



**BLUEACTIONAA**

EMPOWERING COMMUNITY-LED ACTION  
IN THE ATLANTIC & ARCTIC

# **BlueActioAA**

## **Brand Guidelines**

**EMPOWERING  
COMMUNITY-LED  
ACTION IN THE  
ATLANTIC & ARCTIC**



# CONTENTS.

This graphic standards manual explains the basic rules for using a brand's visual identity. It describes how to use the logo, which colors and fonts are allowed, and how these elements should appear in different materials. The goal of the manual is to keep all visual communication clear, consistent, and easy to recognize.

- 01. Brand Logo
- 02. Color Palette
- 03. Typography
- 04. Stationary
- 05. Logo use on various backgrounds
- 06. Incorrect logo use

# Brand Logo.

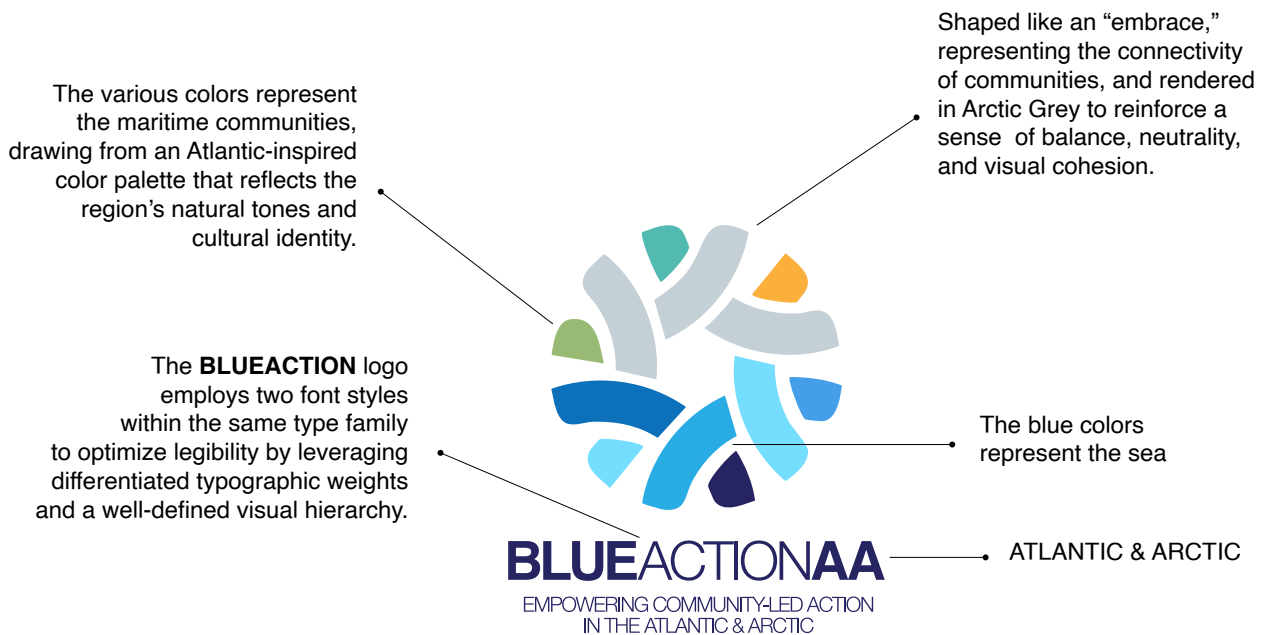
A strong logo is one that clearly represents a brand and leaves a lasting impression. It combines simplicity, clarity, and meaning, making it easy to recognize and remember. A strong logo reflects the brand's values and personality while appealing to its target audience.

Brand Logo  
Logo Clear Space  
Logo Mark

# 02.

# LOGOTIYPE

The logo significantly highlights the connection between the sea and the communities, emphasising the importance this natural element has in local identity, culture, and development. Through its visual elements, it conveys the closeness and symbiotic relationship between the sea and the people, reinforcing the central role it plays in the daily life and traditions of coastal communities.



## MAIN LOGO LOCKUP

The Main Logo (Vertical Lockup) is composed of the symbol and a custom-designed wordmark for the name “BlueActionAA.” This configuration must be used in applications where a horizontal logo format is required or provides optimal visual performance. Proper use of this lockup ensures consistency, legibility, and integrity of the brand identity across all communication materials.

**Never alter any aspect of the lockup. Always use the original and approved art.**

**Do not attempt to redraw or recreate the lettering using computer fonts.**



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### NEGATIVE VERSION



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### POSITIVE VERSION



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## SECONDARY LOGO LOCKUP

The Secondary Logo (Horizontal Lockup) is composed of the symbol and a custom-designed wordmark for the name “BlueActionAA.” This configuration must be used in applications where a horizontal logo format is required or provides optimal visual performance. Proper use of this lockup ensures consistency, legibility, and integrity of the brand identity across all communication materials.

**Never alter any aspect of the lockup. Always use the original and approved art.**

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### POSITIVE VERSION



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### POSITIVE VERSION



## BLUEACTIONAA

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Main logo  
with copy



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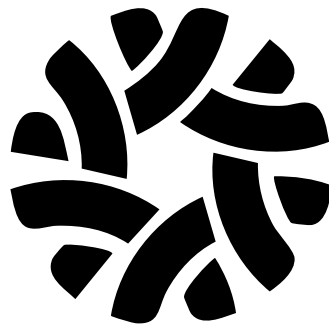
Main Logo  
without copy



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Secondary logo  
with copy



Secondary Logo  
without copy



Minimum  
Dimensions



85mm

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65mm

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30mm

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19mm

**BLUEACTIONAA**

# Minimum Dimensions

85mm



65mm



30mm




19mm

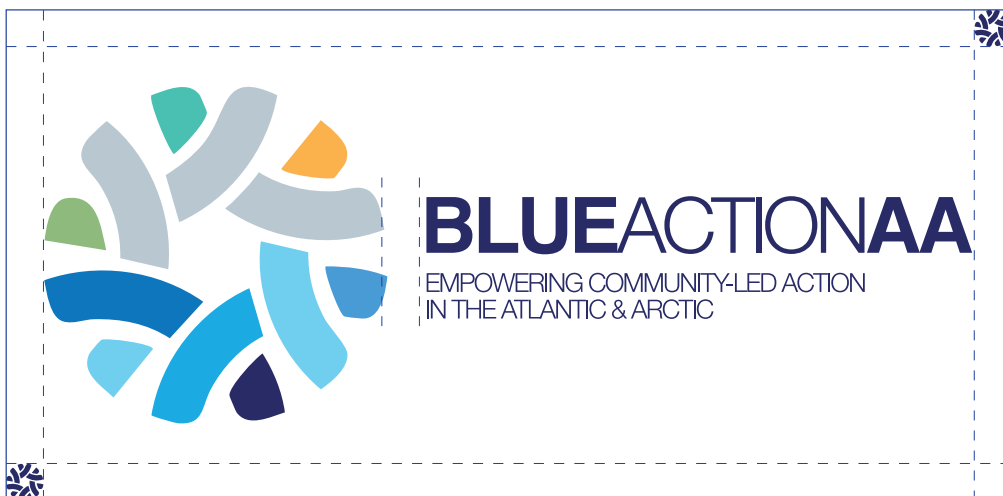


## LOGO CLEAR SPACE

Logo clear space is the minimum empty area that must surround a logo on all sides. It ensures the logo stays uncluttered, legible, and visually distinct, no matter where it's used.

It must be surrounded on all four sides by adequate clear space based on the  in the wordmark as shown below.

**Improves brand consistency, Enhances readability and makes the logo look more professional and intentional.**



# Color Palette.

The importance of a good color palette in a logo lies in how effectively it communicates a brand's identity and values. Colors influence perception, emotion, and recognition, often creating a first impression before any words are read. A well-chosen color palette helps a logo stand out, makes it memorable, and builds emotional connections with the audience.

Brand Color  
Color Palette

03.

# Color Palette



#76be86  
R 118 | G 190 | B 134  
C 58% | M 0% | Y 59% | K 0%



#52b9a7  
R 82 | G 185 | B 167  
C 66% | M 0% | Y 42% | K 0%



#76be86  
R 249 | G 180 | B 66  
C 0% | M 34% | Y 80% | K 0%



#c4cfd7  
R 196 | G 207 | B 215  
C 27% | M 14% | Y 13% | K 0%



#83cfef  
R 131 | G 207 | B 239  
C 50% | M 0% | Y 04% | K 0%



#2ea9e0  
R 46 | G 169 | B 224  
C 71% | M 15% | Y 0% | K 0%



#519bd4  
R 81 | G 155 | B 212  
C 68% | M 28% | Y 01% | K 0%



#1371b7  
R 19 | G 113 | B 183  
C 86% | M 49% | Y 01% | K 0%



#29285f  
R 41 | G 40 | B 95  
C 100% | M 95% | Y 29% | K 21%

# Typography.

Good typography in a logo is important because it shapes how a brand is perceived and understood. Typography communicates personality, tone, and values just as strongly as colors or symbols. A well-chosen typeface can make a logo feel professional, modern, elegant, playful, or trustworthy, depending on the brand's identity.

Hierarchy  
Primary Font  
Secondary Font

04.

# Typography

Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!"#\$%&/()=?\*!

*Helvetica Bold Oblique*

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890!"#\$%&/()=?\*!***

**Helvetica Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!"#\$%&/()=?\*!**

Helvetica Neue LT Std 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!"#\$%&/()=?\*!

*Helvetica Oblique*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890!"#\$%&/()=?\*!*

Helvetica Neue LT Std 65 Medium

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!"#\$%&/()=?\*!**

# Logo use on various backgrounds

The importance of using various colors in logos and backgrounds lies in flexibility, clarity, and effective communication. Different color versions allow a logo to adapt to multiple backgrounds, platforms, and contexts without losing its impact or readability.

Color backgrounds  
Photo backgrounds

# 05.



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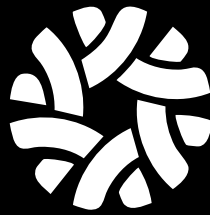
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# Incorrect logo use

Correct logo use is essential to maintain a clear and consistent brand identity. When a logo is used properly, it reinforces brand recognition and builds trust with the audience. Consistent placement, size, color, and spacing help ensure the logo always appears professional and recognizable.

Logo Use

06.

# Logo Use

The examples shown below apply to all logo lockup versions shown within these guidelines. Always reproduce the logo from original artwork and avoid improper usage illustrated here.



Do not stretch or distort



Do not make into outlines



Do not rotate or reverse



Do not change or use unapproved colors in the logo



Do not add additional wording to the logo



Do not put the logo inside a shape

