GOOS Brand guidelines

First draft - 2025 February

Introduction

A few sentences about GOOS and the updated brand look - to be added when look is final.
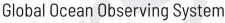
Purpose: *State the purpose of the document, and who should use it*

Logos

I. **Primary logos (light background / dark background)**

The use of primary logos is encouraged over secondary logos in all communications products produced by the GOOS components, or when representing GOOS.

When to use:
- All communications produced by the GOOS Management Team, Observations Coordination Group, or GOOS components (e.g. Expert Panels). Communications products include the GOOS website, presentations, brochures, report covers, posters, fliers etc.;
- For presentations by Steering Committee members, GOOS Regional Alliance Council Members and National Focal Points when acting as a spokesperson for GOOS;
- For websites (and optionally other communications products) of GOOS Regional Alliances and ocean observing networks forming part of GOOS;
- For communications by external organizations endorsed by or noting partnership with GOOS (e.g. partners section on websites, joint presentations, joint reports etc.)

Where to access:

The secondary logos can be used optionally instead of the primary logos for specific component-led communications products, e.g. Ocean Decade programme brochures or websites, Expert Panel meeting presentations or posters etc.

A. **Wide versions**

For website/brochure/flier headers and presentation title slides.

Example:

Applies to: GOOS Ocean Decade programmes, Expert Panels

Where to access:

B. **Compact versions**

For website/brochure/flier footers, when used next to other logos or when space is reduced.

Example:

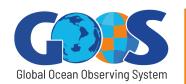**Applies to:** GOOS Ocean Decade programmes, Expert Panels

Where to access:

C. Co-owned component logos

For presentations, brochures, fliers etc. when representing GOOS, or to note forming part of GOOS in component websites.
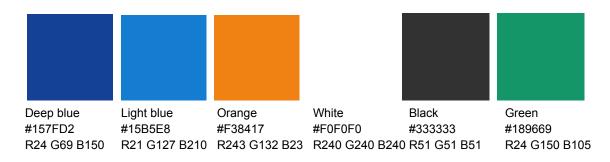

Applies to: Physics and Climate Panel (OOPC), Biogeochemistry Panel (IOCCP), OceanOPS

Where to access:

Color palette

Where to use: Main colours in all official GOOS designs, including presentations, flyers, publications, posters etc.

Deep blue	Light blue	Orange	White	Black	Green
#157FD2	#15B5E8	#F38417	#F0F0F0	#333333	#189669
R24 G69 B150	R21 G127 B210	R243 G132 B23	R240 G240 B240	R51 G51 B51	R24 G150 B105

Typography

Where to use: Main colours in all official GOOS designs, including presentations, flyers, publications, posters etc.

I.   **Headings and subheadings:**

Roboto (bold)
Substitute: **Arial (bold)**

II.   **Body:**

Roboto (regular)
Substitute: Arial (regular)