

PRIMARY LOGOS

LOGO USAGE

SECONDARY LOGOS



OCEAN ENTERPRISE INITIATIVE
BRAND GUIDELINES

HEADLINES

AA

Poppins

AA BB CC DD EE FF GG
HH II JJ KK LL MM NN
OO PP QQ RR SS TT UU
VV WW XX YY ZZ
1234567890,?!

BODY TEXT

Aa

Poppins Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
1234567890,?!

FONT APPLICATION

The Main Header
Subheading

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec quis erat et quam iaculis faucibus at sit amet nibh. Vestibulum dignissim lectus in ligula rhoncus, et bibendum risus dictum. Pellentesque condimentum arcu id dapibus tempor. Pellentesque venenatis nec magna nec finibus.

SECONDARY FONT
(TAHOMA)

Subheading

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec quis erat et quam iaculis faucibus at sit amet nibh. Vestibulum dignissim lectus in ligula rhoncus, et bibendum risus dictum. Pellentesque condimentum arcu id dapibus tempor. Pellentesque venenatis nec magna nec finibus.

COLOR PALLETTE

DEEP-SEA BLUE
PMS: 289
HEX: #00D4C
CMYK: 100-62-0-76
RGB: 0-29-76

NAUTICAL BLUE
PMS: 2768
HEX: #002D6A
CMYK: 100-78-0-44
RGB: 0-45-106

COASTAL BLUE
PMS: 285
HEX: #007DC3
CMYK: 89-43-0-0
RGB: 0-125-195

GARDIBALDI ORANGE
PMS: 144
HEX: #F897D
CMYK: 0-48-100-0
RGB: 248-151-29

HAWAIIAN GOLD CORAL
PMS: 143
HEX: #F2A728
CMYK: 0-31-83-5
RGB: 242-167-40

SEA LEMON
PMS: 123
HEX: #FDBB30
CMYK: 0-29-91-0
RGB: 253-187-48