

GRAPHIC CHARTER

How to navigate in this design ?



LOSES

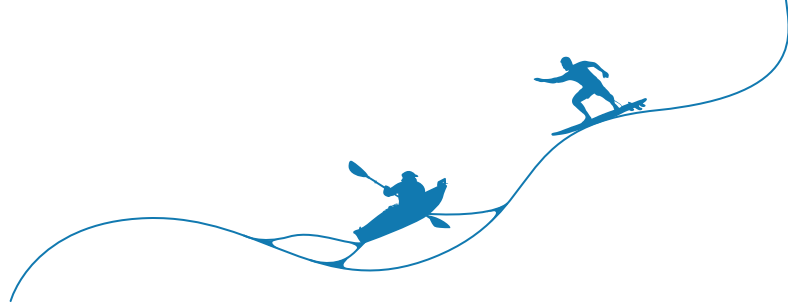
OCEAN SUSTAINABILITY THROUGH
EDUCATION AND SPORT



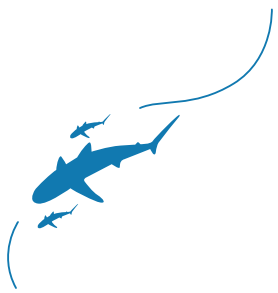
3 Brand



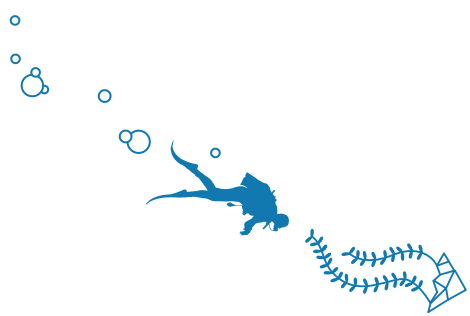
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Brand

The project “Ocean Sustainability through Education and Sport” will focus on the development of tools for federations and local sports actors to educate youth in eco-responsible actions and develop environmental awareness from an early age through sport. It is built around three main objectives:

-  **Assess** the experience and insight of active sports organisations on creating and implementing an awareness campaign and educational methodology towards ocean and seas preservation
-  **Develop** educational and environmental awareness methodology at local level to foster ocean protection through sport
-  **Measure** the social and environmental impact of the programme implemented to strengthen advocacy toward ocean protection

The project is built around four pilot interventions, implemented by sport organisations at local, regional and European level. Those pilot interventions will consist of integrating pedagogical methodology, about ocean protection and environmental awareness, into day-to-day sports activities and as an essential part of sport activities. More than only implementing activities, one of the main objectives is to measure the social and environmental impact of our field interventions, in order to showcase the benefits and importance of educating the youth to environmental issues with concrete, measurable and identifiable results. By defining the spectrum of analysis and the tools used with relevant stakeholders, the project will ensure that the results obtained are appropriated and translated into operational terms.



4

Logo terms of use

These rules apply to the vertical and horizontal logo and the use of the single symbol.

VARIATIONS

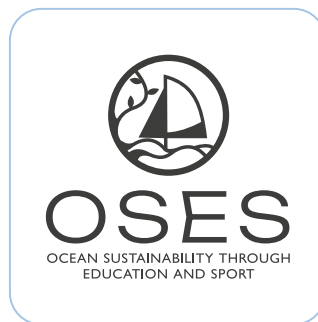
For plain backgrounds, white or light photographs, the coloured logo is used. For darker backgrounds, the white logo must be used.



You can find below some questions you can ask yourself in case you are doubting of which logo you must use:

- Is the symbol readable?
- Is the name readable?
- Is the baseline readable?
- Will my design be printed?

PRINT VARIATIONS



X BANS

In order to respect the visual identity of OSES, all "arbitrary" creations or modifications of the logo are strictly forbidden.



5 Identity

The logo

You can use either vertical or horizontal variation depending on readability and design.



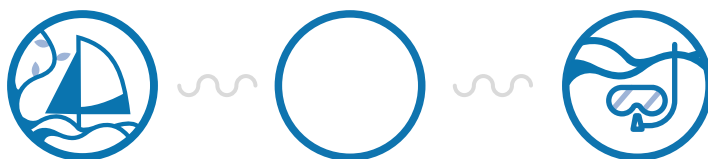
For your design, keep in mind that OSES topics are : **ocean, environment, sport** and **education**. You can also use pictures 📷 or drawings 🎨 if needed.

Symbols

Waves, fishes, children, seaweeds, plant, sand, beach, sun, climate, light, sailing, corals, bubbles, water sport and accessories related to water sport (surfing, fishing, mask, scuba, boat, surf...).

Icon

To design an icon you can rely on the logo symbol as a reference.



6 Typography

Unbounded

ABCDEFGHIJ abcdefghij
KLMNOPQR klmnopqrst
RSTUVWXY uvwxyz

0123456789 «.?!?+ -*



Please use the **Unbounded** for [title](#) and [graphics contents](#).

Gill Sans Nova

ABCDEFGHIJK abcdefghijklmno
LMNOPQRSTU pqrstuvwxyz
VWXYZ

0123456789 «.?!?+ -*



Please use the **Gill Sans Nova** for [text](#) and [general information and footnote](#).

Other styles can be used so long as the graphic style **remains consistent** with OSES's branding.



Colour palette

main colors

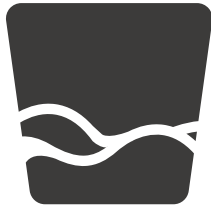
CMJN 86 47 11 0
RVB 10 116 175
HEXA 0A74AF



CMJN 43 24 5 0
RVB 158 180 215
HEXA 9EB4D7

Shades of gray

CMJN 0 0 0 90
RVB 60 59 59
HEXA 3C3B3B

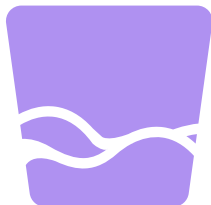


CMJN 0 0 0 20
RVB 218 218 218
HEXA DADADA

Highlights

Use these colors with care, they allow you to create a nuance and highlight details only

CMJN 42 47 0 0
RVB 175 145 241
HEXA AF91F1



CMJN 0 85 37 0
RVB 242 66 107
HEXA F2426B

! Use this pink instead of red.



OSSES

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