OCEANIDS

OCEANIDS

ocean   sea   sand

**The OCEANIDS
project logo**

logotype

is essential for building and strengthening the brand identity of our endeavour. Serving as the visual representation of our project, the logo captures the essence of OCEANIDS' innovative methods for enhancing coastal and ocean environment safety and protection.

Full colour logo
The **OCEANIDS** project logo, depicted in Figure 1, embodies simplicity and readability, ensuring strong brand recognition and memorability. The logo's simplicity also symbolizes the project's core value of monitoring ocean waves and coastal areas through simple graphic elements such as letters and colours. The letter "O" represents the ocean and its waves, while "C" supports this imagery and symbolizes the coast. The changing colours also convey this message, with blue representing the sea and waves transitioning to beige, reflecting sand and coastal regions.

One colour logo
the project logo can be used in one colour (Figure 2) depending on the design and situation.

Monochromatic logo
Images and design materials with monochromatic themes are easier to remember due to their simplicity (Figure 3.1-3.2). Compared to an image with a busier design or a neutral colour scheme, one with vivid colours is easier for our brains to retain and recall.

1

2

3.1

3.2

Variations of the OCEANIDS logo

Apart from the original logo, there are also some variations, for instance in vertical format, to ensure compatibility with several partners' organization branding requirements such as conferences, festivals, journals etc.

big wave

Full colour logo – Big wave
In this rendition, the logo displays a larger wave, creating a powerful and impactful visual impression (Figure 1).

One colour logo
The project logo can be used in one colour (Figure 2) depending on the design and situation.

Monochromatic logo – Big wave
This iteration showcases the logo in a monochromatic palette with a larger wave, conveying a bold and streamlined visual identity (Figure 3.1-3.2).

1

OCEANIDS

User-driven applications and tools for Climate-Informed Maritime Spatial Planning and integrated seascape management, towards a resilient & inclusive Blue Economy

1

OCEANIDS

User-driven applications and tools for Climate-Informed Maritime Spatial Planning and integrated seascape management, towards a resilient & inclusive Blue Economy

2

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2

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3.1

OCEANIDS

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3.2

OCEANIDS

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3.1

3.2

Full colour logo with tagline

Full colour OCEANIDS logo with Tagline (title of the project)

tagline

The tagline that appears in the Logo, represents the name of the project.

One colour logo with tagline
The project logo can be used in one colour depending on the design and situation Figure 2.

Monochromatic logo with tagline
When incorporating a monochromatic theme with a compelling tagline Figure 3.1, 3.2 the overall design not only enhances simplicity for better recall but also provides a cohesive and visually impactful identity.

Full colour logo with tagline – big wave
Featuring the full-colour logo alongside a tagline, this version highlights the commanding presence of the big wave, adding a dynamic and memorable element to the design Figure 1.

ocean

sea

sand

CMYK 80 35 50 10
RGB 49 123 122
#317B7A

CMYK 57 16 96 1
RGB 131 167 50
#83A732

CMYK 34 50 83 14
RGB 164 120 57
#A47839

main colours

OCEANIDS logo main colour palette
The colours of the logo are meticulously chosen to symbolize the pallet colour of the ocean and the grounded tones of the Earth, creating a meaningful representation within the OCEANIDS project identity. For the full-colour logo and the logo variations, the colour palette is as demonstrated in this pages.

extra colours

OCEANIDS logo extra colour palette
In addition to the main colours, the Oceanids corporate style has additional colours that can be used in layouts, posters as an additional accent to emphasizethe significance of the subject matter and beyond.

sky

cloud

sunset

CMYK 96 72 5 0
RGB 22 78 153
#164E99

CMYK 17 4 0 0
RGB 218 234 249
#DAEAF9

CMYK 0 72 95 0
RGB 236 98 26
#EC621A

flag

CMYK 24 96 77 17
RGB 166 40 57
#a62839

coral

CMYK 1 91 63 0
RGB 236 61 82
#ec3d52

ocean

CMYK 80 35 50 10
RGB 49 123 122
#317B7A

wave

CMYK 74 0 36 0
RGB 0 186 180
#00bab4

sunset

CMYK 16 81 100 5
RGB 199 81 39
#c75127

sunrise

CMYK 3 76 100 0
RGB 234 98 36
#ea6224

website colour palette

Building upon the essential colours of white, black, and the logo pallet, additional colours have been thoughtfully introduced to enhance colour contrast and maintain a harmonious visual theme throughout the OCEANIDS website.

https://www.oceanids-project.eu

OCEANIDS

Home   Project   Consortium   Pilot Sites   News   Dissemination ▾   Media   Contact

OCEANIDS

Collect, harmonize, and curate existing climate data services, making data accessible, reusable, and interoperable for developing local adaptation strategies

Funded by the
EUROPEAN UNION

Duration
32 MONTHS

Consortium
26 PARTNERS

logo free space

Free/clear space should be free of imagery, graphics, folds or any other element that may interfere with the clarity of the brand. Clear Space Minimum: The space is measured by the half height of the letter "E" as indicated below.

It is important to follow clearspace requirements. The minimum spacing requirement is 10 mm and should always be used when placing the primary or sub-brand logos into a printed design. In printed materials, the logo should be at least 10 mm in height.

logo proportions

The proportions of the sign are determined by the graphic element and a text ratio of 2:1, both vertical and horizontal in a horizontal design.

Changing the proportions unbalances the sign balance and does not satisfy easy readability need and is therefore discouraged and intolerable.

✓ OCEANIDS

✗ OCEANIDS

✗ OCEANIDS

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✗ OCEANIDS

✗ OCEANIDS
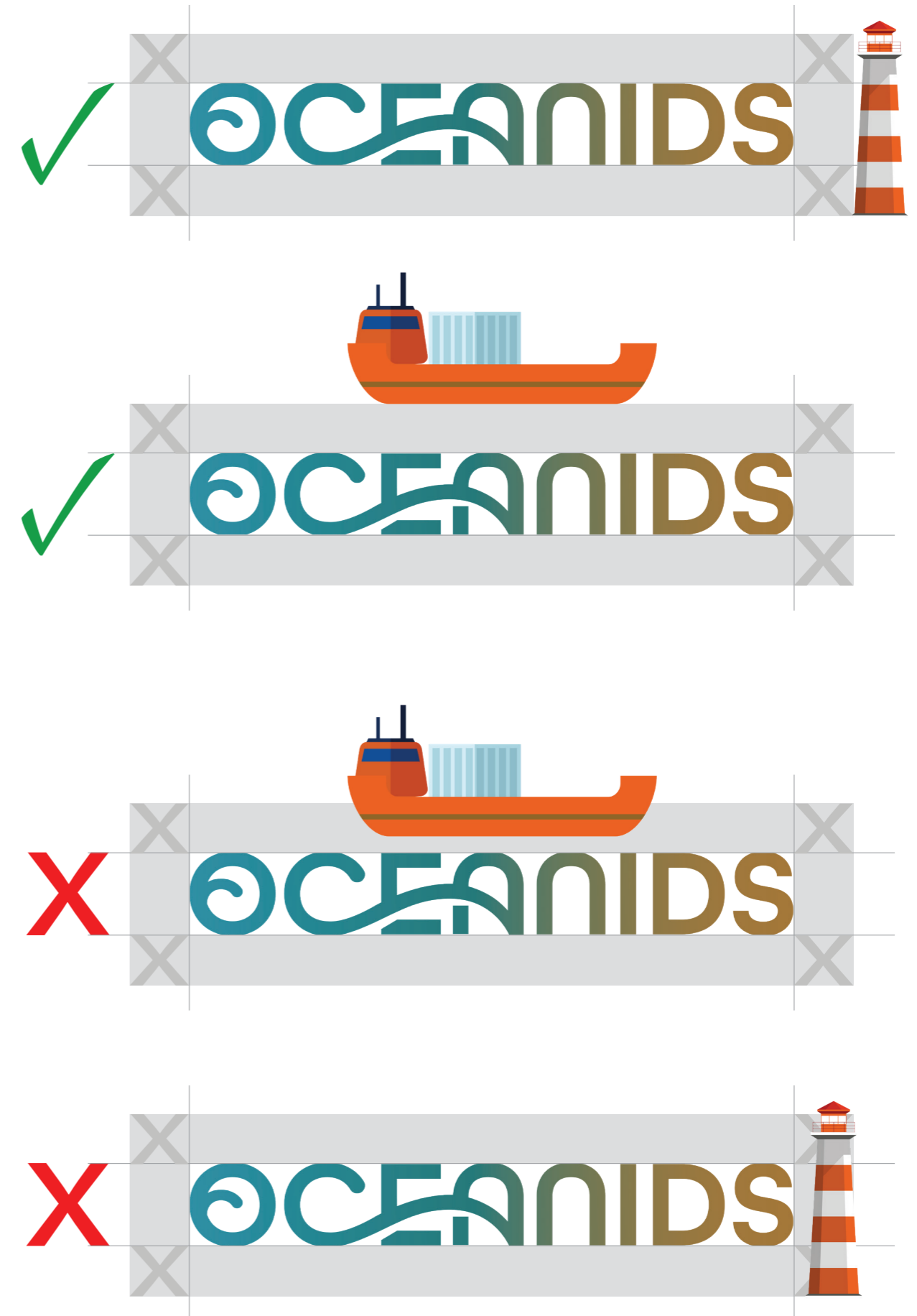
logo positioning

If the elements of your logo are dark, use a white or plain background, and vice versa. Keep these tips in mind: Logo with bright colours - use a dark logo background or a complementary colour in the colour wheel. Logo with dark colours - use lighter logo backgrounds.

X OCEANIDS

X OCEANIDS

✓ OCEANIDS

✓ OCEANIDS

✓ OCEANIDS
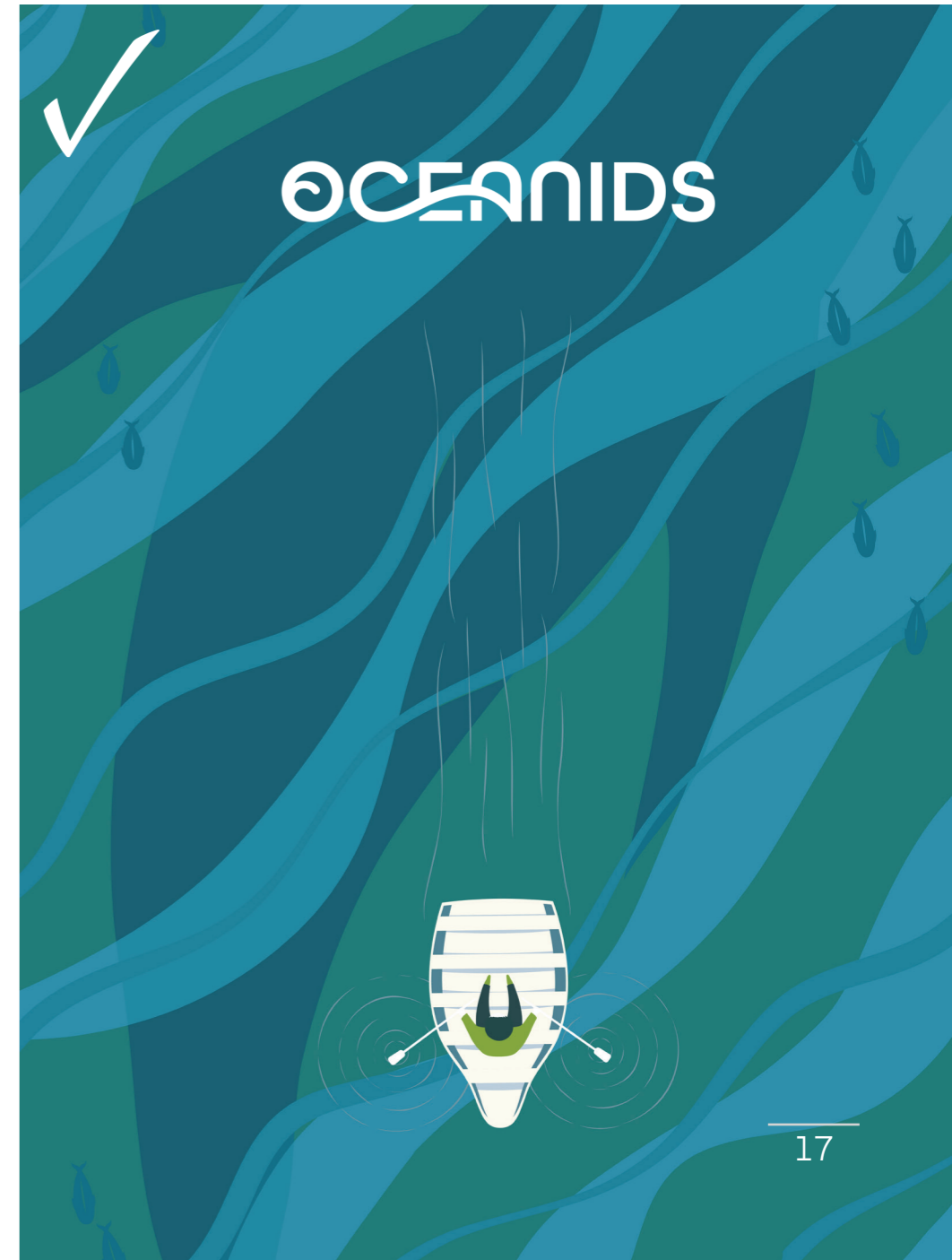
visualizations

The project logo will also have accompanying visualizations (see Figures 1-8), which will be included in the so-called project brand book. Below are both accompanying illustrations, icons and additional elements that together will form the overall style of the project. They are used in the design of the project page and will be used later in other related deliverables, documents, and activities. The logo and its accompanying image establish the visual storyline of the project and maintain a uniform and identifiable theme across various platforms and materials. This strengthens the overall impact and visibility of the OCEANIDS brand.

The OCEANIDS project's visual identity is a harmonious blend of creativity and strategic intent, designed to mirror the project's deep commitment to marine conservation and sustainable use of oceanic resources. Every aspect of its visual design, from the intricacy of its illustrations to the choice of imagery, is imbued with the essence of the sea and its importance to humanity. These elements are not merely decorative but are integral to storytelling, making complex scientific concepts accessible and engaging. Through its visual language, OCEANIDS invites audiences to a deeper understanding of the challenges facing our oceans, advocating for a future where human activity and marine ecosystems coexist in sustainable harmony. This visual strategy is a beacon, guiding stakeholders through the project's innovative solutions to climate change, maritime spatial planning, and the stewardship of our planet's blue heart.
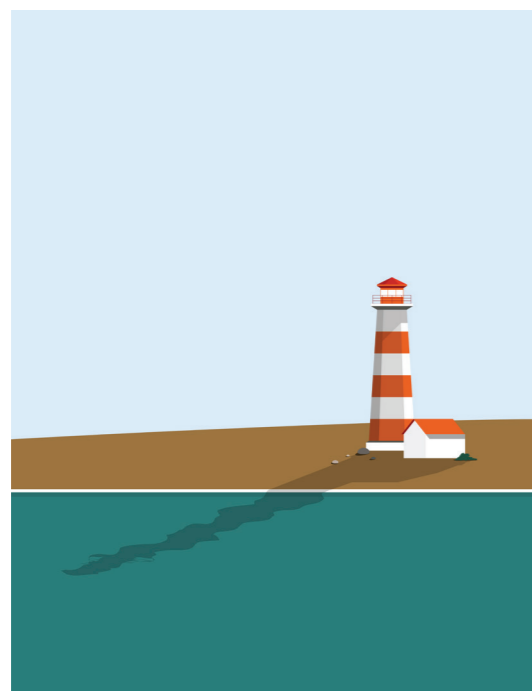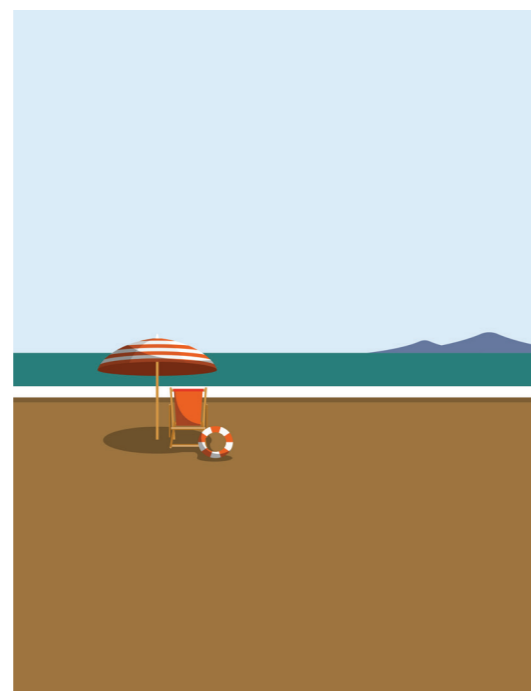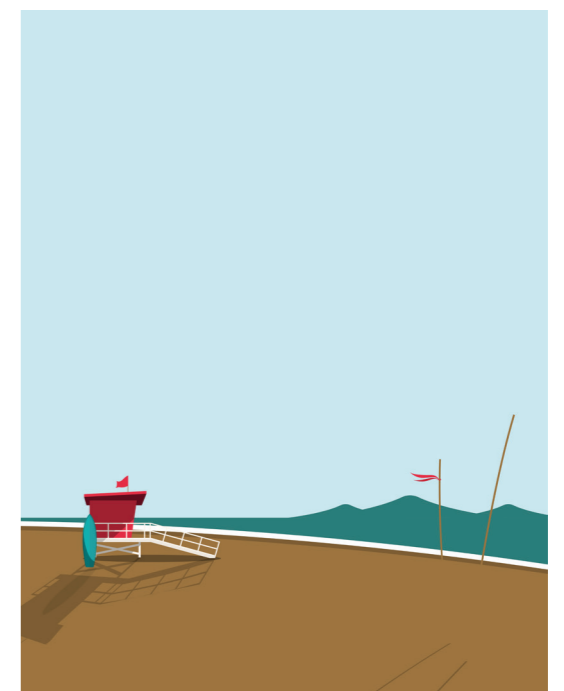

1

2

3

4

5

6

7

8

icones

The following icons play an important role in the project's visual language, providing representative symbols that reinforce the OCEANIDS brand identity. Incorporated into the project's brand book, these icons contribute to a unified and visually impactful design language across various mediums and materials, ensuring a consistent and recognizable visual presence.
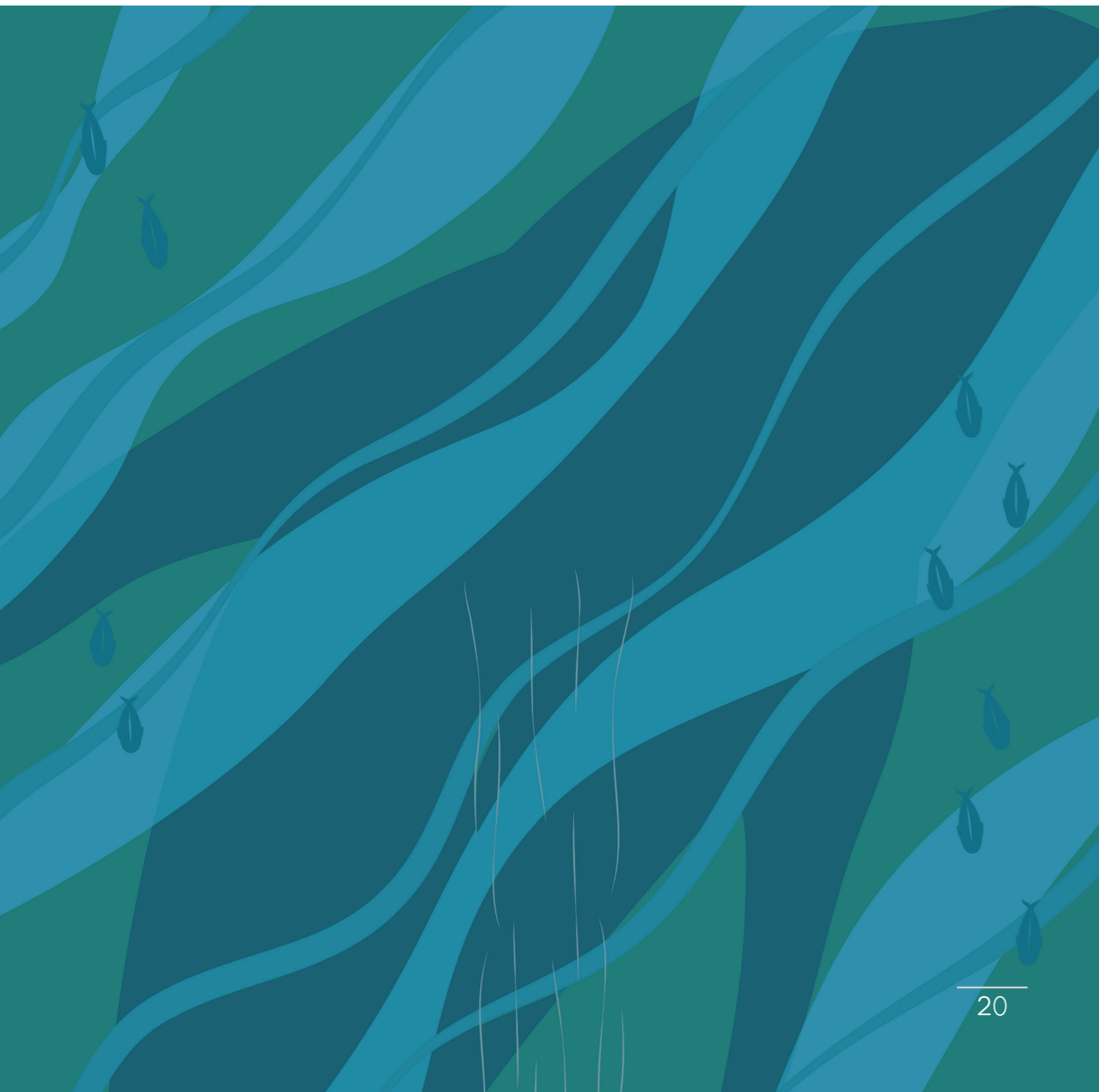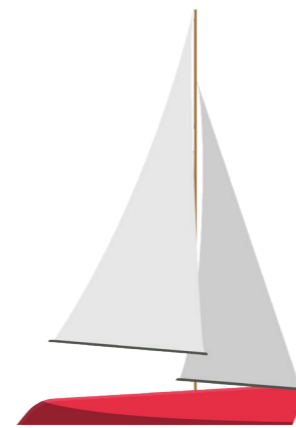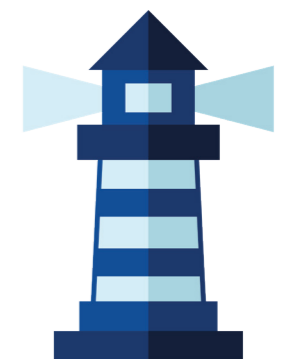
lighthouse
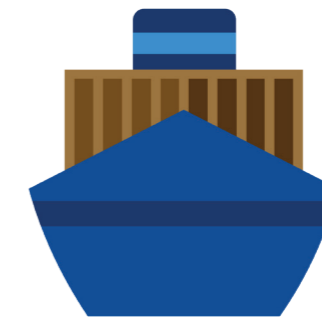
freighter

hoist

sailboat

lighthouse

beach boxtel

sunbed

container ships

typography

The font used for the logo is **All Round Gothic**. All Round Gothic is a font family inspired by classic sans serif fonts. This font is a structured geometric san but also creates a sweet and cute atmosphere by removing unnecessary stems.

The Tagline that appears in the Logo, represents the name of the project and its font is **Univa Nova**. This font has many similarities with Helvetica. It's a geometric sans serif font family manufactured by Fontastica. Contains 8 weights from Hairline to Heavy with matching slopes. The typeface is inspired by some of the original Swiss design-based branding projects. **Univa Nova** is a perfect choice for graphic design, text presentation, web design, print and display use. The typeface can be an amazing option for beautiful branding, logo/logotype design projects, marketing graphics, banners, posters, signage, corporate identities as well as editorial design. Adding extra letter spacing for the Caps will make this font perfect for minimal headlines and logotypes as shown in promo images here.

Univa Nova
Univa Nova
Univa Nova

		italic	
Univa Nova	regular	Univa Nova	hairline
Univa Nova	thin	Univa Nova	thin
Univa Nova	light	Univa Nova	light
Univa Nova	regular	Univa Nova	italic
Univa Nova	medium	Univa Nova	medium
Univa Nova	bold	*Univa Nova*	bold
Univa Nova	semiBold	*Univa Nova*	semiBold
Univa Nova	heavy	*Univa Nova*	heavy