

Orcasound

2023 BRAND GUIDELINES

WORDMARK

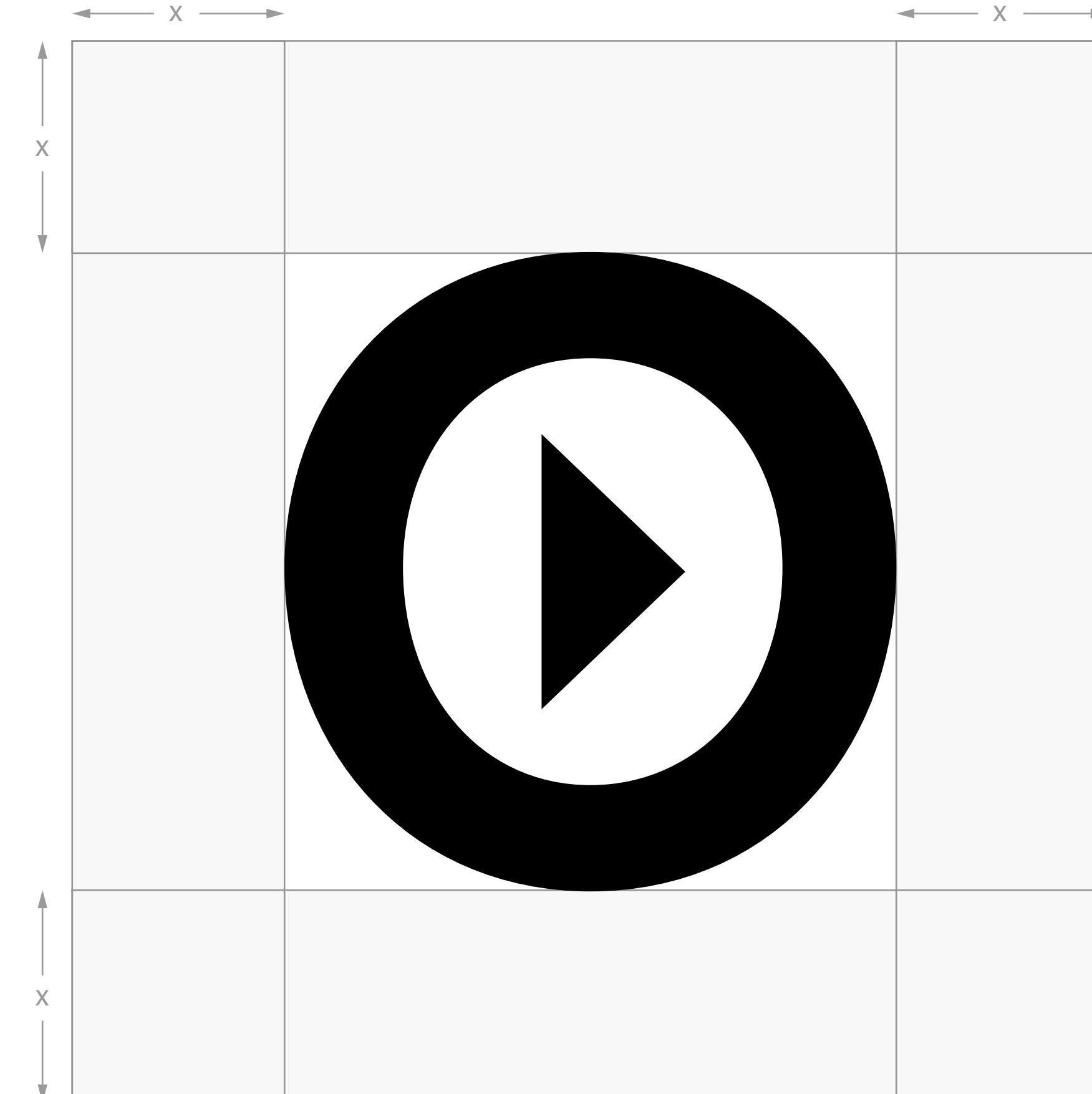
ORCASOUND



NOTE: Use good judgment to ensure legibility. A mark that is too small doesn't serve any communicative function. There may be cases where it is difficult to allow the full-recommended clear space (e.g., a very small display ad), and your best judgment should prevail. It is very important that designers or desktop publishers do not attempt to construct the logo themselves. Do not reproduce the logo by scanning a previously printed version. Such "second-generation" art will degrade the quality of the image and may alter the scale of the various elements.

LOGO

ORCASOUND



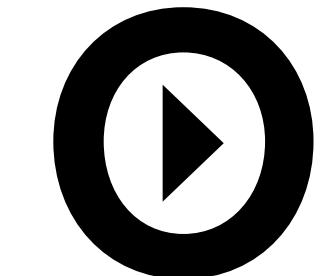
X = 1/3 height of logo

Logo scales well and is legible from large print size, to icon, and down to favicon size.

Can also be repeated, duplicated, and resized to be used as a graphic element. See 'Graphic Elements'.



160x160px



100x100px



64x64px



32x32px

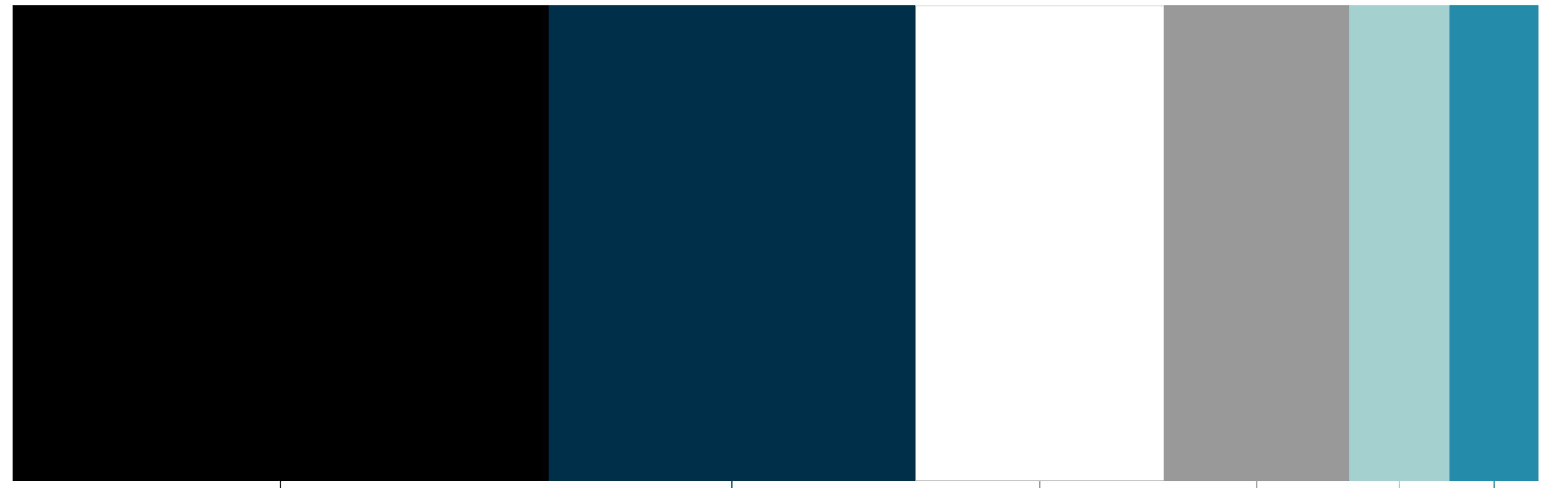
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COLORS

ORCASOUND

When communicating the Orcasound brand, color is essential. The primary palette, of Orca Black, Deep Blue, and White should be dominant in branding and design. The secondary color palette of Seal Grey, Kelp Green, and Pacific teal can be used in a supporting role to the primary palette.

The secondary colors complement the primary palette. These colors may be used to provide variety and visual interest but are to be used sparingly as they are highlight colors.



ORCA BLACK

DEEP BLUE

WHITE

SEAL GREY

KELP GREEN

PACIFIC TEAL

HEX ——

#000000

#002F49

#FFFFF

#9B9B9B

#A4D3D1

#258DAD

CMYK ——

75, 68, 67, 90

100, 76, 44, 44

0, 0, 0, 0

42, 34, 35, 1

40, 0, 20, 0

88, 27, 23, 0

Work Sans (Light / Regular / Bold)

Light

Used for smaller block text, paragraphs, descriptions, disclaimers.

Regular

Used for headings, quotes, emphasized text, labels.

Bold

Reserved for large text, titles, banners, and the most important text.

TYPOGRAPHY

ORCASOUND

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Examples:

Work Sans Regular

Lorem ipsum dolor sit amet, consec-
tetuer adipiscing elit, sed diem nonum-
my nibh euismod tincidunt ut lacreet
dolore magna aliquam erat volutpat. Ut
wisis enim ad minim veniam, quis nos-
trud exerci tution ullam corper suscipit
lobortis nisi ut aliquip ex ea commodo
consequat. Duis te feugi facilisi.



— Bold

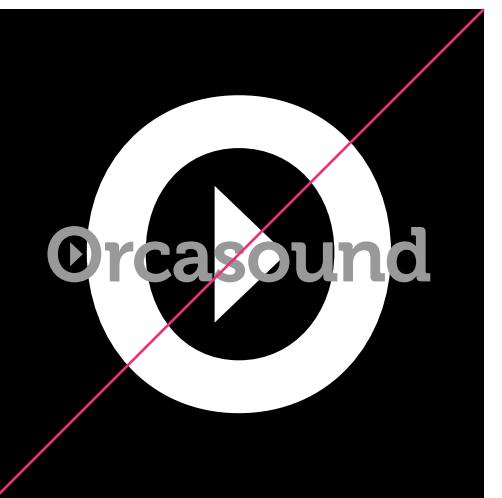
— Regular

— Light

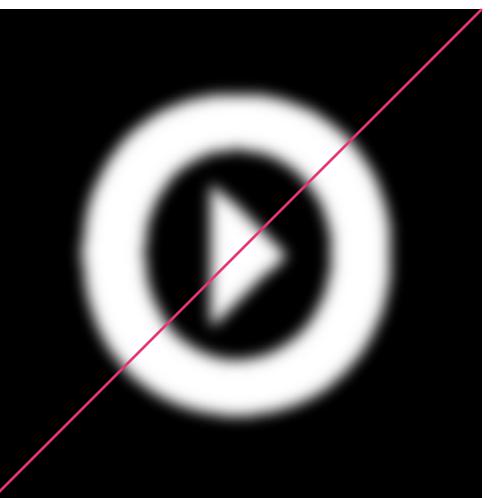
WORKMARK & LOGO USAGE

ORCASOUND

When it comes to developing a brand, consistency is key. That doesn't mean everything has to look the same. Using the brand identity system in a consistent manner will build credibility for the brand, speed recognition, and differentiate from the competition. As elements of the current design systems evolve, one of the cornerstones of a memorable brand experience is the continued consistent expression of that brand. The Orcasound logo system has been designed to support a variety of creative expression while maintaining consistent elements.



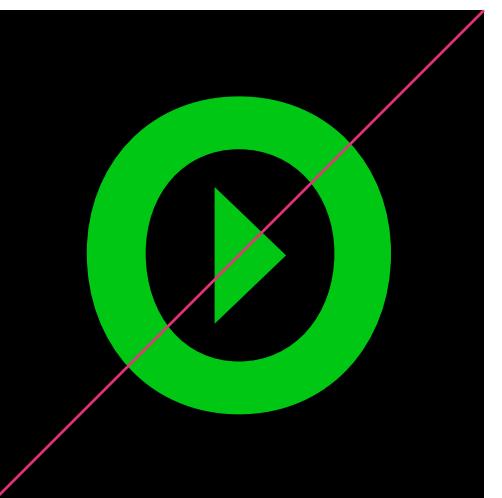
At no time should anything (other logos, type, etc.) be placed over the identity elements.



At no time should effects be added to the identity elements.
(Glow, posterize, etc.)



Seal Gray should not be used as a background color.



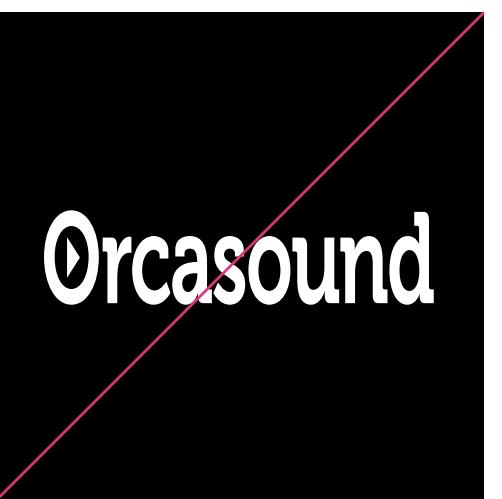
Identity elements should not be used in any other color combinations other than those specifically called out in this manual. Some color variations are acceptable. Contact designers for approval.



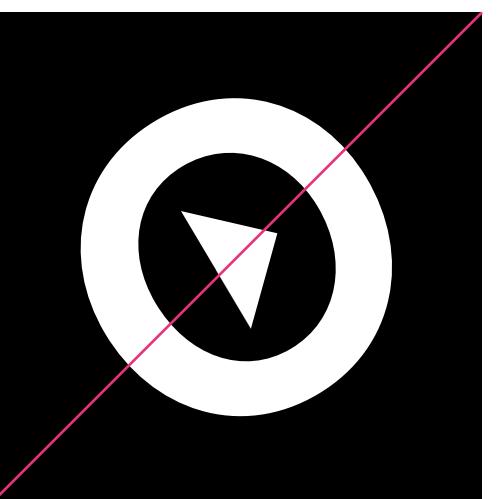
Do not crop the Orcasound wordmark in any way.



The Orcasound wordmark should never appear without the "play button" in the O.



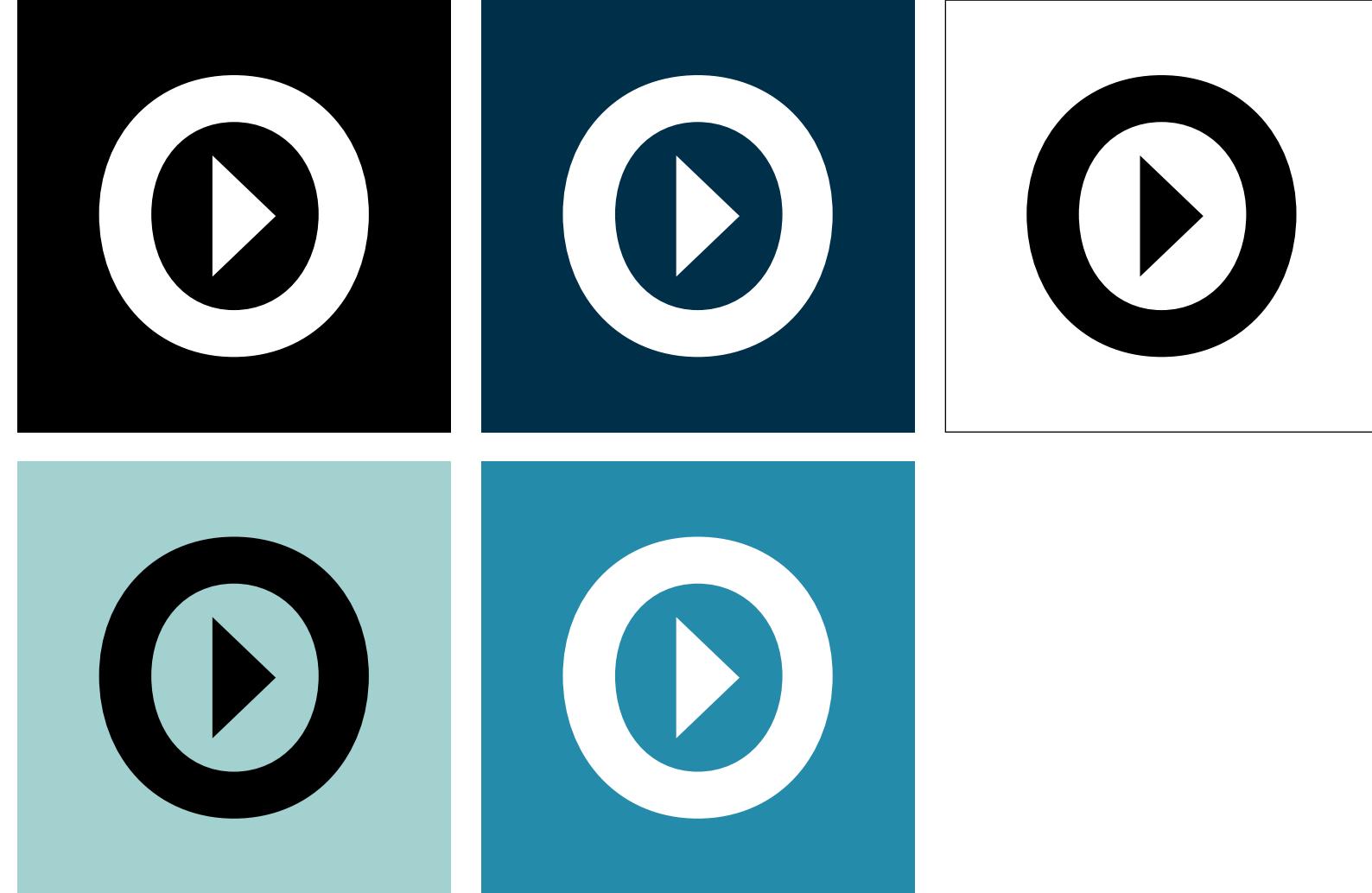
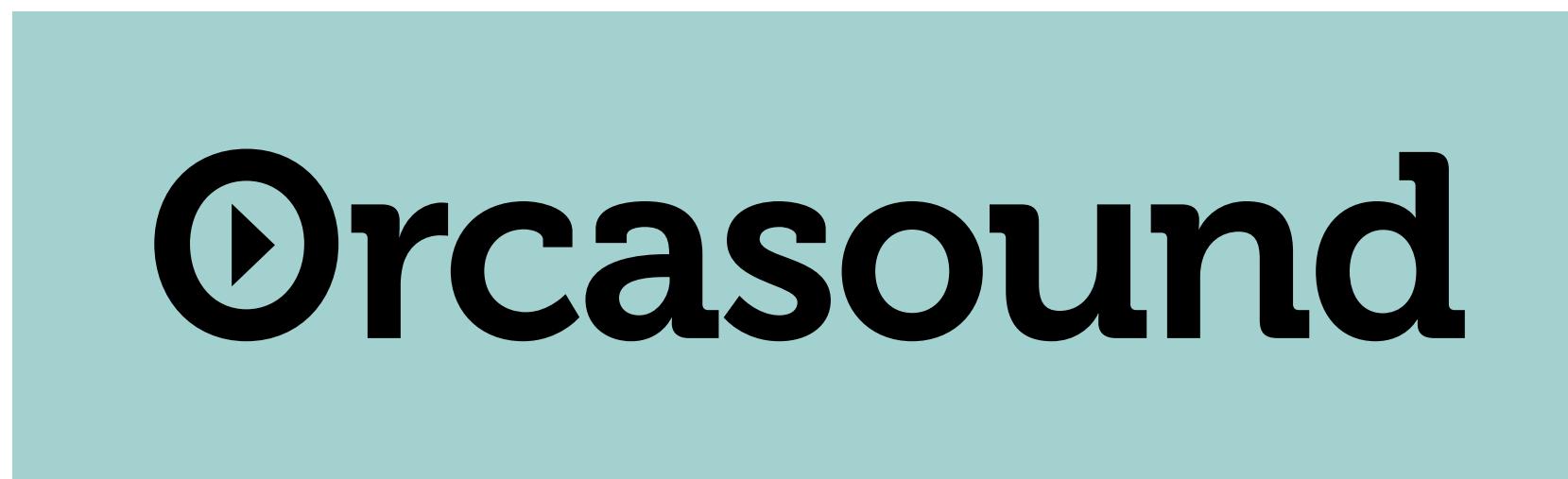
Identity elements should not be modified, stretched or distorted in any way.



Identity elements should not be tilted or rotated.

APPLICATION

ORCASOUND



Ensure that you choose a combination of colors that prioritizes contrast and legibility.
Use good judgement when placing Orcasound wordmarks and logos on colorful or patterned backgrounds.

** When possible, use black or white for wordmarks and logos.

GRAPHIC ELEMENTS

ORCASOUND



“O” Pattern

Repeating the O of the Orcasound wordmark can be used to produce a pattern that is reminiscent of sound waves bouncing around an enclosed space.

Depending on the background, choose a “wave” color that provides contrast without taking away from essential logos, text, and elements on top of the pattern.



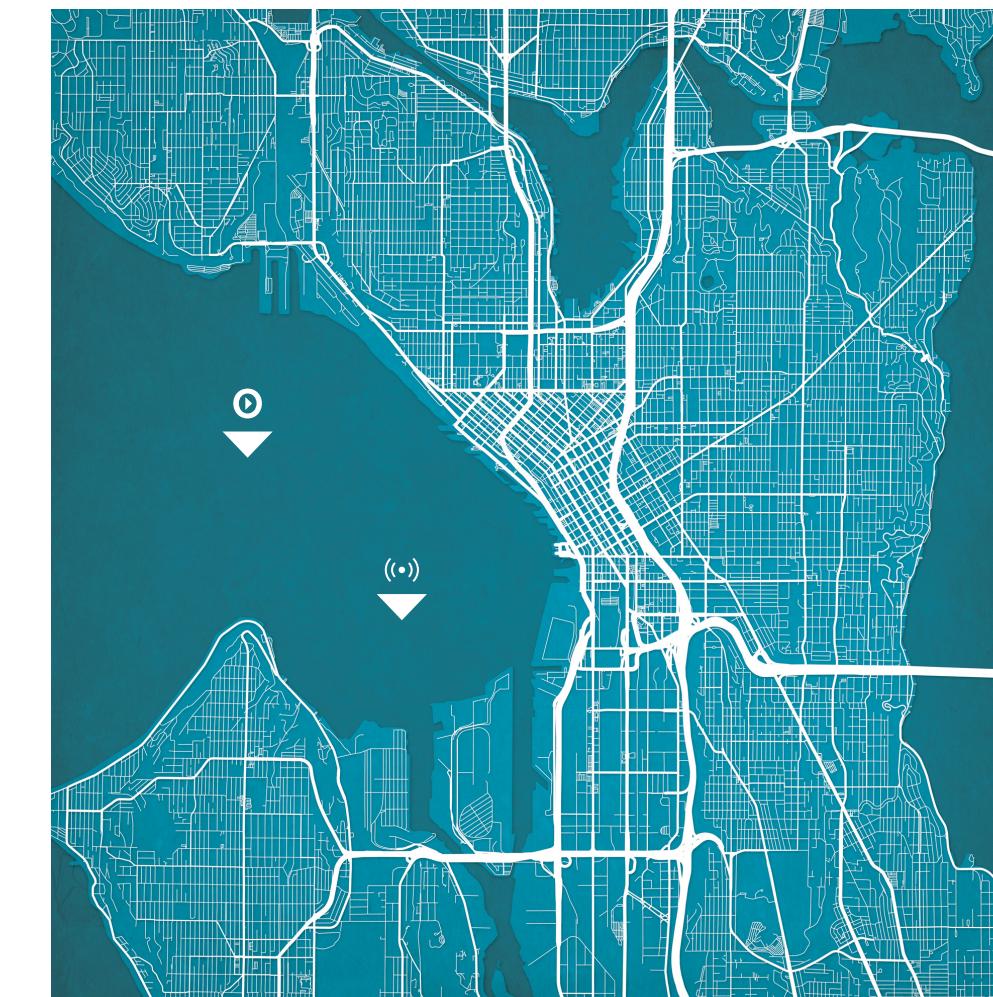
Orcasound “play button”

The play button can be used in a variety of cases.

Bullet points, arrows, map pins, borders, and decorative elements.

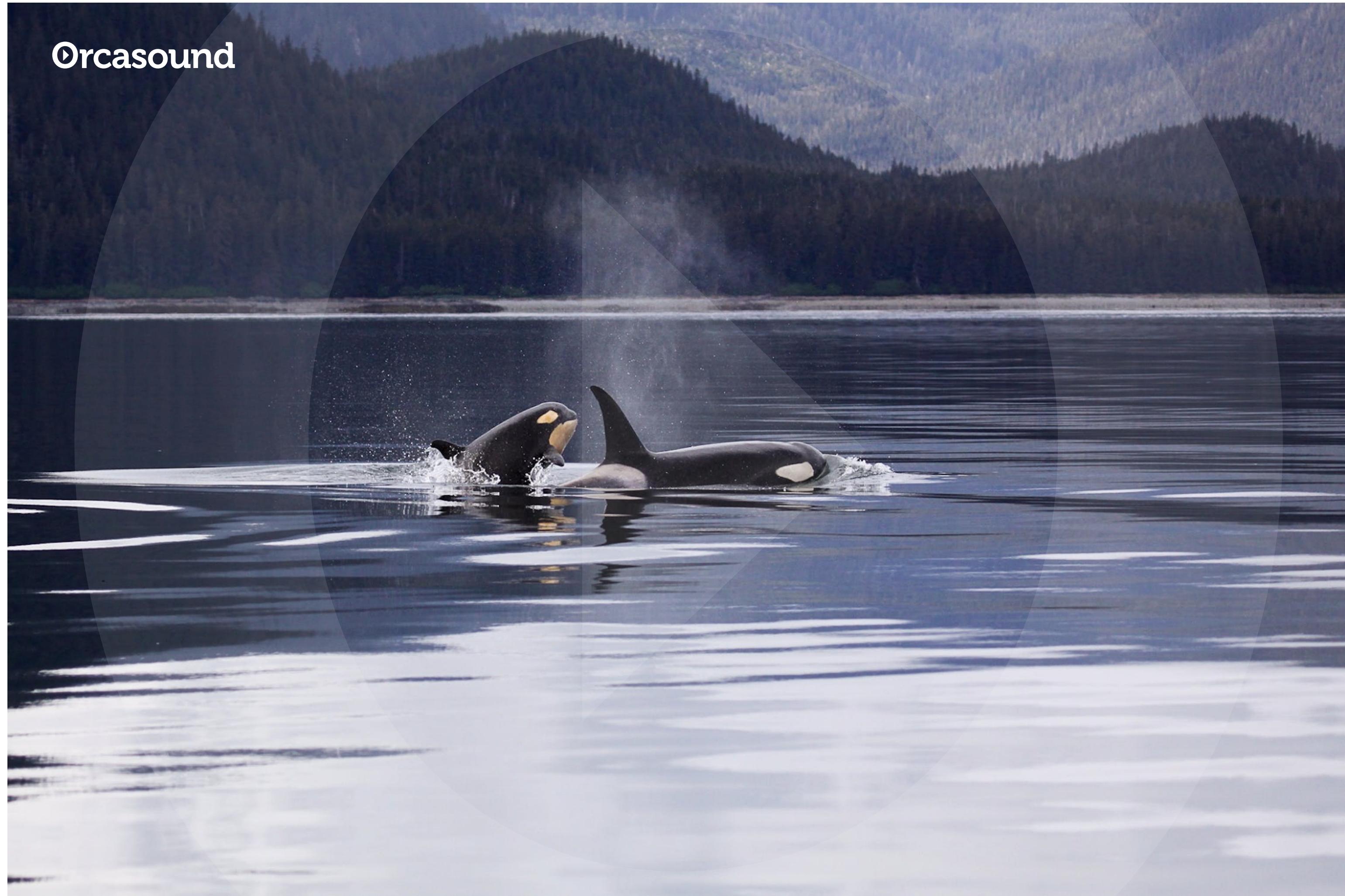
See examples below.

- ▶ L-pod
- ▶ J-pod
- ▶ K-pod



APPLICATION

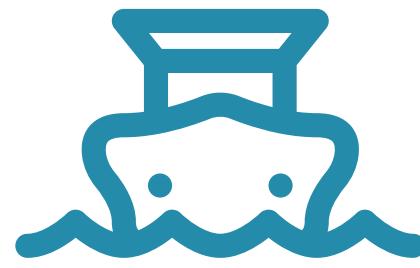
ORCASOUND



ICONS

ORCASOUND

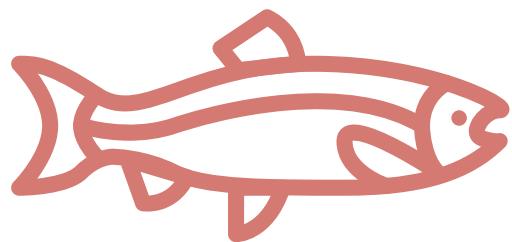
Ship / Boat



Danger / Alert



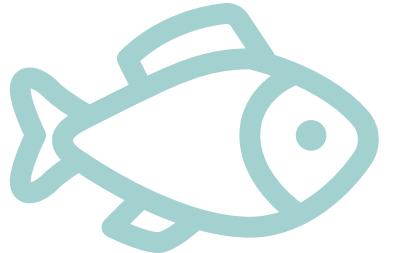
Salmon



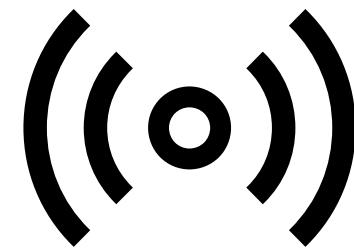
Bouy



Fish



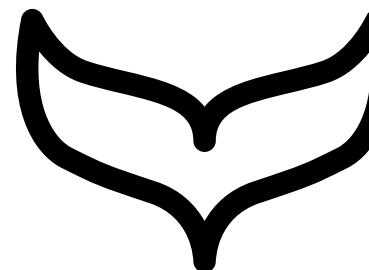
Hydrophone



App Icon
(potential examples)

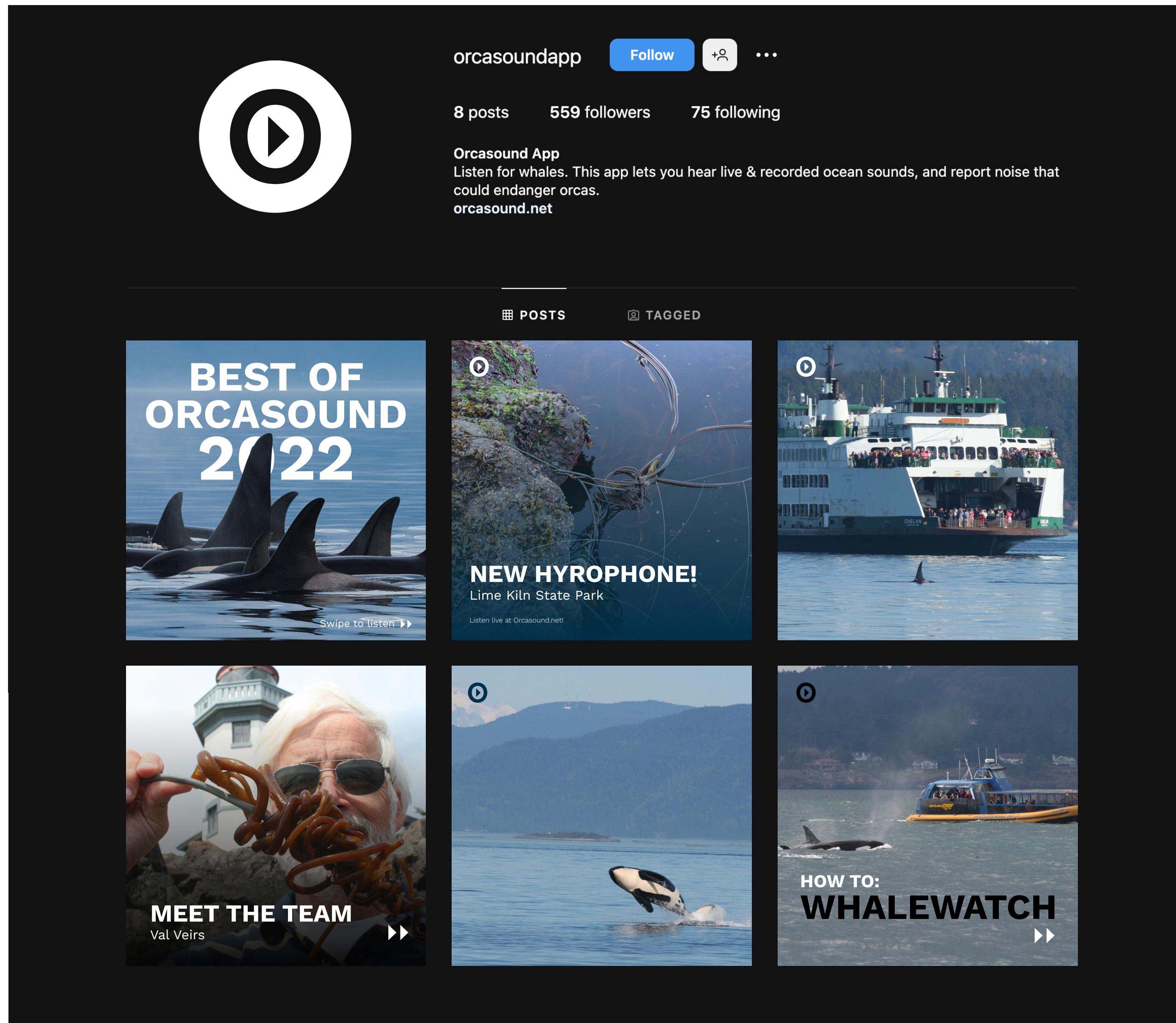


Whale



SOCIAL MEDIA EXAMPLE / LOOK

ORCASOUND



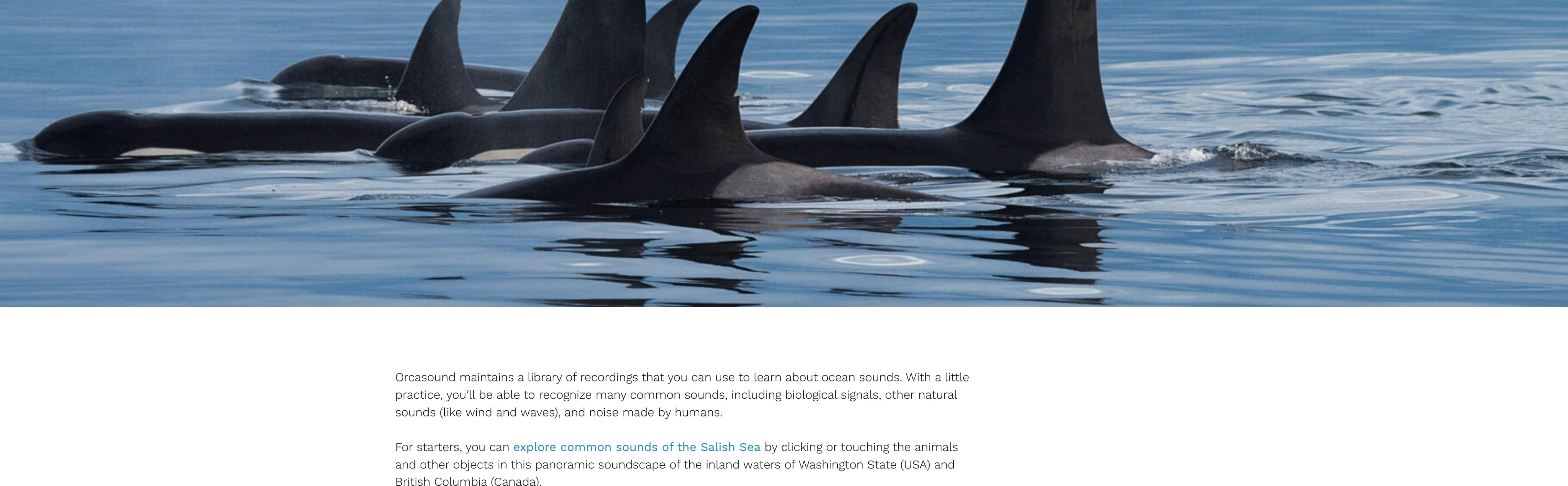
Notice the use of Orcasound's colors in gradients to ensure legibility of text.

Also notice the use of text hierarchy to show the reader what is most important and then encourage them to interact with the post (swipe, keep reading, educate themselves etc).

Finally, in the hydrophone post, notice the "O" pattern's role of adding visual interest without taking away from the important text and call to action.

LEARN

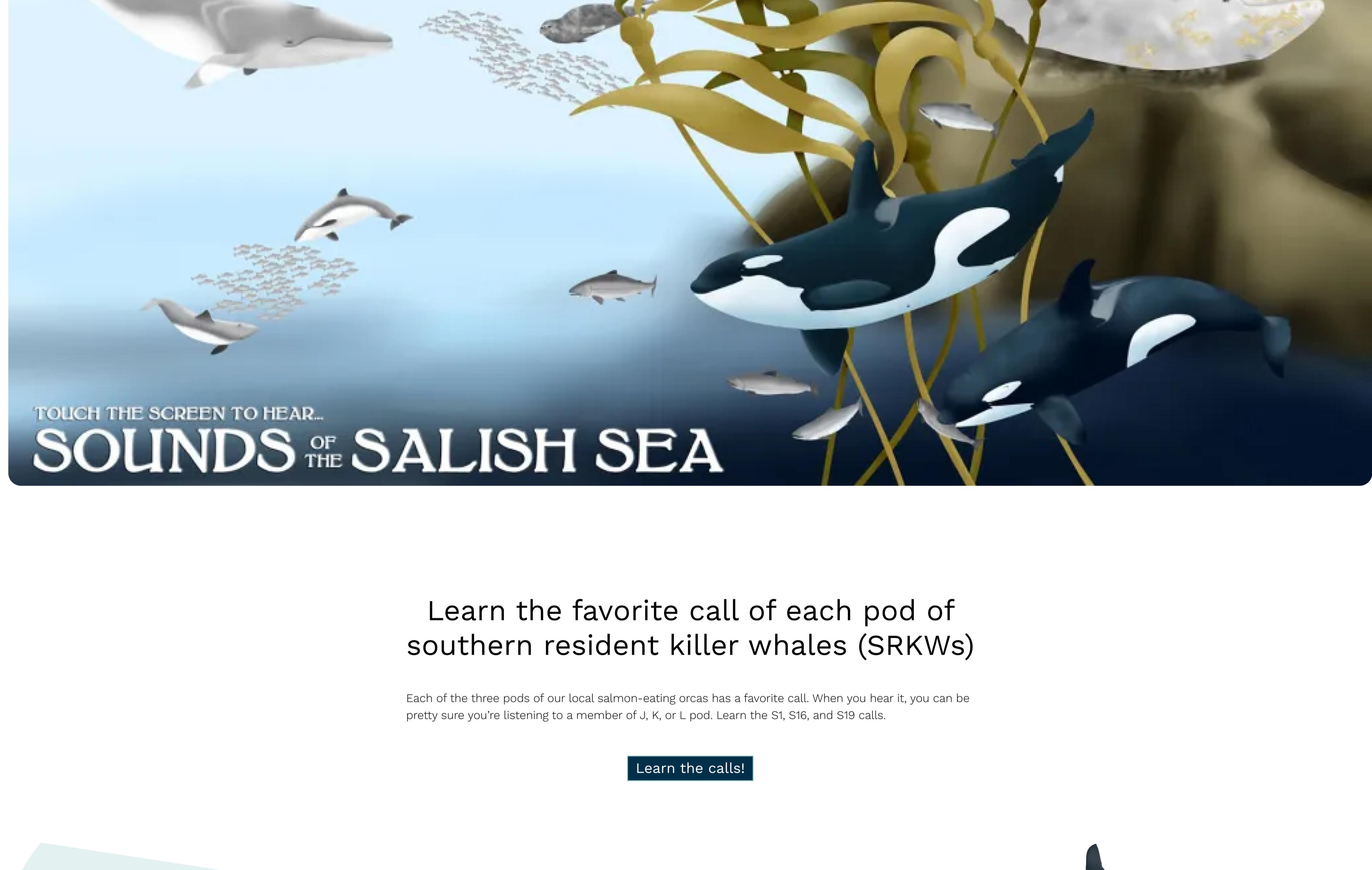
What is Orcasound? / What do we do? / Who are the SRKWs?



Orcasound maintains a library of recordings that you can use to learn about ocean sounds. With a little practice, you'll be able to recognize many common sounds, including biological signals, other natural sounds (like wind and waves), and noise made by humans.

For starters, you can [explore common sounds of the Salish Sea](#) by clicking or touching the animals and other objects in this panoramic soundscape of the inland waters of Washington State (USA) and British Columbia (Canada).

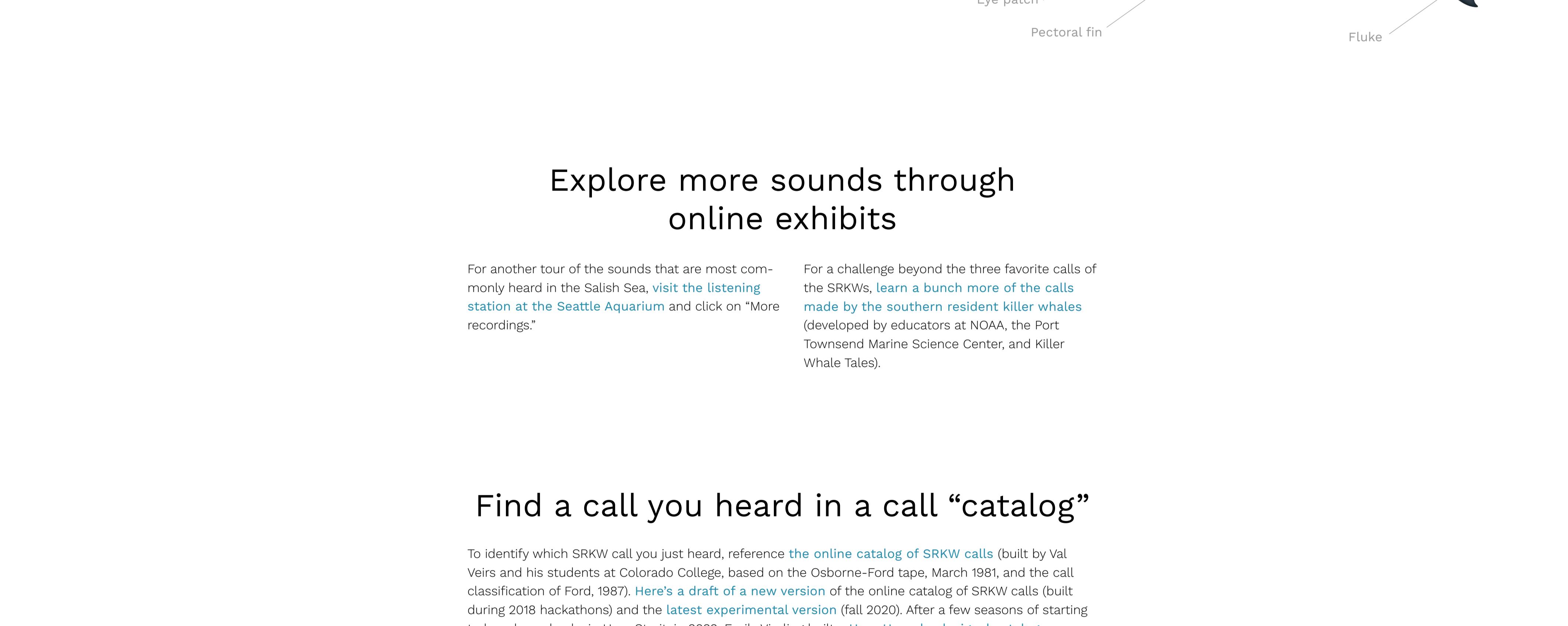
Select an object to hear its sound!
Then [learn how this exhibit was built](#) by the Langley Whale Center and Orca Network.



Learn the favorite call of each pod of southern resident killer whales (SRKWs)

Each of the three pods of our local salmon-eating orcas has a favorite call. When you hear it, you can be pretty sure you're listening to a member of J, K, or L pod. Learn the S1, S16, and S19 calls.

[Learn the calls!](#)



Explore more sounds through online exhibits

For another tour of the sounds that are most commonly heard in the Salish Sea, visit the [listening station at the Seattle Aquarium](#) and click on "More recordings."

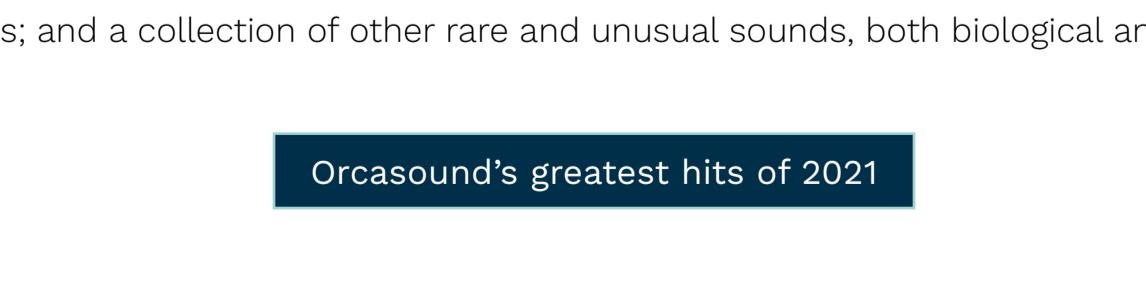
For a challenge beyond the three favorite calls of the SRKWs, learn a bunch more of the calls made by the southern resident killer whales (developed by educators at NOAA, the Port Townsend Marine Science Center, and Killer Whale Tales).

Find a call you heard in a call “catalog”

To identify which SRKW call you just heard, reference the [online catalog of SRKW calls](#) (built by Val Veirs and his students at Colorado College, based on the Osborne-Ford tape, March 1981, and the call classification of Ford, 1987). Here's a draft of a new version of the online catalog of SRKW calls (built during 2018 hackathons) and the [latest experimental version](#) (fall 2020). After a few seasons of starting to hear humpbacks in Haro Strait, in 2022, Emily Vierling built a [Haro Humpback signal catalogue](#).

Listen to our best recordings of local orcas (SRKWs)

Our favorite orca recordings from more than 15 years of listening to the Salish Sea and Northeast Pacific. Listen to sounds made by Southern Resident orcas, including examples of all of their different stereotyped calls, their whistles and echolocation clicks, as well as the percussive sounds they make by hitting the ocean surface with their bodies.



Hear our most amazing recordings of Salish Sea sounds

Our favorite recordings from more than 15 years of listening to the Salish Sea and Northeast Pacific. While the SRKW sounds are beautiful and diverse, each year you help us record and identify other amazing marine sounds. Learn to recognize them: humpbacks of Haro Strait; transient killer whales of Dabob Bay; harbor seals; and a collection of other rare and unusual sounds, both biological and human-made.

[Orcasound's greatest hits of 2021](#)