

MARITIME CAREERS

BRAND IDENTITY GUIDELINES

ABOUT THIS DOCUMENT

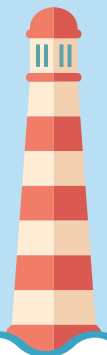


This document should be read by all partners involved in creating communications for **Maritime Careers**.

It will take you through our brand identity and demonstrate how you can use it in your own comms.

It's important that all **Maritime Careers** comms feel part of the same family, so please take the time to read the following pages.

If you need further advice on the practical application of the brand please contact: lwagner@maritimeuk.org



INTRODUCTION

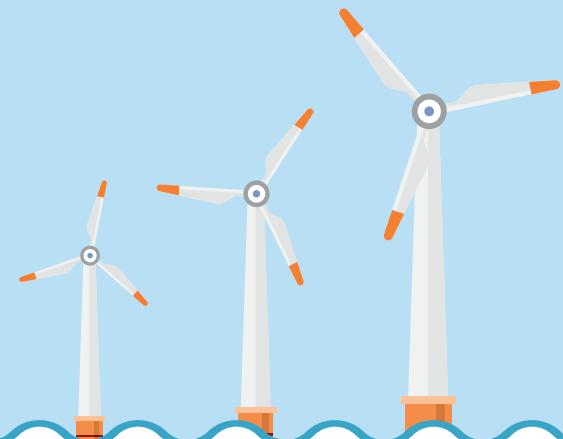


Responsible for **enabling 95% of the UK's global trade**, maritime touches every part of our lives. Quite simply, without maritime, half the world would freeze, and half the world would starve.

From working at sea or in a port, to working in the City of London, to cleaning the oceans of plastics or designing a superyacht, maritime is big business. We add more to the economy than both rail and aviation combined. Working in maritime is exciting, rewarding and unlike any other industry.

With the sector expected to double in size to **\$3trn by 2030**, we need the next generation of innovators and problem solvers to join the industry and help shape the future of the world we live in.

There are lots of different routes into a career in maritime, including a university qualification or an apprenticeship.



OUR LOGO



The **Maritime Careers** logo has been designed to ignite interest in the maritime sectors as a career choice and depicts some of the different careers available in a graphical 2nd style.

This colour version can be used on our brand blue background or a white background.




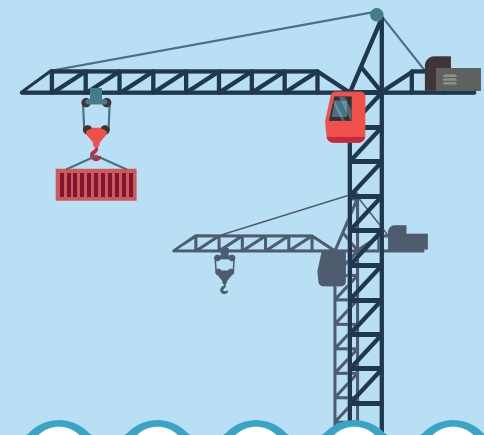
EXCLUSION AREA & MINIMUM SIZES FOR PRINT / SCREEN



The exclusion area refers to the zone around our logo. This specified amount of clear space should not contain any text or non-brand related graphics.



 Denotes safety exclusion area



FONTS

ROBOTO BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

Roboto Light

abcdefghijklmnopqrstuvxyz 0123456789

Roboto Medium

abcdefghijklmnopqrstuvxyz 0123456789

Roboto Bold

abcdefghijklmnopqrstuvxyz 0123456789

Roboto Regular

abcdefghijklmnopqrstuvxyz 0123456789



USAGE

Headings and highlighted words:

Should always be set ALL CAPS with a minimum letter spacing of 30.

An underline can be added to draw emphasis to a heading or word.

Body text:

Should always be sentence case.

Line height (line spacing) to be at least 1.5 times the font size.

Footers, quotes, pull-quotes and text placed beneath the brand's waves:

Should be in sentence case and can use the secondary brand font typeface of Roboto Slab.

The Roboto type face is free and available at:
<https://fonts.google.com/specimen/Roboto>

BRAND COLOURS



Tropical blue



Print application

CMYK: 25, 3, 0, 0

Screen application

RGB: 186, 222, 245

Hex: #badef5

Moonstone



Print application

CMYK: 70, 18, 14, 0

Screen application

RGB: 60, 165, 198

Hex: #3ca5c6

Blue dianne



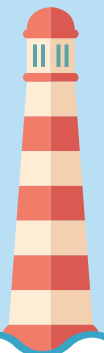
Print application

CMYK: 71, 43, 23, 63

Screen application

RGB: 36, 61, 81

Hex: #243d51



BRAND APPLICATIONS



We should use the following examples to inform all design for marketing.

Examples of marketing posters

MARITIME
CAREERS

 Careers at sea and on shore, a **growing sector** with a **thriving future**, choose to **BE PART OF IT**

#maritimecareers
@MUKCareers maritimecareers.uk

MARITIME
CAREERS

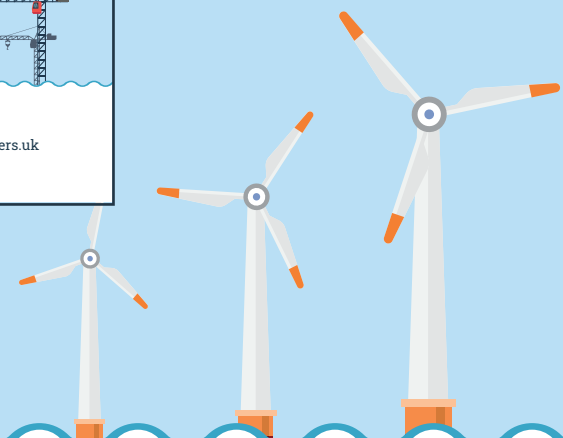
 Ditch the dull **9-5**, **1000's** of job titles, **1000's** of satisfying careers, **WHAT WILL YOURS BE**

#maritimecareers
@MUKCareers maritimecareers.uk

MARITIME
CAREERS

It's not just history, it can be **YOUR FUTURE**

#maritimecareers
@MUKCareers maritimecareers.uk





An example of a banner/header for social channels



An example of a banner/header with a sub heading



Examples of social icons



Twitter/Facebook



Instagram

If you need further advice on the practical application of the brand please contact:
lwagner@maritimeuk.org



#maritimecareers

 **@MUKCareers**  **maritimecareers.uk**