



SEA-BIRD
SCIENTIFIC

Sea-Bird Scientific Brand Standards

Logo Standards Guide

Revision: June 1, 2018

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Logo

A logo is a clear recognizable symbol that represents your company. It is a unique representation of who you are and is in its simplest form.

Brand

The brand is the overall impression of the company as a whole. It is not so much a physical element as it is emotional. It is the thoughts and feelings that one experiences when thinking of your company. It is ultimately the market that determines this - we can influence this through our actions as a company.

Sea-Bird Scientific Origins

Danaher acquired the three ocean science instrumentation companies; Sea-Bird Electronics (2008) WET Labs (2010) and Satlantic (2011), which were then combined to form a new entity — Sea-Bird Scientific. By combining the three companies, Sea-Bird Scientific built unprecedented capabilities in providing best-of-class tools for monitoring of physical and biogeochemical variability in waters. The Sea-Bird Scientific brand was created to consolidate and leverage the 3 legacy brands.

Logo Elements

These elements should not be used separately in any circumstance.

Watermark



This is the non-character element of the design. It is meant to convey deep ocean, as well as surface waters, by the use of two tones of blue. By integrating the use of a tear shape and circles the logo also makes reference to a water droplet, and small particulates or air bubbles in the water column.

The separation between the water droplet and particulates creates a stylized capital S, and is indicative of the body of a sea bird.

Workmark



This is the character contingent of the logo. While it may appear to be a commonly used font, it is specifically designed and modified artwork that was based on Helvetica Neue.

The colors used in the character set again allude to deep ocean and surface waters.

Why We Need a Logo Standards Guide

Our brand is an important asset to the employees, customers and greater oceanographic community as a whole. We communicate our brand identity by presenting an engaging and consistent graphic and editorial identity. This approach is essential to establishing a strong brand presence that also helps differentiate us from our peers and position us in a highly competitive market.

The unified identity system outlined in this document is for use by all segments of the company, as well as advertising publications and other marketing partners who produce materials for Sea-Bird Scientific (such as clothing apparel, trade show booths, or digital assets). This provides a framework that promotes consistency in our outreach efforts and outlines the standards for use of our visual symbols and editorial style. This includes the Sea-Bird Scientific logo, logo use in general, colour palette, fonts and alternative use in photography overlays.

It is imperative that we adhere to these standards online and in print throughout our departments, programs, seminars and public displays.

By using these standards, you help us visually define Sea-Bird Scientific in a strong, consistent manner that will be instantly recognizable. These efforts support and complement the company, as well as the quality of our products, sales, research and service.





PANTONE

The main color usage will be Pantone Uncoated for most printed material such as datasheets, manuals and for advertising.

Coated color will be used in applications where the printing demands it.

Different media will produce different apparent hues of the closely matched Pantone colours.

Web Hexadecimal

For web, the hexadecimal has been provided, however note that the appearance of the colour will change depending on the brightness, age and settings of each individual monitor.

Complete control of colors is not possible with digital applications, however by using the same color code management can have a standard base to work from.

Interior Wall Paint:



Pantone

For nearly half a century, Pantone has been the world leader in color selection and matching, providing designers and color professionals across all major industries with products and services for the colorful exploration and expression of creativity, and for accurate color communication.

Pantone, and Sea-Bird Scientific, are Danaher companys.

www.danaher.com/industrial-technologies/pantone

Hexadecimal

A hex triplet is a six-digit, three-byte hexadecimal number used in HTML, CSS, SVG, and other computing applications to represent colors. The bytes represent the red, green and blue components of the color. One byte represents a number in the range 00 to FF (in hexadecimal notation), or 0 to 255 in decimal notation.



Watermark: W:H ratio 1:0.993

Equitable Space

The Sea-Bird Scientific brand logo must always have a sufficient amount of clear space into which no other graphic element or text is inserted.

This space outlined in green, is the square size of the distance between the watermark and the logo proper, and also the space above and below the workmark and the height of the watermark.

Regardless of size, this space must be respected. The size restrictions are outlined below.

Size Restriction

The Sea-Bird Scientific logo should not be reproduced any smaller than shown.

Print:

The logo should be no less than 5/8" wide.

Web:

The logo should be no less than 80 px wide and optimally set for screen compression at 72 dpi.

Print:



Web:



Alteration

Do not alter the logo in any way. Do not animate, colour, rotate, skew, or apply effects to the logo. Do not separate the elements. Never attempt to create the logo yourself, change the font, or alter the size or proportions. Do not attempt to stage the logo yourself on a tag or alter the space between the watermark and the wordmark. For assistance working with the logo, please contact Digital Marketing Associate, Todd Yeadon at tyeadon@sea-birdscientific.com.

Not shown:

- Never remove the registration mark
- Don't combine the logo with any other elements—such as logos, words, graphics, photos, slogans or symbols that might seem to create a hybrid mark
- Don't display the logo in a way that suggests that a third party's product is a Sea-Bird Scientific product, or that the Sea-Bird Scientific name is part of a third party's product name



Improper Use



One Color/Monochromatic Usage

In cases where the background demands that the Sea-Bird Scientific logo stand out, the color of the logo should be white. This may be the case on website properties (footers/navigation elements), or darker colored clothing.

Black at 30% transparency will provide the proper tone for use where the logo might be in a diminished state, such as on a website. This however should be used sparingly and never in advertising.

<input type="radio"/> R:	189	<input type="radio"/> C:	26%
<input type="radio"/> G:	189	<input type="radio"/> M:	20%
<input type="radio"/> B:	192	<input type="radio"/> Y:	19%
#	bdbdc0	K:	0%

Shown here is the colour information.

One Color

Right: Use on darker fabric:



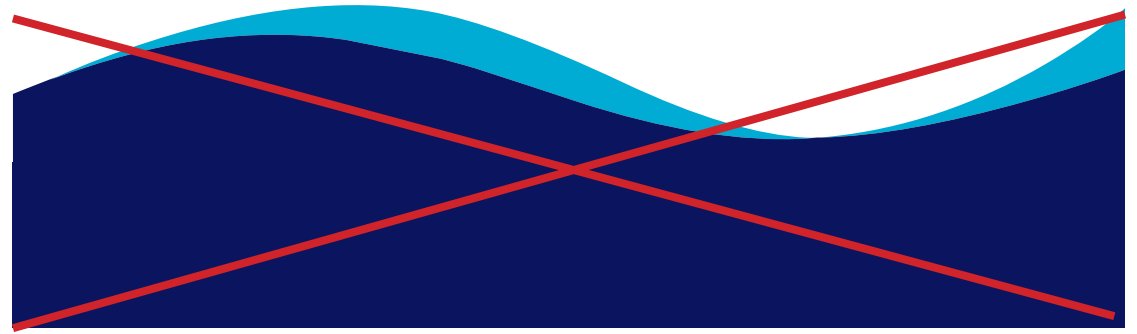
Secondary Branding Wave Art

There is no hard and fast rule with regards to the wave, other than to respect proportions.

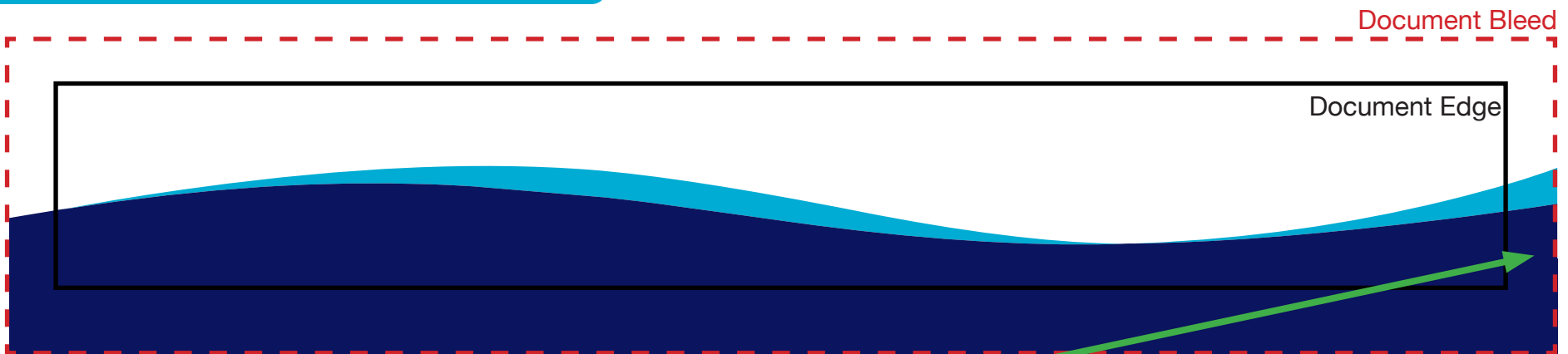
While the wave should cover the entire bottom of materials where it is used, the design is flawed in that to extend completely to the edge and therefore into the bleed of the document, the light blue part of the wave will be cropped (below).

Try to keep a balance between respecting the bleed requirement and not cutting off the right side of the wave completely.

You should also not compress the wave (top right) so that the curves and weight of the light blue becomes prominent. To extend the height, extend the dark blue as shown in the bottom right.



Utilize a block of blue to extend the height without breaking the curves.



As shown: extending the wave to the full bleed would significantly cut off part of the graphic. Try to keep it as a balance.



Logo Use on Photographs

The Sea-Bird Scientific brand logo should not be used in and of itself, on photographs where either the color is not distinct or there is too much visual content behind the logo.

The logo can be used with either a background box with radius curves either at full or 90% opacity,

This ensures clarity and visual integrity of the logo.



Overlays

Typeface: Helvetica Neue Family

If you do not have access to Helvetica Neue, the following are approved alternatives: Helvetica, Calibri, or Segoe UI. These alternatives, however, should not be mixed within the same document or presentation layout.

Helvetica Neue Condensed Bold — 12 point

Titles for advertising, PowerPoint, manuals and datasheets

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Segoe UI Regular — 12 point

Regular copy on advertising, brochures, and datasheets

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Segoe UI Semibold— 12 point

Highlighted text

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Segoe UI Bold— 12 point

Bold words, highlighted text

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

These fonts have been selected because they complement the Sea-Bird Scientific logo.

Use a 9-point type size or larger and limit the use of type treatments (i.e. bold, underline, etc.) and varying type sizes in documents. The line under each font title to the left can help you with this.

Be consistent with the treatment and sizes used (i.e. all headings in a document should appear the same).



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The font used in the logo is based on Helvetica Neue, but is stylized and rendered as art, therefore there is **no actual font** to replicate the characters completely.