



Marine Plan Partnership for the North Pacific Coast  
**VISUAL IDENTITY GUIDE**



## Marine Plan Partnership for the North Pacific Coast

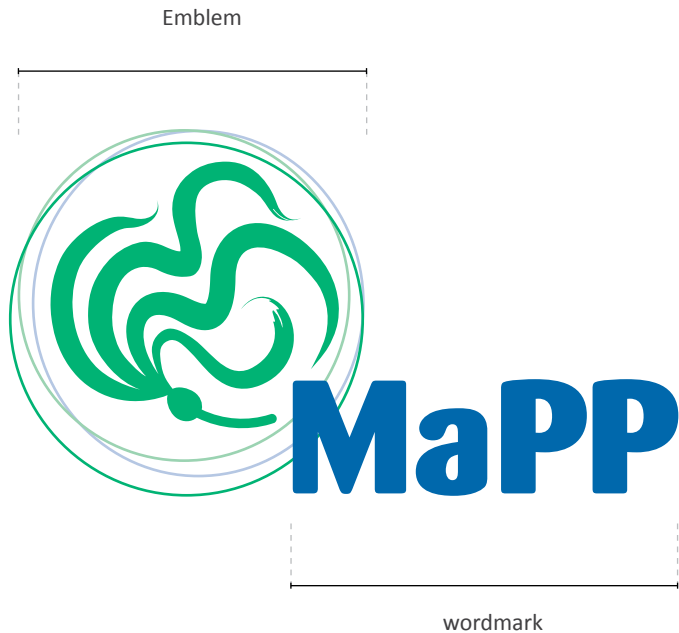
### VISUAL IDENTITY GUIDE

MaPP is an acronym for Marine Plan Partnership for the North Pacific Coast. MaPP's visual identity is based on the ripple effect of marine planning. It identifies with a well recognized species of bull kelp that flourishes along the North Pacific Coast and represents the importance of balancing our interactions with this valuable ecosystem. The four blades that spring from the bulb suggest the regional communities that form this partnership.

This "Visual Identity Guide" outlines some important aspects to the brand and its use in communication material. Please follow these outlines to ensure MaPP retains consistency and clarity of brand.

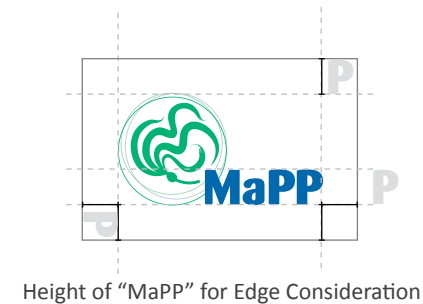
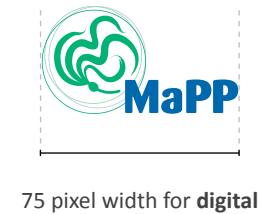
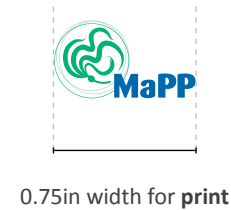
The logo and visual guidelines were created by designer Gary Leung (garyleung70@hotmail.com), in collaboration with MaPP  
- January, 2012.

# 1. Logo Standards



## The Emblem & Wordmark Are Always Together.

The MaPP logo is made up of the graphic emblem of bull kelp and the MaPP wordmark. They are positioned together shown here and should always keep these proportions to each other, scaled in equal ratio as a single unit. Please use MaPP's 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.



## Size Limitations & How Close it too Close - Clear Space Consideration



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




There are **Minimum Limitations** of **0.75in width for print** or **75 pixels for web** and digital formats that use a 72dpi calculation.

A measure of clear space equal to the height of the "MaPP" letters is needed to separate the logo from any edge, border or other elements in a design piece.

## 2. Standard Logo and Colours



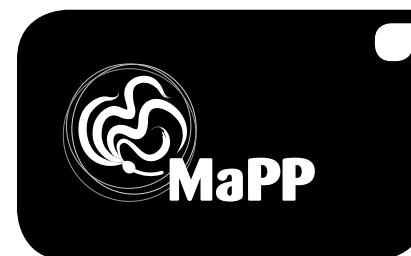
Colour	Pantone	CMYK	HEX
			
Green	7482 C	80, 0, 75, 0	00B274
			
Blue	7462 C	100, 50, 0, 10	0067AC




Colour	Pantone	CMYK	HEX
			
1st Ripple	7482 C	80, 0, 75, 0	00B274
			
2nd Ripple	7482 C 50% Tint	40, 0, 37, 0	98D3B2
			
3rd Ripple	7462 C 25% Tint	25, 12, 0, 2	B5C7E3

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




MaPP Blue (PMS 7462 C) and MaPP Green (PMS 7482 C)

### 3. The Flexible Variations - In Colour Limited Circumstances



	Colour	Pantone	CMYK	HEX
	1st Ripple	7482 C	80, 0, 75, 0	00B274
	2nd Ripple	7482 C 50% Tint	40, 0, 37, 0	98D3B2
	3rd Ripple	7482 C 25% Tint	20, 0, 19, 0	CBE7D6



	Colour	Pantone	CMYK	HEX
	1st Ripple	Process Black 50%	0, 0, 0, 50	939598
	2nd Ripple	Process Black 30%	0, 0, 0, 30	BCBEC0
	3rd Ripple	Process Black 20%	0, 0, 0, 20	D1D3D4

When possible, the MaPP Standard Logo should be used in its two corporate colours — MaPP Blue and MaPP Green — on a white background (seen in section 2 of this Identity Guide).

**A.** When colour is limited the logo should be represented using MaPP Green or Black (see considerations to tinting of the “Ripples”).

**B.** When a reversed logo is needed, it should appear in white + MaPP Green over a solid MaPP Blue, or all white on a dark solid background (see considerations to tinting for the “Ripples”).

## 4. Typography

### The standard typeface for all design material is Calibri

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

Calibri Regular

*Calibri Bold Italic*

**Calibri Bold**

***Calibri Bold Italic***

### Arial will be used as a substitute when Calibri is not available. In cases like MaPP's website and/or systems that don't have Calibri.

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

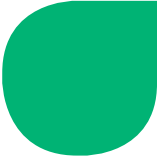
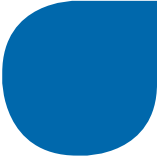
Arial Regular

*Arial Bold Italic*

**Arial Bold**




***Arial Bold Italic***

## 5. Colour Palettes

	Colour	Pantone	CMYK	HEX
	Green	7482 C	80, 0, 75, 0	00B274
	Blue	7462 C	100, 50, 0, 10	0067AC

### Primary Colour Palette

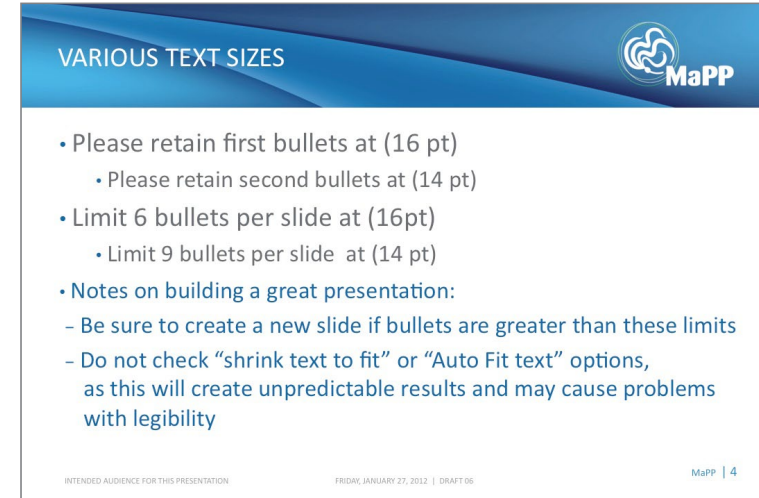
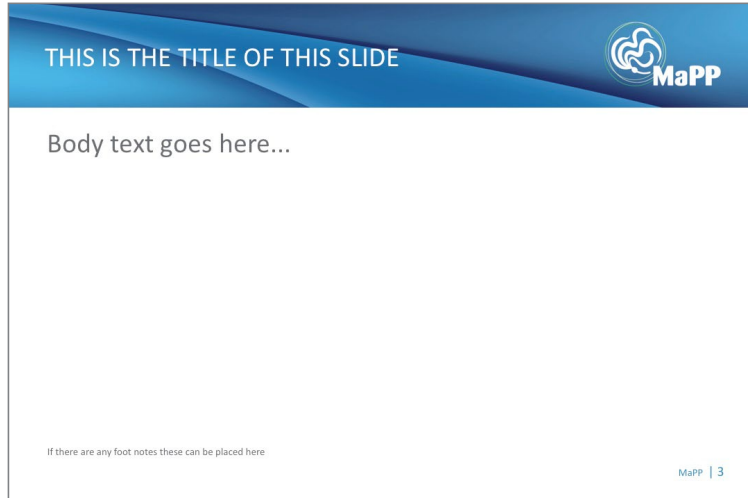
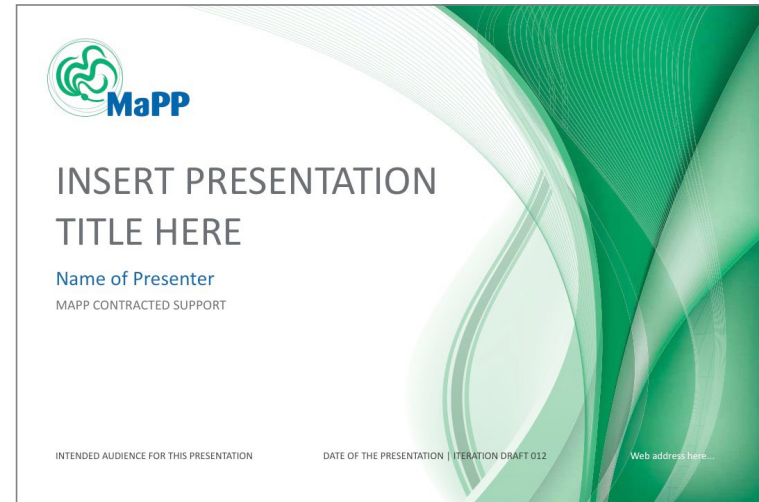
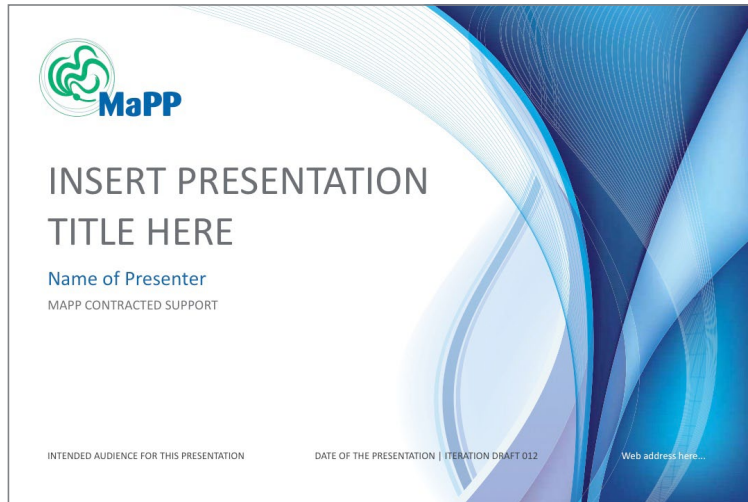
These will be the partnership brand colours and are to be utilized whenever possible for design purposes.

	Colour	Pantone	CMYK	HEX
	Red	7526 C	0, 65, 100, 35	AB5410
	Gold	7409 C	0, 30, 95, 0	FDB924
	Ice Blue	7462 C 25% Tint	25, 2, 0, 0	89E0F7

### Secondary Colour Palette

This secondary colour palette is to be used for the purpose of accenting and should not over take the dominance of the primary colour palette.


## 6. Powerpoint Presentation



**This Powerpoint Template is Designed for Clarity and Style.** Where possible, please avoid adding large fields of solid colour behind text. Files can be provided from our Media Kit online at [www.mappocean.org](http://www.mappocean.org)



## 7. Versatile Word Document Template



### Memo – Optional Style “Heading 1 (MaPP Headings)” – Delete if not needed

February 2, 2012 – Paragraph Style – MaPP Date

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

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*“...Optional Pull Quote Area – Paragraph Style MaPP 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 these elements, these are optional ...Fantastic News! ...Link to this Article! ...etc”*

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#### Heading 2 – Paragraph Style “MaPP Subheadings”

Paragraph Styling MaPP Body Text01 (Left Justified), Character Styling – MaPP Boly Bold Test: Character Styling – MaPP 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 – MaPP 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.

First Name of Person (John) Second Name (Smith) | Marine Planning Partnership for the North Pacific Coast | C: 000 000 0000 – EXT: 0000  
E: johnsmith@mappocean.org | W: mappocean.org

2 of 2



#### Two Column Paragraphs – Paragraph Styling MaPP Body Text02 (Align Left), Character Styling – MaPP Boly Bold Test:

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.

Character Styling – MaPP 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 “MaPP Subheadings”

Two Column Paragraphs – Paragraph Styling  
MaPP Body Text02 (Align Left), Character  
Styling – MaPP Boly Bold Test:

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

Sapient 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

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

John Smith

First Name of Person (John) Second Name (Smith) | Marine Planning Partnership for the North Pacific Coast | C: 000 000 0000 – EXT: 0000  
E: johnsmith@mappocean.org | W: mappocean.org

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 owernership. Create a memo, a letter of correspondence, feature an article or release a paper - these basic items are the building blocks and are consistant with MaPP brand guidelines.