



STYLE GUIDE

DEFEND - CONSERVE - PROTECT

04 JAN 2019



INTRODUCTION

The importance of conforming to the use of graphic elements in this document cannot be understated. Integrating the following graphic guidelines in your communications and being consistent with your use of logo displays, type, colour and photography will help ensure you achieve the maximum effect for Sea Shepherd.

This style guide has been developed to:

- a) Increase the consistency and effectiveness of Sea Shepherd's promotional and awareness-raising outcomes.
- b) Avoid physical distortions and deviations from the true design and character of Sea Shepherd's brand.

These guidelines should be used for any print or online projects such as signage, brochures, banners, websites, and all social media channels (particularly images and banners displaying text and logos).

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BRAND IDENTITY

ACCESS INSPIRATION - <http://bit.ly/ssginspiration>

The Sea Shepherd name is a powerful asset. To maintain brand strength, correct and consistent use is vital. All our design outcomes have a uniform look and feel to them otherwise known as our 'style'.

/// We have **three main principles to describe this style.**



CLEAR

Our designs are always easy to read and understand. We keep the number of elements (colours, fonts etc) to a minimum. Every element used is there for a reason.



BOLD

Sea Shepherd has always stood out from the crowd. Both our tactics and our design outcomes make a bold statement.



RECOGNISABLE

The Sea Shepherd branding is simple, strong and recognisable. When designing for the organisation, **DO NOT try to reinvent the wheel!**

Most Sea Shepherd design outcomes revolve around direct-action or marine wildlife. However, designers should not feel restricted to these areas.

/// **Sea Shepherd's brand influences include:**



NATURE & CONSERVATION

wildlife / ecosystems



LAW ENFORCEMENT

navy / military

(patches, emblems, camo etc.)



THE NAUTICAL

old school / pirates

- old school illustrations
(tattoos / maps)

- Pirates (Jolly Roger -
aggressive / romantic)

QUICK AND EASY ACCESS TO THE FILES YOU NEED.

Sea Shepherd design assets including inspiration, logos, colour profiles, fonts, images and templates can now be found in one convenient online location. Visit <http://bit.ly/ssgallassets> to see the full range of assets or click the urls under each chapter headings of this guide to find exactly what you need.

LOGOS

🔑 ACCESS LOGOS - <http://bit.ly/ssg-logo>

STANDARD LOGOS

Sea Shepherd has utilised several different variations of its classic and jolly roger logos throughout its history. There are currently 3 major logos still in frequent use:



1. VINTAGE WHALE LOGO

Background: This is a very early Sea Shepherd logo depicting a hand-drawn humpback whale and dolphin swimming within a circle.

Application: Due to its detail this logo is best suited for larger scale use on a flat colour background. The vintage logo is best suited to more conservative audiences (scientific/legal/education sectors etc.)

2. CLASSIC WHALE LOGO

Background: This is a simplified version of the vintage logo.

Application: This logo can be effectively applied to a range of backgrounds. The refined nature of the logo means it is well suited for use at small to large scale.

In addition to the standard black and white logo there is also a blue logo that can be used for various projects. This logo works best when placed on white backgrounds.

3. JOLLY ROGER LOGO

Background: This is our direct-action logo inspired by the 'Jolly Roger' flag once flown by pirates. For many years, illegal marine poachers had been trying to label Sea Shepherd as pirates. Rather than dismiss this false allegation, Sea Shepherd decided to spin the label to their advantage. The Jolly Roger logo now stands for the good pirates (Sea Shepherd) who pursue the bad pirates (driftnetters, whalers, sealers, poachers, etc).

Created by Geert Vons, the logo's intricate design includes a shepherd's staff, which represents the way Sea Shepherd guards and protects our oceans, and Neptune's trident, which signifies our interventionist approach. The skull represents the death that humans inflict on the creatures of the sea. It is further detailed with a dolphin and sperm whale "yin yang" symbol to represent the natural balance of the oceans when free from human interference. In other words, we need to live in harmony with our environment. Overall, the logo represents direct-action.

Application: The newer 'bold' version is thicker than the original making the outcome clearer and better suited to a vast range of backgrounds and applications.



SUPPORTER LOGOS

Background: Supporter logos are made available for events and items that raise awareness and fund for Sea Shepherd but aren't organised or created by the organisation. There are 3 major support sub-logos for both the Classic and Jolly Roger versions. They include the text 'Proudly Supporting' 'Proceeds go to' or Part proceeds go to". Choose the one that is most suitable to the event or item you are designing for.



INCORRECT LOGO USAGE

1. Sea Shepherd logos must not be stretched, warped or skewed.
2. The logo must be positioned to ensure prominence and visual impact. Positioning should also be determined by the visual hierarchy.
3. The logo must not be cropped.
4. The logo should be a single colour/tint. Black or white should be used whenever possible.
5. Do not place the logo on a brightly coloured background.
6. Do not place the logo on highly detailed / noisy backgrounds.
7. Do not change any aspect of logo including the font, wording, scale and / or shape of elements. With the exception of the supporter logos, the only permitted wording is 'SEA SHEPHERD'. This text should not be removed or altered unless the purpose is to create new artwork (rather than adjust existing branding). Country names are not to be added to the logo unless for official business purposes (registration documents etc.)
8. Do not use outdated versions of the logo. Ensure your logo contains the correct font and isn't stretched, condensed or otherwise distorted.





EXCLUSION ZONE AND MINIMUM SIZE

Sea Shepherd logos must be reproduced with a clear area around them which is free from other graphic elements. This area is known as the 'exclusion zone'. The minimum required clear space for each Sea Shepherd logo is one letter case, as shown. Where possible, clear space distances should be greater than this.

The typeface on the Sea Shepherd logo becomes difficult to read when the logo is too small. This diminishes the impact and clarity of the branding. A minimum size for the logo has been created

exclusion zone



25mm
/ 71px @ 72ppi

minimum size

exclusion zone



25mm
/ 71px @ 72ppi

minimum size

exclusion zone



30mm
/ 85px @ 72ppi

minimum size

HORIZONTAL FORMAT ALTERNATIVES

Using the standard logos should always remain a priority. However, where space permits, a logo with its text off to the side may prove preferable. As an added benefit, these logos improve brand and entity name legibility by using a larger font size.

As with the standard logos, the correct usage guidelines must be avoided by.



WATERMARKING

Only the official Sea Shepherd watermark should be used for branding photos unless a special exemption has been granted.

Please download the watermark at <http://bit.ly/ssgwmark>

ATTRIBUTES:

- ① Style: Jolly Roger
- ② Text: 'Sea Shepherd'
- ③ Transparency: 80%



INSTRUCTIONS

Watermarking for Lightroom:

1. Select the files to be exported
2. Click **File >Export**
3. In the **Watermarking** section, click **Watermark** checkbox, then in the drop-down menu click **Edit Watermarks**
4. Next to **Watermark Style:** click the **Graphic** radio button
5. Under Image options, click **Choose**, and locate the Sea Shepherd logo that you have downloaded from the **Style Guide Watermark folder** (See url above).
6. Scroll down to **Watermark effects** and input the following values:
 - **Opacity:** 80
 - **Size:** Proportional, 15
 - **Inset:** Horizontal 3, Vertical 5
7. Click **Save** and name your preset
8. Ensure you delete any previous versions of your Sea Shepherd watermark, and ensure you always watermark images
9. Once this template is set up, you simply select it on export, and you're done!

Watermarking for Photoshop:

1. **Resize image** to 1600px, 72dpi on longest side
2. **File > Place embedded**, select Sea Shepherd logo Horizontal or vertical template
3. Save as .jpg

COLOUR

ACCESS PALETTE - <http://bit.ly/ssgcolours>

Use of the colours below will guide your designs and layouts and help ensure that you're staying consistent with Sea Shepherd's brand identity.

- Our **primary colours** are black and white symbolising the jolly roger pirate flag and the battle between good and evil.

- Our **secondary colour** palette contains shades of blue to represent the ocean.

- Our **tertiary colours** include red to symbolise the urgency of our mission and the blood of countless marine animals that has been spilled by IUU fishermen and marine poachers. Red, orange and yellow symbolize maritime survival and safety gear.

PRIMARY COLOURS

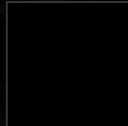
BASE



ICESTORM

HEX FFFFFFFF
R:255 / G:255 / B:255
C:0 / M:0 / Y:0 / K:0
PANTONE: WHITE

BASE



TACTICAL BLACK

HEX 000000
R:0 / G:0 / B:0
C:75 / M:68 / Y:67 / K:90
PANTONE: BLACK

TINT



ARMOUR GREY

HEX 515151
R:130 / G:130 / B:130
C:65 / M:57 / Y:56 / K:34
PANTONE: COOL GREY 10 C

SECONDARY COLOURS

BASE



NAVAL BLUE

HEX 072B4F
R:7 / G:43 / B:79
C:100 / M:86 / Y:40 / K:38
PANTONE: 302 C

ACCENT 1



SURFACE BLUE I

HEX 006096
R:0 / G:96 / B:150
C:95 / M:63 / Y:18 / K:03
PANTONE: 7690 C

ACCENT 2



SURFACE BLUE II

HEX 0082BC
R:0 / G:130 / B:188
C:84 / M:40 / Y:06 / K:0
PANTONE: 639 C

BASE



COLD IMMERSION

HEX 034256
R:3 / G:66 / B:86
C:96 / M:66 / Y:47 / K:35
PANTONE: 7708 C

ACCENT



WARM IMMERSION

HEX 01687F
R:1 / G:104 / B:127
C:91 / M:49 / Y:38 / K:12
PANTONE: 7713 C

TINT



BATTLESHIP GREY

HEX 999999
R:153 / G:153 / B:153
C:43 / M:35 / Y:35 / K:1
PANTONE: COOL GREY 7 C

TERTIARY COLOURS

BASE



CRITICAL RED

HEX EE2A1B
R:238 / G:42 / B:27
C:0 / M:96 / Y:100 / K:0
PANTONE: 7597 C

BASE



SAFETY ORANGE

HEX F45700
R:244 / G:87 / B:0
C:0 / M:80 / Y:100 / K:0
PANTONE: 152 C

BASE



SS CAMO

HEX 678282
R:103 / G:130 / B:130
C:63 / M:38 / Y:44 / K:8
PANTONE: 5497 C

NOTE:

- The colours on this page are recommendations only. Sea Shepherd logos usually run in black and white however, in special cases, it may be acceptable to colorise the logo in a single colour that matches your layout.

It is perfectly acceptable to use any colour you want in your design outcomes. However, if you are not experienced in colour theory then it is often best to stick with the primary and secondary colours.

- Printing on paper stock other than white should be avoided because of the potential for colour distortion or lack of contrast.

TYPOGRAPHY

ACCESS FONTS - <http://bit.ly/ssgfont>

Consistent use of typography for Sea Shepherd is critical. The following typography standards have been developed to ensure consistent application.

SSCS JOLLY ROGER - Used for logotype only

A custom font that matches the direct action work that Sea Shepherd does. The font is strong, bold and direct, shows signs of wear and tear but will not fade! Please note, SSCS Jolly Roger has poor readability when used for more than a few words. Therefore they should only be used for branding.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?.;,'"



Logotype Tactical Black

ARIAL BLACK - Used for logotype. Can be used for headings

Arial Black is part of the extremely versatile Arial contemporary sans serif typeface family. Due to its boldness and readability, it remains visible on detailed backgrounds making it ideal for branding Sea Shepherd's 'vintage' and 'classic' logos.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?.;,'"



H1 Primary Title | [Link](#)
H2 Secondary Title | [Link](#)

Logotype / H1 Tactical Black
H2 Battleship Grey [Link](#) Critical Red

MONTERRAT - Used for headings, body text and displays

Montserrat is a versatile geometric sans-serif font family that includes Ultra Light, Hairline, Light, Regular, Semi Bold, Bold, Extra Bold and Black. Unfortunately Montserrat is limited due to its lack of an italic option. For this reason it is often chosen for headlines and as a display font, however it remains Sea Shepherd's preference for body text.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?.;,'"

H1 Primary Title | [Link](#)
H2 Secondary Title | [Link](#)
H3 Tertiary Title | [Link](#)
H4 Body Copy | [Link](#)

H1 Tactical Black H2 Battleship Grey
H3 Armour Grey H4 Tactical Black
[Link](#) Critical Red

DROID SERIF - Used for headings and body text

Droid Serif is an open-source serif typeface designed for use in the Android platform. It was designed for comfortable reading on screens and its letterforms are slightly condensed to allow more text to fit on small devices. Droid Serif includes regular, italic, bold and bold italic styles which makes it an excellent font for setting body text.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?.;,'"

H1 Primary Title | [Link](#)
H2 Secondary Title | [Link](#)
H3 Tertiary Title | [Link](#)
H4 Body Copy | [Link](#)

H1 Tactical Black H2 Battleship Grey
H3 Armour Grey H4 Tactical Black
[Link](#) Critical Red



MISO - Only used for headings and short statements

Miso is an architectural lettering font family that includes Light, Regular and Bold. It is suitable for use across design mediums but is often chosen for use in videos where it is ideal for headings and short body text consisting of no more than 1-2 paragraphs. Legibility issues may arise due to the font's overall weight. For this reason, it is not well suited for use on busy backgrounds.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?.;,'"

H1 PRIMARY TITLE | Link

H2 SECONDARY TITLE | Link

H3 TERTAIRY TITLE | Link

H1 Tactical Black H2 Battleship Grey
H3 Armour Grey Link Critical Red

BEBAS NEUE - Best suited for headings

Bebas Neue is a popular sans serif font family that now includes Thin, Light, Book, and Regular. The new weights stay true to the style and grace of Bebas with the familiar clean lines, elegant shapes, a blend of technical straightforwardness and simple warmth which make it uniformly proper for web, print, commerce and art.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!?.;,'"

H1 PRIMARY TITLE | LINK

H2 SECONDARY TITLE | LINK

H3 TERTAIRY TITLE | LINK

H1 Tactical Black H2 Battleship Grey
H3 Armour Grey Link Critical Red

EFFECTIVE USE OF TYPE

Below you'll find some tips on how not to use type in Sea Shepherd design outcomes:

All Caps

One of the most common detriments to typographic readability is the overuse of ALL CAPS. Setting text in all caps (especially lengthy blocks) decreases the ease, speed, and appeal of reading, and can cause a reader to quickly lose interest. All caps are fine in contexts that don't involve much reading, such as logos and acronyms but anything over two lines should not be used in caps.

<http://uxmovement.com/content/all-caps-hard-for-users-to-read>

Centring Paragraphs

Left aligned text is easier to read than centred text for paragraphs. This is because when you centre your text, the starting place of each line changes. This forces your reader to work harder to find where each line begins to continue reading. Without a straight left edge, there is no consistent place where users can move their eyes to when they complete each line.

<http://uxmovement.com/content/why-you-should-never-center-align-paragraph-text>

Also...

- Never use more than three fonts in one document.
- Do not replace the typeface used within the logo with another.
- Do not replace any of the text within the logo.
- Avoid using outlined text. If you need text to stand out against a background try shadow effects.
- Never use a font size smaller than 10pt for promotional material.

IMAGERY

ACCESS PHOTOS - <http://bit.ly/ssgimage>

Sea Shepherd has an extensive range of marine conservation-related images, as well as photos from our many campaigns. We have set some of these aside for you to use in your design projects.

Where possible, try to use these images to capture a unique or otherwise interesting perspective that allows the viewer to experience something new and exciting. Image should grab the viewer's attention and bring home the reality of what is happening in and on the world's oceans.

Sea Shepherd holds the rights to all photo that have been obtained on our campaigns.

If we have granted you permission to use these images, you are not required to get permission from the photographer, nor are you required to credit the photographer (unless otherwise stated in the image's filename).

Can't find what you're looking for? Simply email heather@seashepherdglobal.org with your request.

Disclaimer: By downloading Sea Shepherd's photo content you agree to abide by the terms and conditions governing their use.



CREW & VOLUNTEERS



DIRECT ACTION



DRIVE HUNTS



FISHING RELATED



HISTORICAL



LAW ENFORCEMENT



MARINE MAMMALS



MARINE WILDLIFE (MISC)



POLLUTION



RESEARCH



SEASCAPES



THE FLEET



UNDERWATER



WHALING



WILDLIFE CULLS



WILDLIFE RESCUE

TEMPLATES

ACCESS FILES - <http://bit.ly/ssgtemp>



Sea Shepherd regularly updates its global websites and various social media platforms to ensure our message stays current and relevant.

We choose to raise awareness with our supporters and the general public through Facebook, Twitter, Instagram and Google +.

There is also a need to communicate our message through traditional means such as posters, flyers, reports and banners.

To assist you with your project we have uploaded a series of templates. Please feel free to use them and adjust them to suit your needs.

NEED MORE GRAPHICS FOR DESIGN WORK?

A variety of artwork including ships, marine life, flags, symbols, maps etc. can be found at:

<http://bit.ly/ssggill>

SMALL SCALE ASSETS

- BROCHURES
- POSTERS
- FLYERS
- CERTIFICATES
- REPORTS

More at: <http://bit.ly/ssgssasset>

LARGE SCALE ASSETS

- BANNERS
- SIGNS

More at: <http://bit.ly/ssglsasset>

ONLINE ASSETS

- WEBSITE
- FACEBOOK
- TWITTER
- INSTAGRAM

More at: <http://bit.ly/ssgoline>

MERCHANDISE ASSETS

- CLOTHING
- ACCESSORIES

More at: <http://bit.ly/ssgmerchtemp>

EXISTING MATERIAL

- ADVERTS
- AWARENESS RAISING
- FORMS
- FUNDRAISING
- MERCHANDISE

More at: <http://bit.ly/ssgexistm>

Here are some items designers should check off as they finalise their Sea Shepherd outcome.

- Is my logo in the correct colour and format?
- Do my fonts comply with Sea Shepherd's guidelines?
- Did I make sure my logo IS NOT skewed and/or distorted?
- Is my font size 10 pt or larger?
- Are the photos/images I have used relevant to my message and audience?
- Did I include contact information (website and social media URLs etc)?
- Is my message clear — does it cover why, what, how and when?
- Are we being careful to ensure we do not have any unclear or inappropriate language?
- Have I reviewed or copy-edited my written content with the Sea Shepherd Style Guide?

For more information contact:

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