



**BRAND
BOOK**

2026

TABLE OF CONTENTS

01

LOGO

Logo
Safety area
Minimum size
Logo applications

02

VISUAL ID

Graphic elements
Colors
Typography
Iconography
Illustration
Photography

An underwater photograph showing a diver in the lower right foreground, surrounded by a massive school of fish filling the rest of the frame. The water is a clear, deep blue. The diver is wearing a white tank and black gear. The fish are small and silvery, moving in a coordinated pattern.

LOGO

01



LOGO

MAIN VERSION

This is the main version of the logo, the one that should be used by default and whenever possible.



LOGO

POSITIVE & NEGATIVE

Black and white versions must only be used in specific cases: when the colour version does not fit because of readability issues (coloured background, for instance) or when there are printing limitations.

The white version should be used whenever the logo is applied on a dark or photo background without legibility.



LOGO

SAFETY AREA

The safety area around the GEO Blue Planet logo should always be the same as the height of the 'E' in 'GEO', which must be at least 5mm tall. This applies to all printed and non-printed materials.

No logos, text, images or the edge of a screen of page should be placed within the logo clear space.



LOGO

MINIMUM SIZE

The logo should never be reduced below the indicated measurements.

For low quality printing systems the logo should be used bigger than the minimum dimensions here detailed.



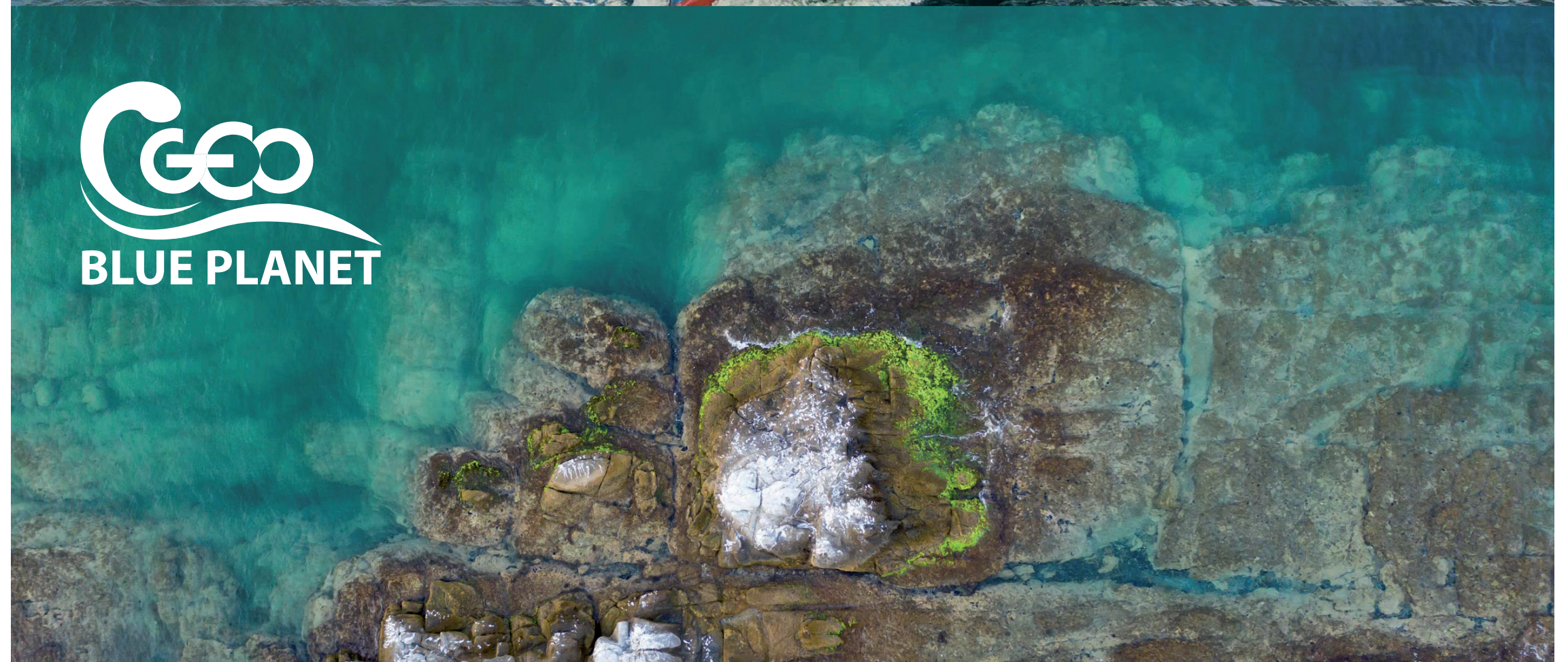
Digital 85 px width

Print 30 mm

LOGO

APPLICATIONS

The logo can be applied over a photo background provided that it keeps its legibility and it's not obstructed by the image.



LOGO

LONG VERSION

There are two versions of the logo: with and without a tagline



LOGO

POSITIVE & NEGATIVE



LOGO

SAFETY AREA

The safety area around the GEO Blue Planet logo should always be the same as the height of the 'E' in 'GEO', which must be at least 5mm tall. This applies to all printed and non-printed materials.

No logos, text, images or the edge of a screen of page should be placed within the logo clear space.



LOGO

MINIMUM SIZE

The logo should never be reduced below the indicated measurements.

For low quality printing systems the logo should be used bigger than the minimum dimensions here detailed.



Digital 95 px width

Print 25 mm

LOGO

APPLICATIONS

The logo can be applied over a photo background provided that it keeps its legibility and it's not obstructed by the image.



VISUAL ID

02



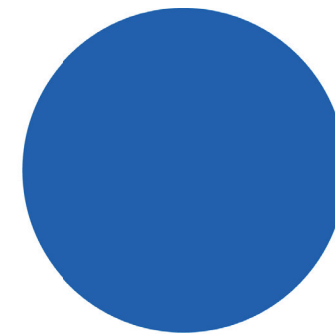
GRAPHIC ELEMENTS

RATIONAL

Using the GEO Blue Planet logo as foundation, we take advantage of the Earth shape and colour to expand the brand identity.



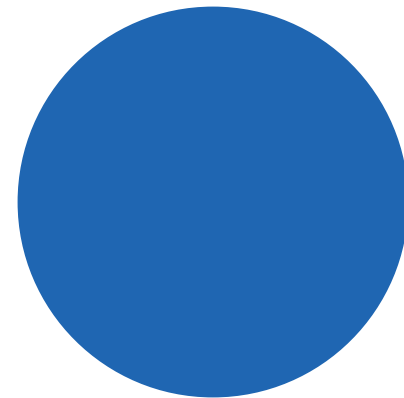
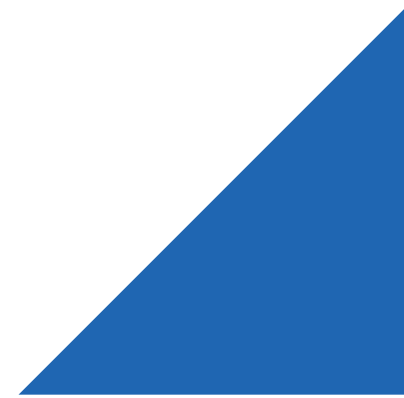
BLUE PLANET



GRAPHIC ELEMENTS

RATIONAL

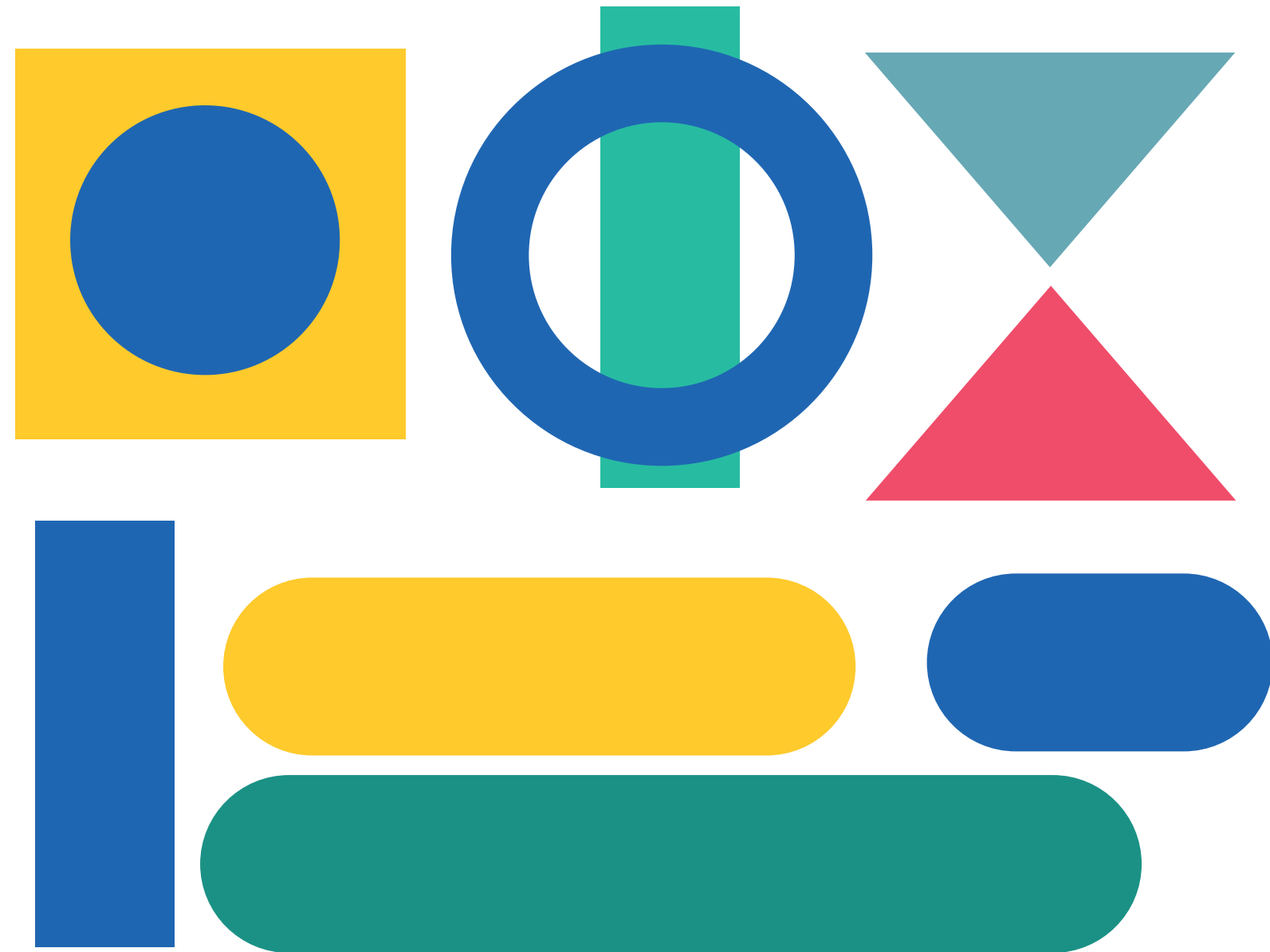
Creating an universe of
geometric shapes that
complement the brand.



GRAPHIC ELEMENTS

RATIONAL

These shapes can be combined using different colours to create dynamic compositions.

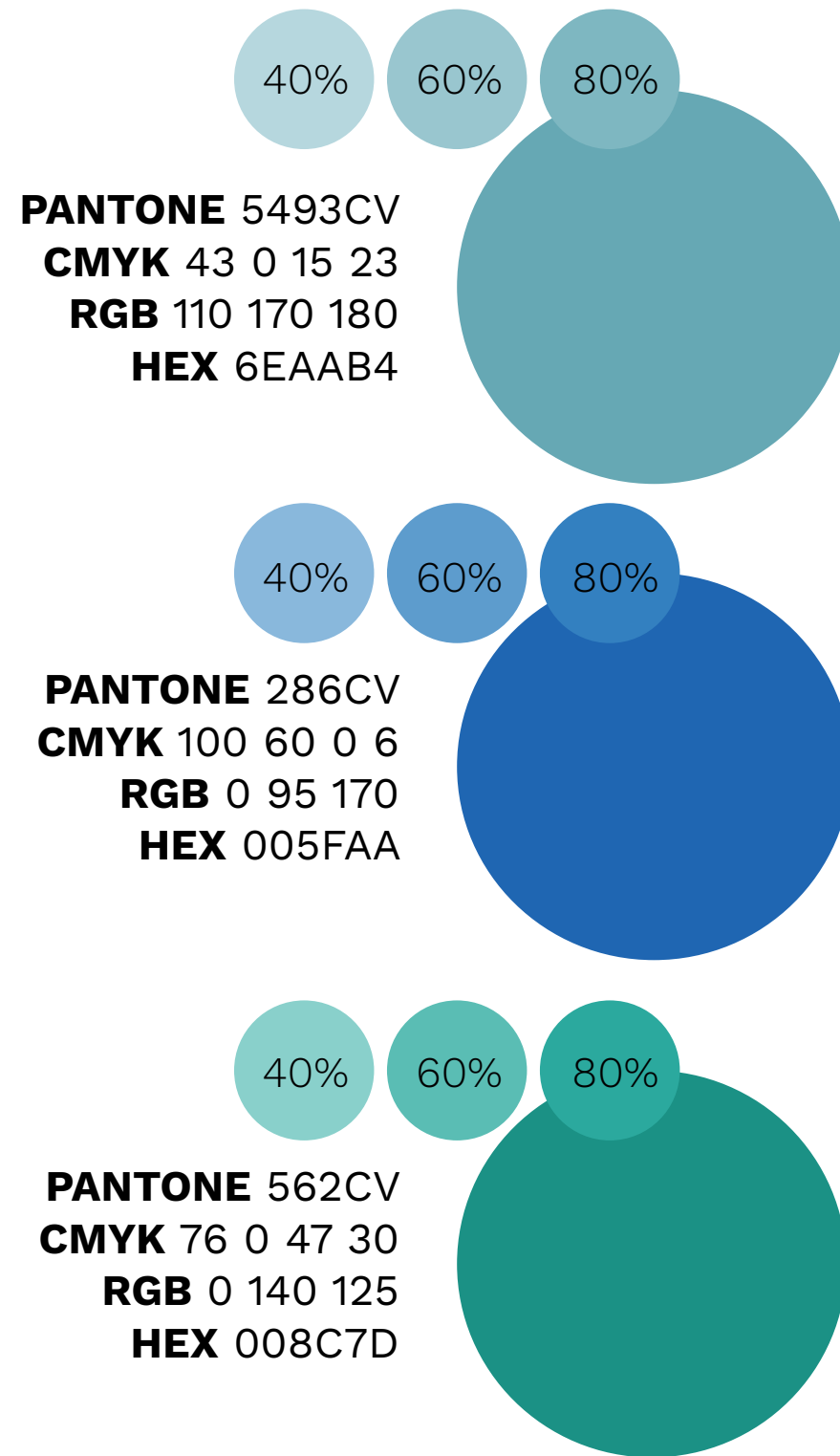


COLOURS

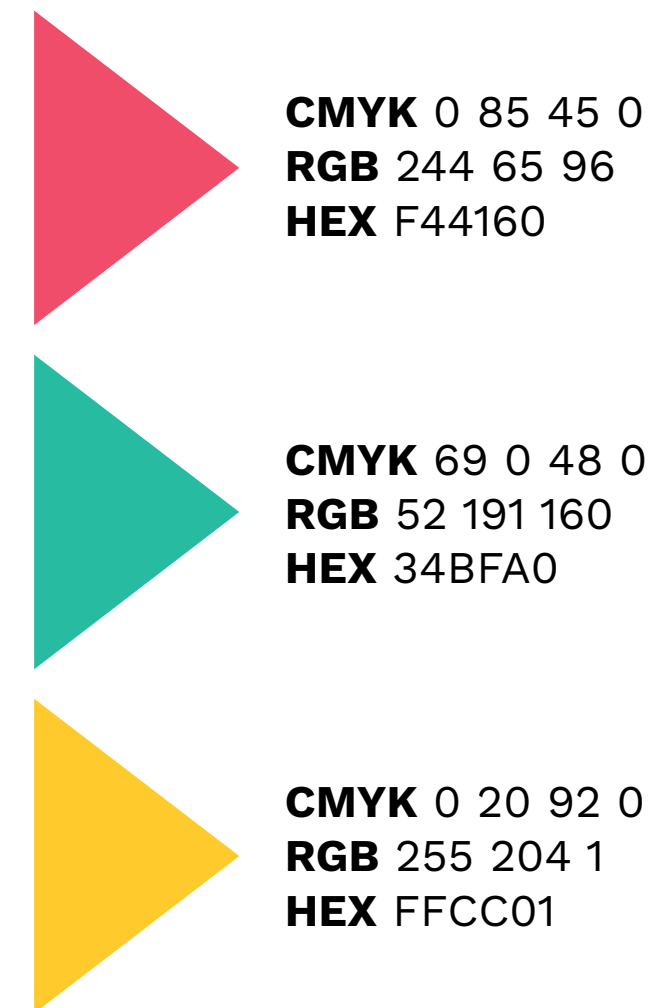
The colours reinforce and are part of the GEO Blue Planet brand visual ID.

To ensure visual ID consistency it is necessary to respect the CMYK values for printing and the RGB and HEX codes for digital materials.

MAIN PALETTE



SECONDARY PALETTE



TYPOGRAPHY

MAIN

Using the brand typography in all brand documents helps keeping the communication consistent. The typography should NOT be expanded, condensed or transformed in any way.

This font should be used for printing materials.

APTOS

light

regular

bold

black

extra bold

italic

light italic

bold italic

black italic

ABCDEFGHIJKLM

ONPQRSTUVWXYZ

0123456789

TYPOGRAPHY

SECONDARY

If needed, a secondary font can be used to complement the main typography.

This font should be used for digital materials like powerpoint and word documents.

OUTFIT

Thin

ExtraLight

Light

Regular

Medium

SemiBold

Bold

ExtraBold

Black

ABCDEFGHIJKLM

ONPQRSTUVWXYZ

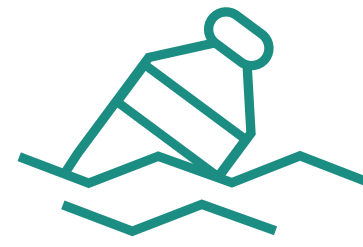
0123456789

ICONOGRAPHY

CONCEPT

By using a simplified language - stroke line of geometric shapes - we can create and represent different information (that identify features and fields of study, for instance) and make iconography more functional.

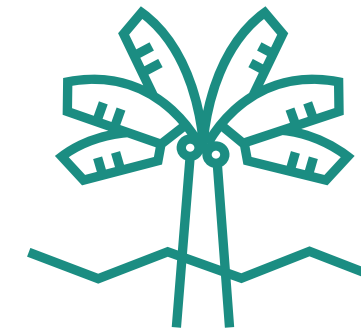
This iconography can be used in all brand colours.



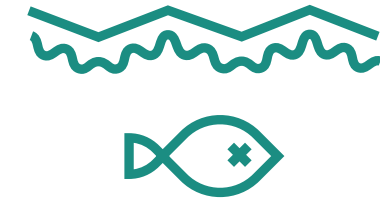
Marine Litter



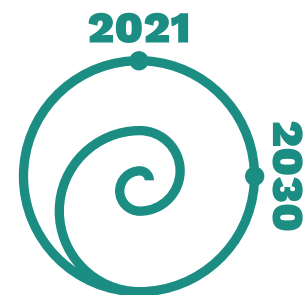
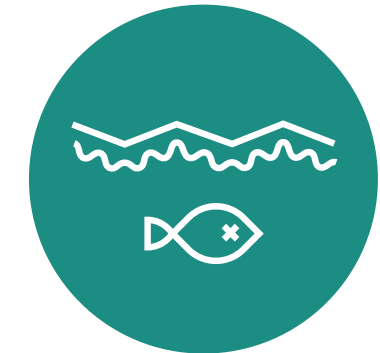
Sargassum



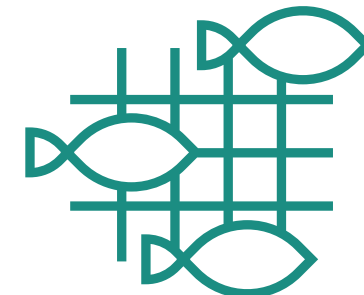
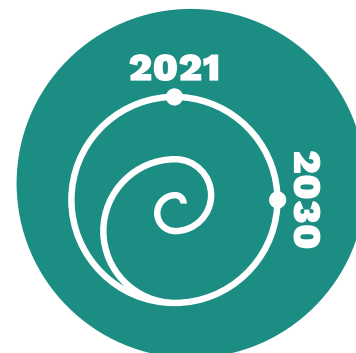
Coastal Flooding



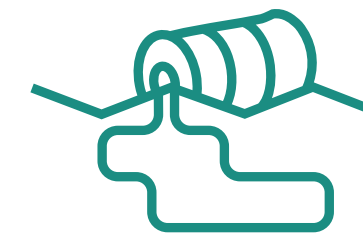
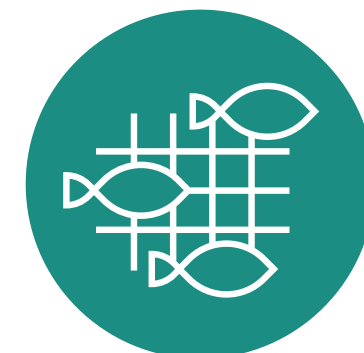
Eutrophication



UN Ocean Decade



Fisheries



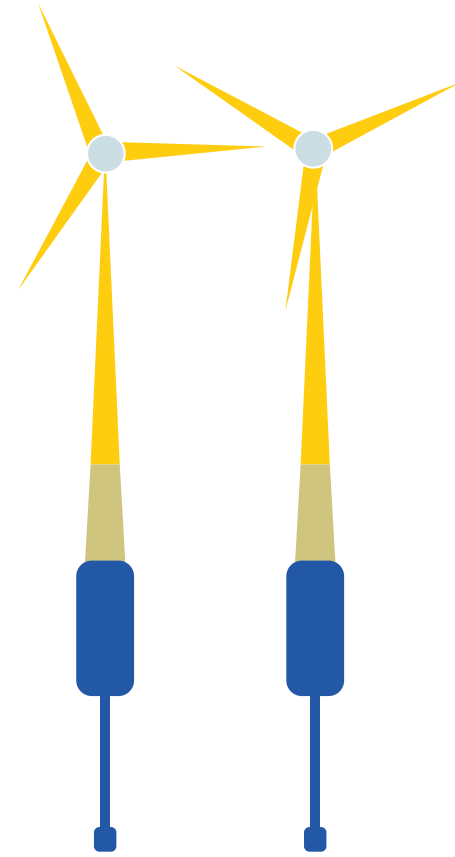
Oil Spill



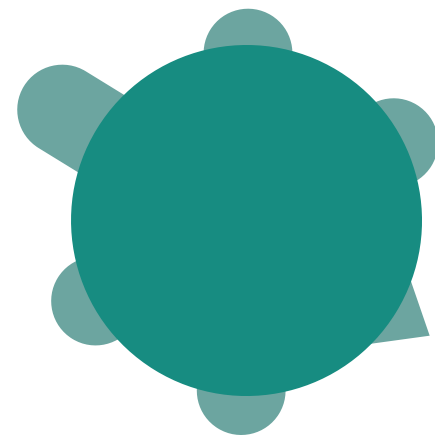
ILLUSTRATION

CONCEPT

To keep brand identity, illustrations should be done using geometric shapes with the brand colours as colour filling.



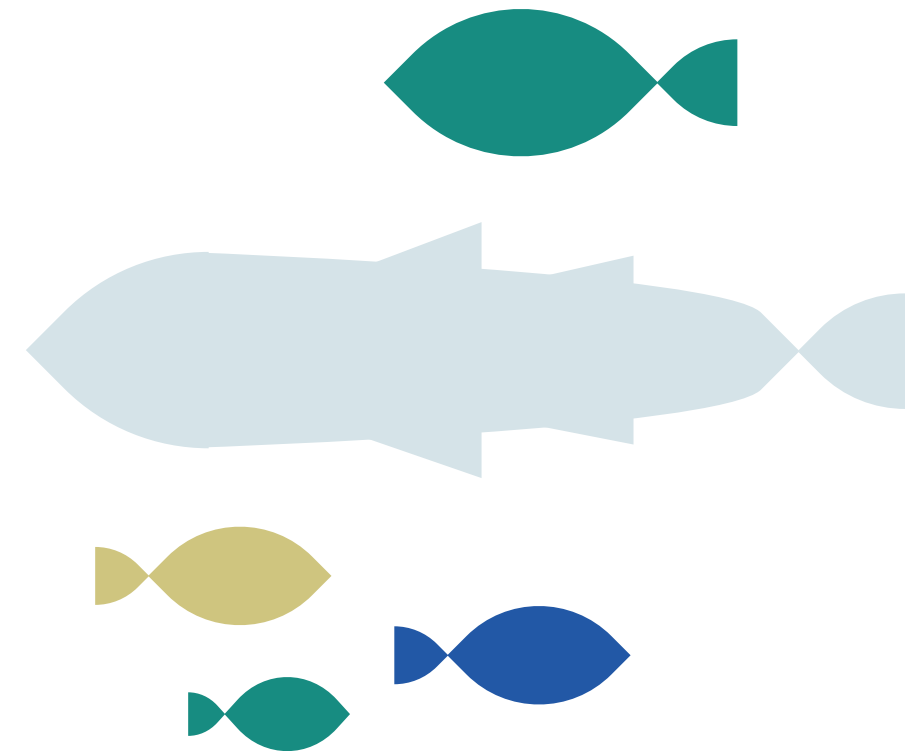
Wind turbine



Turtle



Ship



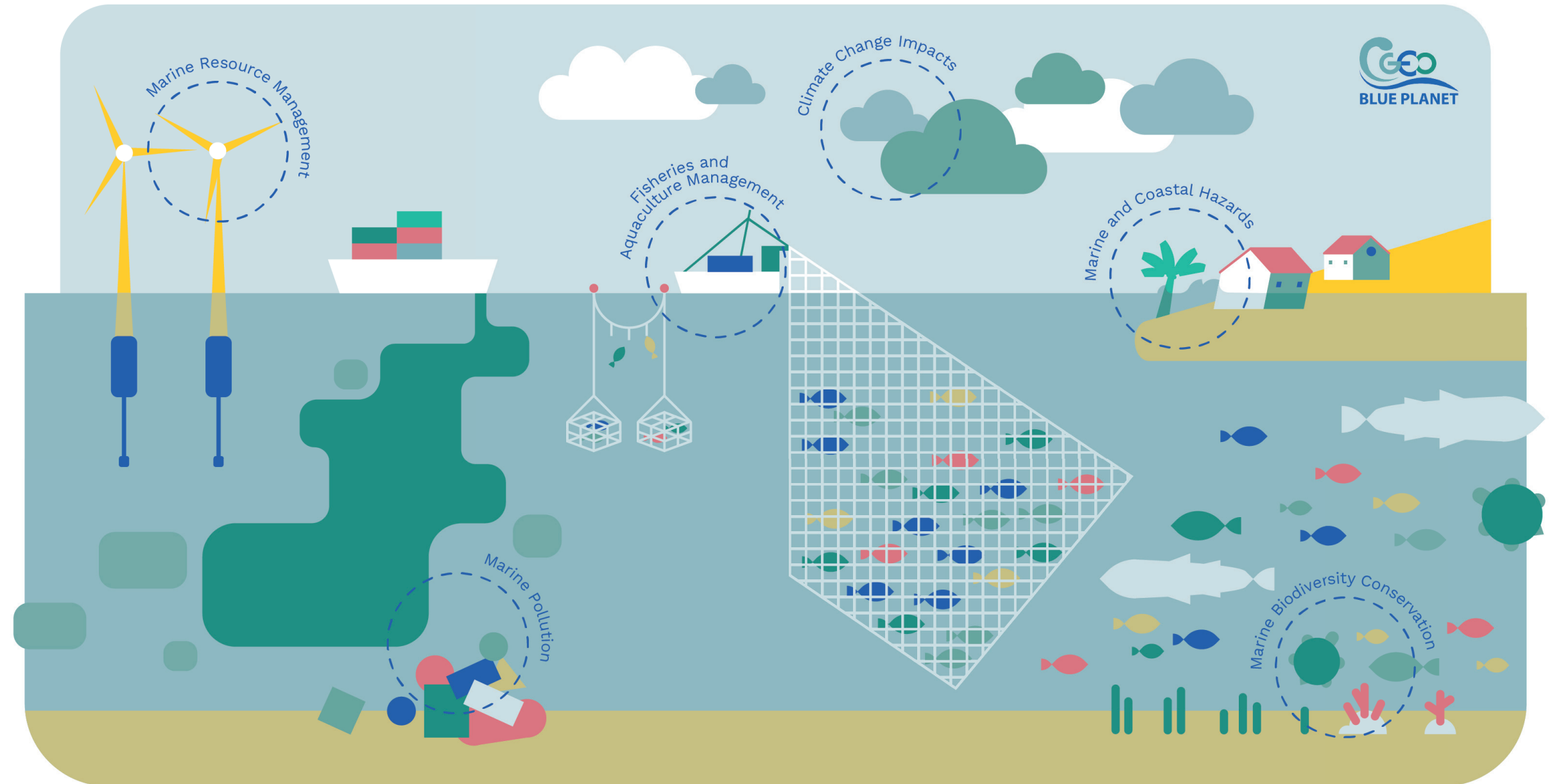
Fish

ILLUSTRATION

CONCEPT

To keep brand identity, illustrations should be done using geometric shapes with the brand colours as colour filling.

Transparency effects can be used to create different levels of depth or highlight a specific interaction.



PHOTOGRAPHY

Prefer pictures with the following properties:

- One main element (instead of pictures with busy backgrounds);
- Main element framed in a well-balance way;
- Colours that match the brand's main colours;
- Good contrast and good light;
- Maximize the use of aerial view;
- Within brand's scope: Earth observations that focuses on the use of ocean and coastal observations to inform policy and decision-making.

