

Brand Logo

Primary Logo

Secondary Logo

With Locations

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The Rock Pool Project Brand Guidelines

Feb 2025

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Brand Personality

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Inspiring

The Rock Pool Project sparks curiosity and passion for marine life, empowering people from all walks of life to discover, learn, and become advocates for ocean conservation. Through hands-on experiences, we encourage a deeper connection with nature and inspire meaningful action to protect marine wildlife.

Scientific

At our core, we are champions of citizen science. Committed to high-quality research, we empower people to contribute valuable data that supports marine conservation efforts. By blending education with real-world scientific impact, The Rock Pool Project ensures that every discovery helps protect our oceans for the future.

Fun

We bring a spirit of playfulness and adventure to everything we do. With a cheeky and energetic approach, we create an environment where participants, volunteers, and team members can experience the joy of rockpooling. It's about having fun, embracing curiosity, and celebrating personal growth while exploring the wonders of the shore.

Welcoming

We are a warm, friendly, and inclusive community that believes rockpooling should be accessible to everyone—regardless of background, age, or prior knowledge. Whether you're a first-time explorer or an experienced marine enthusiast, The Rock Pool Project welcomes you with open arms to share in the joy of discovery.

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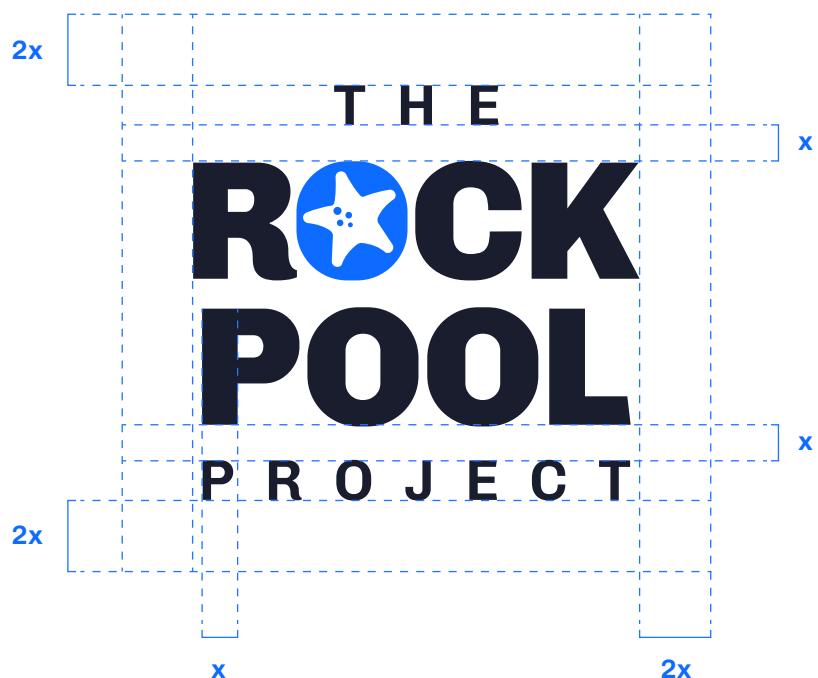
Primary Logo

The Rock Pool Project logo is designed using the Chivo typeface, which balances playfulness with precision—reflecting the project's blend of scientific research and community engagement. The contrast in type sizes adds a dynamic, energetic feel that resonates with The Rock Pool Project's fun-loving community.

A distinctive feature is the letter “o” in “rock,” highlighted in a vibrant blue with a starfish integrated into the negative space—an abstract representation of a rock pool, where a starfish rests on a rock.

To maintain visual clarity, a clear space of at least twice the width of the widest stem in the logotype must surround the logo. The minimum display height is 16mm for print and 64px for digital applications to ensure readability.

Logo lock-up



Minimum size



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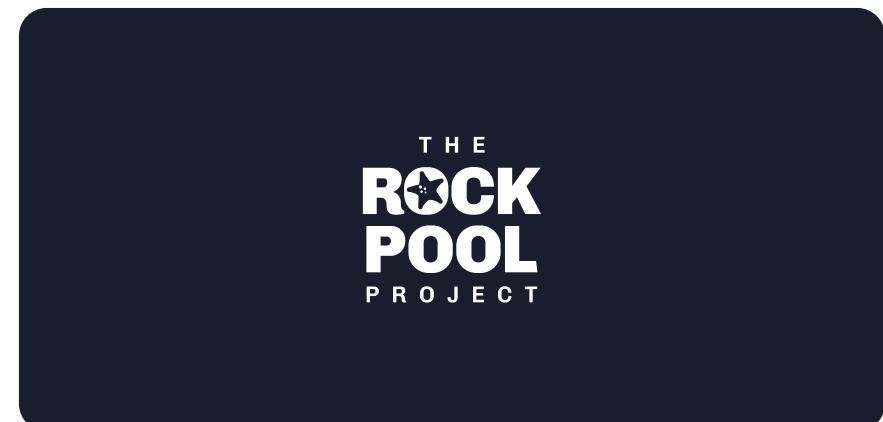
Primary Logo

For single-colour printing (e.g. stamps), monochrome versions of the logo are available. When placed on a dark background, the white version is recommended for optimal legibility.

Mono-colour Print



Use against a Dark Background



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Brand Logo

Secondary Logo

The secondary logo is designed for horizontal applications and is ideal for collaborations, sub-brands, or initiatives. As with the primary logo, it requires clear space of at least twice the width of the widest stem in the logotype and a minimum height of 12mm for print or 45px for digital use to maintain legibility.

Logo lock-up



Minimum size



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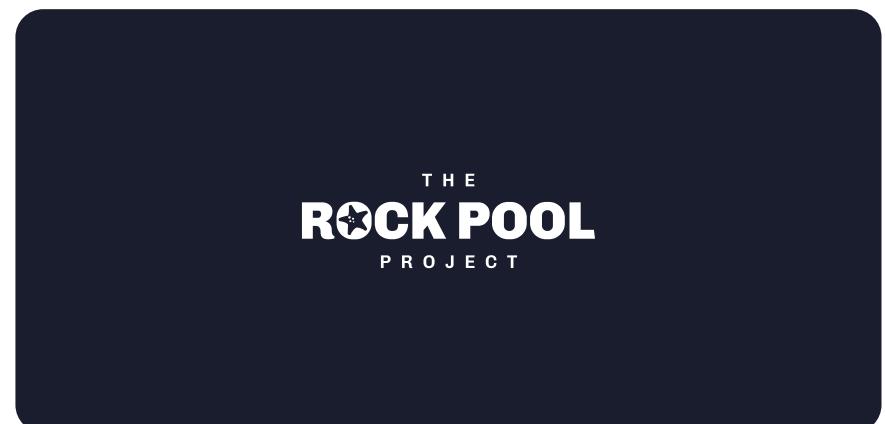
Secondary Logo

For single-colour printing (e.g. stamps), monochrome versions of the logo are available. When placed on a dark background, the white version is recommended for optimal legibility.

Mono-colour Print



Use against a Dark Background



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With Locations

The logo can incorporate a location name to represent different TRPP hubs.

To enhance visibility, the location should be highlighted in a brand colour (as demonstrated in the examples), ensuring clarity on both white and dark backgrounds.

Primary



Secondary



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Primary – with different colour backgrounds



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Other Variants

For compact spaces or co-branding with sub-brands and campaigns, a shorthand logo is available, supporting the brand's scalability.

Additionally, an icon version is provided for applications such as app icons and merchandise, where displaying the full brand name may not be practical.

Shorthand Version



Icon



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Do not squash the logo

Do not rotate the logo



Do not use unauthorised colours



Do not contain the logo in a container of any shape.



Do not use the logo on a busy background



Do not change the opacity of the logo



Do not place taglines or text too close to the logo



Do not use the logo to mask an image

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02

Typography



Typography

Primary Typeface

Chivo

For large text and titles mainly.
Chivo regular can be used as body
font where appropriate.

Chivo ExtraBold

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
0 1 2 3 4 5 6 7 8 9

Chivo Bold

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
0 1 2 3 4 5 6 7 8 9

Chivo SemiBold

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
0 1 2 3 4 5 6 7 8 9

Chivo Regular

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
0 1 2 3 4 5 6 7 8 9

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Secondary Typeface

Montserrat

To be used for body copy on prints and websites.

Montserrat SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Montserrat Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789



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Typography

Usage

Contrast plays a crucial role in maintaining a visually engaging rhythm while preserving the brand's personality. To ensure effective readability and hierarchy, titles and body text should have sufficient contrast in both font choice and weight.

In most cases, Chivo is used for titles and headlines, while Montserrat is the preferred typeface for body text. However, Chivo Regular may be used for body copy in specific cases.

For optimal readability, it is recommended to skip one or two font weights between titles, subtitles, and body text. This ensures clear differentiation and a balanced typographic structure.

Headline
Chivo Bold

Introduction
Montserrat
Medium

Title
Chivo
SemiBold

Body copy
Montserrat
Medium

Why the Big Rock Pool Challenge matters

Marine ecosystems are under more pressure than ever before. Through this challenge, you'll not only have fun, but also play an important role in monitoring the health of our marine life. The Big Rock Pool Challenge is the perfect way to get involved in hands-on conservation, helping to protect and preserve our precious coastal habitats for future generations.

Why get involved?

The Big Rock Pool Challenge is a unique opportunity to explore marine life while boosting your health and wellbeing. Whether you're looking for a fun day with family, a way to connect with nature, or a chance to improve your mental and physical health, this project has something for everyone!

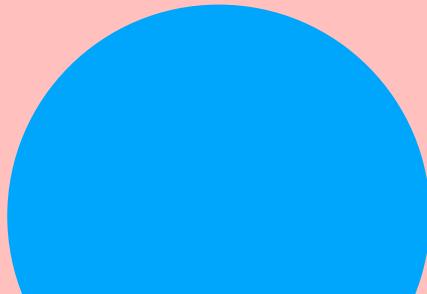
You'll enjoy competitive rock pooling, contribute to marine conservation, and strengthen community bonds while experiencing the calming benefits of being by the sea.

Register with us now to join the fun!



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Colours



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Primary

The Rock Pool Project's brand is primarily represented by Tidal Blue (#2176FF), symbolising the organisation's deep connection to the ocean and its dynamic role in inspiring collective action for marine wildlife preservation.

Midnight Tide and Crest Foam complement this with their use as background or logotype colours and text, helping to clearly communicate messages while reflecting the fun, yet scientific, nature of The Rock Pool Project. To fully express the brand's personality, the primary colours are typically paired with secondary hues, creating a cohesive visual identity.

Tidal Blue

Hex

#0E6BFF

CMYK

0%, 95%, 58%, 0%

Midnight Tide

Hex

#191D2D

CMYK

44%, 36%, 0%, 82%

Crest Foam

Hex

#FFFFFF

CMYK

0%, 0%, 0%, 0%

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Secondary & Accent

The secondary colour palette includes three key shades: Ocean Spark, Golden Shore, and Soft Rose Shell, along with their respective tints and shades, for versatile design applications. These secondary colors are crucial in enhancing the primary palette, adding vibrancy and depth to designs that capture The Rock Pool Project's essence. The flexibility of these secondary hues allows for creative combinations, reinforcing the brand's personality through visual storytelling.

Ocean Spark

Hex

#4D56F5

CMYK

69%, 65%
0%, 4%

Hex

#00A6FB

CMYK

100%, 34%, 0%, 2%

Hex

#D1F4FF

CMYK

18%, 4%, 0%, 0%

Hex

#EDFBFF

CMYK

7%, 2%, 0%, 0%

Golden Shore

Hex

#D26D00

CMYK

0%, 48%
100%, 18%

Hex

#F79824

CMYK

0%, 38%, 85%, 3%

Hex

#FDBD19

CMYK

0%, 25%
90%, 1%

Hex

#FFDDA3

CMYK

0%, 13%
36%, 0%

Hex

#FFEBBC

CMYK

0%, 8%
20%, 0%

Soft Rose Shell

Hex

#DA3737

CMYK

0%, 75%
75%, 15%

Hex

#FFC0BF

CMYK

0%, 25%, 25%, 0%

Hex

#FF9895

CMYK

0%, 40%
42%, 0%

Hex

#FFE6E5

CMYK

0%, 10%
10%, 0%

Hex

#FFF3F3

CMYK

0%, 5%
5%, 0%

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Supporting

Apart from the brand palette, we also have a set of greys and off-whites for backgrounds, help texts and disabled digital components.

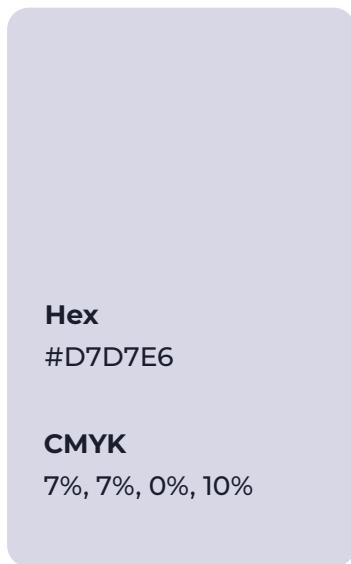
Greys and off-whites

**Hex**

#535C7D

CMYK

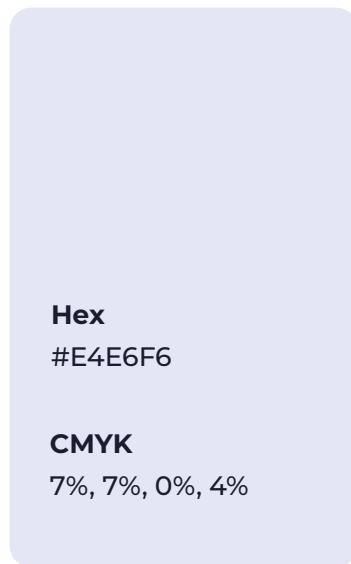
34%, 26%, 0%, 51%

**Hex**

#D7D7E6

CMYK

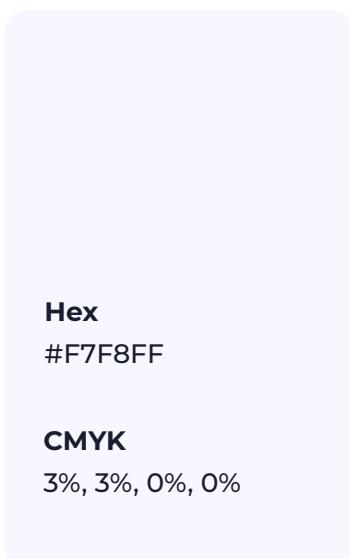
7%, 7%, 0%, 10%

**Hex**

#E4E6F6

CMYK

7%, 7%, 0%, 4%

**Hex**

#F7F8FF

CMYK

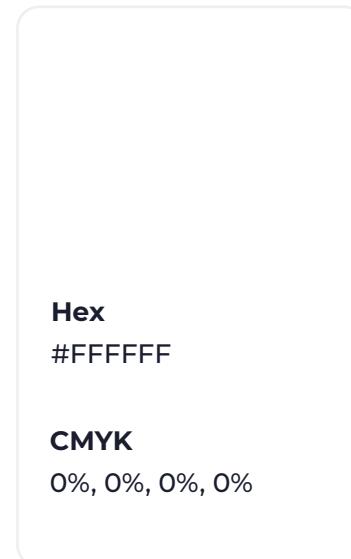
3%, 3%, 0%, 0%

**Hex**

#FDDEFF

CMYK

1%, 0%, 0%, 0%

**Hex**

#FFFFFF

CMYK

0%, 0%, 0%, 0%

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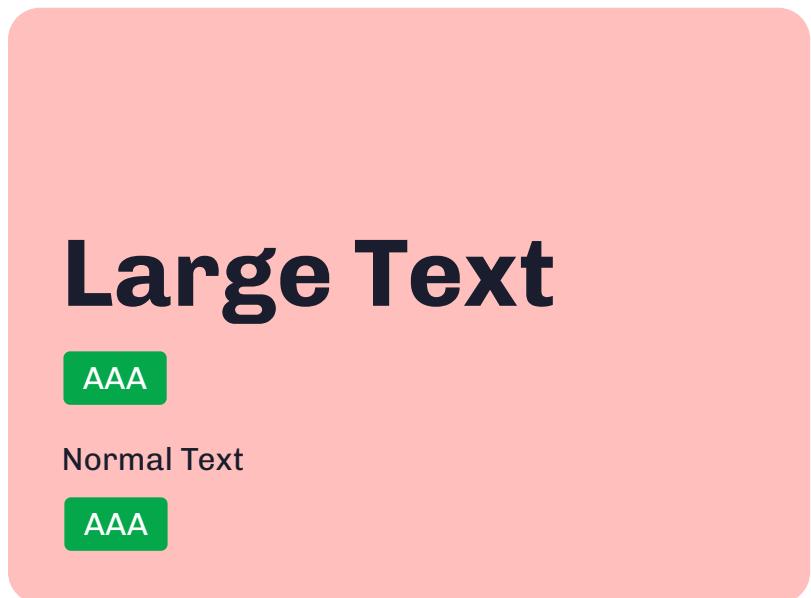
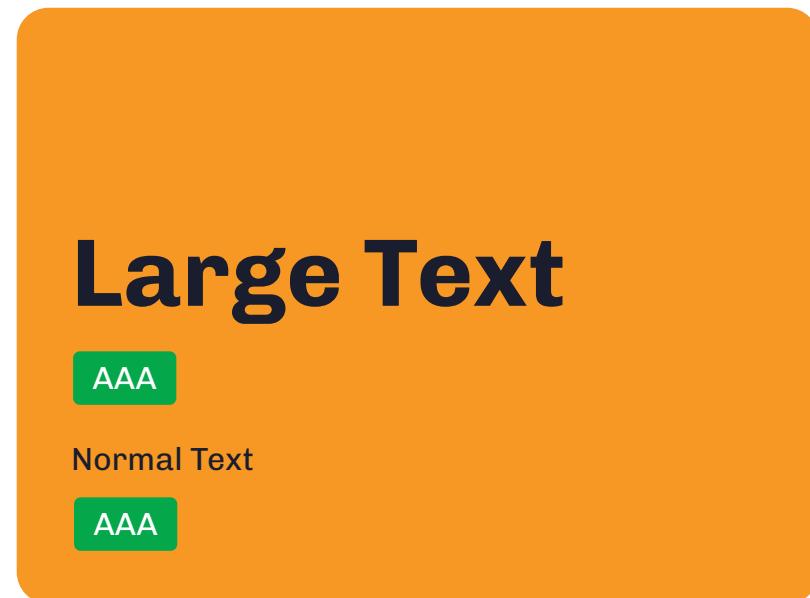
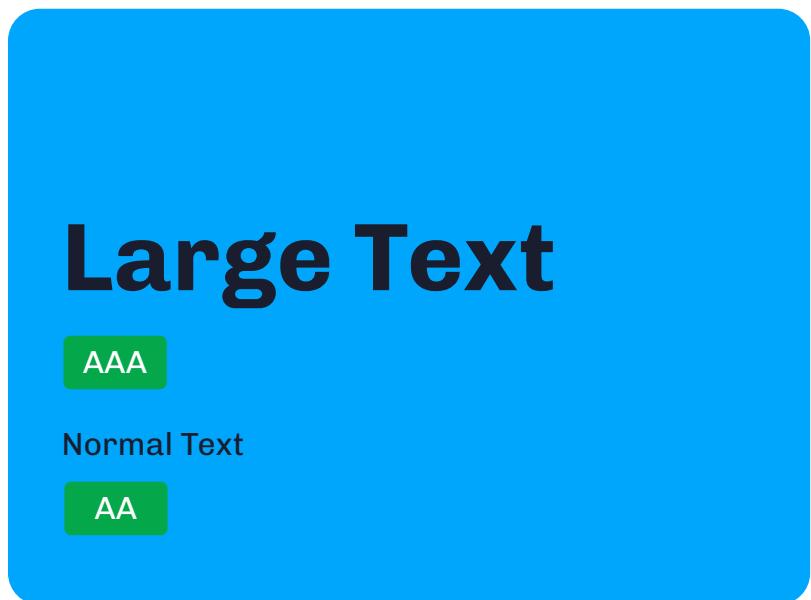
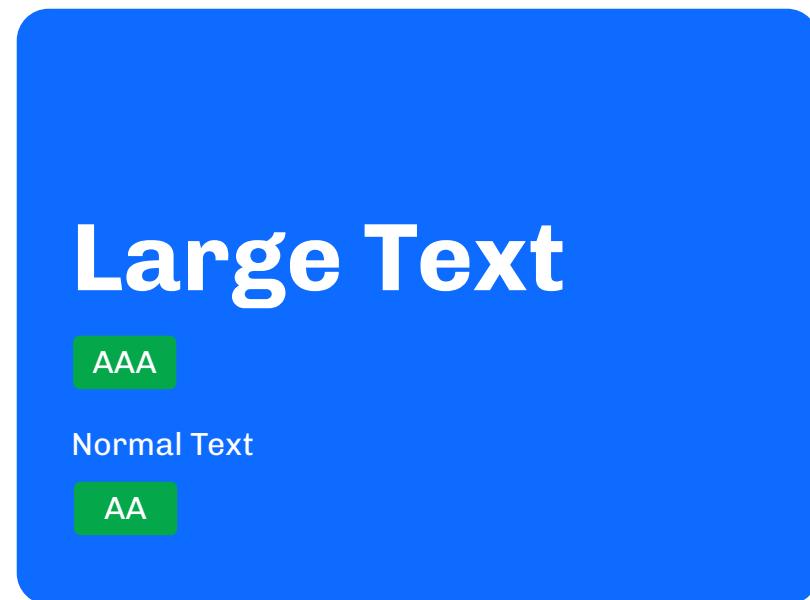
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Acessibility for web – WCAG 2.1 compliant combinations



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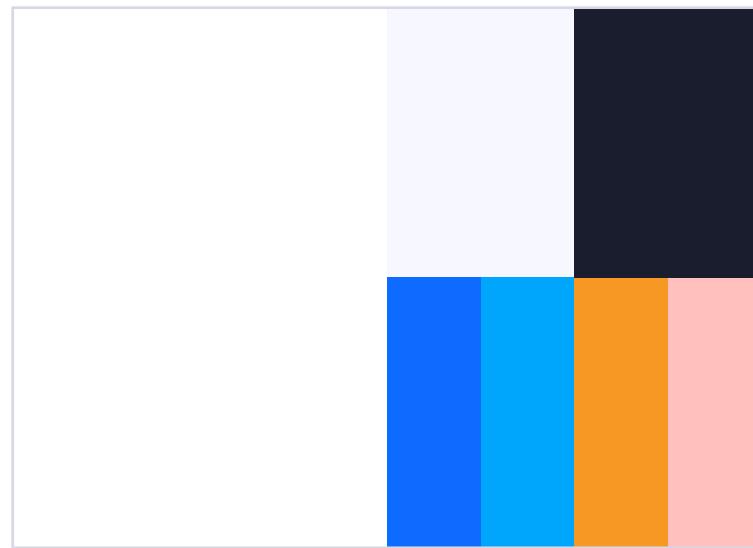
Shapes & Icons

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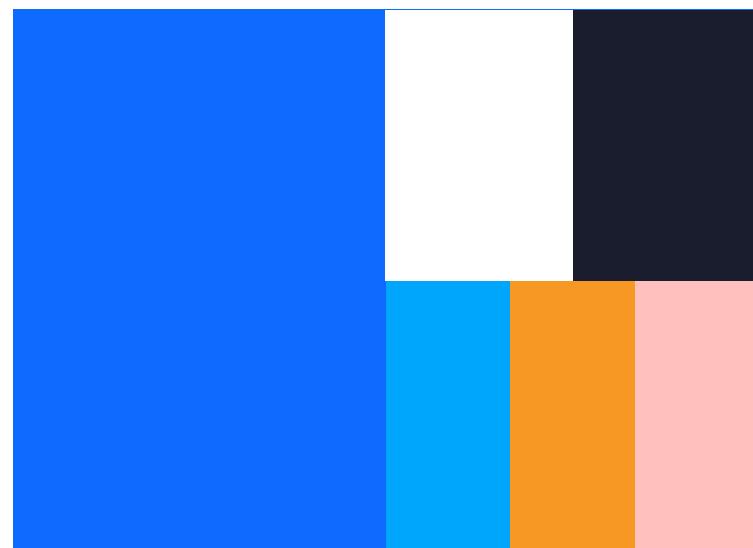
Brand Identity Application



Primary – Low Intensity



Primary – High Intensity



DISCOVERING MARINE WILDLIFE TOGETHER



Why the Big Rock Pool Challenge Matters

Marine ecosystems are under more pressure than ever before. Through this challenge, you'll not only have fun, but also play an important role in monitoring the health of our marine life. The Big Rock Pool Challenge is the perfect way to get involved in hands-on conservation, helping to protect and preserve our precious coastal habitats for future generations.



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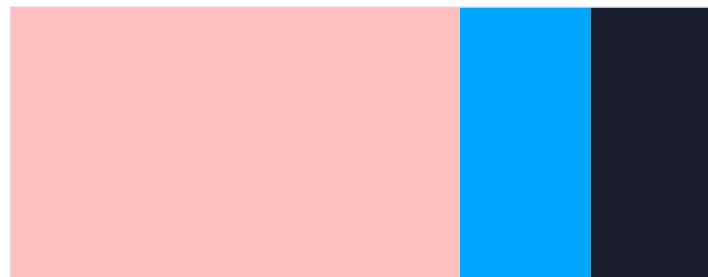
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Secondary – variants & brand elements**Typography**

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Proudly funded by The ScottishPower Foundation and The National Lottery Heritage Fund, whose generous support enables us to inspire communities and deliver lasting environmental impact. This initiative is delivered in partnership by **The Rock Pool Project** and the **Marine Biological Association**. Together, we are empowering individuals and communities to connect with nature, contribute valuable biodiversity data, and support the health of our coastal ecosystems for future generations.

We are currently hosting FREE monthly BioBlitz Battle events at Mount Battledown, Falmouth, and Cawsand, Cornwall. These events offer people of all ages and abilities a fun, competitive way to engage in rock pooling and explore the marine life of the area. We are expanding the Big Rock Pool Challenge across the UK this year and engaging more communities in this exciting initiative.

[Learn more](#)

Make a difference - one rock pool at a time!

We are passionate about connecting people of all ages and backgrounds to the incredible wildlife found around our coastline. Currently, we have two thriving teams of friendly, rock pool wildlife loving people of all ages based in Falmouth and Plymouth. At both locations our volunteers play a huge role in supporting the Big Rock Pool Challenge Monthly BioBlitz Battles. As we grow and expand, we are excited to welcome even more volunteers to join us!

[Learn more](#)


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[Learn more](#)

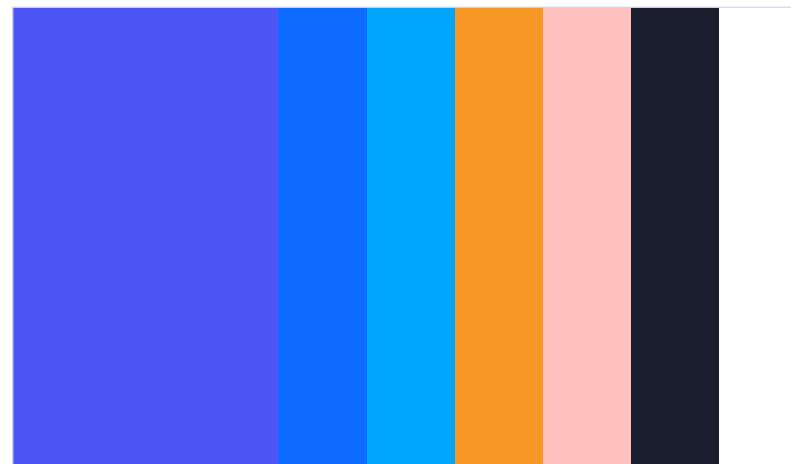

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[Learn more](#)


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How you can help

Hub Leadership
Be part of a team of 6 lead volunteers to take the responsibility for running monthly BioBlitz Battles.

Event Support
Set up, help participants explore and identify species, and ensure a smooth experience for everyone.

Citizen Scientist
Document findings, take photos, and verify species identification and observations on iNaturalist.

Outreach Ambassador
Help spread the word about our mission, and event updates through social media and community engagement.

Your impact in numbers

1181+
Happy people
40
Countries covered
2231+
Labels
22
Coaches

...and Countless discoveries made by passionate volunteers like you!

Results

Top Team
Blue Rayed Limpets

Score **69** Total Discoveries **53**

Top BioBlitzer
beckyando

Score **61** Total Discoveries **40**



What is a Bioblitzer?

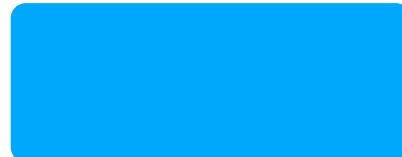
A Bioblitzer is a marine explorer, a citizen scientist, and an ocean adventurer—all in one! By taking part in our Bioblitz Battle, you'll join a community of nature lovers racing against time to discover and identify as many marine species as possible in our focal rock pools. It's fun, educational, and helps support real conservation efforts!

Who can join? Absolutely anyone! Whether you're a nature-loving family, a budding marine biologist, or just looking for a fun day by the sea, our Bioblitz Battles are open to all ages and experience levels. No scientific knowledge is required—just curiosity and a love for the ocean!

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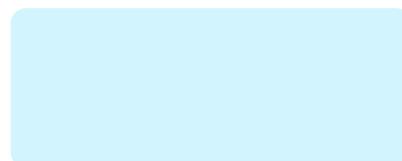
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Tertiary – Designing for readability (low intensity)



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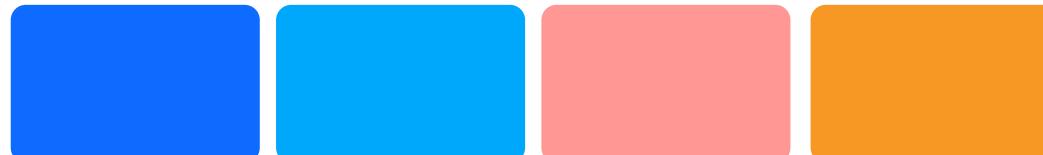
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Survey ID	Surveyors	Date	Site	Tide height	Species richness
250	RPP263, RPP262	Thu Aug 20	Broadsands Beach	0.8	10
250	Unregistered Rock Pooler, RPP263	Thu Aug 20	Broadsands Beach	0.8	10
250	RPP263, RPP262	Thu Aug 20	Broadsands Beach	0.8	10
250	Unregistered Rock Pooler, RPP263	Thu Aug 20	Broadsands Beach	0.8	10
250	RPP263, RPP262	Thu Aug 20	Broadsands Beach	0.8	10
250	Unregistered Rock Pooler, RPP263	Thu Aug 20	Broadsands Beach	0.8	10

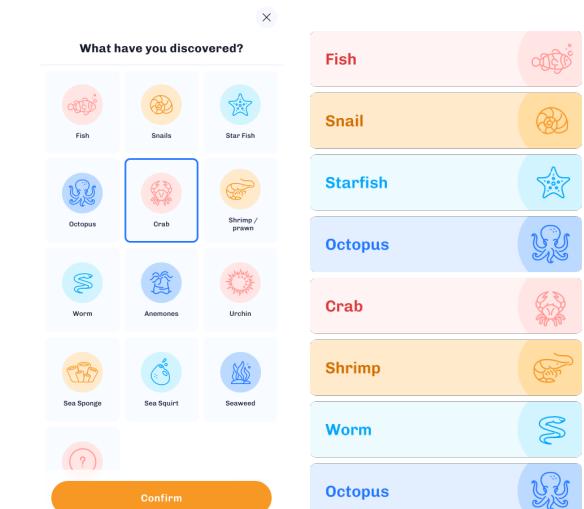
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Shapes & Icons

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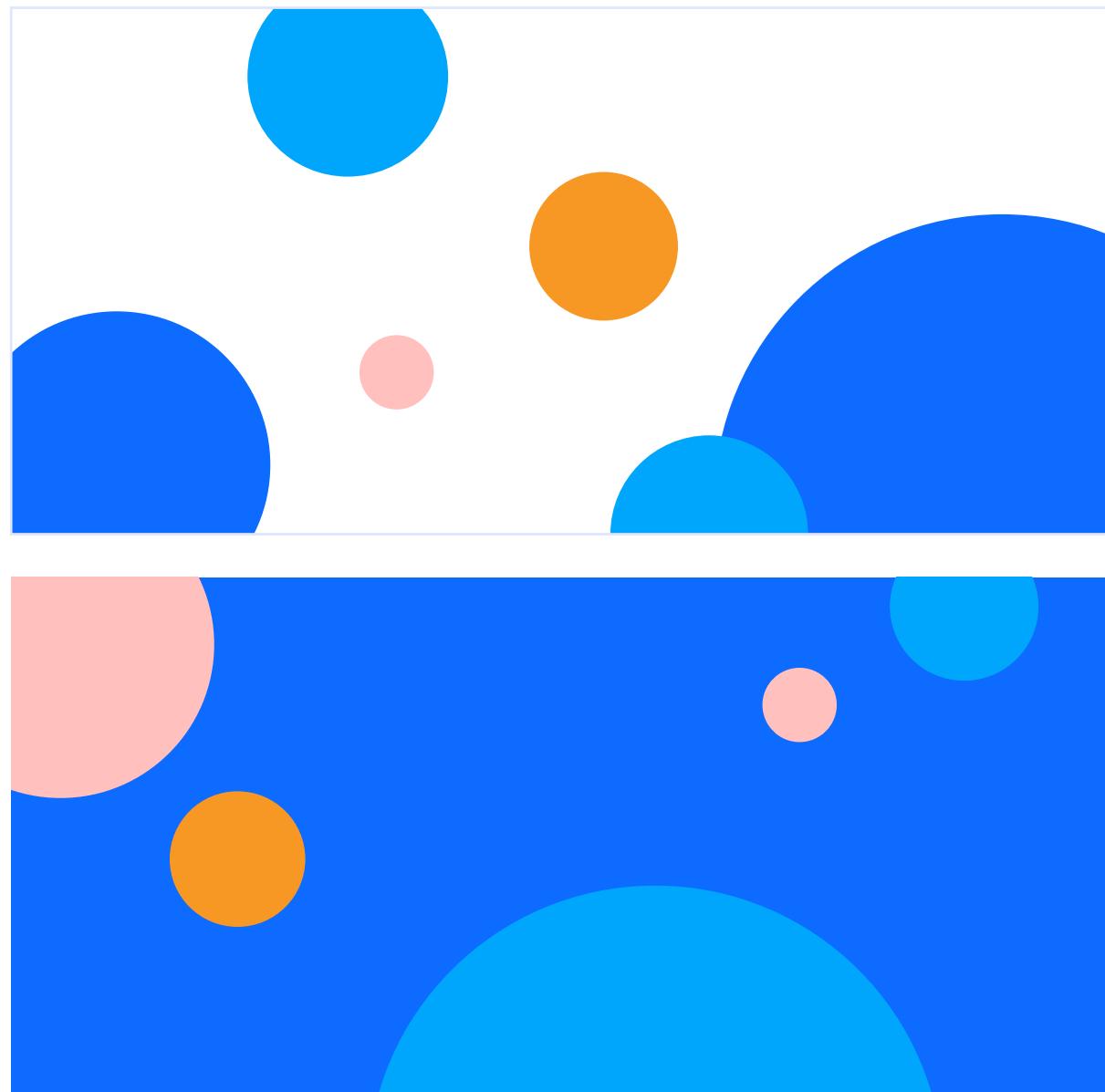
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Shapes & Icons**Imagery****Brand Identity Application****Shapes & Icons**

Shapes

Circles are a key graphical element of The Rock Pool Project, evoking the imagery of seawater bubbles, natural patterns, and the suckers of marine species. They also serve as an abstract representation of joy and our inclusive approach. These coloured circles/bubbles add vibrancy to the brand's visual identity—whether used sparingly as decorative accents or as background patterns to reinforce the organisation's lively and upbeat tone.



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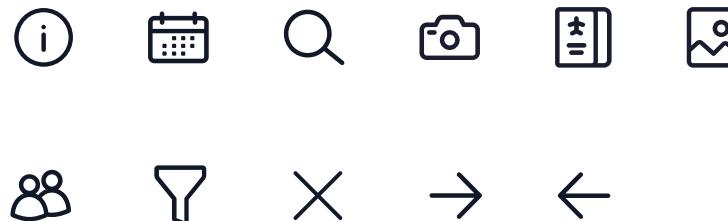
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Icons

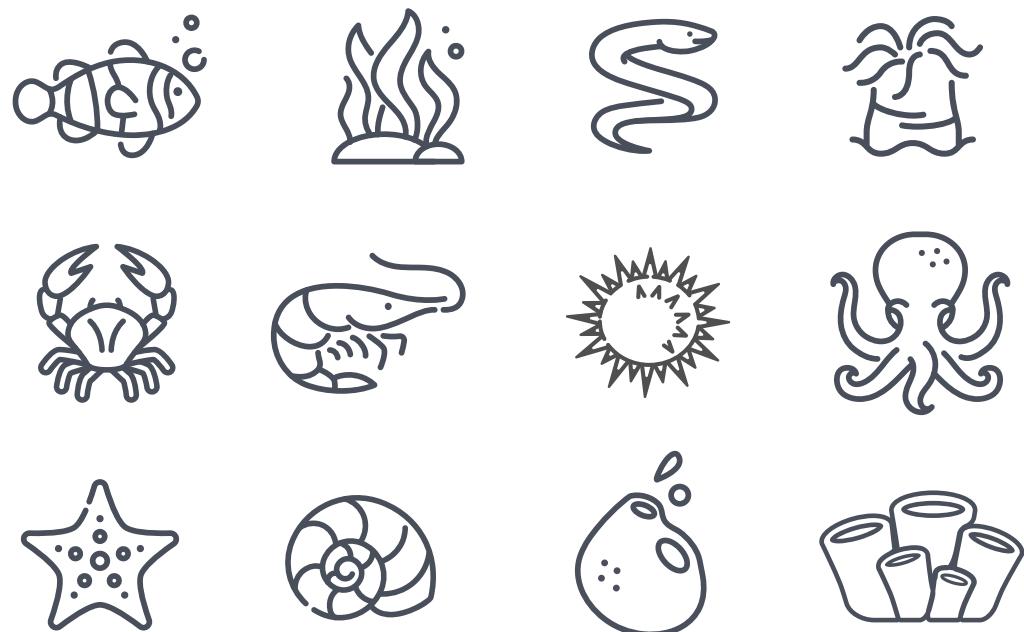
To ensure clarity and legibility, we use **Heroicons** (**outlined**) as the primary icon set for The Rock Pool Project app. If additional icons are required and not available in Heroicons, outlined icons from other sources may be used with team approval.

Similarly, our taxonomy icons for marine species are carefully selected based on principles of simplicity and clarity, ensuring they are easily recognisable and effectively support our educational mission.

Icons



Taxonomy Icons



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- Secondary Logo
- With Locations
- Other Variants
- Incorrect Usage

Typography

- Typefaces
- Usage

Colours

- Colour Palette
- Usage

Shapes & Icons

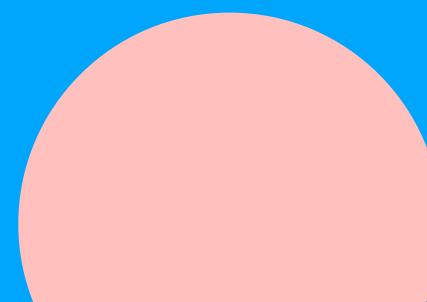
Imagery

- Brand Identity
- Application



05

Imagery



Brand Logo

Primary Logo

Secondary Logo

With Locations

Other Variants

Incorrect Usage

Typography

Typefaces

Usage

Colours

Colour Palette

Usage

Shapes & Icons

Imagery

Brand Identity Application

Imagery

Imagery Rules



Source: Wildlife Trust



Do not show nets in images

Do not show people holding animals incorrectly



Photo by Valter Jacinto



Give credits to the image owner for marine species photos

Show images of the community

06

Brand Identity Application

Brand Logo

Primary Logo

Secondary Logo

With Locations

Other Variants

Incorrect Usage

Typography

Typefaces

Usage

Colours

Colour Palette

Usage

Shapes & Icons

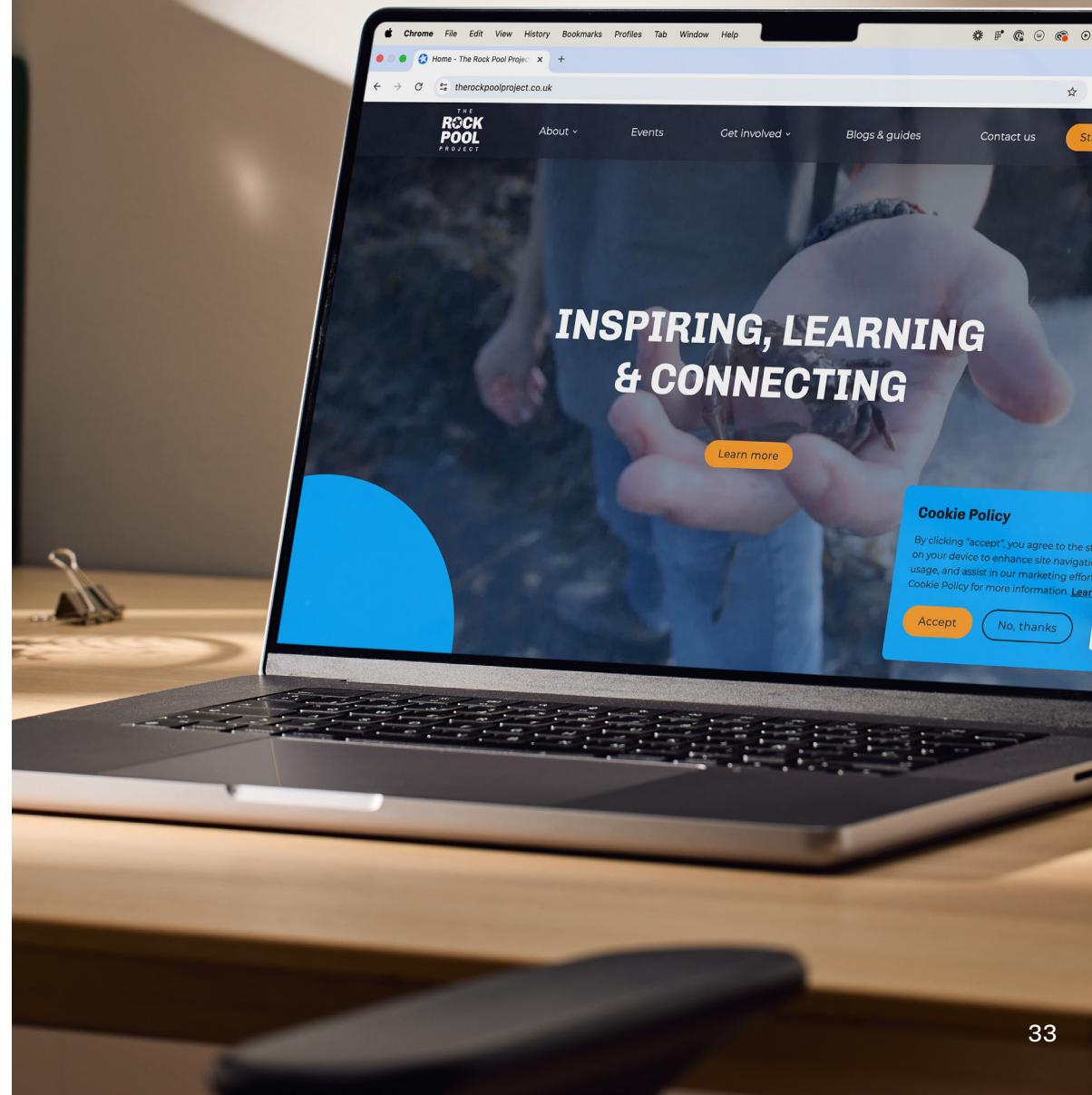
Imagery

Brand Identity Application



Brand Identity Application

Website



Brand Logo

Primary Logo

Secondary Logo

With Locations

Other Variants

Incorrect Usage

Typography

Typefaces

Usage

Colours

Colour Palette

Usage

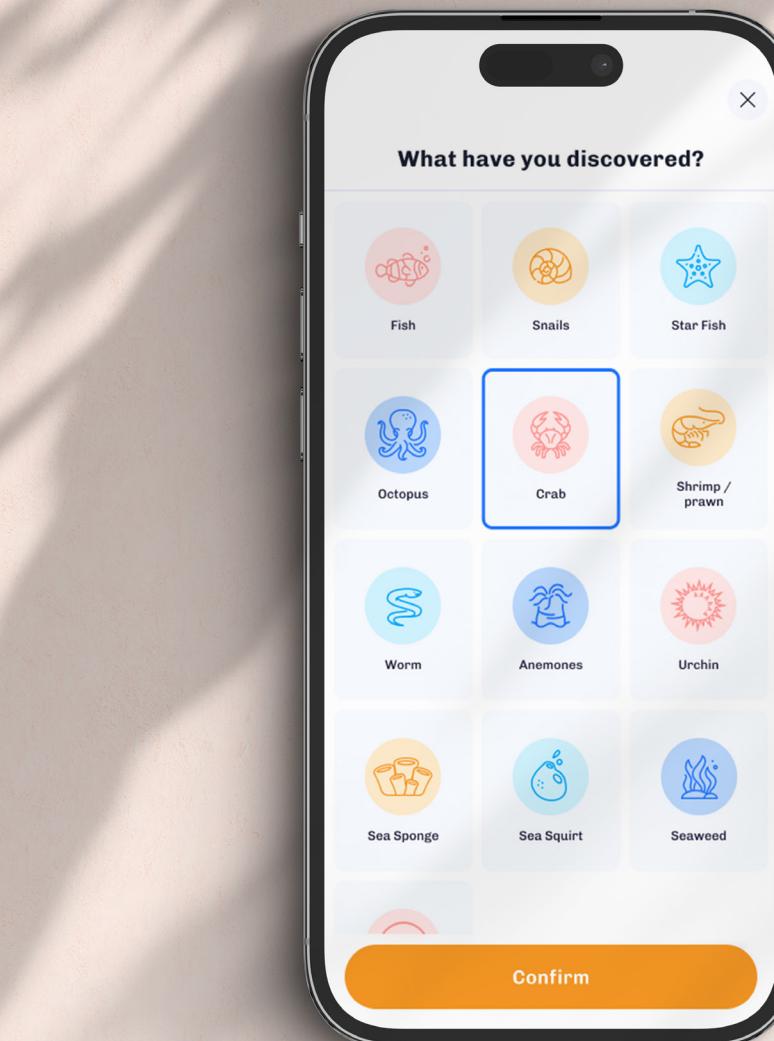
Shapes & Icons

Imagery

Brand Identity Application

Brand Identity Application

App



Brand Logo

Primary Logo

Secondary Logo

With Locations

Other Variants

Incorrect Usage

Typography

Typefaces

Usage

Colours

Colour Palette

Usage

Shapes & Icons

Imagery

Brand Identity Application



Brand Identity Application

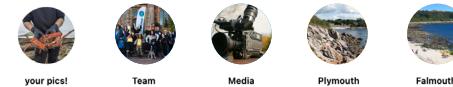
Social Media

Instagram



419 posts 2,546 followers 611 following

The Rock Pool Project
 Inspiring, learning and connecting
 Based in Plymouth @brpc_plymouth & Falmouth @brpc_falmouth
 Discover more!... more
linktr.ee/therockpoolproject_


POSTS
REELS
TAGGED

How to get more observations verified on iNaturalist?



Februry Bioblitz Battle Species Highlights



March Bioblitz Battle



Over 980 observations and 180 species identified in Februry!



Can you name it?



Join us as a volunteer

Brand Logo

- Primary Logo
- Secondary Logo
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- Incorrect Usage

Typography

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Colours

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Shapes & Icons

Imagery

- Brand Identity Application



For any questions, please contact us
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