

# BRAND GUIDEBOOK



# BOILERPLATE



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**Our Blue Future** is a multi-stakeholder initiative for an inclusive and sustainable blue economy in the Western Indian Ocean region.

We are a public – private – civil society alliance that fosters a diverse network of impact-oriented partnerships, projects and champions.

We actively contribute to the common vision of a healthy, prosperous and resilient future for the region's communities, businesses and natural habitats. Building on existing initiatives, we empower people and lever resources to promote good governance, innovation and stewardship, catalysing sustainable livelihoods, enterprises and ecosystems

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When writing Our Blue Future, all words must be capitalised.

Acronym – OBF

Noun – the Our Blue Future Initiative or OBF Initiative

Hashtag – #OurBlueFuture

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# LOGO

The logo is composed of an open hand, with waves in 3 different colours in the lower section.

The logo can be used in both a horizontal or vertical format. Depending on the layout.

## Horizontal

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## Vertical

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## Usage Of Logo

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To ensure consistency and integrity of the logo, attention should be given to the following.



The logo should be of a reasonable size to maintain readability.



Do not stretch or distort the logo.



Do not add any shadow behind the logo.



Do not use the logo on a background of similar colour.



Do not rotate or otherwise change elements of the logo.



Do not change the colours of the logo.



# LOGO VERSIONS

## Logo French

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## Logo Portuguese

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# FONT & COLOURS

The font is Barlow Condensed.

## Barlow Condensed Regular

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abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNPOQRSTUVWXYZ  
1234567890.:;'"(!?)+ -\* / =

## Barlow Condensed Bold

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**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMNPOQRSTUVWXYZ**  
**1234567890.:;'"(!?)+ -\* / =**

The following are the primary and secondary colours to be used.

## Primary Colours

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Pantone: 7687C  
CMYK: 100 88 7 0  
RGB: 32 67 146  
HEX: #204392

Pantone: 298C  
CMYK: 70 15 0 0  
RGB: 39 170 225  
HEX: #27AAE1

Pantone: 7488C  
CMYK: 50 0 100 0  
RGB: 141 198 63  
HEX: #8DC63F

Pantone: 127C  
CMYK: 2 10 60 0  
RGB: 251 223 128  
HEX: #FBD880

## Secondary Colours

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Pantone: 298C  
CMYK: 70 15 0 0  
RGB: 39 170 225  
HEX: #27AAE1

Pantone: 658C  
CMYK: 27 0 1 0  
RGB: 180 227 247  
HEX: #B4E3F7

Pantone: 642C  
CMYK: 15 2 2 0  
RGB: 214 234 242  
HEX: #D6EAF2





# PHOTO USE

Photos must be high resolution, clear images, where possible people focused or people within a coastal or ocean environment. They must be from the Western Indian Ocean region, not generic photos of for example fishing. Examples:



Any images with people must have the permission of the people before use. Images of children should be avoided unless directly referring to a children's project.

OBf is based in facts and data, and as such there will also be times when images showing challenges (industrial fishing, pollution) in the region need to be shown, and the same applies.

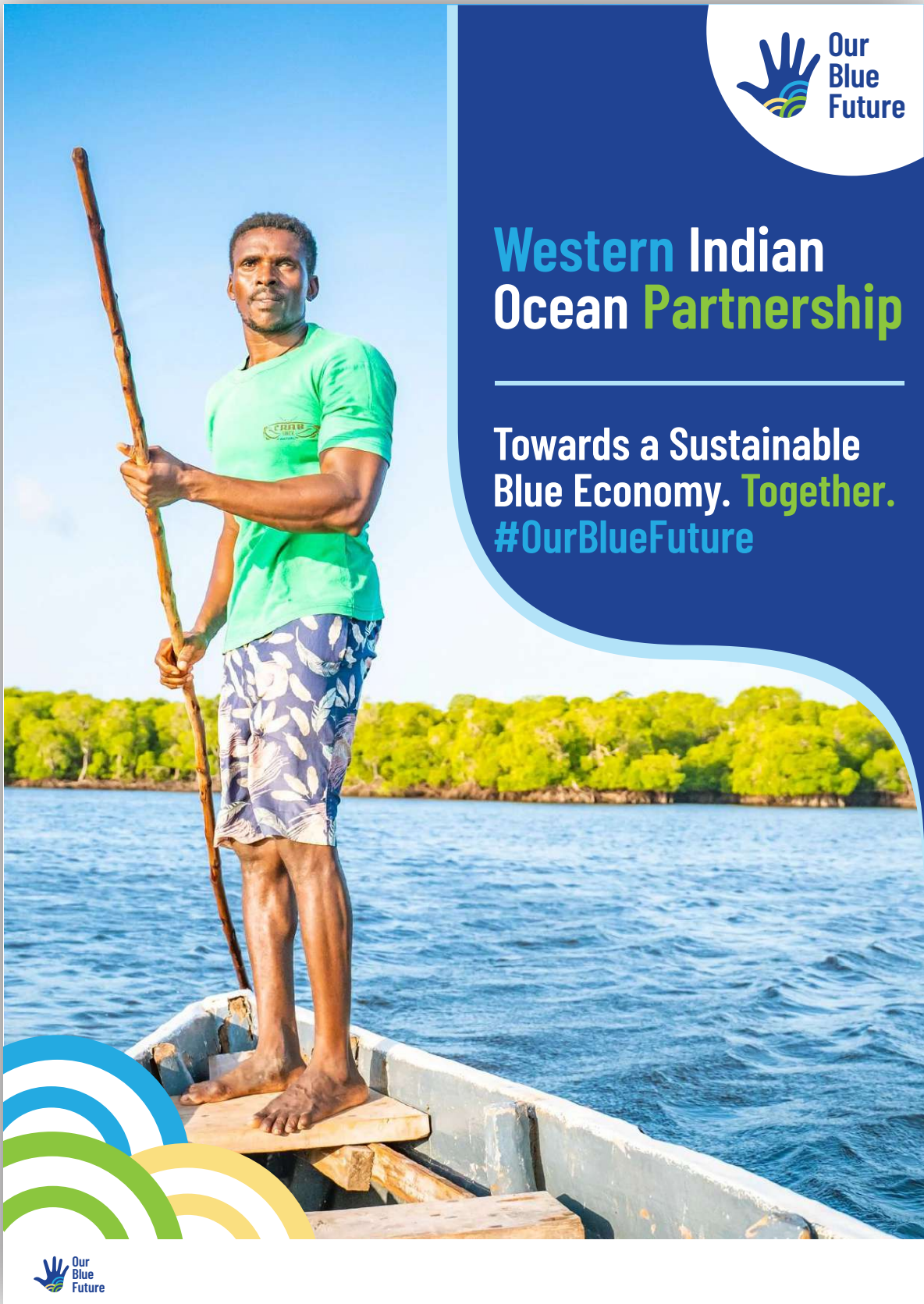
All photos must be credited to the bottom right of the image.



Photo caption goes here.



# POSTER EXAMPLE



## Western Indian Ocean Partnership

Towards a Sustainable  
Blue Economy. **Together.**  
**#OurBlueFuture**





# ROLL-UP BANNER EXAMPLE



 Our Blue Future

## Western Indian Ocean Partnership

Towards a Sustainable Blue Economy. **Together.**  
**#OurBlueFuture**





# POWERPOINT TEMPLATE EXAMPLE



## POWERPOINT TEMPLATE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



# LETTERHEAD EXAMPLE



Address and contact information goes here.  
[www.websiteaddress.com](http://www.websiteaddress.com) +123 456 789 012 email@email.com

# CO-BRANDING EXAMPLE

Partner logos should be placed on the lower white bar, on the right side on of the OBF logo in a similar size. Example:

