Partnership for
Observation of the Global Ocean

Brand Guidelines

Updated: September 2022

These guidelines have been developed to provide you with an understanding of how to use the POGO visual identity.

It covers the following points:

- Use of the POGO logo
- Corporate colours
- Typefaces and fonts

Please contact the POGO Communications Officer (fbe@pml.ac.uk) if you have questions about:

- Microsoft Office templates (Powerpoint, Word etc)
- Creating QR codes for POGO projects and websites
- Social media
- Any other design or print matters relating to POGO or its supported projects, working groups or training initiatives

Our logo: FORMATS

The POGO logo is available in three main formats, which allows it to be used in a variety of settings. All versions have a transparent background.

Preferred logo:
For most purposes, the 'long' POGO logo, with full name, should be used.

Short logo:
Where space is more restricted, or the logo is to be displayed alongside other 'short' logos, this version, with the full name underneath, should be used.

Minimal logo:
In places where POGO's strong brand is easily recognised (eg within the Ocean Observing community), or where the full name of POGO is already prominently displayed, the minimal logo may be used.

Our logo: VARIATIONS

A monotone (WHITE or BLACK) version of the POGO logos may also be used. These may provide better contrast against a coloured background, or give better print results in B&W.

Our logo: STRAPLINE:

In certain circumstances, the logo may be used with the following POGO strapline:

Taking the Pulse of the Global Ocean

Our logo: INAPPROPRIATE USE

The logo should never be changed from its original style. If you have questions about how to use the logo, please contact the POGO Communications Officer.

Do not stretch or distort the logo.

Take particular care when resizing to ensure that it retains the correct proportions

Do not change the typefaces

Do not change the colour

Do not change opacity

Do not skew or italicise

Do not show in a box

Do not add text

Do not change element proportions

Do not swap elements

Do not flip or mirror

Where possible, do not use the standard logo on brightly coloured or confusing backgrounds.

In these circumstances, a White or Black logo should be used.

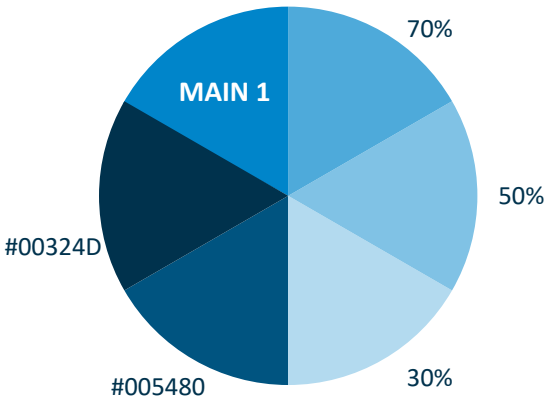
POGO's Main Colours:

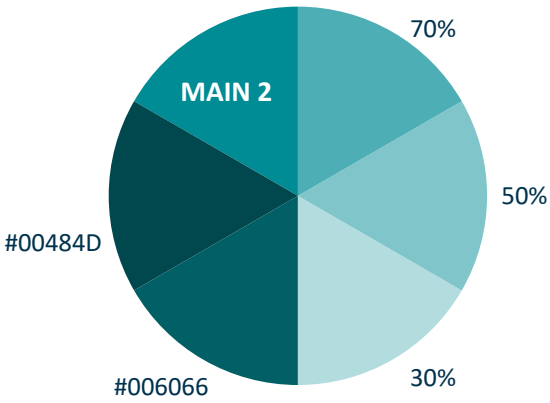
The logo is made up of two colours, as shown below.

PANTONE:	Process Blue C
HSL:	200°, 100% , 40%
RGB:	0,133,202
HEX:	#0085CA

PANTONE:	321 C
HSL:	184°, 100% , 29%
RGB:	0,140,149
HEX:	#008C95

Tints and shades of the main colours may be used as support and to provide contrast:





Where additional contrast or emphasis is required, the following colours may be used:

#050F48 #00484D #00CAAA #85CA00 #CA4500 #0020CA #540095

FONTS/TYPEFACES:

Our primary font family is Calibri, for use in internal and external communications. Where Calibri is not available, Arial is the most suitable substitute.

Both typefaces have a variety of styles and weights, which can be used in combination with our corporate colours to ensure readability.

For body text, use dark colours (or black), and try to avoid font sizes below 8 point.

See examples of font variations below, displayed at 18pt:

CALIBRI REGULAR

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRST
UVWXYZ1234567890

CALIBRI ITALIC

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRST
UVWXYZ1234567890

CALIBRI BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRST
UVWXYZ1234567890

CALIBRI BOLD ITALIC

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRST
UVWXYZ1234567890

CALIBRI LIGHT

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRST
UVWXYZ1234567890

CALIBRI LIGHT ITALIC

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRST
UVWXYZ1234567890