

Sustainable Blue Economy Partnership  
Branding Guidelines

◀ Logo stacked



Sustainable Blue  
Economy Partnership

◀ Logo linear



Sustainable Blue  
Economy Partnership

◀ Logo safe zone



Typeface usage

◀ Graphic design print

Filson pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 &.,!?'/:”+ -=

Headers | medium

Body copy | regular

◀ Web

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 &.,!?'/:”+ -=

Headers | semibold

Body copy | medium

◀ MS Office

Futura bt book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 &.,!?'/:”+ -=

◀ Seaweed

rgb - 000 062 072  
cmyk - 94 55 50 50  
hex - #003e48

Colours



Bioluminescent  
algae

rgb - 051 204 204  
cmyk - 63 0 35 0  
hex - #33cccc  
pantone 109C



Optimism

rgb - 255 204 000  
cmyk - 0 17 100 0  
hex - #ffcc00  
pantone 333C