

GULF^{OF} MEXICO



RESEARCH INITIATIVE

Brand Identity Guide



Following the tragic events surrounding the Deepwater Horizon oil spill April 2010 in the Gulf of Mexico, a unique collaboration between scientific researchers, policy makers and BP spawned an independent, scientific research program known as the Gulf of Mexico Research Initiative (GoMRI).

The mission of the GoMRI is to improve society's ability to understand and mitigate the impacts of hydrocarbon pollution and stressors on the marine environment, while using the knowledge derived from the program's research to resolve and improve the long-term environmental and public health of the Gulf of Mexico region. To promote the scientific opportunities arising from this tragedy, there are certain brand identity guidelines that are necessary to build and maintain GoMRI's image. Following these guidelines will help ensure that GoMRI, as well as stakeholders and victims of the incident, are represented with the professionalism, scientific integrity and dignity they deserve.

Below are some basic guidelines to address some of the most common uses and misuses:

- In all cases, great care should be used to ensure that the GoMRI logo is reproduced in correct proportion and accurate colors as indicated in this guide.
- Because of the prominent use of text in the GoMRI logo, it should never be reproduced smaller than 0.5 inches tall.
- Whenever possible, the vector file (.eps or .ai) for the GoMRI logo should be used for print reproduction.
- Never enlarge a JPEG, TIFF, GIF, or PNG file. If a larger image is required for reproduction, contact GoMRI for an appropriate file to match your needs.



In cases where a one color logo is required, a file is available with the fill of the water removed. It is important to take care that a light logo is used on a sufficiently dark background and a dark logo on a sufficiently light background.



An appropriate amount of space should be maintained around the GoMRI logo at all times. A good rule of thumb for the minimum is the height of the "G" at whatever size the logo is being used.



Color Choices

GoMRI's primary colors are 100% saturations of **Pantone 548c** and **Pantone 290c**. No other blues should be substituted without consulting the GoMRI communications manager. Whenever warranted, lighter tints of both colors may be used in design elements to enhance and reinforce the GoMRI branding goals. Additionally, two accent colors have been chosen to offer variation and flexibility in the design of promotional materials. They should be used to compliment the main brand and never substituted into the logo.

Closest CMYK equivalents to the primary logo colors:

Pantone 548c

C	M	Y	K
100	19	25	74

Pantone 290c

C	M	Y	K
24	1	1	0



Pantone 548C
R: 0 G: 66 B: 80
#004250



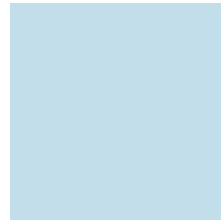
Pantone 548C 75%
R: 64 G: 113 B: 123
#40717B



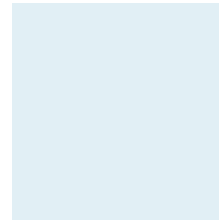
Pantone 548C 50%
R: 127 G: 160 B: 167
#7FA0A7



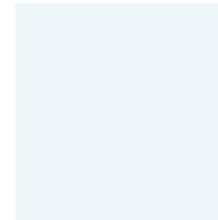
Pantone 548C 25%
R: 191 G: 207 B: 211
#BFCFD3



Pantone 290C
R: 194 G: 222 B: 234
#C2DEEA



Pantone 290C 50%
R: 224 G: 238 B: 244
#E0EEF4



Pantone 290C 25%
R: 239 G: 246 B: 249
#EFF6F9



Pantone 5763C
R: 110 G: 118 B: 69
#6E7645



Pantone 168C
R: 110 G: 50 B: 25
#6E3219

Pantone colors should be used for print whenever possible. RGB values are best for on-screen uses such as PowerPoint slides. The Hex #'s are only for use on the web.

Adobe Caslon Pro Bold for Headlines

Arial Bold Italic makes a good subhead

Adobe Caslon Pro Regular = Used for body text.

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Arial Regular = Used for body text.

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Ideally, body text in a printed brochure or one-pager would be no smaller than 10pt. and no larger than 12pt. Quotes and other display text should be sized based on aesthetic quality and available space.

Font Options

GoMRI's primary fonts are a combination of Adobe Caslon Pro Bold and Adobe Caslon Pro Regular. Additionally, Arial Bold and Arial Regular may be used when a sans-serif font is needed. It is intended that Adobe Caslon Pro Bold be used in cases requiring a headline, but Arial Bold can be substituted in where needed. If Adobe Caslon Bold is chosen as the headline font, Arial Bold should not be used as anything larger than a subhead. Special circumstance would include a stylistic mixing of the two in an arranged type treatment.

Body text should primarily be Arial regular, but Adobe Caslon Pro Regular is also acceptable as long as the usage is consistent throughout the piece.



Ocassionally there will be the need to take liberties with the GoMRI logo in order to increase visual appeal or add impact. One such method is shown above. By tilting the logo and making it overlay the lighter blue line, a sense of upward/positive motion is implied. This also forces the viewer to take a closer look and not just dismiss the logo in situations where immediate visual appeal is required. Tradeshow booths and promotional handouts are examples of where this usage would be effective.

Please send your questions and comments about the guide,
as well as requests for a high resolution logo to:

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