# Section 3: Colours
Part 2: Using the colours

How to apply colours

The 3 core colours are the main colours to use to put together the majority of branded content. Use these as a foundation to them apply other secondary colours. Certain documents or content may apply to an MCS topic, such as Beachwatch. In these instances, other colours should be used as the majority. More info here.

Colour use guide (MCS core content)

75% Core colours
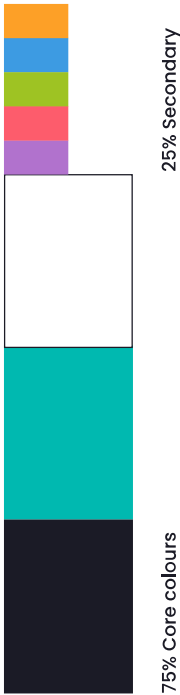
25% Secondary

Colour use guide (Using a secondary colour)

75% Core colours + Orange

25% Other secondary colours
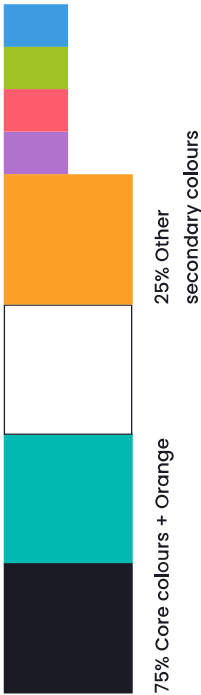
Colour for impact

Aim to use secondary colours sparingly to create impact and standout graphics. For example for a CTA, an appeal statement or a fact/quote.

Highlight Ink

Highlight Purple

Highlight Orange & Teal

You can save your event as a draft until these last bits are done and then come back (by finding the draft on your volunteer dashboard) to submit the event once permission has been granted.

Some owners need a copy of our insurance to give permission.

Not sure who the owner is? Ring the local council – it's almost certainly them but if it's privately owned they'll know who by and pass their details to you. You can also ask at the local beach shop or café – they will know who the owner is.

Cancelling your event

You can cancel your event at any time by clicking on the cancel link at the bottom on the page from step 1 of the organise a beach clean process. An automatic email will be sent to your volunteers to let them know the event has been cancelled.
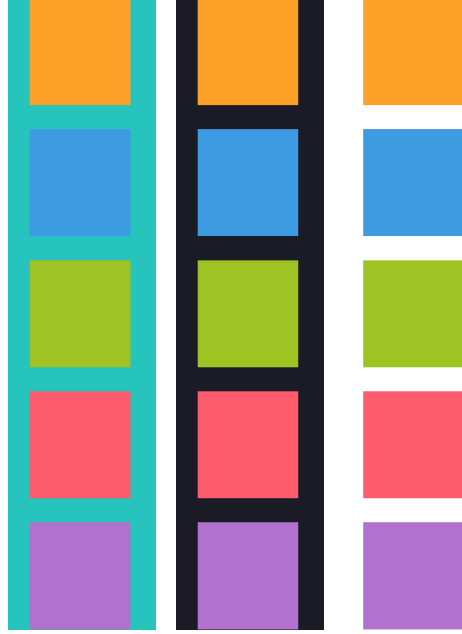
Example of using colour for highlight in document

Section 3: Colours

Part 3: Colour theory

Contrasts

Try not to choose secondary colours that clash with each other. All of the secondary colours stand out on both Ink and White however they can clash when used on Teal.

Matching to topic

With the wide range of secondary colours, some of these lend themselves better to certain subjects or topics that others.

The orange can represent colours from sand or the beach. The blues can represent ocean and wildlife. Red is a good colour for anything negative like pollution or endangered animals. There is no set rule for these and it's your discretion as a designer to appropriately match colours to certain areas.

Example of using Blue to match the topic 'Ocean'

This design uses the core colours White and Ink. Using teal on this page would create contrast.
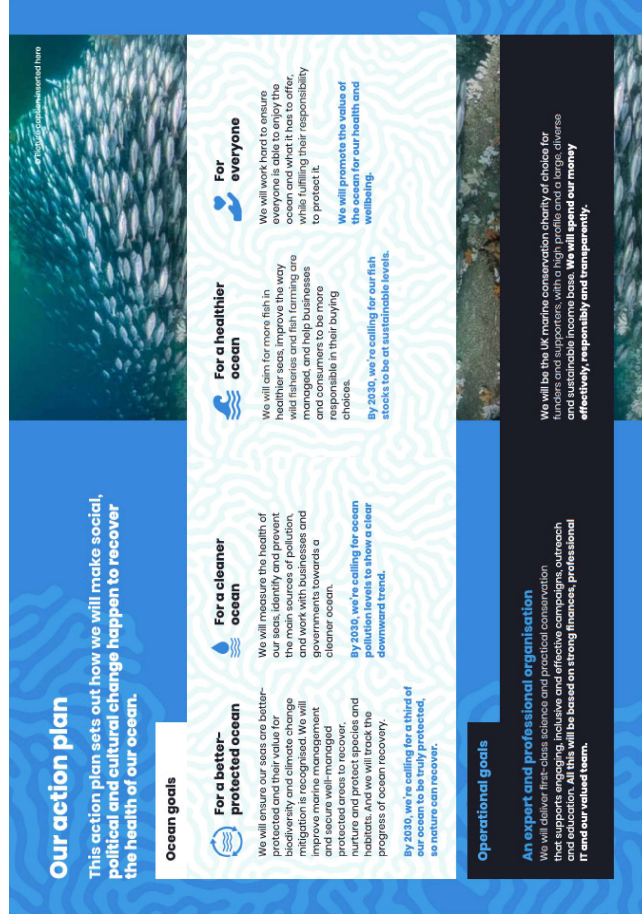
Section 4: Font

Simple to use brand typography

Part 1: Poppins

Part 2: Using the font

Section 4: Font

Part 1: Poppins

Poppins

This is the main font we are using for the whole brand. We use all the weights of the fonts in all the colours we have. The slightly rounded edges and clear visability, compliments our brand but also stays inclusive for print and digital. It's incredibly versatile and over the next few pages are some suggestions on how to use the font for titles, body copy and impact.

You can access Poppins through Adobe Creative Suite or Google Fonts.

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

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

We are the Marine Conservation Society, fighting for a cleaner, better protected, healthier ocean.

We are the Marine Conservation Society, fighting for a cleaner, better protected, healthier ocean.

We are the Marine Conservation Society, fighting for a cleaner, better protected, healthier ocean.

Today, our ocean is in crisis because of human activity.

We're determined to tackle this growing emergency by working with communities, businesses and governments.

A healthy ocean can help protect us all against climate change and it can sustain a diverse array of species, including our own.

From cleaning beaches to shaping government policies, together we can work towards a cleaner, better-protected, healthier ocean.

One we can all enjoy.

Section 4: Font
Part 2: Using the font

Headers/subheaders

Headers make use of the bolder weights and subheaders the lighter weights. Matching these with either the core colours or the topic colour is a good way to create a standout headline. Generally keep the font sizes different with the header at least 10% bigger.

Also it's important to note we use sentence case for all titling.

Body copy

Keep it simple with regular weight. For official documents do not go lower than 10pt. Use your discrection on digital documents but remember to keep consistent across the pages. We use bold, italics and underline when needed.

Impact text

Go big for text that needs to be seen. Such as quotes, pull outs, facts or statements. This text can also be stylised with icons, patterns or anything else to make it visually engaging.

Lists

Similar styling to body copy but could be formatted to stand out depending on the length of the words and the usage.

Colours

Colour can be applied to text using the same principles of the colour section. Avoid contrast and use colour for impact or highlighting an issue.

This weight and font size could be used for impact text

This is a header
This is a subheader

This is a header
This is also a subheader for a Beachwatch topic

This is a header
This is a small subtitle if there are more words or a longer description

This would be body copy.

We're determined to tackle this growing emergency by working with communities, businesses and governments.

A healthy ocean can help protect us all against climate change and it can sustain a diverse array of species, including our own.

From cleaning beaches to shaping government policies, together we can work towards a cleaner, better-protected, healthier ocean.

One we can all enjoy.

- **This is an item in a list**
- **This is a second item in a list**
- **This is the final item in a list**