## **Brand Guideline**

Brand Guideline V.01.2024

A document used to provide guidance



The Regenerative Seascapes for People, Climate and Nature (**ReSea**) Project seeks to enhance the physical and socioeconomic resilience of people living in coastal communities in the Western Indian Ocean region, particularly women and youth, the vulnerable and marginalized, in Kenya, Tanzania, Mozambique, Comoros, and Madagascar.

It uses Nature-based Solutions and gender-responsive conservation practices to protect, restore, and sustainably manage ecosystems.

In addition, it focuses on enhancing the livelihoods of local communities, particularly women and youth, through nature-based value chains for climate change adaptation.

ReSea is anchored to the Western Indian Ocean-led and Africa-driven Great Blue Wall (GBW) initiative, which seeks to accelerate and expand ocean conservation actions while enhancing socio-ecological resilience and developing a regenerative blue economy by catalysing political leadership and financial support. This will be achieved by establishing a connected network of nature and people-positive regenerative seascapes, driving effective, community-anchored conservation and restoration measures whilst fostering a regenerative blue economy.

The ReSea project will activate, amplify and drive this leadership in the five seascapes, thus operationalising and accelerating the Great Blue Wall Initiative.

The project is implemented by Mission inclusion, the International Union for Conservation of Nature and local women's rights organisations, with the support of Global Affairs Canada under the Partnering for Climate commitment which advances the implementation of the Environment and Climate Action Area of the Feminist International Assistance Policy (FIAP).

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#### Introduction

Purpose of the Guidelines:

1

across all communication

channels.

This ReSea Project branding guideline aims to ensure a consistent and cohesive representation of the initiative

2

Given the project's collaborative nature involving multiple stakeholders, a unified brand identity helps to build trust and recognition among diverse audiences while reinforcing the project's key objectives.

By maintaining a clear and professional brand image, the ReSea Project can effectively communicate its mission and values, thereby enhancing its impact and fostering greater engagement and support from the communities it aims to benefit.

## **Brand Vision and Mission:**

The ReSea Project envisions a future where coastal communities across Kenya, Tanzania, Mozambique, Comoros, and Madagascar thrive in harmony with their natural environment.

## Logo Rationale



## Primary Logo

The primary logo is the most frequently used and is an important representation of the brand.

The primary logo consists of the icon and the full name.
It is presented in two versions:

- Horizontal version with the icon and name horizontally justified next to it.
- Portrait version with the icon and name justified underneath.

To ensure prominence and legibility, the logo is surrounded by an area of clear space called a safe area - that remains free of any graphic elements as outlined in the illustration.

#### PRINT







## Logo Color Guide

#### LOGO VARIABLES

All permutations of color application of the logo mark set here. All applications, are relevant and should be determined by the purpose and environment of the brand in application.



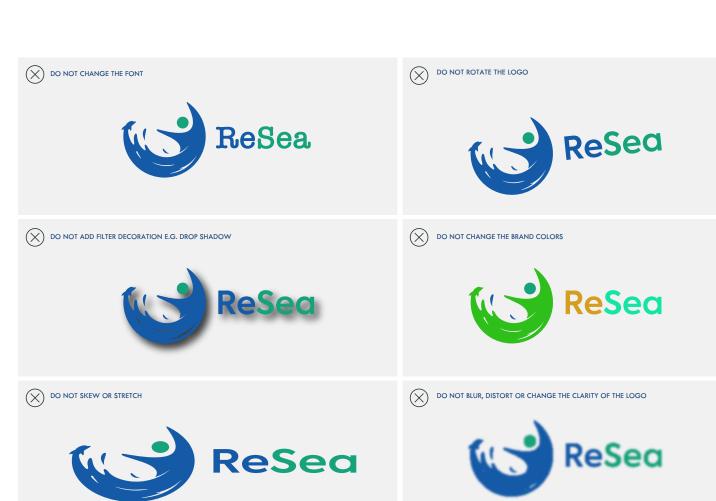


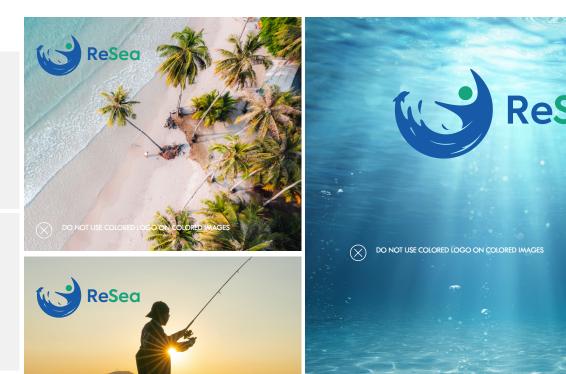


## **DONT'S**

Seeing what not to do makes what to do a lot clearer. A few simple rules are necessary for maintaining the integrity of the logo. Don't compromise the simplicity and balance of the overall look by adding unnecessary and unattractive text decoration.

Here are a few examples of ways you should never use the logo.





## DO's

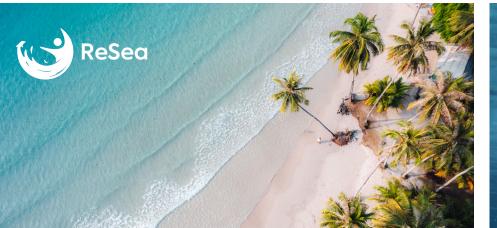
When using the primary ReSea logo on imagery, please ensure it sits on an area which is free from busy color or excessive contrast.

Only use the mono colour logo (Black, white or grey), dependent on whether the image is predominantly dark or light.













## Logo co-branding:

**Equal Representation:** All partner logos should be displayed with equal prominence and size to reflect the collaborative nature of the project. No single logo should overshadow the others.

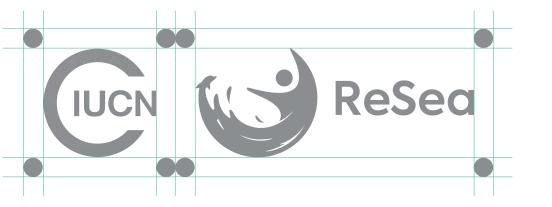
**Placement and Spacing:** Logos should be placed in a consistent and orderly manner, maintaining adequate spacing between each logo to ensure clarity and readability. Follow the specific guidelines provided by each partner for logo placement.

**Color and Format:** Always use the official color versions of the logos. If color printing is not possible, ensure that all logos are in grayscale or black and white, maintaining their integrity and visibility.

Clear Backgrounds: Logos should be placed on backgrounds that provide sufficient contrast to ensure they are easily visible and recognizable.

Avoid placing logos on busy or patterned backgrounds.

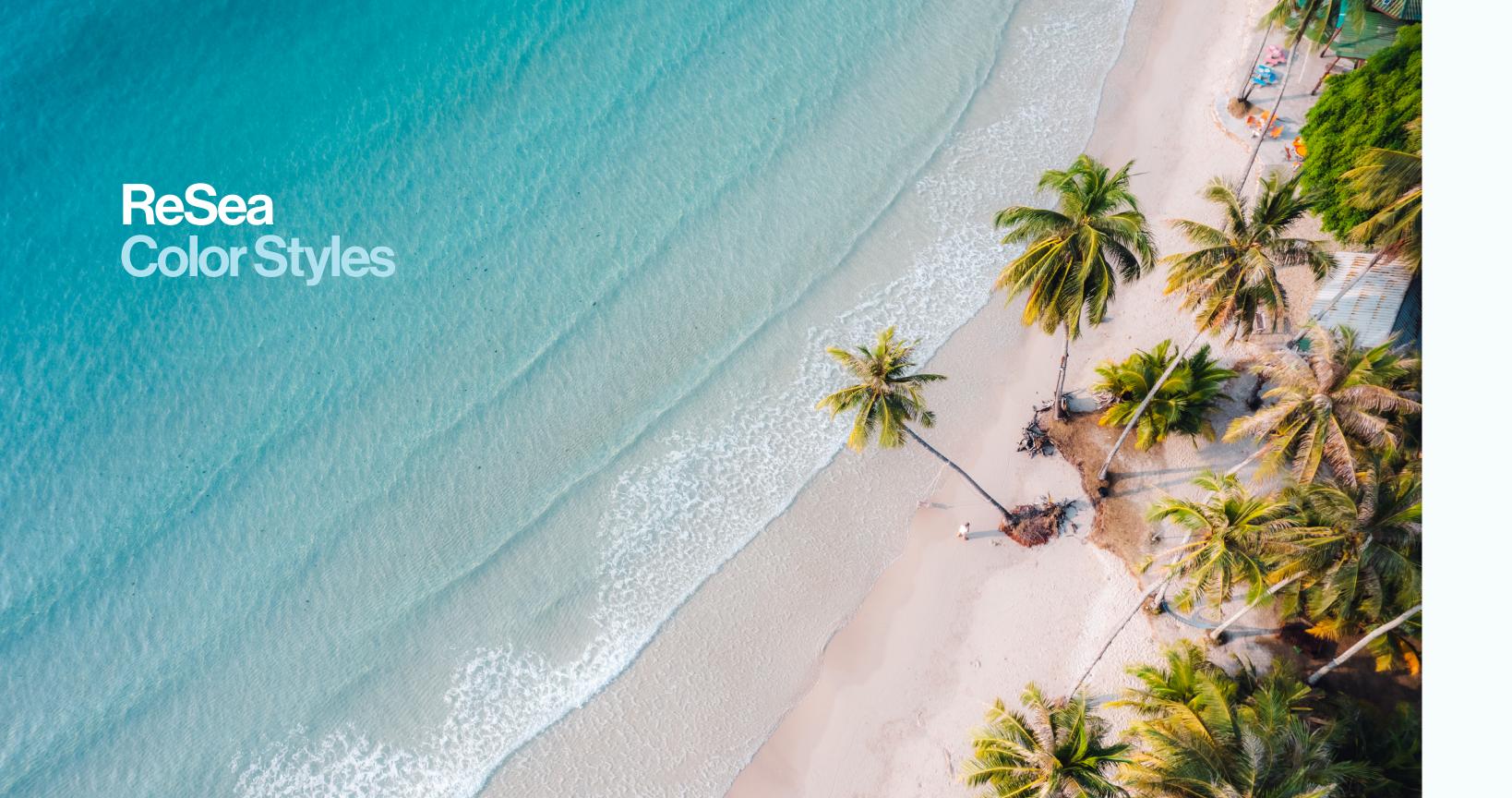
Consistency Across Materials: Ensure that the use of logos and branding elements is consistent across all communication materials, including reports, presentations, websites, and promotional items. This helps to maintain a unified brand identity for the project.





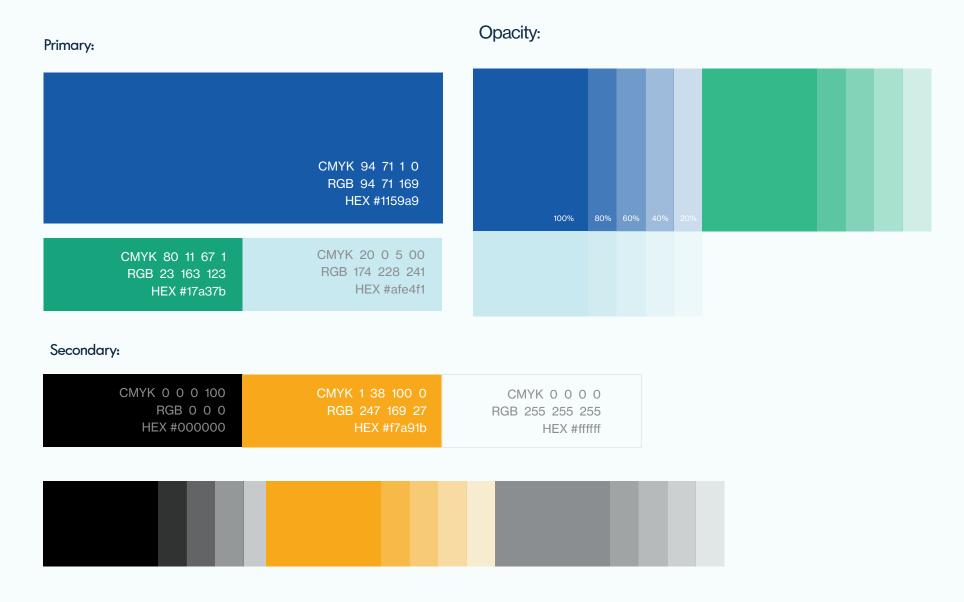


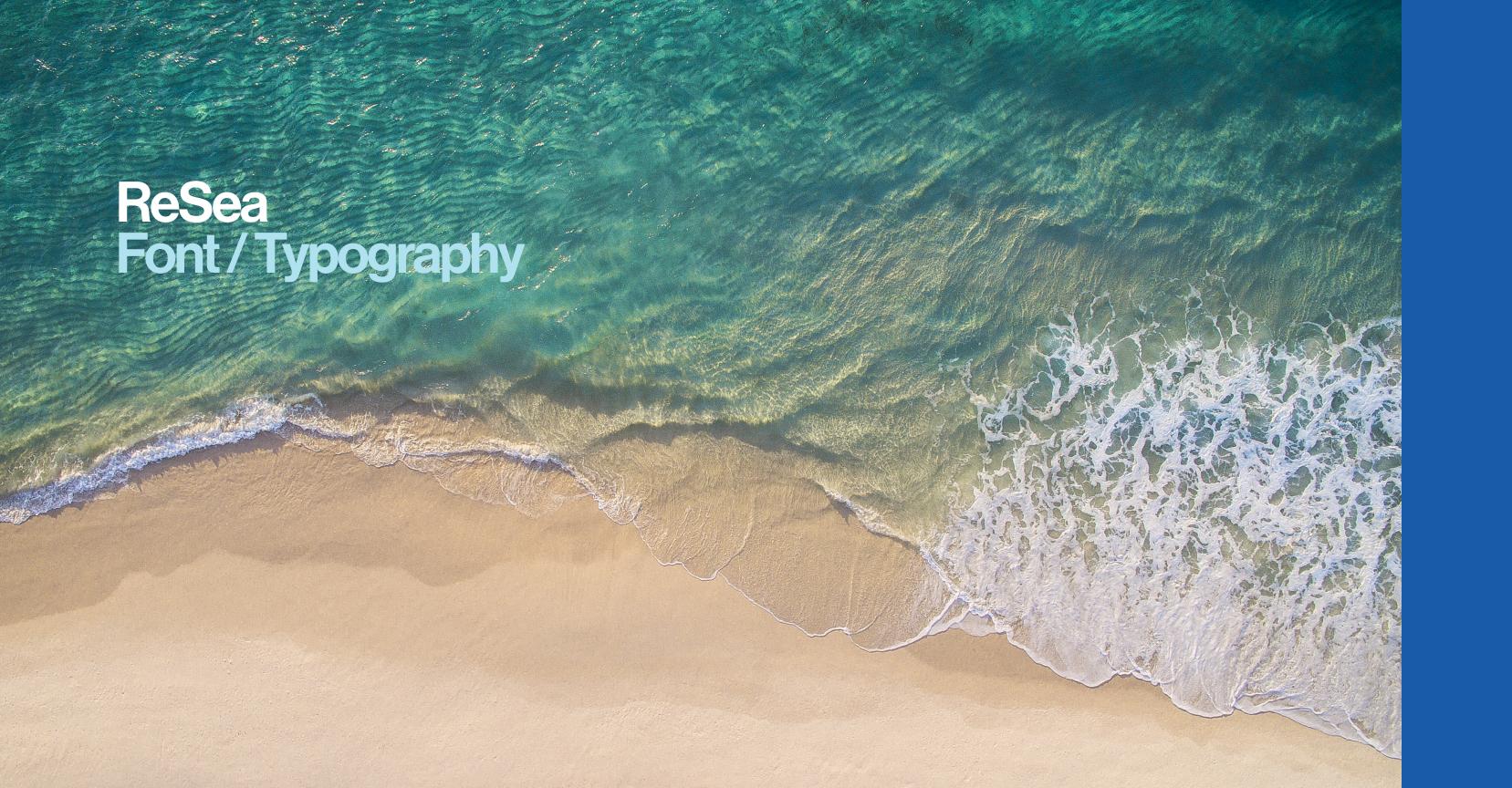




## Brand Color Palette

The brand color suite has been carefully chosen from natural ocean hues. Please adhere to all the color values displayed here to maintain a consistent brand esthetic across all brand touch-points.





# Typography & Font Usage

#### imary Typeface

The primary font for design application is Neue Haas
Grotesk.

This font has unique characteristics that allow it to compliment the logo throughout the brand expression.



#### Bold:

ABCDEFGHIJKLMNOPQRSTUVWYXZ Abcdefghijklmnopqrstuvwyxz 1234567890!@#\$%^&\*

Medium:

ABCDEFGHIJKLMNOPQRSTUVWYXZ Abcdefghijklmnopqrstuvwyxz 1234567890!@#\$%^&\*

Roman:

ABCDEFGHIJKLMNOPQRSTUVWYXZ Abcdefghijklmnopqrstuvwyxz 1234567890!@#\$%^&\*

#### Headline

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# Neue 012345 Grotesk

Uppercase:

#### ABCDEFGHIJKLMN OPQRSTUVWYXZ

Lowercase:

abcdefghijklmnopqr stuvwyxz Punctuation Marks:

!@#\$%^&\*

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These examples shows how the brand typography is hierarchically structured:

The headline should always look more prominent than anything else, headlines should always be in title case.

Try to keep the headlines short to grab the viewers attention and in some cases use sub headers to support the headline. Body Copy should support all subheaders.

#### **Text Size (Medium)**

48 pt:

## Headline goes here

32 pt:

#### Headline goes here

24 pt:

#### Headline goes here

16 pt:

Headline goes here

12pt:

Headline goes here

#### **Body Text Fonts**

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#### Secondary Typeface

The secondary font for design application is TwentiethCentury.

This font is the secondary option and can be used where the primary font is not available.



Bolo

ABCDEFGHIJKLMNOPQRSTUVWYXZ Abcdefghijklmnopqrstuvwyxz 1234567890!@#\$%^&\*

Medium:

ABCDEFGHIJKLMNOPQRSTUVWYXZ Abcdefghijklmnopqrstuvwyxz 1234567890!@#\$%^&\*

Light:

ABCDEFGHIJKLMNOPQRSTUVWYXZ Abcdefghijklmnopqrstuvwyxz 1234567890!@#\$%^&\*

#### Headline

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## Iwentieth Number: 012345 6789 Century

Uppercase:

ABCDEFGHIJKLMN OPQRSTUVWYXZ

Lowercase:

abcdefghijklmnopqr stuvwyxz **Punctuation Marks:** 

!@#\$%**^**&\*

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Text Size (Medium)

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## Headline goes here

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12 pt:

Headline goes here

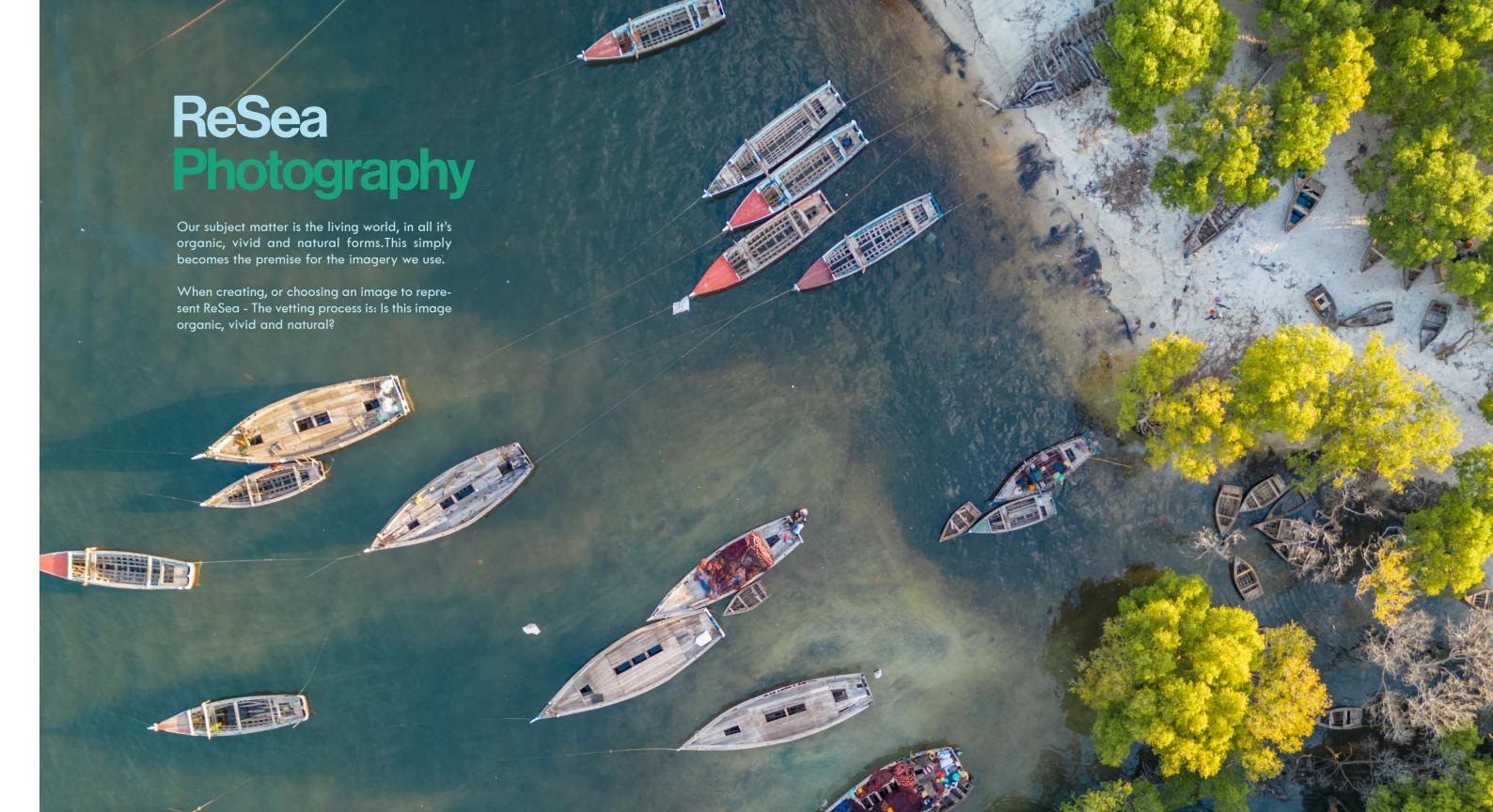
#### **Body Text Fonts**

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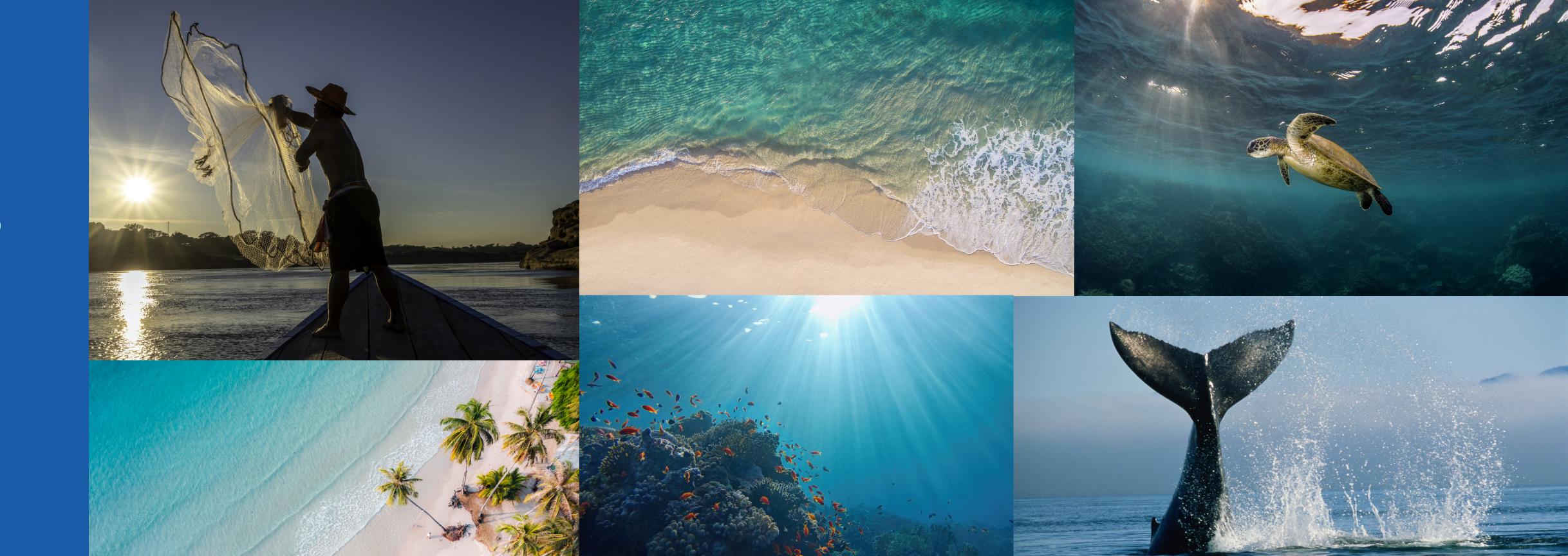
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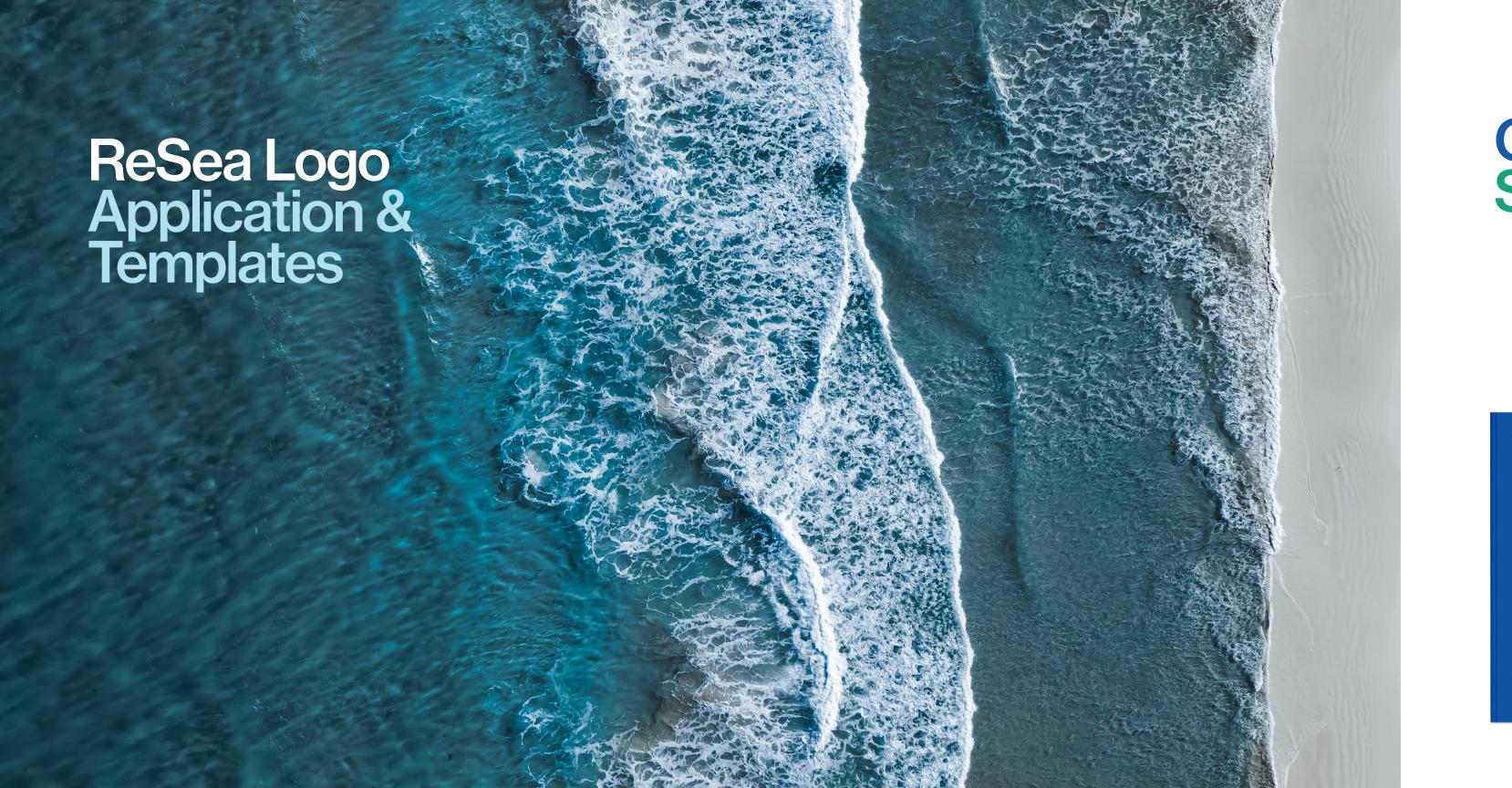
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Photography Style embraces Natural light.





## Office Stationery









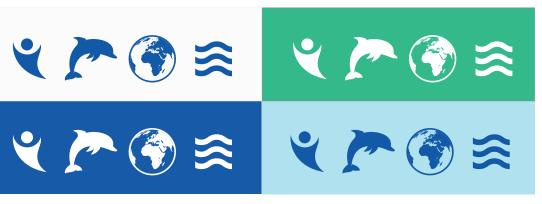
# Layout & Design Guidelines for different media.

- Digital Presence: Guidelines for website, social media, and email communications.
- Print Materials: Business cards, brochures, and other printed materials.
- Merchandise: Guidelines for branded merchandise.

## Graphics & Design

#### Solid Color Icon Usage:

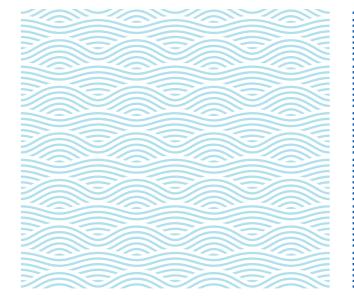
lcons, and other graphical elements to enhance the user experience - To maintain consistency and clarity across all platforms, the following guidelines should be adhered to when using solid color icons in any design.

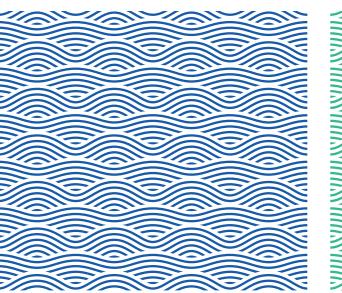


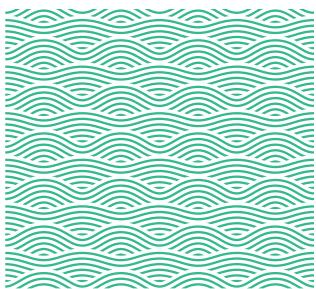
#### Pattern:

The wavy pattern is a signature element of our visual identity, symbolizing the ocean's rhythm, energy, and tranquility. To ensure cohesive application, please follow these guidelines when using the wavy pattern:

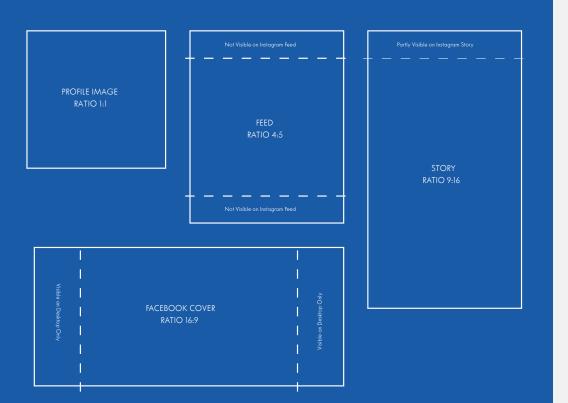
- Ocean Swell: Fluid and natural waves inspired by sea currents.
- Layered Tides: Overlapping waves to evoke depth and movement.
- Diagonal Flow: Dynamic diagonal waves suggesting direction and energy.



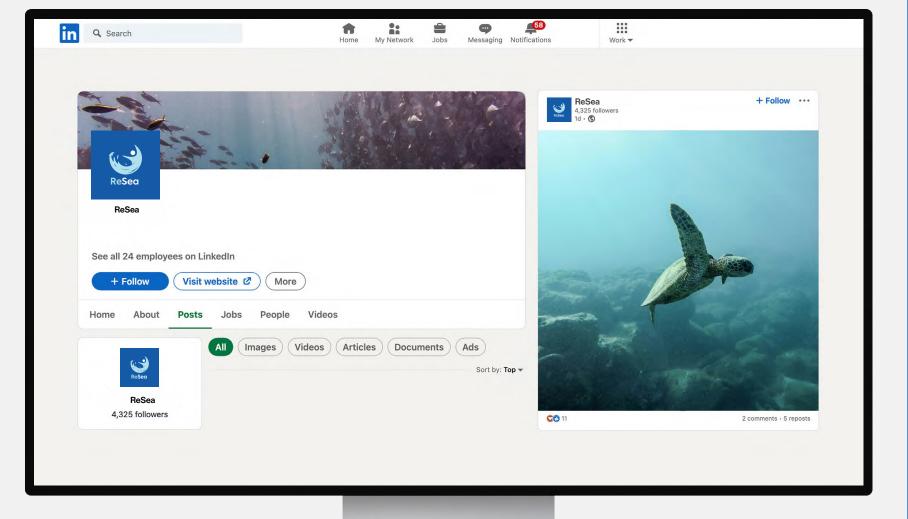




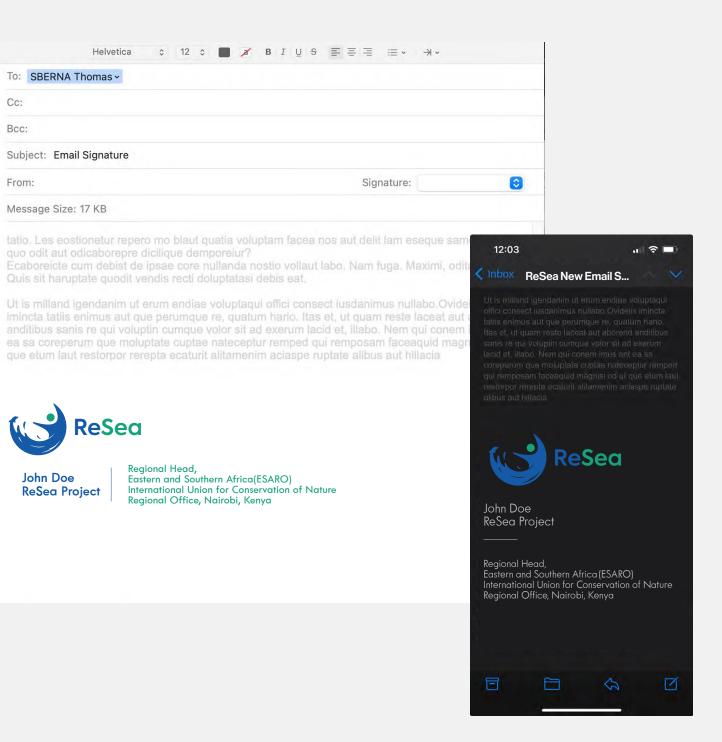
# Digital and Social Media Branding





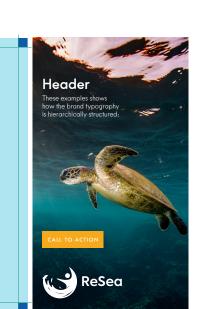


#### Email Template

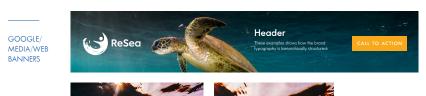


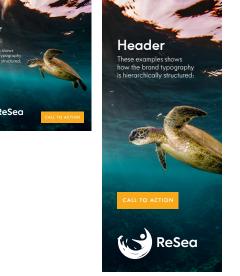
## Digital -Social Media & Web Banners





These examples shows now the brand typography s hierarchically structured:



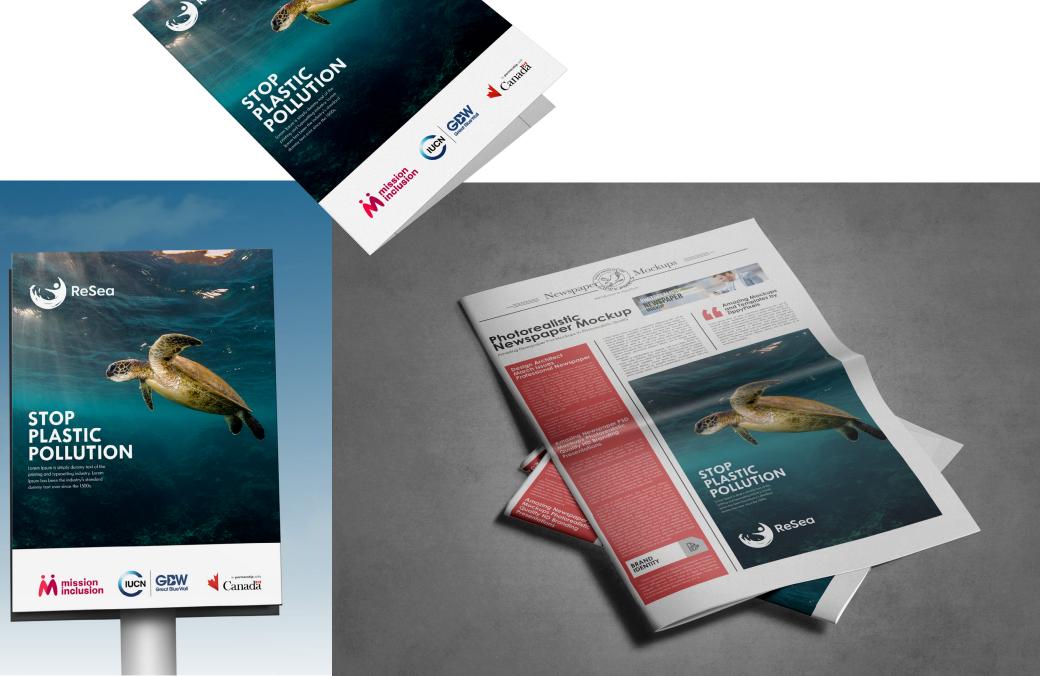


## Print Comms

STOP
PLASTIC
POLLUTION

Join Joan a Singly damay and of the

ReSea



## Stand, Merchandise and Vehicle









## For resources, Templates and queries,

#### Contact:

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Communication & Advocacy Coordinator,
ReSea Project, Kenya Regional Hub.
amasitsa@missioninclusion.ca
Tel: +254743869379

