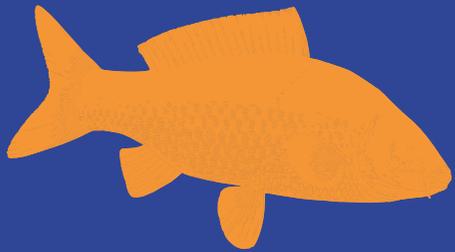


**CAMPAIGN
BRAND
GUIDELINES**



**WHICH
FISH?**



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PARTNERSHIP



Oceanário de Lisboa

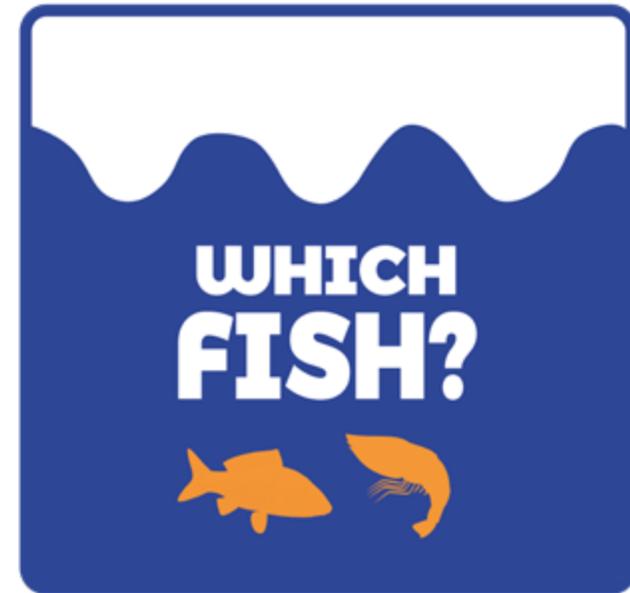


LOGO

The logo is the signature of our partnership and campaign.
It is an illustration of the campaign name.

The elements of the logo represent one invariable unit, and should not be changed or used in isolation.

This logo should be used on light backgrounds.

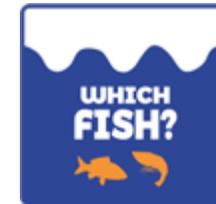


LOGO

LOGO SIZE

The appearance of a logo varies greatly according to the medium it is used in.

The logo should not be used in any size smaller than the smallest logo size specified here.



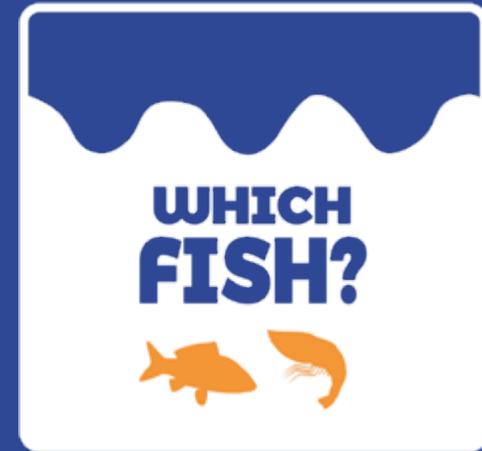
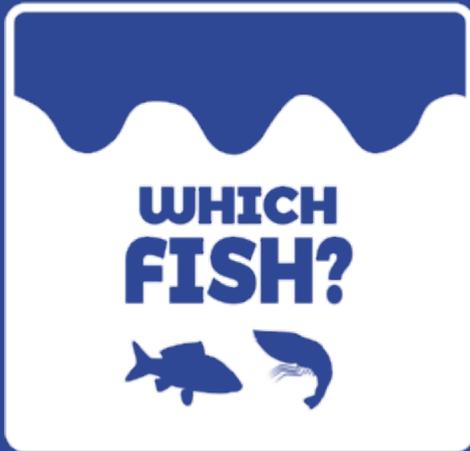
smallest logo
width 2,8 mm



LOGO

WHITE VERSIONS

These versions of the logo should be used on dark backgrounds.



LOGO

PROTECTION OF LOGO INTEGRITY

The logo should never be altered in any way:



TYPOGRAPHY

TITLE APPLICATION

The typeface for titles is BEBAS NEUE BOLD.

If not pre-installed on your operating system, you can download it here:

<https://www.dafont.com/fr/search.php?q=bebas+neue>

The following specifications are recommended for print publications, on a standard A4 portrait document.

They can be tailored according to the publication type and size.

TITLE
BEBAS NEUE BOLD
FONT SIZE 30
COLOUR
HEX #F28F38
RGB : 244, 144, 55
CMYK : 0, 52, 83, 0

HEADING 1
BEBAS NEUE BOLD
FONT SIZE 20,
COLOUR
HEX #2A4B8C
RGB 44, 75, 141
CMYK : 93, 77, 3, 0



TYPOGRAPHY

SUBTITLE APPLICATION

The typeface for subtitle is Calibri.
This font is usually pre-installed on your operating system.

Subtitle
Calibri Bold
Font Size 16,
Hex #6F8ABF - RGB 112, 138, 192
CMYK 97, 77, 3, 0

Body text application

The typeface for body text is Calibri.
This font is usually pre-installed on your operating system.

Normal text

Calibri Regular
Font Size 12
Colour – Black

Quote/remark/emphasis

Calibi Light
Font size 12
Colour Grey
HEX #7b7b7c
RGB 123, 123, 124
CMYK 51, 40, 40, 22

The following specifications are recommended for print publications, on a standard A4 portrait document.

They can be tailored according to the publication type and size.



COLOUR SCHEME

The colours are set by the Partnership programme and must not be changed.
The Blue and Orange are derived from the EAZA logo.

To ensure printing consistency depending on the printing method/medium the colours are defined for all colour systems.

Uses and explanations

CMYK: used for Print communications (C = cyan, M = magenta, Y = yellow, K = black).

RGB: preferably used on digital media (R = red, G = green, B = blue).

Hex: similar to RGB, this system is preferable for web uses (gradations from “00” to “FF” (hexadecimal) per channel).

HEX #2A4B8C	Colour Navy Blue RGB 44, 75, 141	CMYK 93, 77, 3, 0
HEX #6F8ABF	Colour Light Blue RGB 112, 138, 192	CMYK 62, 42, 5, 0
HEX #F28F38	Colour Orange RGB 243, 144, 55	CMYK 0, 52, 83, 0
HEX #BF7950	Colour Brown Orange RGB 191, 120, 80	CMYK 21, 56, 69, 10



TEMPLATES

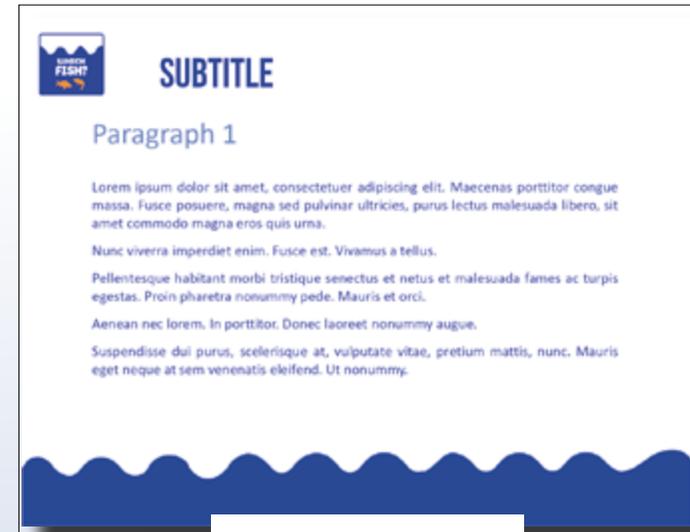
Please make sure that the font Bebas Neue and Calibri are installed on your computer.

All templates are pre-set with the relevant font, font sizes and colours. If you wish to add other elements, please use the colour palette described [page 9](#).

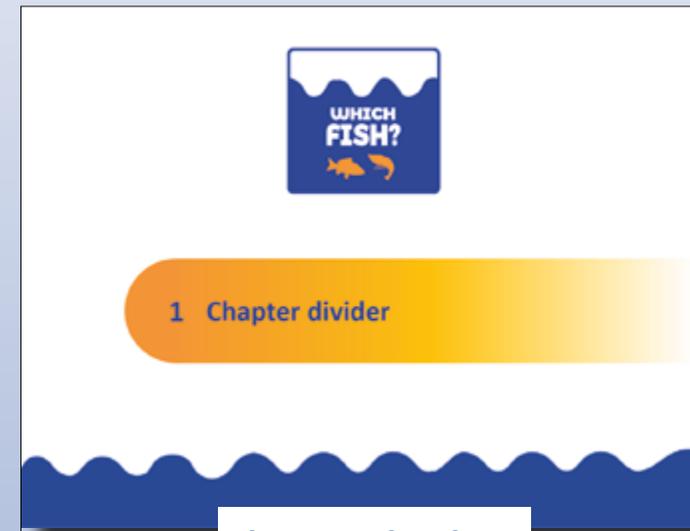
Powerpoints



cover Slide



Plain Slide



chapter divider





Cover Page



Inside pages

commodo magna eros quis urna.

Nunc viverra imperdiet enim. Fusce est. Vivamus a tellus.

Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Proin pharetra nonummy pede. Mauris et orci.

Aenean nec lorem. In porttitor. Donec laoreet nonummy augue.

Suspendisse dui purus, scelerisque at, vulputate vitae, pretium mattis, nunc. Mauris eget neque at sem venenatis eleifend. Ut nonummy.



SOCIAL MEDIA

PROFILE PICTURE

Social media accounts require a profile picture and the standard square logo may not fit well. For this reason, a round version of the logo has been created. It should be used on social media accounts only.



EVENTS TO BE PROMOTED

Card will be realised to promote events on social media such as: Save the date, Join us, Register, ...



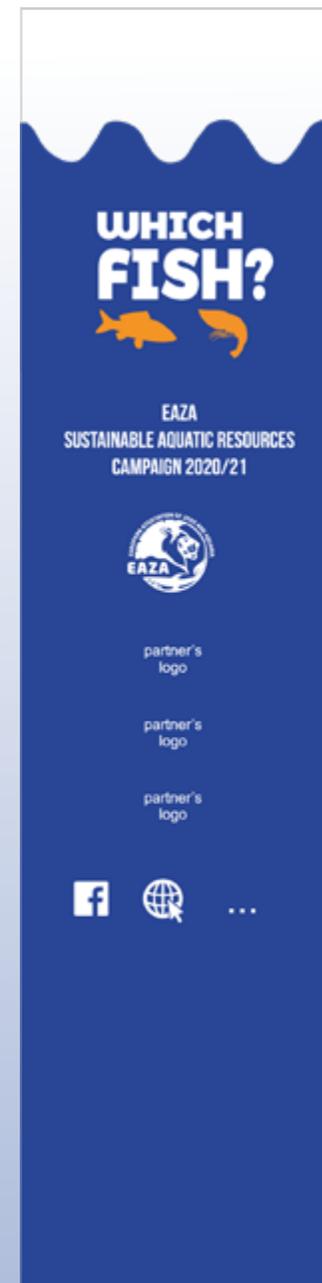
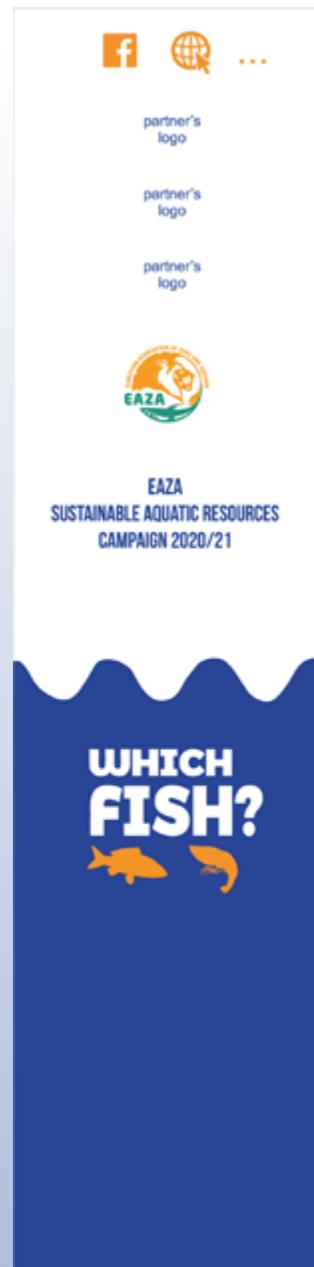
OTHER DISSEMINATION MATERIAL

RULER 210 X 40 MM



OTHER DISSEMINATION MATERIAL

TOTEM 500 X 2000 MM



OTHER DISSEMINATION MATERIAL

TOTE BAG



OTHER DISSEMINATION MATERIAL

APRON



OTHER DISSEMINATION MATERIAL

CHEF HAT



OTHER DISSEMINATION MATERIAL

BOTTLE



OTHER DISSEMINATION MATERIAL

HAT



OTHER DISSEMINATION MATERIAL

MUG

