

GALVESTON BAY
FOUNDATION

BRAND GUIDELINES

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PRIMARY LOGO

The Galveston Bay Foundation logo is made up of a seabird with waves in a simple, modern and elegant style. The logo formats below must always be used. The blue, horizontal logo should always be used as the primary logo. The vertical logo should be used when the horizontal logo is not suited for the space the logo is placed in.

HORIZONTAL LOGO



VERTICAL LOGO



LOGO POSITIONING

The logo must be reproduced with a clear area around it that is free from other graphic elements. This area is called “clearspace”. The clearspace should always be the height of the words “Galveston Bay”.



LOGO MINIMUM SIZE

The minimum size the horizontal logo should be displayed at is 25px high. The minimum size the vertical logo should be displayed at is 40px high.



LOGO DONT'S

The Galveston Bay Foundation logo should always be used in its approved format. It should never be modified. Altering the logo weakens the integrity and consistency of the brand. Here are examples of what not to do with the logo.



Do not rotate logo.



Do not disproportionately resize the logo.



Do not change the logo's colors.



Do not crop the logo.



Do not use the logo on a busy background.



Do not edit the element positioning.



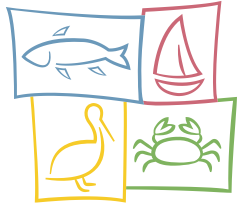
Do not use the logo on nonlegible background color.



Do not overlap anything on the logo.

EVENT LOGOS

Each Galveston Bay Foundation event has its own specific logo. These logos should all be used with their respective event. Each logo may also be in white on the blue background.



BAY DAY FESTIVAL



CIRCLE OF FRIENDS



CEASE THE GREASE



MARSH MANIA



BIKE AROUND THE BAY
BENEFITING THE GALVESTON BAY FOUNDATION

SPONSORED BY



**LADIES CASTING
FOR CONSERVATION**



THE CAST
GALVESTON BAY FOUNDATION
YOUNG PROFESSIONALS



**OYSTER SHELL
RECYCLING PROGRAM**



PUMP

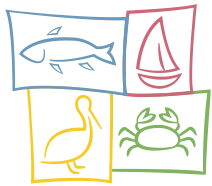
DON'T DUMP



**GET HIP
TO HABITAT**

EVENT LOGOS WITH PRIMARY LOGO

In some cases, the event logo should be used with the primary logo. Each logo may also be in white on the blue background.



BAY DAY FESTIVAL

GALVESTON BAY
FOUNDATION



**LADIES CASTING
FOR CONSERVATION**

GALVESTON BAY
FOUNDATION



CEASE THE GREASE

GALVESTON BAY
FOUNDATION



MARSH MANIA

GALVESTON BAY
FOUNDATION



CIRCLE OF FRIENDS

GALVESTON BAY
FOUNDATION



**OYSTER SHELL
RECYCLING PROGRAM**

GALVESTON BAY
FOUNDATION



PUMP

DON'T DUMP

GALVESTON BAY
FOUNDATION



**GET HIP
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PROGRAM LOGOS

Each Galveston Bay Foundation program has its own specific logo. These logos should all be used with their respective program.

Dockwalker Team



Galveston Bay Dolphin Research Program



Freshwater Inflows



Galveston Bay Action Network



Rain Barrel Program



Get Wet! Workshops for Teachers



TYPOGRAPHY

Galveston Bay Foundation uses Century Gothic as its primary font family. Headlines and subheads should consist of Century Gothic in uppercase with a stroke in the same color to make it bolder without losing the letterforms. Body copy should appear without the stroke.

CENTURY GOTHIC 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
1 2 3 4 5 6 7 8 9 0

CENTURY GOTHIC 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
1 2 3 4 5 6 7 8 9 0

COLORS

Consistent use of the Galveston Bay Foundation brand colors will ensure a strong brand across all mediums. The brand colors should be utilized across all communications medium. Blue is an essential part of Galveston Bay Foundation's brand identity and should be used frequently. The supporting colors should be used to compliment the main brand.

PRIMARY COLOR



Pantone 647C
C83 M54 Y28 K7
R56 G106 B140
HEX #386a8c

SECONDARY COLORS



Pantone 7454C
C60 M30 Y15 K0
R108 G153 B186
HEX #6c99ba



Pantone 129C
C4 M18 Y92 K0
R245 G202 B47
HEX #f5ca2f



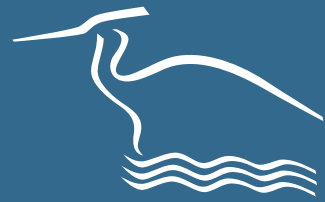
Pantone 702C
C18 M71 Y41 K1
R202 G105 B119
HEX #ca6977



Pantone 7498C
C55 M11 Y82 K0
R128 G178 B95
HEX 80b25f



Pantone 1575C
C7 M55 Y88 K0
R230 G135 B57
HEX #e68739



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