# **OCEECO STYLE GUIDE TEXT**

**LOGO RATION NALE**

Since Oceeco is an environmental brand that mainly focuses on marine sustainability, our team decided to use various shades and tints of the colour blue for our logo. According to colour psychology, blue is the colour that creates calmness and serenity. It is often described as peaceful, tranquil, secure, and orderly. Blue is also often seen as a sign of integrity, stability, and reliability. Moreover, the colour blue is strongly associated with the ocean and marine life, which is the topic that we are concentrating on.

We chose the shape of a circle because circles are round and soft, which gives off a feeling of stability and collaboration. Circles are often associated with wholeness and unity, and they can also portray security, continuity, and protection. The shape is a single, continuous line without variation, creating harmony and representing the meaning behind commitment, love, and community. On the other hand, using asymmetrical logo design offers a growing brand like us a unique and subtle way to express our exciting personality.

**FLAT VERSION**

Due to the fact that our target audience is children, we decided to create our logo mostly with natural and organic shapes, which are rounded and curvy. By applying these types of shapes to our logo, we make the overall logo look more comforting and approachable compared to sharp and arithmetical shapes. In addition, these curvy lines and shapes also draw children's attention with their free sense of movement.

**GRADIENT VERSION**

Instead of using flat graphics, we applied several gradient colours to our design in order to create the stereoscopic look and make the logo more appealing to look at. Since our project is mostly used for online purposes, gradients would be a great idea because it offers a memorable, creative and playful to our logo. Furthermore, we tried to keep the logo as minimalist as possible with simple shapes, symbols, and representations because we wanted it to be easy to understand to our target group.

**SEPARATE PARAGRAPH**

Moreover, using a combination of logotype and logomark creates a memorable visual of our brand for viewers. It offers flexibility for just the brand name or symbol only. We have flat and gradient versions to satisfy our brand's different usage needs, such as printing and online.

**LOGO CONSTRUCTION & CLEAR SPACE**

* The space between the logomark and the logotype is equal to 20% of the height of the logomark
* For clear space around the logo, use the uppercase C (or 40% of the height of the logomark) as a guide.