OCEAN WEEK CANADA

Branding Guidelines

2023

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About Ocean Week Canada

Ocean Week Canada is an annual national celebration of ocean events, learning, and engagement.

The Canadian Ocean Literacy Coalition coordinates a multi-partner, collaborative program of national events and activities held during the week of World Ocean Day (June 8th). Community-scale events taking place across the country are also amplified and supported through the Ocean Week Canada website and the network of partner communications.

Our vision:
We work together, from coast to coast to coast, to engage Canadians in ocean learning, celebration, and action. We recognize the important role the ocean plays in our everyday lives and the lives of future generations.

Main Branding Guidelines

STYLE RULES AND REGULATIONS

We have established the following brand guidelines to communicate our brand personality through visual elements. The combination of the following guidelines ensures consistency throughout our communication material, establishing a recognizable image and a strong connection with our community.

Our Logo's Evolution

VERSION 1

OWC 2021 - pilot year

VERSION 2

Current version - OWC 2022
and beyond

Logo Variations

Languages

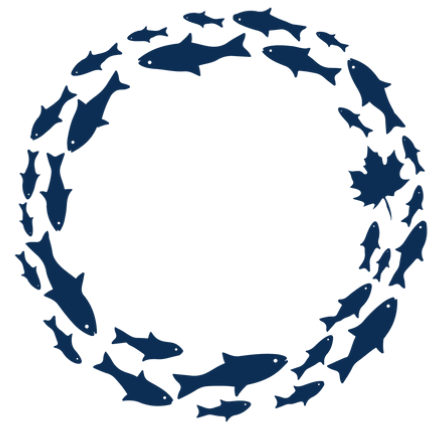ENGLISH   FRENCH   BILINGUAL

Logo Variations

Colours

NAVY/BLACK   WHITE   COLOUR 1   COLOUR 2

Safety Zone

The "safety zone" is the minimum amount of space (or breathing room) required around the logo. This defines the minimum amount of room required between the logo and other type or graphic elements.
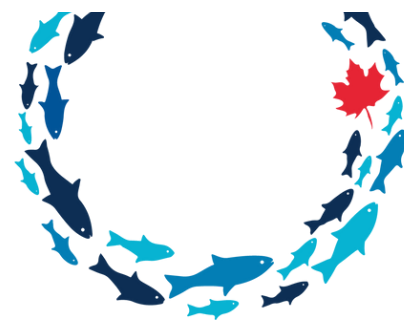
Logo Dos and Don'ts

Correct logo usage with examples

In order to maintain brand consistency, it is important to not alter the logo in any way. The logo should not be cropped, rotated, or flipped, nor should it be applied with effects or alternative colours.

DO NOT change the colour. Use only the colours in the palette.

DO NOT crop the logo.

DO NOT add shadows or effects.

DO NOT rotate the logo.

DO NOT flip the logo.

Request for Logos

To request access to the Ocean Week Canada logo collection, please send an email to meghan@colcoalition.ca with the title "Logo Request"

Colour Palette

The colour palette should be used consistently across all COLC communications material. A colour hierarchy has been created (primary and secondary colour palettes), with the three "ocean blues" Deep Sea, Inlet, and Pelagic) as being the most prominent. The three accent colours (Tidal Blue, Sky Blue, and Diz Yellow) should be used less prominently.

Primary Colours

Deep Sea Blue #0D2E54	Inlet Blue #005499	Pelagic Blue #037EB6

Accent Colours

Tidal Blue #07B4D3	Sky Blue #97C8D9	Diz Yellow #E2A914

Typeface

The typeface gives a first impression to the brand's identity and voice. The Ocean Week Canada font family for headings, subheadings, and body text is an adobe font called "Paralucent". This font offers a variety of weights, with an accessible and clean visual appearance, while being easy to read and modern.

Paralucent-Heavy

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Paralucent-Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Paralucent-DemiBold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Paralucent-Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Paralucent-Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Paralucent-ExtraLight

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Typeface Use

These typeface guidelines are not set in stone, but consistency should be used in any one communications material across heading, subheading, and paragraph texts.

Headings

PARALUCENT - HEAVY OR BOLD

Headings should be large, bold, and jump out on the page. We recommend Paralucent Heavy for headings, but Paralucent Bold can be used if needed.

Subheadings

PARALUCENT - DEMIBOLD OR MEDIUM

Subheadings should stand out as distinct from the paragraph, or body, copy. Colour can be used to emphasize subheadings and differentiate them from body text. We recommend Paralucent DemiBold for subheadings.

Paragraph

PARALUCENT - LIGHT OR EXTRALIGHT

Body copy should be easily readable on the background colour and should be distinct from headings and subheadings. The font should be smaller in size than headings and subheadings, and we recommend using Paralucent Light or Medium (oblique fonts are available).

French inclusive language formatting

For gender inclusivity (where appropriate) we will use the centered dot format in French translations:

Masculine word (since it is often the shortest) + centered dot+ feminine suffix. An -s will be added to indicate the plural.

For example:
chargḗ·e | chargḗ·es
citoyen·ne | citoyen·nes
professionnel·le | professionnel·les

Additional Guidelines

In order to maintain brand consistency, we use soft, rounded shapes across our communication materials. Stay away from sharp edges and ensure that all graphic elements maintain line thickness consistency.

Use rounded edges or circles for text and photo boxes

Use long swooping lines to represent waves for accent graphics

Contact us

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