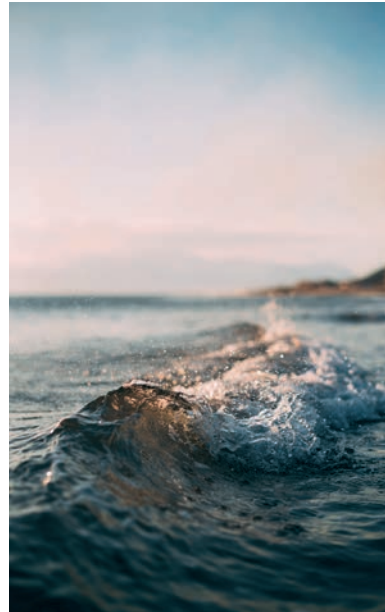
**Pantone®** for larger print runs where the exact, repeated replication of a specific colour is critical.

**RGB** for screen.

**# HTML** for web.

# PHOTOGRAPHY

How to Choose Your Imagery - Examples of **Correct Images**



Photos should be natural looking with no filters, effects or overlays. They must either convey the beauty of a clean, healthy, natural ocean or the seriousness of the plastic crisis.



# PHOTOGRAPHY

How to Choose Your Imagery - Examples of **Correct Images**



Photos should be natural looking with no filters, effects or overlays. They must either convey the beauty of a clean, healthy, natural ocean or the seriousness of the plastic crisis.

# PHOTOGRAPHY

How to Choose Your Imagery - Examples of **Incorrect Images**



Photos should be natural looking with no filters, effects or overlays. They must either convey the beauty of a clean, healthy, natural ocean or the seriousness of the plastic crisis.

# PATTERN USAGE

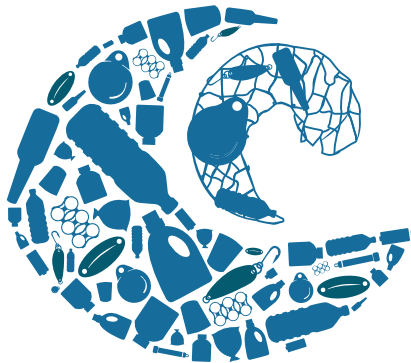
Construction of the Pattern Device

Deconstruction of logo to  
create the pattern device.



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Logo minus text and  
outer frame.



Elements made  
a single colour.





# PATTERN USAGE

As a Background



Background - pattern only, no text. Edges of the pattern bleed off the page.



Any of the logo colours can be used as the background colour on which the pattern sits.

The pattern can also be used in any of the logo colours and can be resized and moved around on the collateral.

# PATTERN USAGE

With Text Overlaid

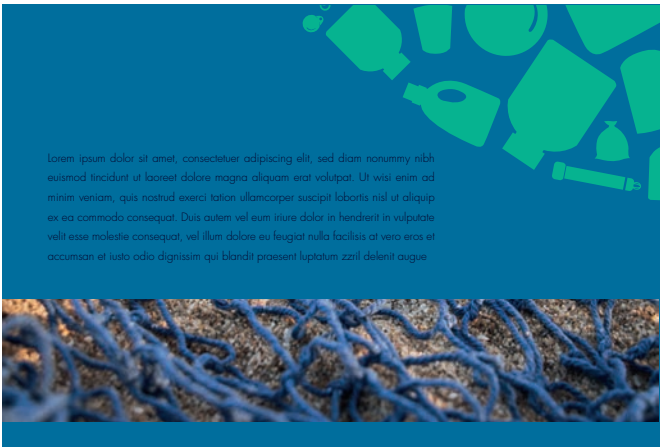
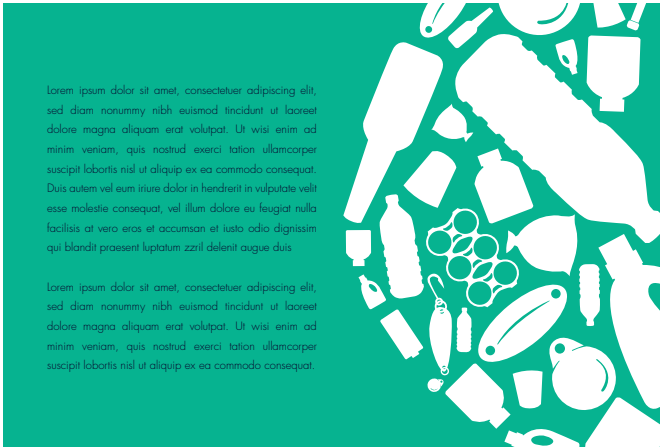


When using the pattern and text together it is important that the pattern doesn't detract from the legibility of the text in any way.

Recommended opacity for the pattern device is around 10% - 20% when text is overlaid.

# PATTERN USAGE

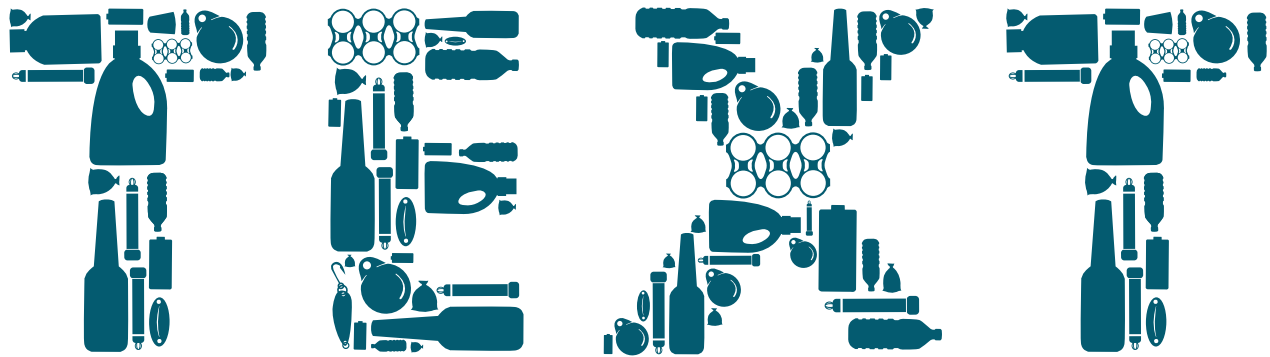
With Text Non-overlaid



When using the pattern and text together, if the text is not overlaid, the pattern can be used at 100% opacity.

# PATTERN USAGE

## Other Applications



Interesting text.

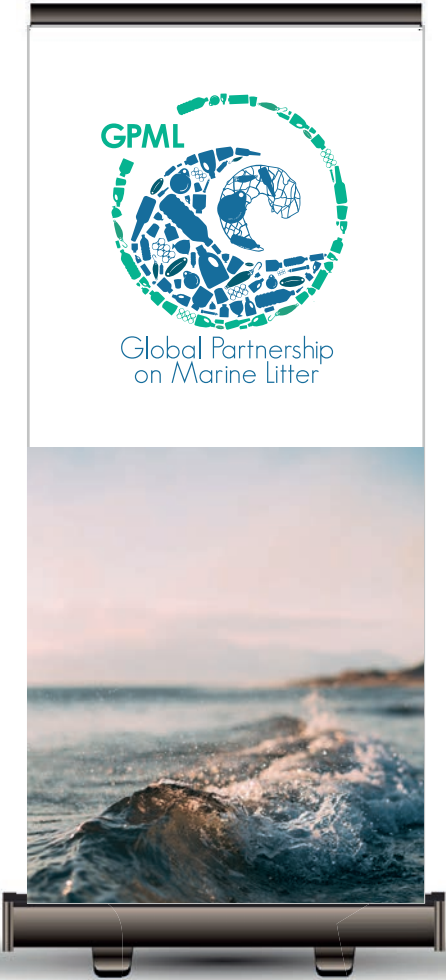


Decorative borders.

Where the wave design is not practical or impactful in its current form, the plastic elements excluding the net may be used in a more linear manner. Examples are shown here.

# BANNERS

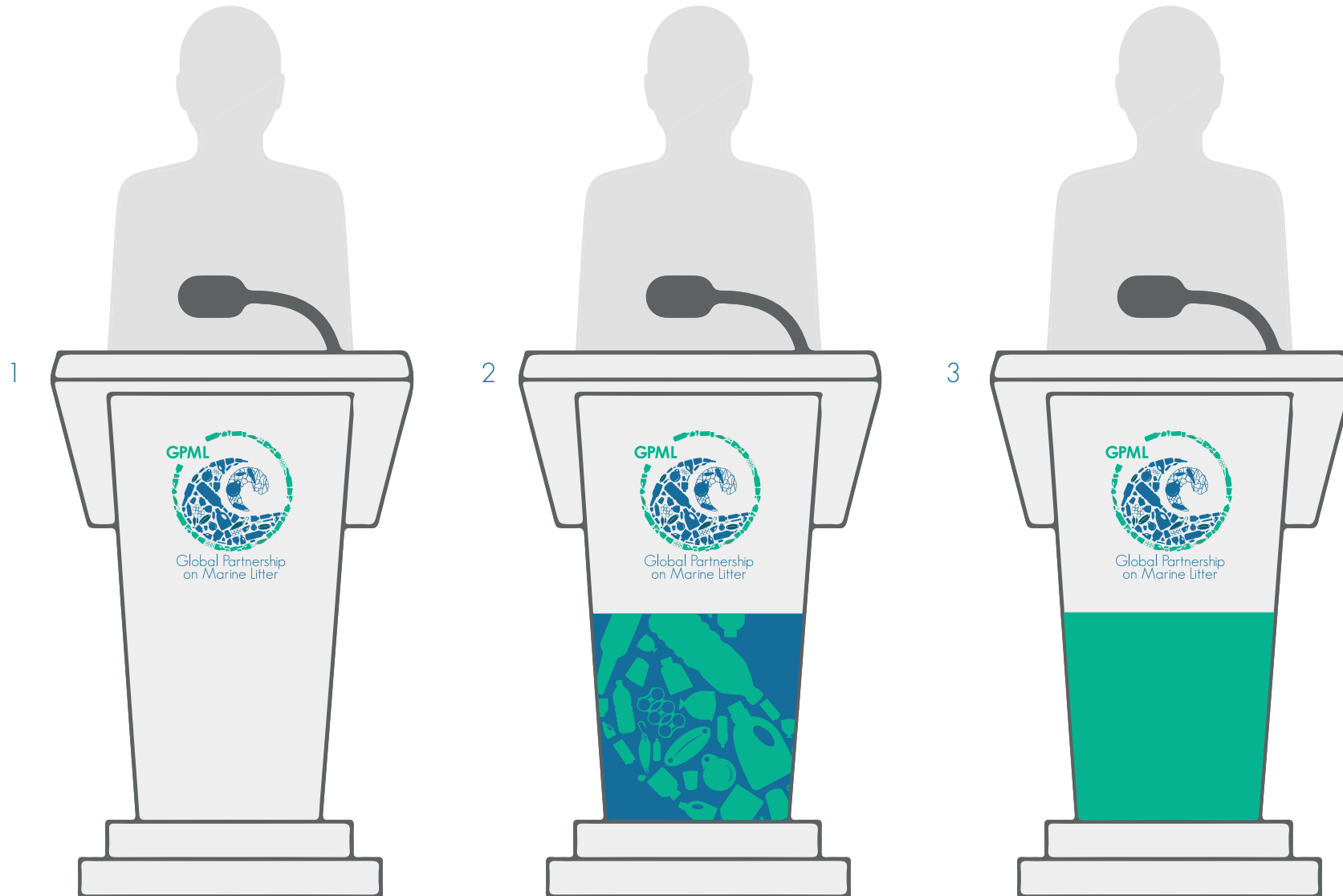
Lightweight Banners for Conferences



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# SPEAKER PODIUM BRANDING

Any of these options can be used



# BANNER WALL

For Conferences. To be used as a branded backdrop for photos (Option 1)





# BANNER WALL

For Conferences. To be used as a branded backdrop for photos (Option 2)



Side View.





# DIGITAL MEETING BACKGROUND

For Online Meetings or Conferences

1



2



3



# DELEGATE NAME BADGES

Option 1



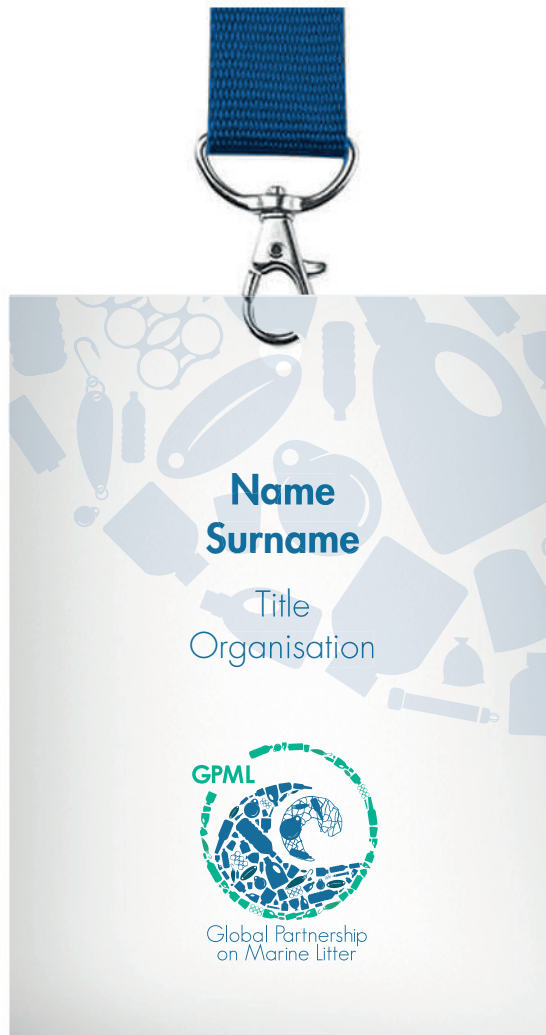
Lanyard Badge.



Safety Pin Badge.

# DELEGATE NAME BADGES

Option 2



Lanyard Badge.



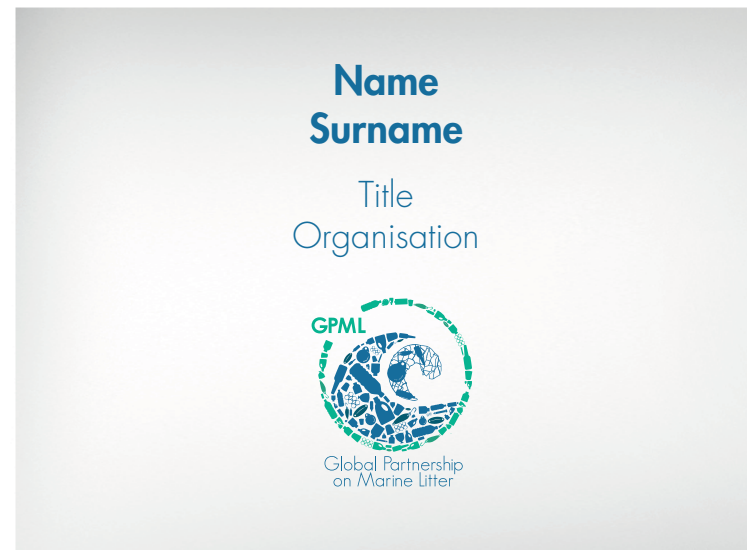
Safety Pin Badge.

# DELEGATE NAME BADGES

Option 3



Lanyard Badge.



Safety Pin Badge.

# POWERPOINT TEMPLATE

Cover Options - any or all may be used





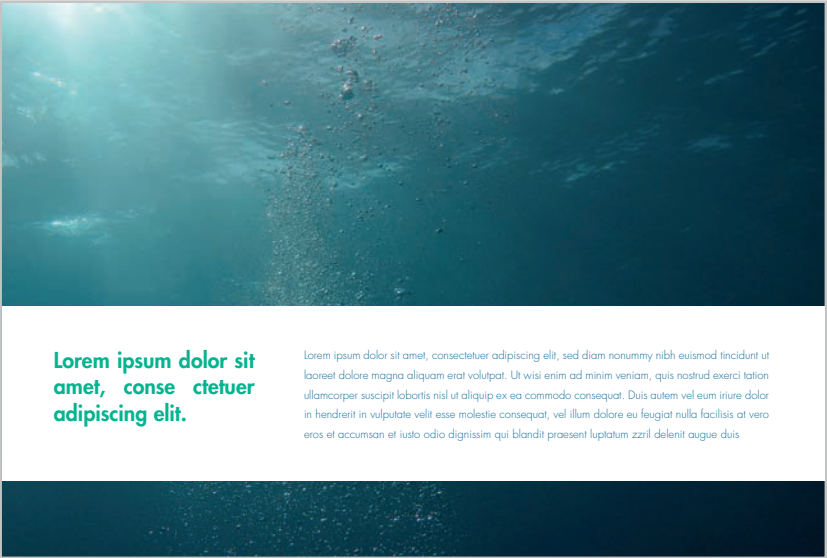
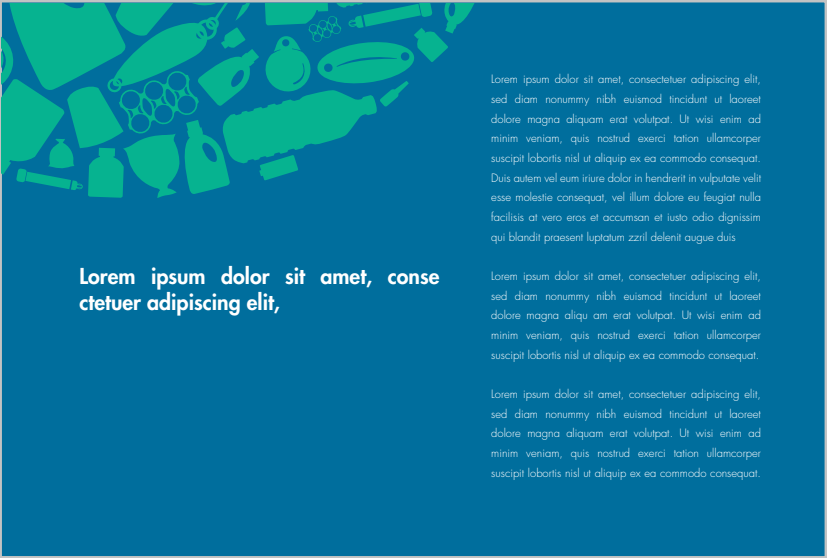
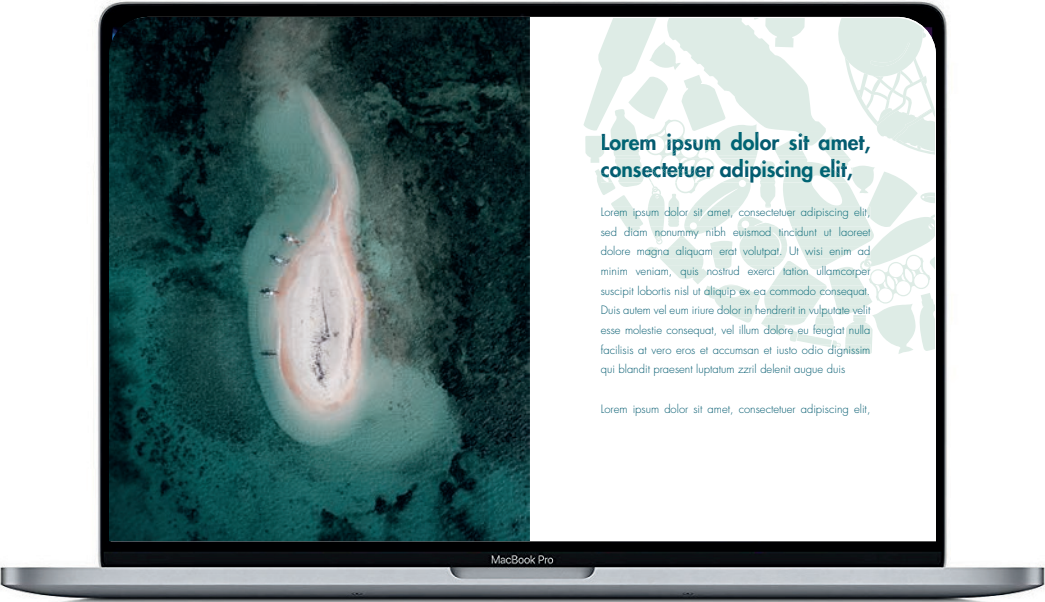
# POWERPOINT TEMPLATE

Section Divider Slide Options - any or all may be used



# POWERPOINT TEMPLATE

Image and Text Slide Options - any or all may be used



# SINGLE PAGE LEAFLET

Options

1



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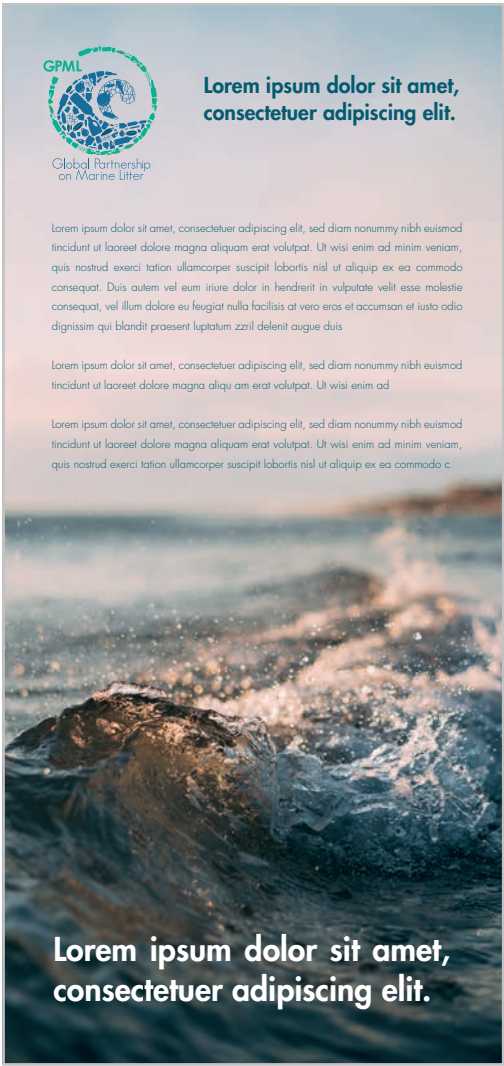
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# POSTCARD

Options

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2



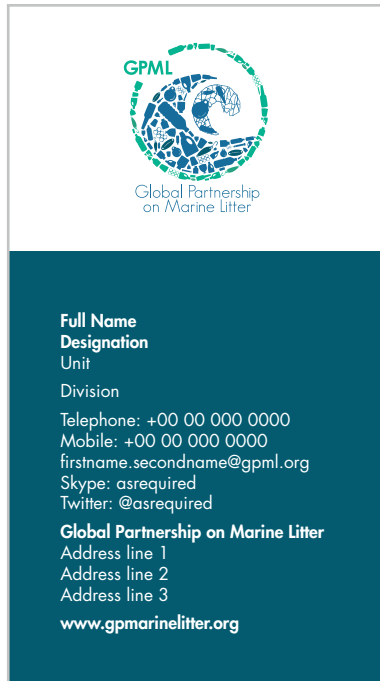
3



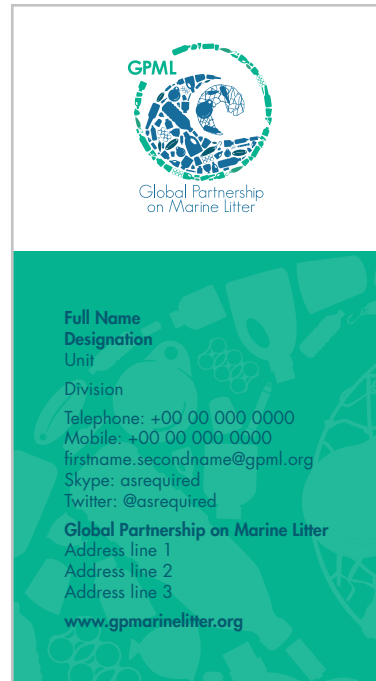
# BUSINESS CARD

## Options

1



2



3



Full name only (no titles, honorifics, nor academic qualifications) (Futura Bold, 6.5pt)

Designation in maximum 2 lines (Roboto Regular, 6.5pt)

Unit (optional) in maximum 2 lines (Roboto Regular, 6.5pt)

(1 line space in 7.8pt leading)

Division in maximum 1 line (Roboto Regular, 6.5pt)

(1 line space in 7.8pt leading)

Telephone 1 (Roboto Regular, 6.5pt)

Telephone 2 / Mobile (Roboto Regular, 6.5pt)

Official email (Roboto Regular, 6.5pt)

Skype ID (optional) (Roboto Regular, 6.5pt)

Twitter ID (optional) (Roboto Regular, 6.5pt)

(1 line space in 7.8pt leading)

Organization (Roboto Bold, 6.5pt)

Address, in maximum 3 lines (Roboto Regular, 6.5pt)


(1 line space in 7.8pt leading)

Website URL (Roboto Bold, 6.5pt)

Length measurements are in millimeters.

Do not alter the margins / layout of this template.

1



## Memorandum

From: **Executive Director** Date 00.00.0000

To All staff Reference GPML\_899

Subject Members of Information To Access Panel

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[www.gpmarinelitter.org](http://www.gpmarinelitter.org)

Length measurements are in millimeters.  
Text is set in Roboto Regular, 10 pt, with 1.15 line spacing throughout the document.  
For highlighting and / or differentiation, 'Bold', 'Underline' or both may be used.  
All text to be left aligned including salutation and sign-off.

Do not alter the margins in this template.

2



## Memorandum

From: **Executive Director** Date 00.00.0000

To All staff Reference GPML\_899

Subject Members of Information To Access Panel

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[www.gpmarinelitter.org](http://www.gpmarinelitter.org)

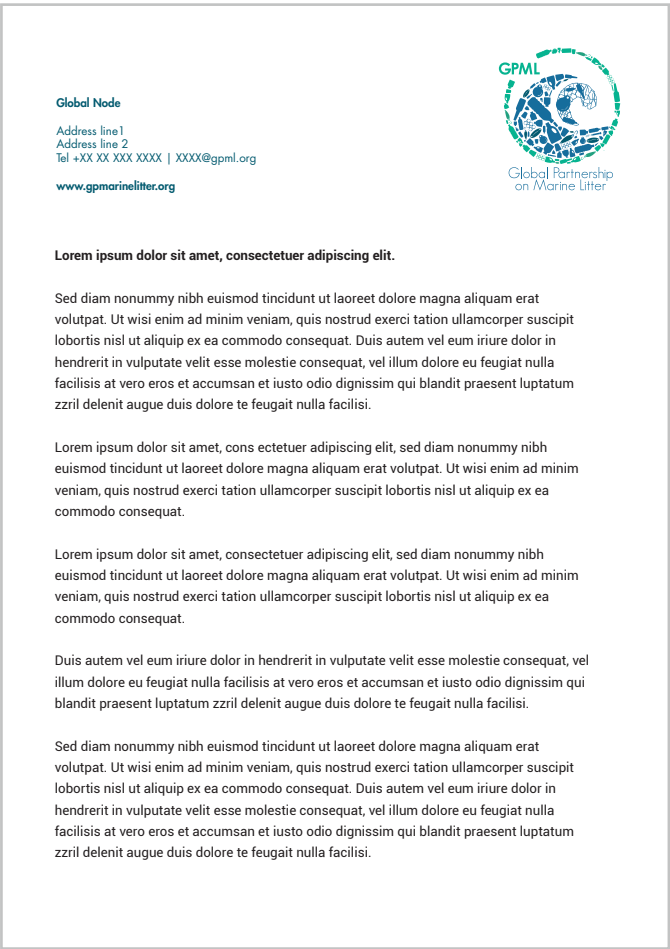
1



Length measurements are in millimeters.  
Text is set in Roboto Regular, 10 pt, with 1.15 line spacing throughout the document.  
For highlighting and / or differentiation, Bold, Underline or both may be used.  
All text to be left aligned including salutation and sign-off.

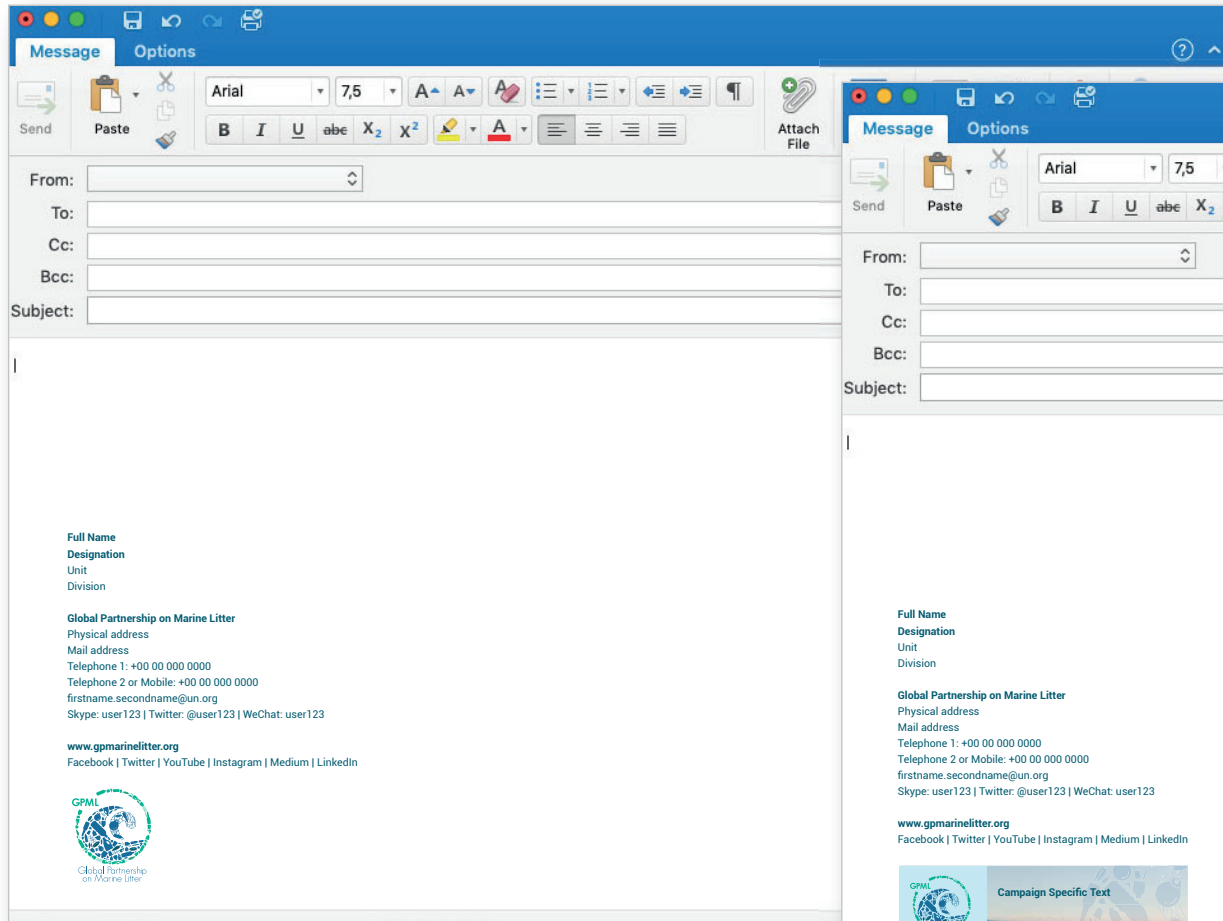
Do not alter the margins in this template.

2

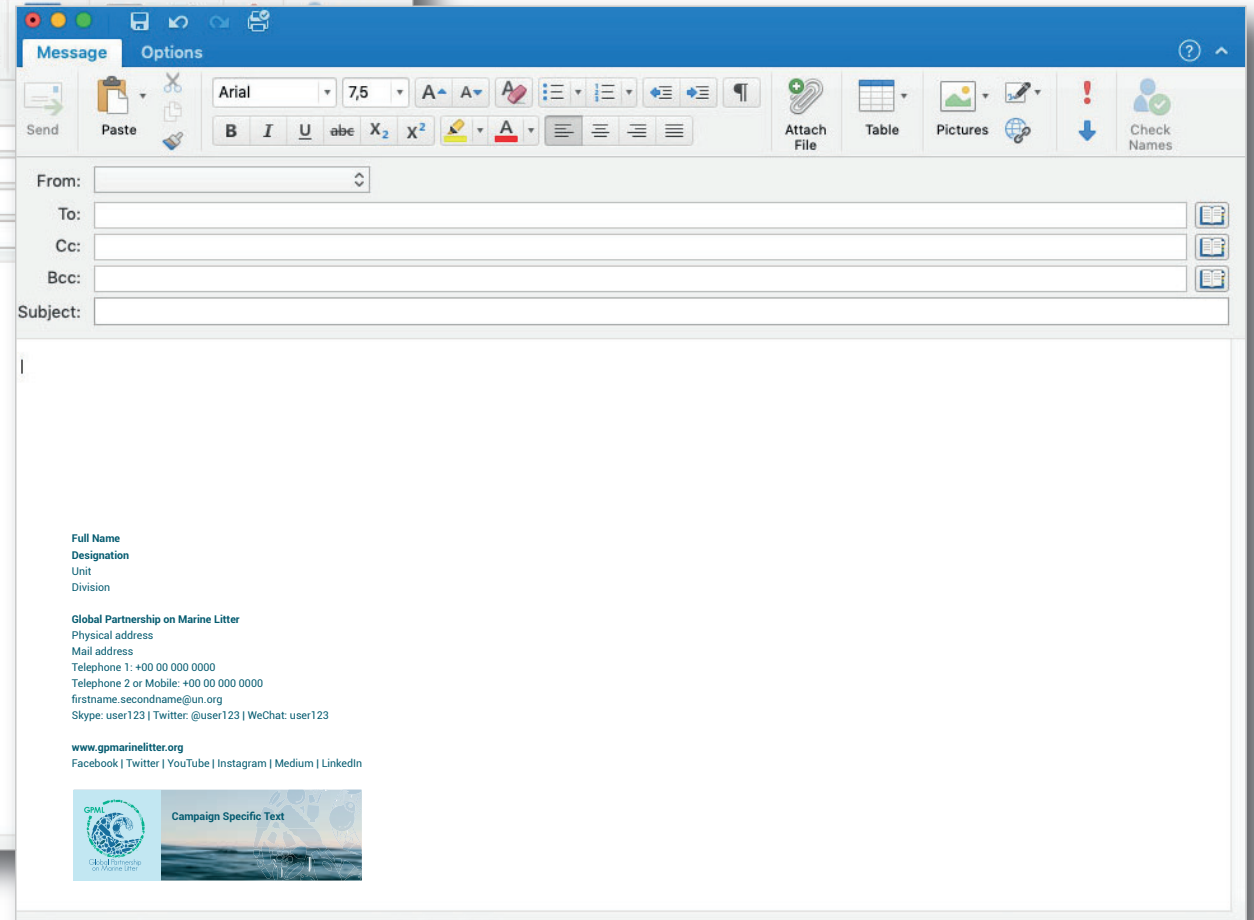


# EMAIL SIGNATURE

Standard.



Campaign Specific.



All text to be typeset in Roboto Regular, 11 pt. except for "Global Partnership on Marine Litter" which should be typeset in Roboto Bold, 11 pt.  
Campaign / Event / Occasion specific text (maximum 2 lines) should be typeset in Roboto Regular, 11 pt and should be hyperlinked appropriately.  
Recommended size for campaign / event / occasion specific graphic is 300 x 100 pixels in 72 ppi and should be hyperlinked appropriately.

Not permitted:  
More than 1 graphic per email signature  
Personal or inspirational messages / quotes / opinions  
Residential address / phone number  
Campaign graphic / message without active hyperlinks  
Irrelevant, old or inactive campaign graphic / message





GPML

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