



Photo by Iain Robert Reid



VISUAL IDENTITY GUIDE

MPA is an acronym for Marine Protected Area and this is the visual identity for the MPA Network of BC's Northern Shelf. The stylistic emblem suggests waves breaking onto the shoreline and should always appear together with the wordmark described in the following pages.

This "Visual Identity Guide" outlines some important aspects to the brand and its use in communication material. Please follow these outlines to ensure that MPA Network retains consistency and best communicates the brand.

The logo and visual guidelines were created by designer Gary Leung (garyleung70@hotmail.com), in collaboration with the MPA Network team – June, 2016.

1. Logo Standards

Primary Logos – Brand with “BC Northern Shelf”



Secondary Logos – Brand without region when not dealing with the Northern Shelf



The Emblem & Wordmark Are Always Together.

The MPA Network logo is made up of the stylistic emblem of ocean shoreline and the MPA Network wordmark containing the BC Northern Shelf region. They are positioned together shown here and should always be kept to their original proportions to each other and scaled in equal ratio as a single unit. Please use the MPA Network official logo when reproducing it in any visual designs and documentation. The appropriate file is available in vector (line art) format in the Media Kit and should be used with the following considerations.

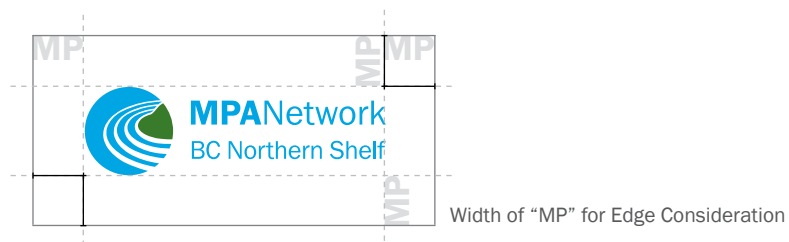
Logos With Region or Without?

The **Primary Logos** include the **BC Northern Shelf wordmark** and should be used for all jobs that deal with the Northern Shelf region.

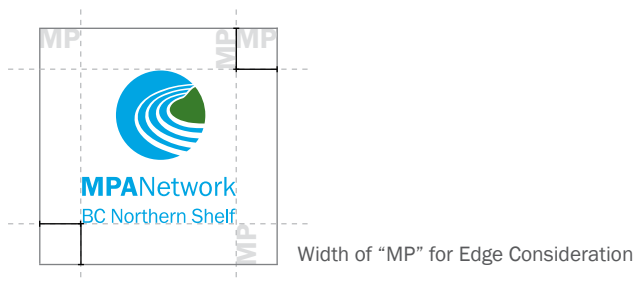
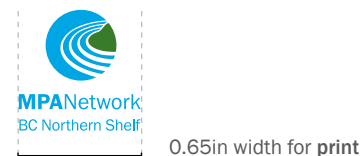
The **Secondary Logos without the region in the wordmark** should be used when the Network grows and begins planning outside the BC Northern Shelf.

2. Size Limitations & Clear Space Consideration

Horizontal Logos



Stacked Logos



Size Limitations & Clear Space Consideration for Horizontal Logos

There is **NO maximum size limitation** when representing the logo, so long as there is no cropping or trimming off that occurs.

There are **minimum size limitations** for the Horizontal Logos of **1in width for print** or **100 pixels width for web** and digital formats that use a 72dpi calculation.

A measure of clear space equal to the width of the “MP” letters is needed to separate the logo from any edge, boarder or other elements in a design piece.

Size Limitations & Clear Space Consideration for Stacked Logos

There is **NO maximum size limitation** when representing the logo, so long as there is no cropping or trimming off that occurs.

There are **minimum size limitations** for the Stacked Logos of **0.65in width for print** or **65 pixels width for web** and digital formats that use a 72dpi calculation.

A measure of clear space equal to the width of the “MP” letters is needed to separate the logo from any edge, boarder or other elements in a design piece.

3. Logo Colours

Horizontal Logo



Stacked Logo



	Colour	Pantone	CMYK	HEX
	Emblem Blue	7460 C	C100 M0 Y0 K5	00A5E3
	Emblem Green	364 C	C65 M0 Y100 K42	387C2B

The Standard Logos should be used when full colour representation is possible.

Emblem Blue (PMS 7460 C) and Emblem Green (PMS 362 C)

4. The Flexible Variations - In Colour Limited Circumstances

A. Greyscale – Horizontal Logo



B. Reverse – Horizontal Logo (represented on Emblem Green background)



A. Greyscale – Stacked Logo (represented on light Secondary colour background)



B. Reverse – Stacked Logo (represented on dark Secondary colour background)



When possible, the Standard MPA Network Logos should be used in its two branded colours – Emblem Blue and Emblem Green – on a white background

(seen in section 1 of this Identity Guide).

A. When colour is limited to greyscale the logo should be represented as above.

B. When a reversed logo is needed, it should appear in white with the Emblem retaining it's brand colours.

5. The Flexible Variations - Using the logo with images

A. Darkening the background and using the Reverse Logos



Photo by Charles Short



Photo by Charles Short

B. Lighting the background and using the Standard or Greyscaled Logos



Photo by Lain Robert Reid



Photo by Lain Robert Reid

- A.** Use this method on images with a darkened background of black with **no less than 80% opacity**.

- B.** Use this method on images with a lightened background of white with **no less than 95% opacity**.

Please be sure to make area around the logo compatible with the safe “MP” space consideration (see section 2 of the guide).

6. Typography

The standard typeface for all design material is Franklin Gothic / Franklin Gothic Demi Condensed

Due to the widespread users of this guide, I have selected a typeface that is commonly part of many system font libraries.

Arial will be used as a substitute when the Franklin Gothic(s) above are not available. In cases like the MPA Network's website and/or systems that don't have the Franklin Gothic(s).

Arial is widely available and comes standard in most computer default font libraries.

Franklin Gothic Book – *for body text*

Franklin Gothic Book Italic – *for body text*

Franklin Gothic Medium – **for body bold text**

Franklin Gothic Medium Italic – *for body bold text*

Franklin Gothic Demi Condensed – **for headings/titles**

Franklin Gothic Demi Condensed Italic – **for headings/titles**

Arial Regular – *for body text*

Arial Bold Italic – *for body text*

Arial Bold – **for body bold text**

Arial Bold Italic – ***for body bold text***

Arial Narrow Bold – **for headings/titles**

Arial Narrow Bold Italic – ***for headings/titles***




7. Colour Palettes - Primary and Secondary Colour Combinations

	Colour	Pantone	CMYK	HEX
	Emblem Blue	7460 C	C100 M0 Y0 K5	00A5E3
	Emblem Green	364 C	C65 M0 Y100 K42	387C2B



Primary Colour Palette

These are the MPA Network brand colours and are to be utilized whenever possible for design purposes.


	Colour	Pantone	CMYK	HEX
	Dark Blue	653 C	C96 M59 Y4 K17	005996
	Bright Green	383 C	C26 M3 Y93 K17	A9B533
	Sky Blue	635 C	C32 M0 Y8 K0	A9DEE8




Secondary Colour Palette

This secondary colour palette is to be used for the purpose of accenting or if more colours are needed to differentiate beyond the use of the primary colours.

8. Powerpoint Presentation Template





INSERT PRESENTATION
TITLE HERE

Name of Presenter
MPA NETWORK – SUPPORTED BY

www.mpanetwork.ca

INTENDED AUDIENCE FOR THIS PRESENTATION DATE OF THE PRESENTATION | ITERATION DRAFT 012




INSERT PRESENTATION TITLE HERE

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VARIOUS TEXT SIZES



Please retain **main points/body text** at 14 pt

- Please retain **first bullets** at 12 pt

Limit 6 lines of **main points** per slide at 14pt

- Limit 9 **first bullets** per slide at 12 pt

Notes on building a great presentation:

- Be sure to create a new slide if main points or bullets are greater than these limits
- Do not check “Resize text to fit shape” or “Autofit text” options for text boxes, as this will create unpredictable results and may cause problems with legibility

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INSERT PRESENTATION TITLE HERE


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This Powerpoint Template is Designed for Clarity and Style.

For any questions regarding media kit files or brand guidelines, please send in your requests to info@mpanetwork.ca

9. Versatile Word Document Template



Memo – Optional Style “Heading 1 (MPA)”

– Delete if not needed

June 4, 2016 – Paragraph Style – MPA Network Date

To: Name of Person
CC: Names, Names, Names
From: Name of person
Subject: Brief outline – iteration and draft number


“...Optional Pull Quote Area – Paragraph Style MPA Pull Quote. This area helps to personalize the correspondence or piece more. It can be used to highlight any valuable, inspirational or pertinent pieces of information. As with all elements, this is optional. (Sample uses for this are ...Fantastic News! ...Link to this Article! ...etc)”

Heading 2 – Paragraph Style “MPA Subheadings”

Paragraph Styling MPA Body Text01 (Left Justified), **Character Styling** – MPA Body Bold Text:
Character Styling – MPA Body Text. Cras eros odio, pellentesque a placerat nec, molestie non odio. Quisque dictum, lectus non feugiat aliquam, dolor ante porttitor purus, quis cursus libero elit quis metus. Donec quis sapien arcu, ac pharetra justo. Duis eleifend commodo dictum. Sed cursus metus et nunc faucibus interdum. Nulla luctus, purus et rhoncus lacinia, purus justo luctus ipsum, sed tincidunt sem arcu sit amet quam. Phasellus sem nisl, rhoncus sed placerat vitae, ornare sit amet nisi.

Character Styling – MPA Body Text. Cras eros odio, pellentesque a placerat nec, molestie non odio. Quisque dictum, lectus non feugiat aliquam, dolor ante porttitor purus, quis cursus libero elit quis metus. Donec quis sapien arcu, ac pharetra justo. Duis eleifend commodo dictum. Sed cursus metus et nunc faucibus interdum. Nulla luctus, purus et rhoncus lacinia, purus justo luctus ipsum, sed tincidunt sem arcu sit amet quam. Phasellus sem nisl, rhoncus sed placerat vitae, ornare sit amet nisi.


For a more personalized approach to document building. This versatile layout can cater for inputting names in page footers (seen here at the bottom of the page). This creates a sense of ownership and should the author not choose to leave in the memo detail feature at the beginning of the layout. This can be used as a way to contact the person for further communications and discussion.



MPA Network | British Columbia Northern Shelf Bioregion
T: 000 000 0000 | E: info@mpanetwork.ca | W: mpanetwork.ca

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Two Column Paragraphs – Paragraph Styling
MPA Body Text02 (Left Align), **Character Styling**
– MPA Body Bold Text:

This is great for featuring a photo or small diagram that needs accompanying text, brief description, introduction or caption.

luctus, purus et rhoncus lacinia, purus justo luctus ipsum, sed tincidunt sem arcu sit amet quam. Phasellus sem nisl, rhoncus sed placerat.

Image featuring – Name of Individual. Taken from...
Footnotes – Credited, etc. This particular photo comes from Jaka Visek.

Character Styling – MPA Body Text. Cras eros odio, pellentesque a placerat nec, molestie non odio. Quisque dictum, lectus non feugiat aliquam, dolor ante porttitor purus, quis cursus libero elit quis metus. Donec quis sapien arcu, ac pharetra justo. Duis eleifend commodo dictum. Sed cursus metus et nunc faucibus interdum. Nulla luctus, purus et rhoncus lacinia, purus justo luctus ipsum, sed tincidunt sem arcu sit amet quam. Phasellus sem nisl, rhoncus sed placerat vitae, ornare sit amet.

Heading 2 – Paragraph Style “MPA Subheadings”

Two Column Paragraphs – Paragraph Styling
MPA Body Text02 (Left Align), **Character Styling**
– MPA Body Bold Text:


This is great for featuring a photo or small diagram that needs accompanying text, brief description, introduction or caption.

Sapien arcu, ac pharetra justo. Duis eleifend commodo dictum. Sed cursus metus et nunc faucibus interdum. Nulla luctus, purus et rhoncus lacinia, purus justo luctus ipsum, sed tincidunt sem arcu sit amet quam. Phasellus sem nisl, rhoncus sed placerat vitae, ornare sit amet

Please remember to save all reports that are destined for online public consumption in PDF formats – this will keep the style of the brand as it should be represented.

Best Regards
“Scan of Signature goes here” – Style “MPA Body Text01” (+ Left Aligned for short lines of text)

John Smith



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The key words for this word template are versatile and personalized. Featured here are the cover page and following page, with a number of features that can be selected from to build most documents. Input areas are offered to create a true sense of ownership. Create a memo, a letter of correspondence, feature an article or release a paper - these basic items are the building blocks and consistent with the MPA Network brand guidelines.