GO DEEPER

A SHORT GUIDE FOR USING OUR BRAND
Our logo has been designed to represent the ratio of our planet that is covered by the ocean.

The horizontal split defines a clear 70/30 ratio – with the blue section representing the 70% of the planet's surface covered by the ocean.

The logo is available in Opaque and Transparent versions for different use cases, as well as CMYK for print and RGB for digital use.
The Opaque version of our logo should be used whenever the logo needs to be standalone, for example on a letterhead or as signage.

Preferably, it should be used on a white background only.

To ensure consistency in the application of the logo, you should always follow the guidance in this document.

Please consult NOC Communications if you are unsure which version to use.

Do use the logo on a white background

Avoid using the Opaque Logo on photography

Don't use the Opaque Logo on a coloured background
The Opaque version of our logo is designed to work in isolation where necessary. It’s a geometric shape, which means it can be placed in any corner or centrally.
The Transparent versions of our logo have been designed to align with content behind the logo running along the horizontal 70/30 line.

Everything below the line can be filled with colour, pattern, illustration or photography. Whilst everything above the line should remain clear white.

The two Transparent versions of the logo have been created to allow for legibility on different applications.
The Transparent Black version of the logo is the default option, however there will be certain images that require the Transparent White version of the logo.

The best way to decide which one to use is to test them and decide by eye which one is more legible

**Transparent Black**
In order to maintain legibility of the logo, this version should be used when combined with any of our colours or patterns. It should also be used with lighter photography.

**Transparent White**
This version should only be paired with photography that would be too dark to work with the Transparent Logo.
To ensure consistency in the application of the logo, you should always follow the guidance in this document.

Please consult NOC Communications if you are unsure whether you are using the logo correctly.

Do use the Transparent Black logo with light photography

Do use the Transparent White logo with dark photography

Do overlap cut out photography and illustration with the transparent logos

Do use the Transparent Black logo with any of our primary colours

Do use the Transparent Black logo with our patterns

Do use the Transparent Black logo with our illustrations
To ensure consistency in the application of the logo, you should always follow the guidance in this document.

Please consult NOC Communications if you are unsure whether you are using the logo correctly.

- Don’t use photography above the Transparent logos.
- Don’t use colour above the Transparent logos.
- Don’t use the Transparent White logo on any coloured backgrounds.
- Don’t use the Transparent logos on backgrounds that lack contrast.
- Don’t use the Transparent logos on backgrounds that are too busy.
- Don’t align the Transparent logos on a background that changes the 70/30 ratio.
The Transparent versions of our logo do not have a fixed position, they can sit wherever feels appropriate to the overall design so long as they sit on a horizontal line.

No ‘full-bleed’ content should sit directly above the logo – this includes photography, patterns and background colours.
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No ‘full-bleed’ content should sit directly above the logo – this includes photography, patterns and background colours.

Positioning example: banner

Positioning example: poster

Positioning example: video
For use in very limited circumstances, an Acronym version of the logo is available upon request only.
Examples of where this would be appropriate is as an icon on websites and social media where we do not control the size of our logo.
The brand architecture consists of one sub-brand: NOC Innovations, and three in our branded house; the British Oceanographic Data Centre, the British Ocean Sediment Core Research Facility and the Permanent Service for Mean Sea Level.

NOC Innovations is a separate sub-brand with its own visual identity.

Our branded house is for use in specific communications from their respective divisions, they are not widely used outside of this as the core NOC brand is always the default.
The Branded House logos should always be left aligned and sit either at the top or bottom of a layout along a horizontal line.

No ‘full-bleed’ content should sit directly above the logo – this includes photography, patterns and background colours.

The guidance for Transparent Logo Usage also applies to the Branded House logos.

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**Horizontal alignment: Left**

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**Vertical alignment: Top**

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**Vertical alignment: Bottom**
There are minimum sizes of the logos to ensure good reproduction on screen and in print. Please follow the guidance outlined on this page.

**Minimum size in print**

- National Oceanography Centre (19mm)
- NOC Innovations (19mm)
- National Oceanography Centre (19mm)
- British Oceanographic Data Centre (19mm)

**Minimum size on screen**

- National Oceanography Centre (260px)
- NOC Innovations (260px)
- National Oceanography Centre (260px)
- British Oceanographic Data Centre (260px)
To ensure our logo has prominence and stand out on every application, we have specified a minimum clear space around it.

Please observe this rule and ensure that no other graphic elements, such as text or partner logos, appear within this zone.

Photography and illustration can overlap with the outline of the logo but should avoid covering any of the type.

**Master and sub-brand clear space**
The minimum clear space should be 25% the width of the logo.

**Branded house clear space**
The minimum clear space for the sub brands is equal to 25% the width of the square shape from the logo.
LOGO
ALTERNATIVE LAYOUTS

We also have an alternative layout for situations where the standard logo would not be legible or able to be used appropriately in accordance with the guidelines.

Main brand

Sub brand and branded house
COLOUR
The ocean itself is where we find our inspiration. Our colour palette is taken from nature, in all its glory.

Ocean Blue is our primary colour, representing the beauty of the ocean. But when you look deeper, you can find a myriad of colours beneath the blue waves.

The vibrant striking pink of an octopus, the calming serene teal of a lagoon or the vivid yellow scales of a tropical fish.
Our primary colour palette consists of Ocean Blue and Black – these are the same colours that appear in our logo.

It’s important our colour palette is reproduced consistently, so please use the appropriate colour values.

We also have a 20% tint of all our colours for use in illustrations only, these should not be used in other applications.

**Print**

Please use CMYK for full colour printing and Pantone for spot colour printing.

**Screen**

Whenever producing for digital, please use the RGB values.

### Primary colours

**OCEAN BLUE**

- **RGB**: 0/180/255
- **CMYK**: 75/0/0/0
- **Hex**: #00b5ff
- **PANTONE**: 2985 UP

**20% tint**

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**BLACK**

- **RGB**: 0/0/0
- **CMYK**: 0/0/0/100
- **Hex**: #000000

**20% tint**

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### Secondary colours

**SCALE YELLOW**

- **RGB**: 255/229/10
- **CMYK**: 0/0/78/0
- **Hex**: #ffe50a
- **PANTONE**: 106 U

**20% tint**

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**LAGOON TEAL**

- **RGB**: 94/212/150
- **CMYK**: 41/0/23/0
- **Hex**: #5ed496
- **PANTONE**: 332 U

**20% tint**

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**OCTOPUS PINK**

- **RGB**: 255/130/255
- **CMYK**: 6/33/0/0
- **Hex**: #ff82ff
- **PANTONE**: 244 U

**20% tint**
We can use the concept of first and second impression to help decide what colours to use where.

The website home page, a stand-alone poster or a report cover are considered first impression. Whilst inside of a report and sub pages of the website are considered second impression.

**First impression**

Blue should feature prominently in first impression materials to help build brand equity.

Example one would be the colour combination you might use for a badge.

Example two could be used for a stand alone poster where you may want to use our illustrations.

**Second impression**

Our vibrant secondary colours can feature more in second impression applications.

Example three uses all of our brand colours would be good for creating a detailed infographic.

Example four uses only black and one secondary colour – this combination would work well for the inside of a report cover where you could use our secondary colours to categorise information.
To ensure legibility of text, and to meet the digital AA accessibility standards, please remember to always use black colour type on our range of colours and white type on black only.

Correct colour combinations

Incorrect colour combinations
Our vector illustrations will sometimes require a broader palette of colours to choose from in order to accurately depict the subject. These eight colours, and eight extra tints, are only for use in illustration and should not be used as colours elsewhere.

<table>
<thead>
<tr>
<th>Colour</th>
<th>RGB</th>
<th>CMYK</th>
<th>Hex</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Orange</strong></td>
<td>255/194/0</td>
<td>0/96/94/0</td>
<td>#ff7f0a</td>
</tr>
<tr>
<td><strong>Purple</strong></td>
<td>169/43/162</td>
<td>34/64/62/39</td>
<td>#a82ba3</td>
</tr>
<tr>
<td><strong>Red</strong></td>
<td>235/31/35</td>
<td>0/94/93/0</td>
<td>#f60000</td>
</tr>
<tr>
<td><strong>Green</strong></td>
<td>31/128/65</td>
<td>34/64/62/39</td>
<td>#009433</td>
</tr>
<tr>
<td><strong>Dark Yellow</strong></td>
<td>255/175/10</td>
<td>0/93/93/0</td>
<td>#ff9a00</td>
</tr>
<tr>
<td><strong>Blue</strong></td>
<td>0/77/181</td>
<td>104/72/70</td>
<td>#004c96</td>
</tr>
<tr>
<td><strong>Brown</strong></td>
<td>128/80/76</td>
<td>34/64/62/39</td>
<td>#804f4d</td>
</tr>
<tr>
<td><strong>Grey</strong></td>
<td>133/128/128</td>
<td>47/40/38/21</td>
<td>#858080</td>
</tr>
</tbody>
</table>
We have a range of patterns to add texture to our work. These patterns are in a darker colour tone to work with our primary colour palette. These darker colours are only for use in patterns and should not be used as colours elsewhere.
Our headline font is Tusker Grotesk. It has been chosen to make a bold statement about the impact of our work on the planet.

Tusker Grotesk 5600 Semibold is our primary headline typeface and should be used for short, snappy headlines.

Tusker Grotesk 6500 Medium is a slightly wider cut and works well for longer headlines over 5 words in length.

To use Tusker Grotesk you must hold a license for its use. The NOC has a very limited number of paid licences for use by our dedicated creatives.
Söhne is our body copy font. It is a contemporary and professional font that is legible at any size.

We use three different weights of Söhne:

- Söhne Dreiviertelfett (Bold) should be used for sub-heads and pull-outs.
- Söhne Kraftig (Medium) should be used for stand-firsts.
- Söhne Leicht (Light) should be used for body copy.

To use Söhne you must hold a license for its use. The NOC has a very limited number of paid licences for use by our dedicated creatives.
Our two brand fonts are not available for all staff, and we do not supply typefaces for external users.

On Microsoft Windows systems you should use the default fonts Bahnschrift and Arial.

On Mac OS systems you should use the default font Arial.

**Headline font substitute**

**Body copy font substitute**

<table>
<thead>
<tr>
<th>Headline font</th>
<th>Sub-heads and pull-outs</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BAHNSCHRIFT</strong></td>
<td><strong>Arial Bold</strong></td>
</tr>
<tr>
<td><strong>BAHNSCHRIFT BOLD CONDENSED</strong></td>
<td><strong>Arial Regular</strong></td>
</tr>
</tbody>
</table>
Coloured blocks behind our typography is a core expression of our brand and ensures legibility on photography and video.

Please follow the guidance on this page to ensure consistency with how the coloured blocks are applied.

**Step 1**
Create a square the same width as the stem of one of the letter I

**Step 2**
Draw a rectangle around the type using the square as a guide to find the correct margins
Align the squares to the x-height, ignoring the ‘bowl’ that will extend beyond the x-height

**Step 3**
Use the same square to define the space in-between words when stacking them on one another
COVER

1 Primary header
Our covers should use big and bold titles set in Tusker Grotesk 5600 Semibold. For a report this might mean splitting out the full report title into two parts—a short title consisting of around four words, supported by a smaller, more descriptive title below.

INSIDE PAGE

4 Grid
We suggest using an eight column grid, which allows for a flexible layout. Two columns can be used for the main body copy, allowing the remaining columns to be used for pull-out quotes and statistics.

5 Primary header
Primary headers should be a maximum of four words long set in Tusker Grotesk 5600 Semibold.

6 Stand-firsts
Stand-firsts should be typeset to provide contrast to headings and body copy. Söhne Dreiviertelfett (Bold) works well for longer introduction copy that runs over more than two lines.

2 Secondary header
Our secondary headers are set in Tusker Grotesk 6500 Medium.

3 Date
For page furniture, such as dates and page numbers we should use Söhne Dreiviertelfett (Bold).

7 Stats
To provide maximum stand out, stats can be set in Tusker Grotesk 5600 Semibold. For stats that are longer than four words and numbers, you can combine Tusker Grotesk with Söhne Kraftig (Medium).

8 Sub-headers
Söhne Dreiviertelfett (Bold) is perfect for sub-headers.

9 Body copy
Söhne Dreiviertelfett (Light) should be used for body copy.

10 Pullouts
Söhne Dreiviertelfett (Bold) can be used for pull-outs and quotes when we need information to stand out in a layout. For quote marks, we can use Tusker Grotesk 5600 Semibold to draw attention to the quote.

For punchy headlines

Söhne Dreiviertelfett (Bold) can be used for pull-outs and quotes when we need information to stand out in a layout.

70%

Söhne Dreiviertelfett (Bold) is perfect for pull-outs and quotes when we need information to stand out in a layout. For quote marks, we can use Tusker Grotesk 5600 Semibold to draw attention to the quote.

FOR PUNCHY HEADLINES

Stand-firsts should be typeset to provide contrast to headings and body copy. Söhne Kraftig (Medium) works well for longer introduction copy that runs over more than two lines.
Our patterns are inspired by the ocean, organisms and marine life that live within it.

The patterns are a unique graphic asset that can be used in place of photography or flat colour in order to create a vibrant background for overlaying type.
The patterns have been designed to work with our typography. They work especially well with Tusker Grotesk, because it provides enough contrast against the patterns.

In circumstances where we need to use more than four words we can use Söhne. However, we should only use Söhne Dreiviertelfett (Bold) or Söhne Kraftig (Medium) and limit the amount of words that we use in order to maintain legibility.
To ensure consistency in the application of our patterns, you should always follow the guidance in this document.

<table>
<thead>
<tr>
<th>Incorrect Usage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Don’t use coloured blocks behind the typography when on top of the patterns</td>
</tr>
<tr>
<td>Don’t use Söhne Leicht (Light) on top of the patterns</td>
</tr>
<tr>
<td>Don’t use too much copy on top of the backgrounds</td>
</tr>
<tr>
<td>Don’t set the patterns in contrasting colours</td>
</tr>
<tr>
<td>Don’t use our illustrations on top of our patterns</td>
</tr>
<tr>
<td>Don’t overlap patterns or align them next to each other, use one per page</td>
</tr>
<tr>
<td>Don’t use patterns in an alternative colour combination to the default</td>
</tr>
</tbody>
</table>

Our science goes deeper because in the protection of our ocean, greater understanding is power.
Illustration is a great way for us to demonstrate why and how we do what we do. It is a flexible medium that allows us to be more creative.

We have defined different types of illustration which we carefully select to communicate to our audiences around the world. Here is an example of our scientific inspired illustration style, used to convey our love of the ocean and our long heritage in ocean research.
This page provides some examples of our scientific illustration applied correctly with typography.
Always use a crop of the illustration. In some instances you may be able to weave some of the illustration around headlines.
Our colourful House Illustrations simplify complex information into accessible striking ideas.

Taking design inspiration from our black outlined logo, these illustrations explain in much more detail what is happening below the surface of our ocean, which is ideal for swimmers, who will need to understand all the areas of our work.

Our House Illustration can be used in situations where photography isn’t available, such as to illustrate new technology or to show hard to reach marine ecosystems.
Our House Illustrations help bring our work to life through characterful illustrations of marine life and technology. It also helps explain our work for a broad audience through easily digestible infographics and diagrams.

To ensure consistency across our brand, the same style should be applied to all our House Illustrations. We utilise our primary and secondary colours, as well as our illustration colours which have been created to provide enough flexibility to depict everything we need.

To create a consistent visual link with our logo, a black key-line should be applied to our vector illustration.

**Simple**
Simple illustration, like icons can be created easily by us, in our House style. These assets are ideal for being used on the website or as simple graphics to use in a report.

**Detailed**
Occasionally, we need to create more detailed illustrations to portray complex topics. To bring these in line with the rest of our vector illustrations, we should use our primary and illustration colours.

**Complex**
Illustration allows us to demonstrate the full breadth and diversity of the work of our dedicated scientists and researchers, as well as the ecosystems that we work to protect in complex and expressive ways.
THANK YOU

PLEASE CONTACT NOC COMMUNICATIONS IF YOU HAVE ANY QUERIES
COMMUNICATIONS@NOC.AC.UK