



# IOCCCP

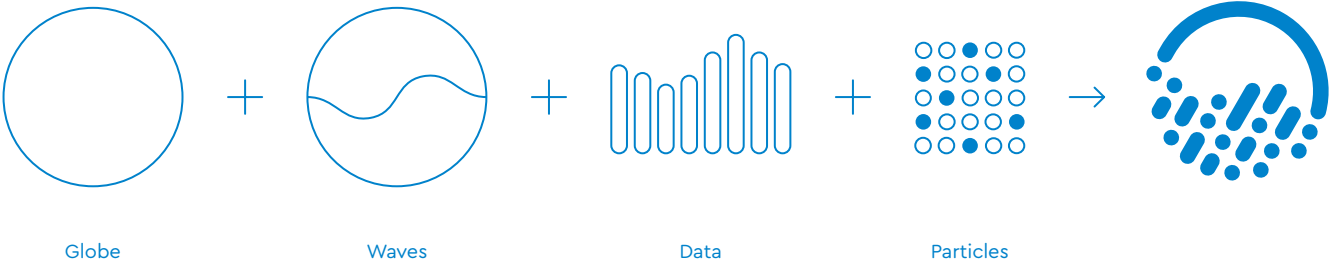
International  
Ocean Carbon  
Coordination Project

Brand manual

IDEA

The IOCCP brand symbol's graphic combines a representation of the Earth's globe, waves, data graphs, and particles floating in the ocean.

All of this combines into a harmonious whole, enclosed in a circular, geometric graphic form.



## SYMBOL

All elements of the IOCCP brand symbol are drawn with lines of the same thickness, combining into a graphically coherent form.



## LOGO

The horizontal logo expands the symbol into a full logotype with the IOCCP abbreviation. The letters are drawn in a stylistically consistent manner, echoing the aesthetics of the symbol.



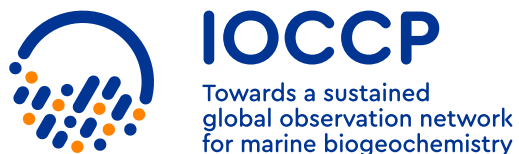
## LOGO—EXTENDED VERSIONS

The horizontal logo can appear in many expanded versions, as shown on this page. The IOCCP acronym may be accompanied by:

- the full name: **International Ocean Carbon Coordination Project**
- the brand slogan: **Towards a sustained global observation network for marine biogeochemistry**
- both the full name and the slogan.

The elements can be arranged horizontally or partially vertically, with the text placed below the IOCCP acronym.

Text elements placed next to each other are separated by a thin vertical line.



## LOGOTYPE

The logo may appear in a plain letter version—  
a logotype, without the accompanying symbol.

ioccp

## LOGOTYPE— EXTENDED VERSIONS

Just like the full logo, the logotype without the symbol can appear in many expanded versions, as shown on this page. The IOCCP acronym may be accompanied by:

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Ocean Carbon  
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## SYMBOL AND LOGO CONSTRUCTION

The logo is built on a geometric grid.

The symbol is based on a circular shape.

The elongated elements have a width of  $X$ ,  
with spaces between them of  $0.5X$ .

The orange circles have a diameter of  $X$ .

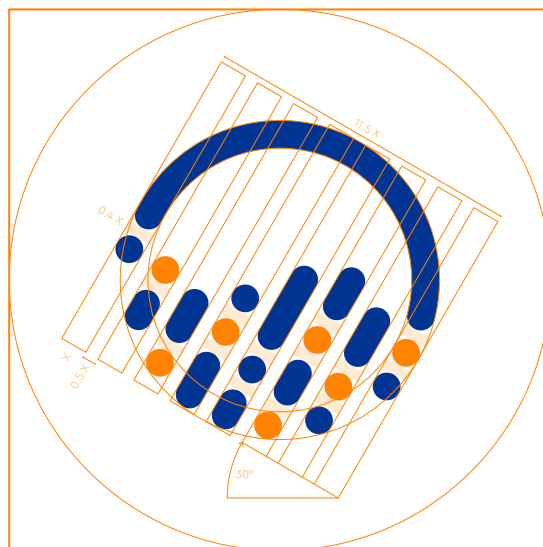
The spacing between the elements  
in a line is  $0.4X$ .

The symbol elements are rotated  $30^\circ$  degrees.

In the version of the logo combining the symbol  
with the logotype, the space between the  
symbol and the IOCCP lettering is  $4X$ .

The width of the IOCCP lettering is  $24X$ .

The protective field around the logo is  $4X$ .





LOGO CONSTRUCTION—  
EXTENDED VERSIONS

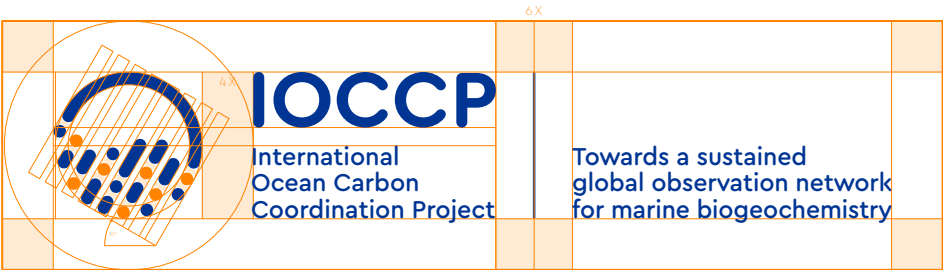
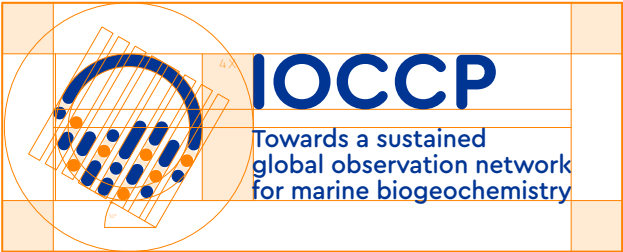
In the extended, vertically stacked versions of the logo, the space between the symbol and the IOCCP lettering is 4 X.

The width of the IOCCP lettering is 19 X.

The protective field around the logo is 4 X.

When arranged vertically, the width of the full name (**International Ocean Carbon Coordination Project**) is equal to the width of the IOCCP lettering.

The horizontal space between the lettering of the full name and of the brand slogan is 6 X, with a thin vertical line in the middle.



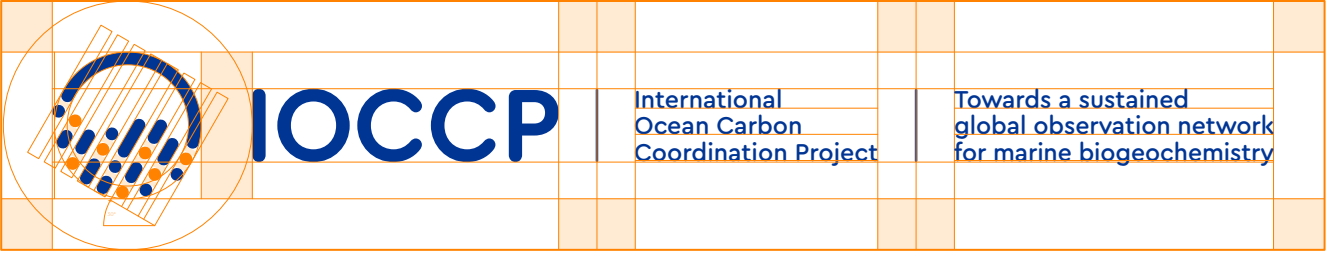
LOGO CONSTRUCTION—  
EXTENDED VERSIONS

In the extended, horizontal versions of the logo, the space between the symbol and the IOCCP lettering is 4 X. The width of the IOCCP lettering is 24 X.

The protective field around the logo is 4 X.

When arranged horizontally, the height of the full name (**International Ocean Carbon Coordination Project**) is equal to the height of the IOCCP lettering.

The horizontal space between the lettering sections is 6 X, with a thin vertical line in the middle.

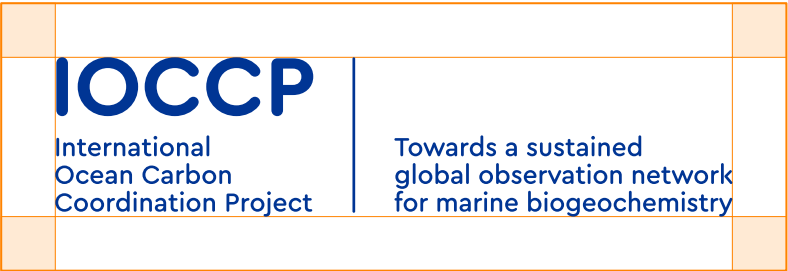
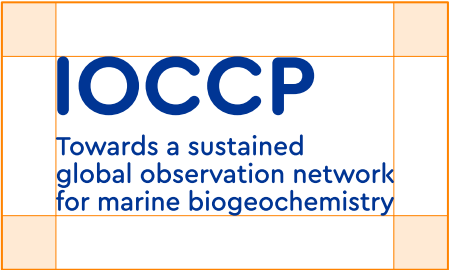


LOGO CONSTRUCTION—  
LETTERING VERSIONS

The construction of fully lettered versions of the logo follows the same principles.

The protective field around the logo is 4 X.

The horizontal space between the lettering sections is 6 X, with a thin vertical line in the middle.



COLORS

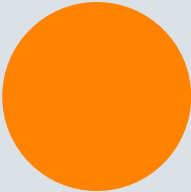
The identifying color is navy blue, complemented by orange, shades of medium and light blue, black, and white.

These colors are described on this page in the Pantone, CMYK, and RGB color systems.



NAVY BLUE

Pantone 661 C  
CMYK 0 / 15 / 100 / 0  
RGB 0 / 53 / 148



ORANGE

Pantone 151 C  
CMYK 0 / 60 / 100 / 0  
RGB 255 / 131 / 0



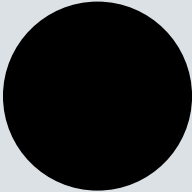
WHITE

Pantone —  
CMYK 0 / 0 / 0 / 0  
RGB 255 / 255 / 255



MEDIUM BLUE

Pantone Medium Blue C  
CMYK 100 / 25 / 0 / 0  
RGB 0 / 130 / 203



BLACK

Pantone Black C  
CMYK 0 / 0 / 0 / 100  
RGB 0 / 0 / 0



LIGHT BLUE

Pantone 9464 C  
CMYK 40 / 0 / 10 / 0  
RGB 159 / 221 / 237

LOGO COLOR VARIANTS

All color combinations proposed here for the logo and background are acceptable.

These color variants apply to each version of the logo: shortened, extended, and the symbol itself.



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## LOGO COLORS ON A PHOTOGRAPHIC BACKGROUND

When placing a logo on a photographic background, ensure its maximum legibility.

It is possible to place the logo in color, provided there is sufficient contrast with the photograph.



**IOCCP**  
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## TYPOGRAPHY

The main typeface of IOCCP brand is Cera Round.

Drawing on a tradition of machine-milled lettering and combining it with the technical geometry, Cera Round features circular stroke endings and softly rounded corners to create cheerful feeling text.

Cera Round's six weights, Thin to Black, allow for a whole range of expression in display typography. Where the light weights have all the cleanliness and precision of technical drawings, its heavy weights are playful and soft: perfect for strong headlines, posters and other similar projects.

Aa

# Cera Round

**Black** / **Bold** / **Medium** / **Regular** / **Light** / **Thin**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ÀÁÊŁÓŚŻŻaabcdefghijklmnopqrstuv  
wxyyząćęłóśźz/11234567890+=x÷@#  
%:;&\*(){}?!\$£¥®©®™ΔΠΣ√∞Ωe¶Nº  
①②③④⑤⑥⑦⑧⑨↑↗→↘↓↙←↔↕  
0123456789●○■□♡♥△▲✎

## TYPOGRAPHY

The Cera Round typeface is available in a variety of weights. The standard version is Regular, but you can use the other weights shown here as needed.

### Cera Round Thin

---

Abcdefghijk...  
...xyz → ①②③!  
IOCCP

### Cera Round Light

---

Abcdefghijk...  
...xyz → ①②③!  
IOCCP

### Cera Round Regular

---

Abcdefghijk...  
...xyz → ①②③!  
IOCCP

### Cera Round Medium

---

Abcdefghijk...  
...xyz → ①②③!  
IOCCP

### Cera Round Bold

---

Abcdefghijk...  
...xyz → ①②③!  
IOCCP

### Cera Round Black

---

Abcdefghijk...  
...xyz → ①②③!  
IOCCP

## TYPOGRAPHY

If the Cera Round font is unavailable or technically impossible to implement, you can use the free Nunito font, available from Google Fonts.

Note: Whenever possible, always choose the Cera Round font.

Aa

# Nunito

**Black/ExtraBold/Bold/SemiBold/Regular/Light/ExtraLight**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ÀÁÂÃÄÅ Æ Ç È É Ê Ë Ì Í Î Ï Ñ Ò Ó Ô Õ Ö × Ø Ù Ú Û Ü Ý Þ ß à á â ã ä å æ ç è é ê ë ì í î ï ð ñ ò ó ô õ ö ÷ ø ù ú û ü ý þ ÿ  
w x y z ù ç è ò ó ù ù / 1 1 2 3 4 5 6 7 8 9 0 + = x ÷ @ #  
% : ; & \* ( ) { } ? ! \$ % & ¥ ® © ™ Δ ∏ Σ √ ∞ Ω e ¶ N °

## TYPOGRAPHY

The Nunito typeface is available in a variety of weights. The standard version is Regular, but you can use the other weights shown here as needed.

### Nunito Thin

---

Abcdefghijk...  
...xyz—Free!

### Nunito Regular

---

Abcdefghijk...  
...xyz—Free!

### Nunito Bold

---

Abcdefghijk...  
...xyz—Free!

### Nunito Light

---

Abcdefghijk...  
...xyz—Free!

### Nunito SemiBold

---

Abcdefghijk...  
...xyz—Free!

### Nunito ExtraBold

---

Abcdefghijk...  
...xyz—Free!

### Nunito Black

---

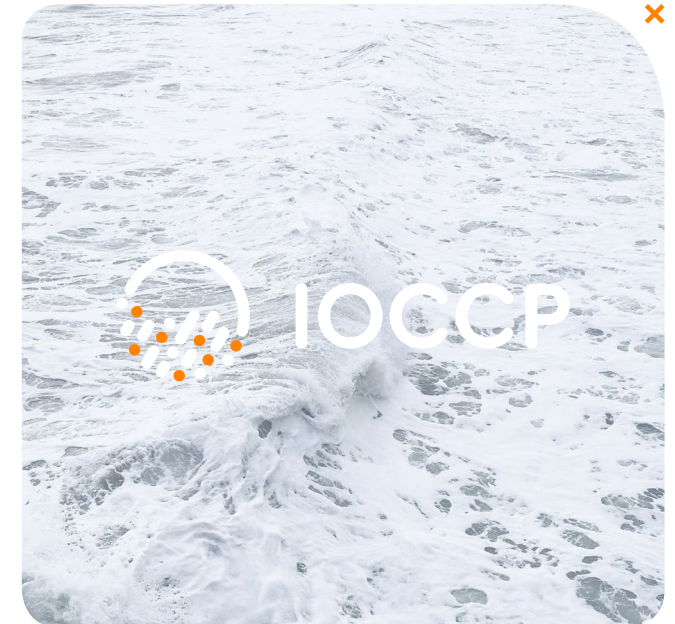
Abcdefghijk...  
...xyz—Free!

## LOGO PLACEMENT ON A PHOTOGRAPHIC BACKGROUND

When placing a sign on a photographic background, always choose a color version that will be legible (dark on a light background and light on a dark background).

The bottom row shows incorrectly used signs: the background significantly reduces their legibility.

It's not only the brightness of the photo that matters, but also the amount of detail that directly interferes with the sign's reception.



## UNACCEPTABLE USE OF THE LOGO

All distortions and alterations of the logo presented here and similar ones should be avoided, including disproportionate scaling and deformation of the logo.



## UNACCEPTABLE USE OF THE LOGO

All distortions and changes to the logo presented here and similar ones should be avoided, including the use of effects such as gradients, shadows, outlines, color changes, and others.



## UNACCEPTABLE USE OF THE LOGO

You should also avoid using a different text layout and typographic changes.





