

Brand & Visual Guidelines

Anchor out of Eeelgrass Campaign
2024

Northwest Straits Commission

document prepared by Shew Design | shew-design.com

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logo

01

logo

This is the default version of the campaign logo. This version of the logo is designed to interact with other image content (see sample below).

We have delivered these logo files as PDF and transparent PNG files. PDF files are appropriate for print and are provided as RGB and CMYK color. PNG files are appropriate for screen viewing and for use in MS Office and are provided as RGB.



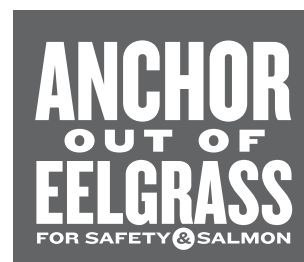
Anchor Out - default logo

Note: this logo is designed to be placed over two photos and can be cropped horizontally to fit the space appropriately. See example to the right.



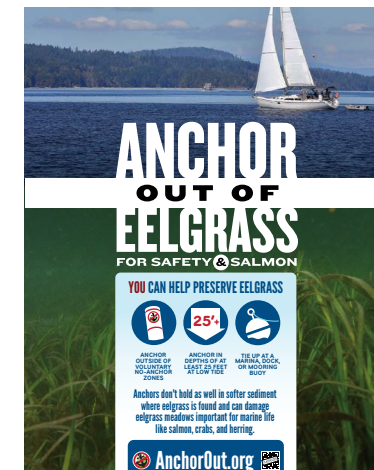
Anchor Out - logo black

Note: this logo is designed to be used when it will be placed over a white background, not interacting with background elements.



Anchor Out - logo white

Note: this logo is designed to be used when it will be placed over a dark background.



example of default logo in use

logo - glyph

The anchor out glyph graphic is provided with and without the logo text.

We have delivered these logo files as PDF and transparent PNG files.



Anchor Out - glyph

Note: for legibility purposes, the green used in the glyph is slightly darker than the documented green used in other areas of design deliverables. It is only used in the glyph.



Note: the glyph is surrounded by white so it will always read clearly, even if placed over a colored background or photo. Above logo is the same file as the glyph to the left.



Anchor Out - logo with glyph - left justified

Note: the glyph in these logos are also surrounded by white.



Anchor Out - logo with glyph - right justified



Anchor Out - logo with glyph - left justified - stacked text

In this logo "for safety & salmon" is larger and on two lines. Note: the glyph in these logos are also surrounded by white.



Anchor Out - logo with glyph - right justified - stacked text

In this logo "for safety & salmon" is larger and on two lines.

glyph - url - QR

The anchor out glyph graphic is combined with the url and QR code and provided as one graphic for use.

We have delivered these logo files as PDF and transparent PNG files.



Anchor Out - anchorout.org

When the glyph, URL, and QR code are used together this is the asset to use.



Anchor Out - anchorout.org - reverse

When the glyph, URL, and QR code are used together over a dark background this is the asset to use.

colors

02

colors

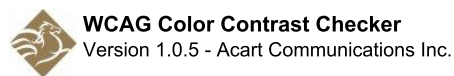
These are the documented color values for screen and print of the campaign.

RGB colors should be used for online/screen use, and CMYK for offset printing. Please note that CMYK colors on screen typically look brighter than the equivalent RGB colors. Always look at a printed proof from a print vendor before producing print materials.

red hex #900000	dark blue hex #04456E	light blue hex #CAEBF6	green hex #BEED55
RGB 144 0 0 CMYK 0 97 80 20	RGB 4 69 110 CMYK 100 50 0 37	RGB 202 235 246 CMYK 20 0 2 0	RGB 190 237 85 CMYK 41 0 85 0

color contrast

Colors have been selected based on providing sufficient contrast for accessibility when applied to text.



Color Contrast Samples

		Foreground	Background	Ratio
		#900000 RGB(144,0,0)	#CAEBF6 RGB(202,235,246)	7.65
		#000000 RGB(0,0,0)	#CAEBF6 RGB(202,235,246)	16.73
		#04456E RGB(4,69,110)	#CAEBF6 RGB(202,235,246)	8.04
		#000000 RGB(0,0,0)	#FFFFFF RGB(255,255,255)	21
		#04456E RGB(4,69,110)	#FFFFFF RGB(255,255,255)	10.09
		#000000 RGB(0,0,0)	#BEED55 RGB(190,237,85)	15.43
		#FFFFFF RGB(255,255,255)	#04456E RGB(4,69,110)	10.09

typography

03

typography

These are typefaces used in the campaign.

Aa

League Gothic Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890

This typeface is used for **headlines**, set in **all caps**. In print materials, headline type size should be set between **25pt - 35pt**. In signage, headline type size should be set between **40pt and 70pt**.

Google font available for free download here:

<https://fonts.google.com/specimen/League+Gothic>

Aa

National Park

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890

This typeface is used for **body text**. In print materials, body text size should be set at a minimum of **12pt**. In signage, body text size should be set at a minimum of **16pt**.

Font available for free download here:

<https://nationalparktypeface.com/Downloads-Donations>

Aa

Montserrat

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890

This typeface is a free substitute for the typeface used in the logotype. It could be used to recreate the stacked "Anchor out of Eelgrass" if modifications to that were desired (changing the tagline, for example).

Google font available for free download here:

<https://fonts.google.com/specimen/Montserrat>

icons

04

icons

We have created a library of icons for the brand. The icons use branded colors. These icons are provided as a PDF file (for print) and as PNG files (for MS office and screen use).



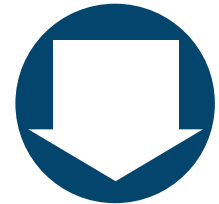
icon - anchor out buoy



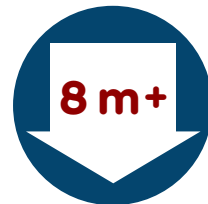
icon - depth 25 ft
Note: the typeface used for 25'+ is National Park.



icon - mooring buoy



icon - depth empty arrow
Note: this graphic is provided so text can be added to it using the typeface National park.



icon - depth 8 m
Note: the typeface used for 8 m+ is National Park.

assets

05

assets - QR code

These additional visual assets are included for use in your branded materials. These graphics are provided as a PDF file (for print) and as PNG files (for MS office and screen use).



QR - AnchorOut.org

Note: Always print at a minimum of .4 inch square to ensure it scans correctly.



Note: the QR code images are surrounded by white so it will be clearly visible and scan correctly even if placed over a colored background or photo.



QR - take the pledge (TBD)

Note: once the pledge campaign has a URL this placeholder image can be replaced with an actual QR code.

assets - anchor out buoy

This visual asset is included for use in the branded materials. This graphic has been provided as a PDF file (for print) and as a PNG file (for MS office and screen use).

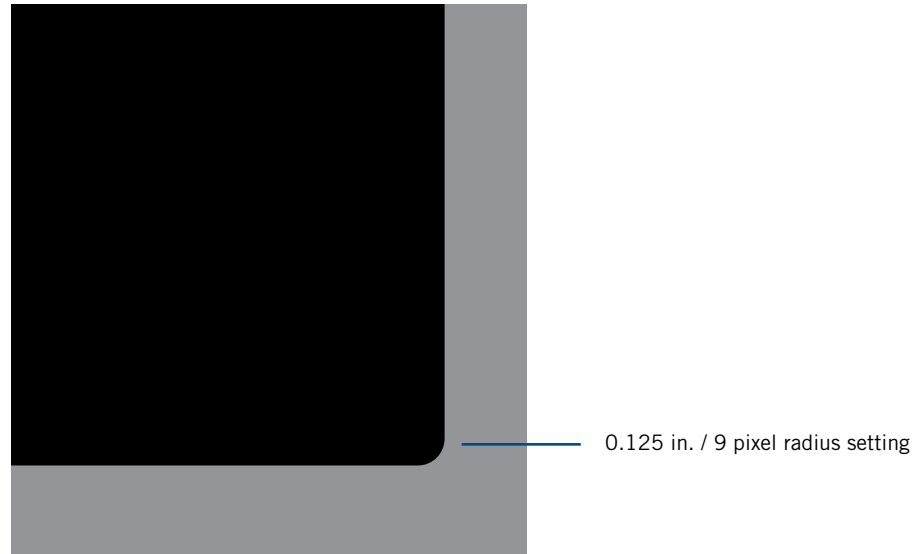


anchor out buoy

Note: buoy graphic has a transparent background and is designed to be placed over a colored background

corner roundedness

When rounded corners are used within design layouts they use the corner radius settings listed to the right. If you are creating new boxes or scaling existing boxes, please use these settings to keep the designs consistent.



assets - photos

These photos are provided in jpeg format in both RGB and CMYK.



Anchor Out - Sailboat



Anchor Out - Eelgrass



Anchor Out - Sunset Sailboat