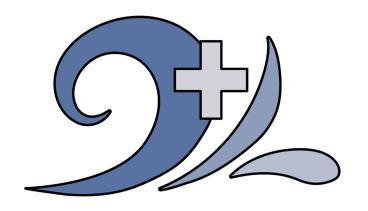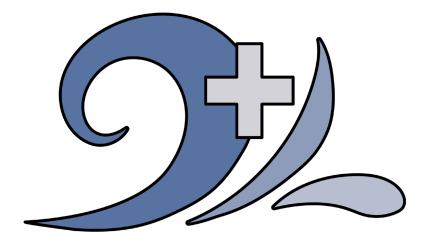# Corperate Identity Manual
v.1.0 2023

INTRODUCTION
Corperate Identity Manual

This manual is to outline the proper usage and representation of the brand identity of the NOPC (National Ocean Protection Coalition.)

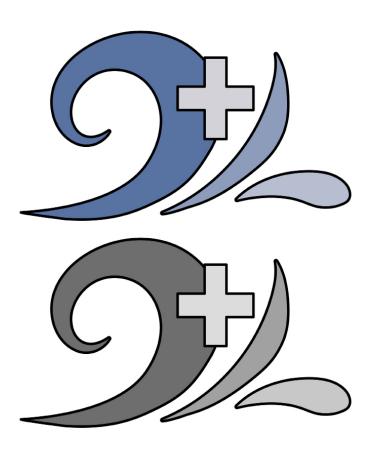Any further questions on how the branding for this company should be represented, should be directed to:

INFO@OCEANPROTECTIONCOALITION.ORG

For media, or press inquiries, or organizations interested in partnering with us, please fill out the form or reach out at the email address provided above.

LOGOTYPE
Color Standards

The following colors are the only ones that may be used for the NOPC logotype. No other colors may be used for the NOPC logo besides pure black and pure white.

LOGOTYPE
Color Standards

The following are exact color codes which may be used for the NOPC logo and branding.

rgb(0, 0, 0)

rgb(210, 209, 213)

rgb(181, 188, 206)

rgb(140, 155, 184)

rgb(88, 114, 160)

5872A0

8C9BB8

B5BCCE
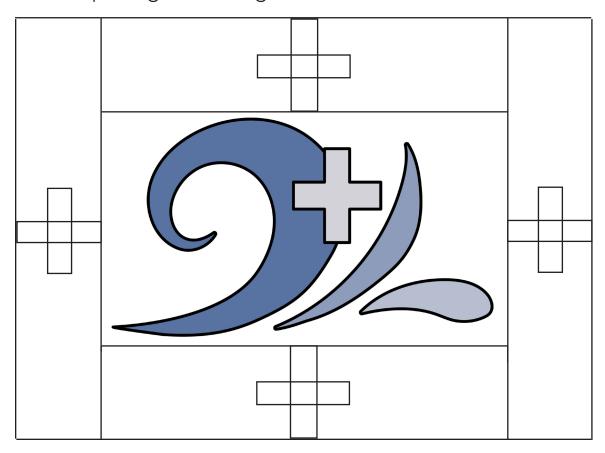
D2D1D5

000000

LOGOTYPE
Clear Space Requirements

The following sizes must remain proportion-
ate. Please do not stretch or skew the logo.
Use the plus sign in the logo for reference.

Logo should be placed in the least crowded region of the image. The logo should be covering as little as possible and provide balance and harmony to the composition. Do not place logo in the middle of the image.

Logo should be placed in the least crowded region of the image. The logo should be covering as little as possible and provide balance and harmony to the composition. Do not place logo in the middle of the image.

Black fill with white stroke variant of logo will be used on light backgrounds to provide contrast. The logo stays within the margins as shown here.

White fill with black stroke variant of logo will be used on dark backgrounds to provide contrast. Logo stays within margins as shown here.

LOGOTYPE
Incorrect Use of Logo

The following sizes must remain proportionate. Please do not stretch or skew the logo. Do not change the colors to anything outside the blue color scheme. Do not layer text on top of the logo.

Logo cannot be stretched, skewed, or rotated.

Text cannot overlap logo, even if it says the company name.

TYPEFACES

The following fonts are acceptable for the NOPC's brand image.

National Ocean Protection Coalition
NATIONAL OCEAN PROTECTION COALITION
national ocean protection coalition

national ocean proction coalition
NATIONAL OCEAN PROTECTION COALITION
National Ocean Protection Coalition

abcdefghijklmnopqrstuvwxyz1234567890!@#$%^&*()_+
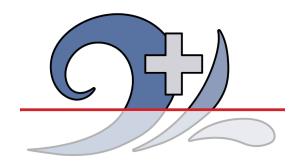ABCDEFGHIJKLMNOPQRSTU-
VWXYZ1234567890!@#$%^&*()_+

DIN Condensed
Used for brand name, headings, important titles, etc.

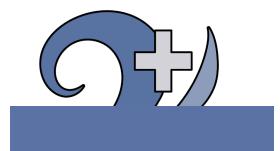abcdefghijklmnopqrstu-
vwxyz1234567890!@#$%^&*()_+
ABCDEFGHIJKLMNOPQRSTU-
VWXYZ1234567890!@#$%^&*()_+

Georgia
Used for body text, subheadings, etc.

PICTOGRAM

The pictogram can be used as a decorative element. It can be trimmed according to the examples below.

BRANDNAMES

Brand names are not just a name to differenciate the NOPC from competition.
A brand name is an emotional tie establishing an expectation of quality and consistency.
The brand name is written in capitals and is always accompanied by the signature "with NOPC".

DIN CONDENSED

Georgia

COASTAL QUEST

with NOPC

SHEDD AQUARIUM

with NOPC

DIVISIONS

A division is a market segment in which the
NOPC operates. The division must follow
the same rules as the core brand identity.

A division is added below the official the
official NOPC logo. The name of the di-
vision is always in white while the brand
name is in black.

NOPC
Conservation

NOPC
Rescue

LETTERHEAD

The NOPC letterhead is printed on A4 paper (210 mm x 297 mm) with the specified brand colors.

Body text is to be typed in Georgia font.
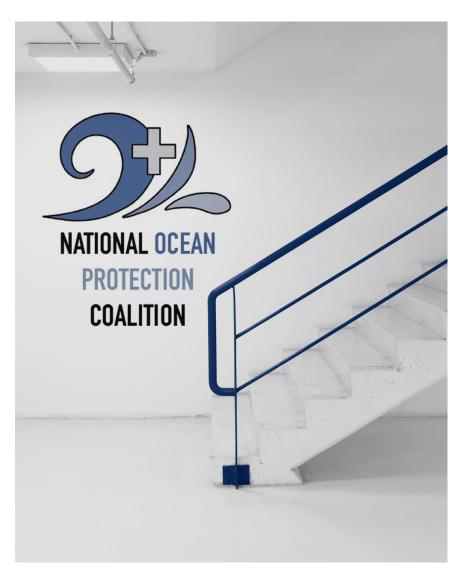
BUSINESS CARD

The NOPC business card is (85mm x 55 mm) printed with the specified colors. Please use the appropriate fonts: DIN Condensed and Georgia.

WALL DECAL

The NOPC logo may be diaplayed on walls as long as they are printed with the appropriate color scheme.

The (previously shown) 'divisions' icons may also be used for signs and wall decals if needed.
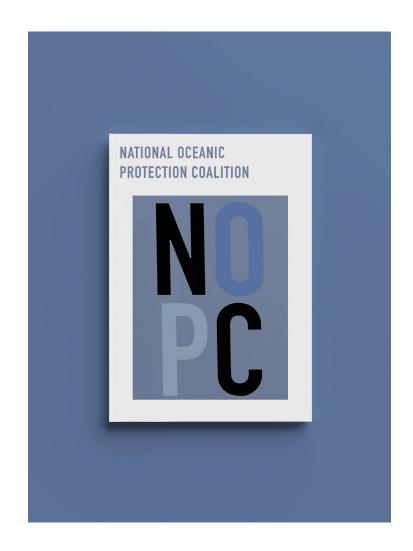
ENVELOPE

The NOPC logo may be diaplayed on an envelope as long as it is printed with the appropriate color scheme. Please do not print on the back side of the envelope.

COVER

The NOPC logo may be diaplayed on a book, magazine, newsletter, or publication cover. Use the correct proportions, font, and color scheme.

MERCHANDISING

The NOPC logo may be used on various
pieces of merchandise such as hats, bags,
shirts, cups, and more. Always consider
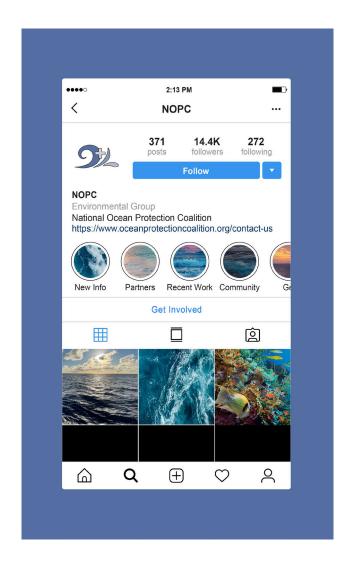contrast and visibilty.

MERCHANDISING

(Continued from previous page.)

SOCIAL MEDIA

NOPC branding on social media must remain clear and concise. All information must be informational and presented in a professional manner. All collaborating companies must be credited for their work as needed. Stick to the official NOPC color scheme as much as possible, and only post things that are current and relevant, no outdated information or website links.

Provided is an example of how to present NOPC branding on Instagram.

NOPC