IOOS
Integrated Ocean
Observing System

Emblem Usage & Style Guide

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About the IOOS Emblem

The IOOS Emblem is a symbol of the mission and culture of the Integrated Ocean Observing System.

The emblem is a modern, eye-catching and abstract representation of the *integrated* collective of individuals, associations, technology and education partners whose eyes are always on the ocean.

The *integrated* lines of the emblem work in harmony to present an abstract interpretation of the letters I, O, O, and S, from the inside out. This in-to-out attribute serves as a fitting metaphor of IOOS reaching out to its many partners in collaboration.

The inside *I on the O* is a subtle homage to the IOOS tagline, *Eyes on the Ocean*. The inside I/O forms are also suggestive of a radar signal, the ripple of a wave and an eye.

The outer S form is suggestive of waveforms, a boat's propeller, movement, and it unifies the other elements within the *system*. While the S connects to the O, its open ends are suggestive of the open culture of IOOS with its many partners.

A unique characteristic of the emblem is that it reads equally right-side up or "upside down".

There is an element of engagement that takes place with viewers when they discover the "IOOS" letters within the emblem. This discovery creates a surprising, deeper connection to the emblem, one that is active versus passive. This engagement serves as a metaphor for IOOS's mission to actively engage consumers, educators, industry, and government alike to the mission of monitoring and protecting our ocean.

How to Use this Guide

This document was developed to serve as a guide for the communicators of the IOOS brand. As ambassadors of the brand, you play an important role in assuring that the IOOS Emblem remains consistent throughout all communications, internally and externally. Consistency is key to ensuring a strong brand identity and these guidelines will help IOOS build a world-class brand that has impact for years to come.

This document should also be distributed to parties that will create communications and merchandise on behalf of IOOS. With this guide, these outside parties can successfully produce materials that meet the IOOS brand standards.

This guide is a living document that should continually be added to and refined. As items such as apparel, presentations, banners, posters, etc. are produced and approved, they should be inserted into this guide to continue to define the brand standards.

01

SECTION 01: Emblem Usage

Primary and Secondary Emblems

The **Primary Emblem** should be used in most instances. It includes the Symbol, the IOOS acronym and the program name.

The **Secondary Emblem** can be used when including the program name is not necessary.

Primary

Primary A: Vertical

Primary B: Horizontal

Secondary

Secondary A: Vertical

Secondary B: Horizontal

Tertiary Emblems

Tertiary Emblem A and B are used when an extreme horizontal format with a readable program name is necessary.
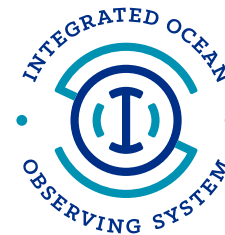
The Seal can be used when a square format is necessary.
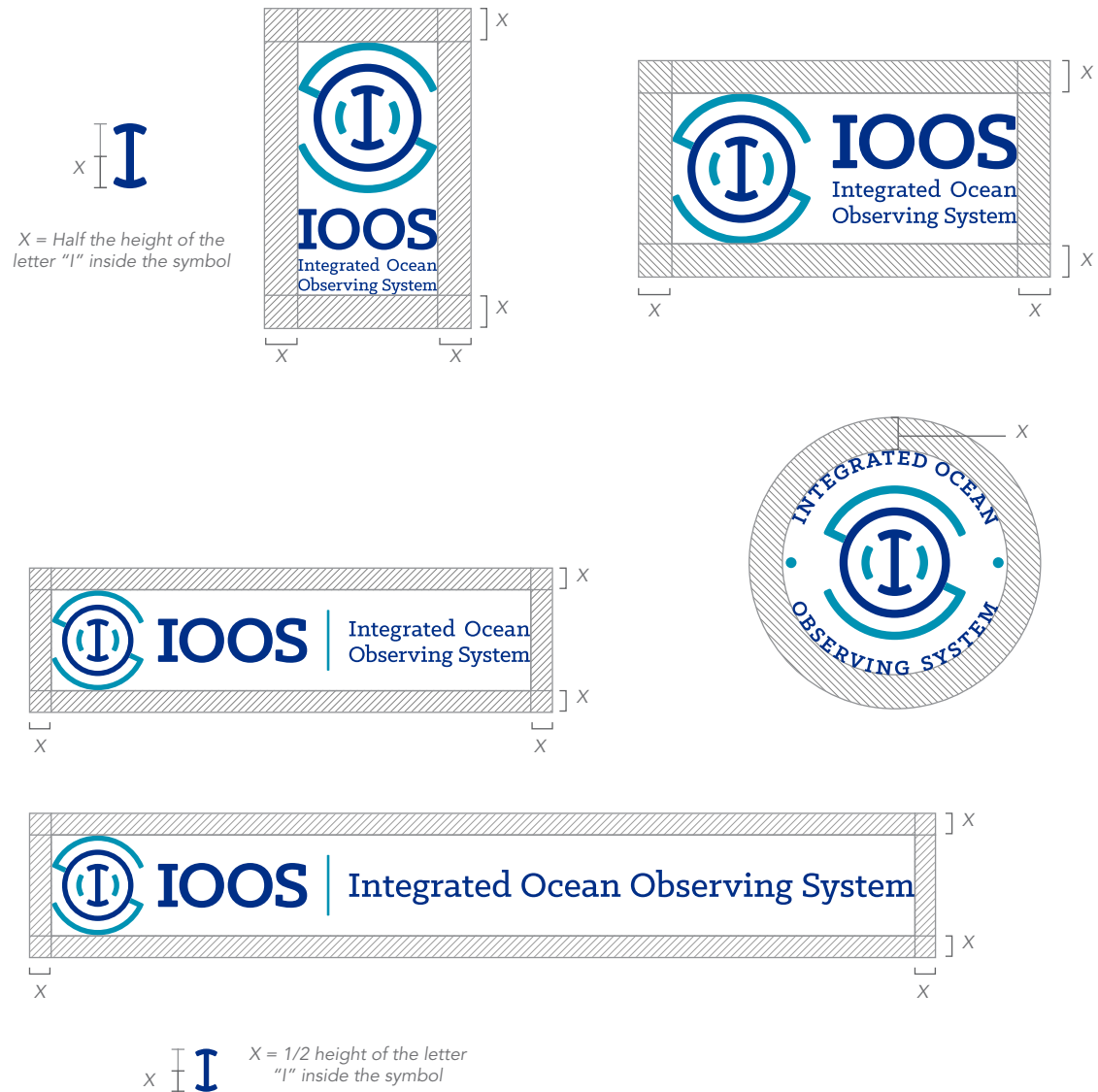

Tertiary A: Extreme Horizontal

Tertiary B: Extreme Horizontal

Tertiary C: Seal

Clear Space

Clear Space or the "safety zone" is designed to maintain the minimum amount of clear space around each of the brandmarks for optimal visibility and legibility. These spatial relationship diagrams show the safety zone for each of the approved versions of the IOOS Emblem. The clear space is always relative to the scale of the emblem. No graphic elements or type should be placed within the safety zone.

X = Half the height of the letter "I" inside the symbol

X = 1/2 height of the letter "I" inside the symbol

Minimum Size

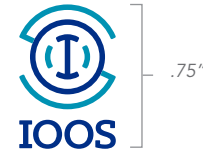The minimum size guidelines show how small the emblem can be reduced without losing legibility in print materials. Each version has a specific minimum size requirement based on the components present in that version.

1.25"
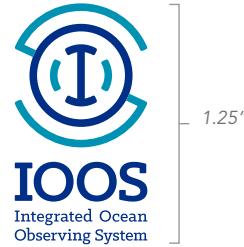
Primary A: Vertical, 1.25" tall

.75"

Secondary A: Vertical, .75" tall

1.5"

Tertiary A: Extreme Horizontal, 1.5" wide

1.25"
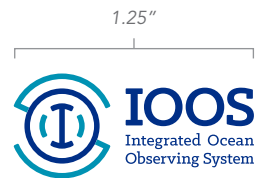
Primary B: Horizontal, 1.25" wide

1"

Secondary B: Horizontal, 1" wide

1.75"
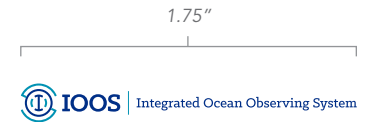
Tertiary B: Extreme Horizontal, 1.75" wide

.75"

Tertiary C: Seal, .75"

Registered Trademark Symbol

The Registered Trademark Symbol can be used with the emblem once it becomes officially registered. This page illustrates the placement and scale of the symbol in relation to the IOOS Emblem.

® = 1/6 height of the letter "I" in IOOS

X = 1/2 the width of ®

Color

The emblem uses two colors when shown in its full color format. This page illustrates approved alternative color options. All variations of the emblem (secondary and tertiary) should follow these guidelines for color.

Refer to the Color Breakdown Chart on this page when specifying colors for printing, embroidery or other production methods.

Two Color	*One Color*	*Black (if color is not an option)*	*Reversed on Dark Background*

Color Breakdown Chart				
Swatch	**Print**		**Digital**	
	Pantone (coated)	C / M / Y / K	R / G / B	HEX #_ _ _ _ _ _
	287 C	100 / 75 / 2 / 18	0 / 48 / 135	#003087
	632 C	93 / 2 / 15 / 7	0 / 147 / 178	#007396

Typography

The letters in the IOOS Emblem use the slab serif type family Klinic Slab. The IOOS acronym is set in Klinic Slab Bold and the Program name is set in Klinic Slab Medium.

Klinic Slab Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqestuvwxyz
0123456789

Klinic Slab Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqestuvwxyz
0123456789

What to Avoid

This page illustrates a few examples of unacceptable uses or alterations of the emblem.

✕ *Disproportionate Scaling*

✕ *Changing or Replacing the Type*

✕ *Drop Shadows or Glows*

✕ *Changing the proportions of elements*

✕ *Unapproved colors*

✕ *Low contrast backgrounds*

✕ *Busy backgrounds*

✕ *Adding elements*

02

SECTION 02: Emblem Co-branding

IOOS & NOAA Co-branding

When the NOAA Emblem and the IOOS Emblem appear together in IOOS communications, follow these guidelines for placement, spacing and size.

The NOAA Emblem should always appear to the left of the IOOS Emblem.

X = Half the width of "IOOS"

X

IOOS Primary (B) Emblem with Program Name: Symbol should align with the circle in the NOAA Emblem

X = Half the width of Emblem

X

IOOS Secondary (A) Emblem with Program Name: Symbol should align with the circle in the NOAA Emblem

X = A third the width of Emblem

X

IOOS Tertiary (C) Emblem with Program Name: Symbol should align with the circle in the NOAA Emblem

IOOS & Regional Associations Co-branding

Emblem with Program Name

The following examples illustrate the placement and scale of Regional Association Emblems relative to the IOOS Primary Emblem that includes the program name when the two emblems are placed next to each other.

The IOOS Emblem should always appear to the left of the Regional Association emblem. When possible, the IOOS Primary Emblem should be paired with the Regional Association Emblem that also includes its association name.
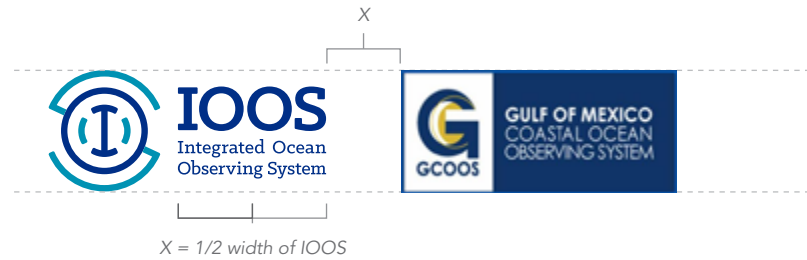
More examples on the following page.

X

X = 1/2 width of IOOS

An emblem with rectangular proportions should equal the height of the IOOS Emblem (Primary B) Symbol.

X

X = 1/2 width of IOOS

X

X = 1/2 width of IOOS

An emblem with extreme rectangular proportions should equal the height of the inner circle of the IOOS Emblem (Primary B) Symbol.
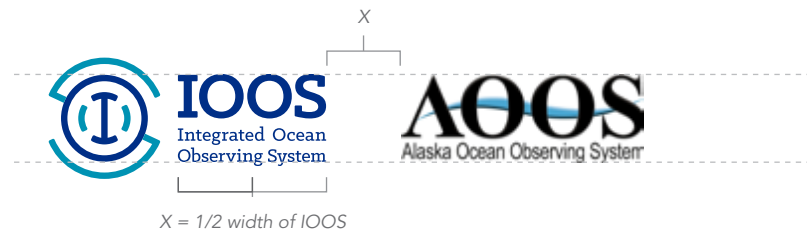
X

X = 1/2 width of IOOS

An emblem with a square (or approximate square) proportion should equal 3/4 the height of the IOOS Emblem (Primary A) and each emblem's acronyms should align at the baseline of the letters.

Emblem with Program Name

Continued from previous page.

X = 1/2 width of IOOS

An emblem with rectangular proportions should equal the height of the IOOS Emblem (Primary B) Symbol.

X = 1/2 width of IOOS

An emblem with extreme rectangular proportions or where the acronym is the primary element should equal the height of the inner circle of the IOOS Emblem (Primary B) Symbol.

X = 1/2 width of IOOS

An emblem with a square (or approximate square) proportion should equal 3/4 the height of the IOOS Emblem (Primary A).

# IOOS & Regional Associations Co-branding

Emblem with Acronym Only

The following examples illustrate the placement and scale of Regional Association Emblems relative to the IOOS Secondary Emblem.

The IOOS Emblem should always appear to the left of the Regional Association Emblem. When possible, the IOOS Secondary Emblem should be paired with the Regional Association Emblem that only includes the association acronym.

This page is not meant to be a comprehensive guide showing all Regional Association Emblems, only a general guide.
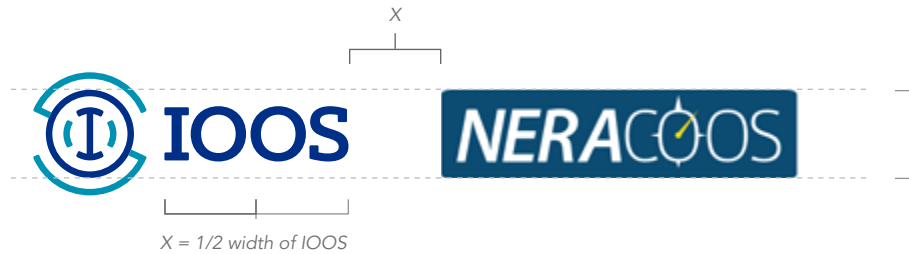
X

X = 1/2 width of IOOS

An emblem with extreme rectangular proportions should equal the height of the inner circle of the IOOS Emblem (Primary B) Symbol.

X

X = 1/2 width of IOOS
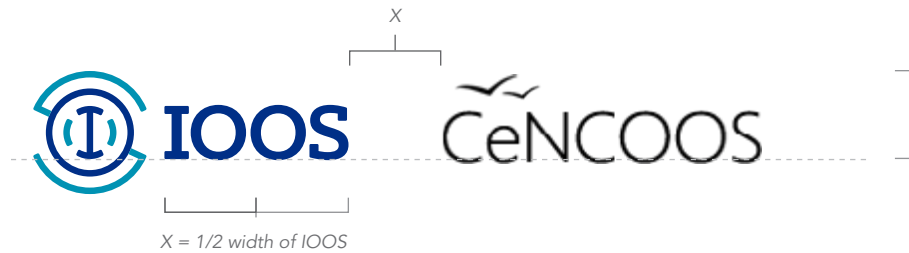
An emblem with rectangular proportions, made up primarily of letters, should equal the height of the inner circle of the IOOS Emblem (Primary B) Symbol, but should align on the baseline of both emblem's letters.

X

X = width of both Os

An emblem with rectangular proportions should equal the height of the IOOS Emblem (Primary A).

X

X = width of both Os

An emblem with square (or approximately square) proportions should equal the height of the IOOS Emblem (Primary A).

03

SECTION 03: Merchandise

Apparel Guidelines

The following pages illustrate the placement, scale and color specifications of the IOOS Emblem on shirts.

There are two options available for embroidery on a shirt: the **Secondary A Emblem** or the **Tertiary C Seal** Emblem.

Secondary A contains the IOOS Symbol and acronym. If you would like to include the Program Name on your shirt, use the Tertiary C Seal emblem.

Secondary A Emblem

Tertiary C Seal

Size and Placement

Emblem should be centered between buttons and sleeve on the wearer's left side.

Both options should be scaled proportionally to **2" in height.**

White apparel should use the two color version of the emblem. Provide the Pantone Matching System (PMS) numbers below to your vendor for best color matching results.

PMS 287 C

PMS 632 C

Apparel Guidelines

Color Variations

Dark Blue (similar to PMS 287) and Medium Blue (similar to PMS 632) are other acceptable fabric colors for apparel.

Placement and size remain the same as the previous page.

The emblem should always be white in these applications.

Headwear

Hats should use the **Secondary A Emblem** or the **Tertiary C Seal.**

White, Dark Blue (similar to PMS 287) and Medium Blue (similar to PMS 632) are acceptable fabric colors for headwear.

White hats should use the two color emblem, and blue hats should use an all-white emblem.

Emblems should be centered on the front side of the hat, measuring 2" in height.

Secondary A Emblem

Tertiary C Seal

Drinkware

Bottles and thermoses may use either the **Primary A or Secondary A Emblems**, or the **Tertiary C Seal**.

The two color version should be used on white and clear surfaces.

A white emblem should be used on a blue surface.

Primary A Emblem

Secondary A Emblem

Tertiary C Seal

The size of the emblem should be in proportion to the size of the bottle, but **should not exceed 2.5" in height.**

The placement should be centered within the top two-thirds of the height of the imprintable area.

04

SECTION 04: Contact

Questions?

This is a living document.

As the IOOS visual language becomes
more defined, this document should
be revised, amended and developed.

If you have questions or aren't sure
how to use the IOOS Emblem in a
specific instance, please contact our
Program Assistant, Laura Griesbauer.

Email: **Laura.Griesbauer@noaa.gov**

Tel: **301.427.2420**