



# BRAND GUIDELINES



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# ABOUT

# What is EcoScope?

The EcoScope Project aims to promote effective and efficient, ecosystem-based approach to fisheries management. EcoScope will develop an interoperable platform, a robust decision-making toolbox, a series of online courses and a mobile application. These tools will be available through a single public portal, to promote an efficient, ecosystem-based approach to the management of fisheries and achieve maximum and continuous participation of stakeholders.

The four-year (2021-2025) project addresses ecosystem degradation and anthropogenic impact that cause fisheries to be unsustainably exploited in several European Seas and promotes efficient, holistic, sustainable, ecocentric fisheries management that will aid towards restoring fisheries sustainability and ensuring balance between food security and healthy seas.





# LOGO



# CORE LOGO

Logo Design by Boaz Babai



The EcoScope logo is the primary identifier for the project and therefore should be used consistently across all EcoScope communications and applications.

Our logo signals the goals of the project, capturing our commitment an ecosystem-based approach to fisheries management.



The combination of the boldly uncapitalised logotype and bold icon emphasises our project's ethos and approach. The word EcoScope should appear with a capital 'S'.

The following examples are the only acceptable version of our logo. Logos should be used as listed and not other ways adapted.

# GRAYSCALE

We understand that there are some situations our vibrant logo just won't work. For instances where backgrounds are of similar or clashing colour, or for prints, a Gray scale logo should be used.

In areas where a monochromatic approach is a requirement, we strive to keep our bold personality alive.

In those situations we recommend that our white or light grey versions should be placed on dark or contrasting backgrounds, ensuring that there is significant contrast and clarity.



# DARK BACKGROUND VARIATION

The following logos have been carefully adapted for use on dark backgrounds.



EcoScope



EcoScope

# USAGE



To ensure it's clarity of our logo when placed next to other, a minimum clear (zone) around the horizontal logo of 50% the size of the graphics in its entirety on all four sides. For the vertical logo a minimum clear zone of 25% or recommended.

It is crucial that the logo spacing is not cropped or ignored when producing documents that



will be printed or viewed digitally, but we understand that such large spacing is not usable on webpages. Instead, we recommend best judgment on what looks good.

It is best practice to use SVGs or PNGs when placing our logo on webpages. JPEGs should only be used as a last resort.

# PROBLEM SOLVING

We are aware that sometimes logo placement and background might be out of our control, but don't panic, here are some tricks you can use to resolve that problem.

In situations where our logo has to be placed on backgrounds that might not be as complimentary as we like, we suggest placing a contrasting grey block colour behind the logo, dropping the block's transparency so that the background image is visible to no longer distract or overpower the logo.

Working the block colour in grey scale, adjust accordingly to ensure that there is always significant contrast regardless of what logo variation is in use.



**COLOUR**

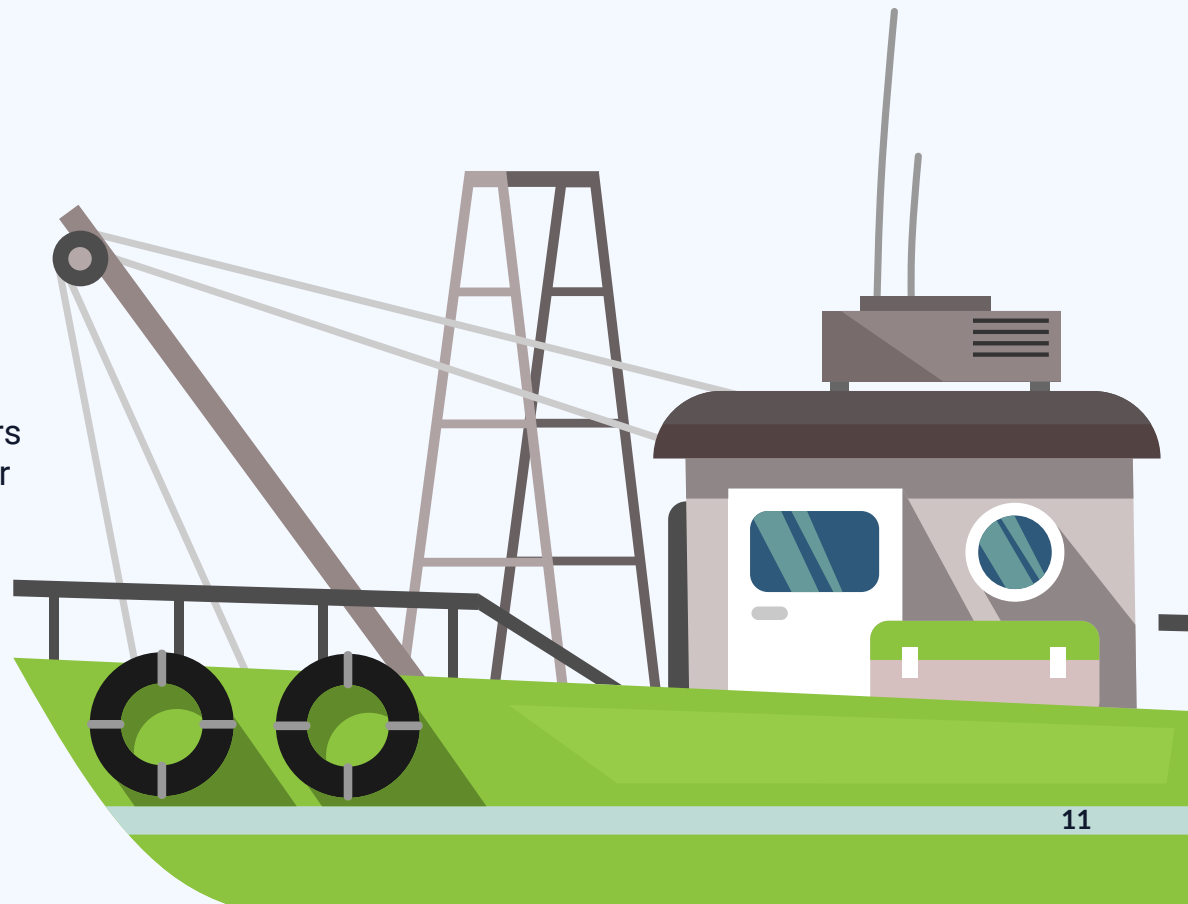


# BRAND COLOURS

Illustrating the colour palette is crucial to maintaining brand consistency. Colour is one of the most important aspects of any successful brand, and maintaining our vibrancy through our colours is crucial.

Our colour palette consists of 'primary' and 'secondary' colours. The primary colours are the colours most frequently used by our brand and should be instantly recognizable to us.

The secondary palette are complimentary colours that should not be used in large volume but rather for highlighting elements.



# PRIMARY COLOURS

## EcoScope Navy

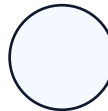
R: 16 G: 24 B: 46  
C: 10 M: 88 Y: 48 K: 66  
HEX Code: #10182e

## EcoScope Aqua

R: 111 G: 203 B: 220  
C: 52 M: 1 Y: 13 K: 0  
HEX Code: #6fcdbc

## EcoScope Green

R: 139 G: 197 B: 63  
C: 51 M: 1 Y: 99 K: 0  
HEX Code: #8bc53f



## Light Grey

R: 224 G: 248 B: 255  
C: 5 M: 2 Y: 0 K: 0  
HEX Code: #f4f8ff

## Mid Grey

R: 64 G: 64 B: 64  
C: 66 M: 56 Y: 53 K: 57  
HEX Code: #404040

## Dark Grey

R: 38 G: 38 B: 38  
C: 73 M: 63 Y: 59 K: 75  
HEX Code: #262626

# SECONDARY COLOURS

## EcoScope Yellow

R: 226 G: 214 B: 55

C: 17 M: 7 Y: 86 K: 0

HEX Code: #e2d637

## EcoScope Mid Blue

R: 67 G: 112 B: 178

C: 79 M: 56 Y: 3 K: 0

HEX Code: #4370b2

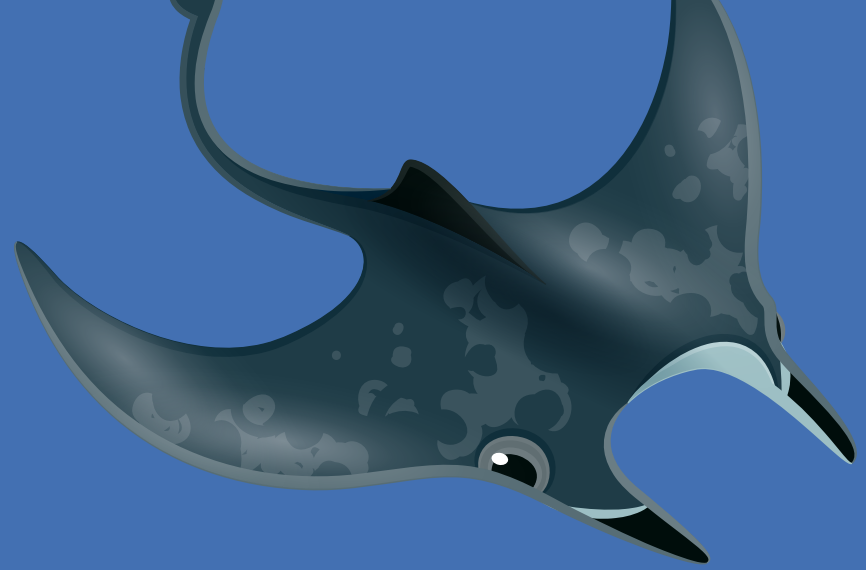
## EcoScope Mid Grey

R: 181 G: 193 B: 197

C: 29 M: 17 Y: 18 K: 0

HEX Code: #b5c1c5





# BRAND ASSETS

# OUR ASSETS

As important as images are to our brand, they are not the only tools in our toolbox.

We have fun and impact illustrations and watermarks that can be used to enhance the visual impact of our pages.

The following is a guide on how to implement our assets, driving our brand impactfulness and consistency.



# IMAGE GUIDE

Images are more than a method of breathing life back into boring background and pages, they play a key role in delivering a brand's personality and values. As pleasing to the eye as images can be, avoid using them to 'fill a void'. Instead use images to elevate visual work and as a method of enhancing our brand message.

To ensure that brand message is strong throughout, we place just as much emphasis on choosing the right imagery as we do our brand colours and typefaces.

The following is a guide of best practice when choosing imagery to work with.

First of all, when and where do we use our imagery?

As a digital experience company, your images will be mainly viewed digitally on websites, presentations and documentation.

Working digitally has its benefits when working with images, bold and punchy images can be used without fear of the printing process. But be mindful, colours on screen can vary between monitors.

As a rule of thumb: when exporting digital images stick to RGB, and on the rare opportunity that our images require printing, use CMYK for full colour printing.



# OUR IMAGE MESSAGE

When selecting images from our image library, or searching for new images online, it is important that the image represents the feelings that we want to convey.

The following examples are the core 'values' that we want you to keep in mind when selecting imagery. Each image selected for use has to highlight at least one of these values, and remember to match the image and its message to the content of the page.

For example, when creating content that speaks to our work with eco-systems, images should be relevant to that topic.



**ECO-SYSTEM  
FISHERIES  
EUROPEAN SEAS  
TECHNOLOGY  
MODELLING  
DATASETS  
GIS**



# IMAGE SIZING

Here are some tips on how to get the best resolution out of our images.

As great as large crisp images are they can cause serious problems when uploaded online. Unsuccessfully large images can really slow a site down. To ensure that this doesn't happen to us we recommend that a maximum image 1110px X 685px at a resolution of 72 dpi.

For print our images need to be as high resolution as possible. A recommended 300 dpi for a sharper image.



# IMAGE LICENSING

With thousands of increasable images at our fingertips it can be easy to get carried away and download everything without a second thought.

Be mindful that there are legal stipulations to all images online. As the images you choose will be used in project documents or marketing it is crucial that any images we use are 'free licensed' and can be used for commercial purposes.

When choosing an image sourcing website firstly check the websites own licensing agreement.

Look for the following :

'All photos can be downloaded and used with out premisson for free Commercial and non-commercial purposes '

Despite the websites clear 'free use' licensing it is important that the individual images are also free to use. Normally this would mean a declaration in the images information that something to the effect of:

' Free to use under the .... License'

We like to give credit when credit is due so it is important that you save the image in the follwoing manner so we can find other great images from the same creator. - Name of Image, name of creator, name of source and year of upload.

Here is an example:

'Closeup of keyboard (A. Anon, Unsplash 2020)'

# ICONOGRAPHY

A very important part of the project's assets are pre-designed illustrations.

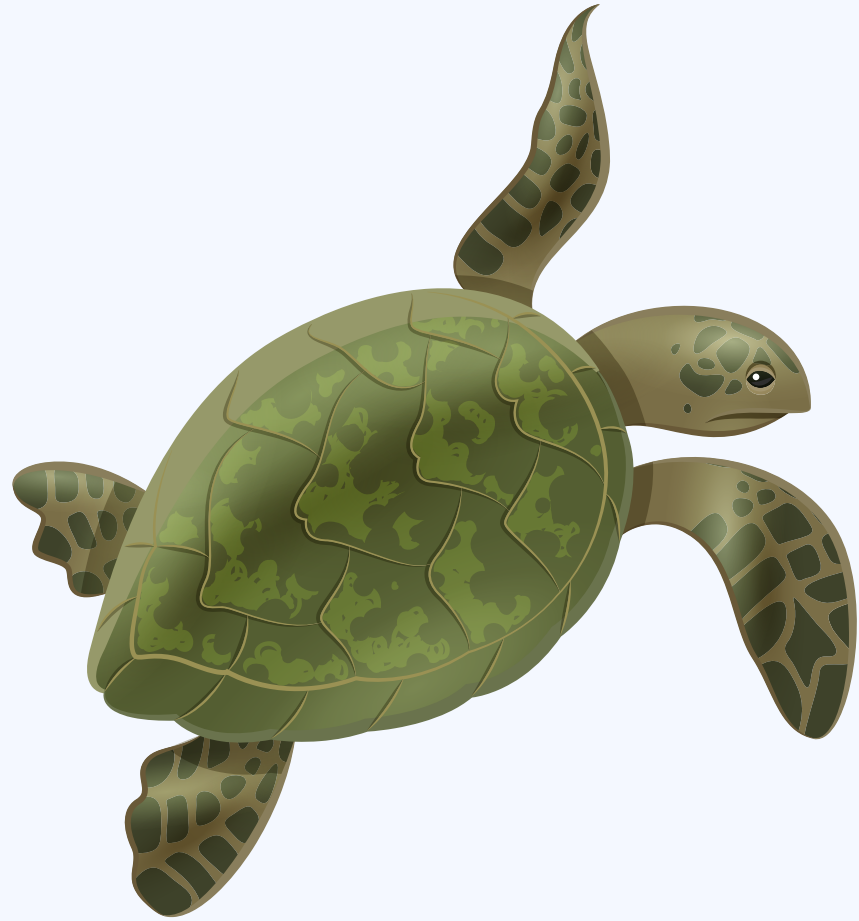
You will find a library of graphics available for strategic use on our website, social media or presentation. As the graphics are available both in SVG and PNG the colours can be adapted for varying backgrounds.

To avoid over use we recommend a maximum of 4 icons per web page and a limitation of one graphic per page on any social media post/ images and power point slides.





# **TYP0- GRAPHY**



**BOLD.**  
**COMMUNICATIVE.**  
**ECONOMY OF STYLE.**

# TITLE TYPOGRAPHY

The logo font is Noto Sans, a free-to-use commercially font available from Google fonts.

We've selected Almanach as our primary title typeface as a representation of the projects bold vision.

Due to it's uniqueness Almanach works well as an attention grabbing header or sub header, but should not be used as body copy. When partnered with our body typeface, Almanach is complimentary.

Almanach is an Adobe font licensed for the project. The above are the recommended font weight and sizing when using Almanach as titles.

Headline 1:

**ALMANACH  
EXTRA BOLD (34)**

Subtitle 1:

**ALMANACH BOLD (18)**

Headline 2:

**ALMANACH MEDIUM (24)**

# BODY TYPOGRAPHY

Roboto is our brand body typeface, it is available to download from Google font site.

The following are the recommended font weight and sizing.

In print / PDF media, we recommend a size now smaller than 13pt. For web copy, we recommend a size no smaller than 16pt.

Regular

aAbBcCdDeEfGhIjJkKl  
LmMnNoOpPqQrRsStuUv  
VwWxXyYzZ  
!@£\$%^&\*()0123456789

Bold

**aAbBcCdDeEfGhIjJkKl  
LmMnNoOpPqQrRsStuUv  
VwWxXyYzZ  
!@£\$%^&\*()0123456789**



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the digital experience company