



Brand Guidelines

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Logo

The E00S logo is split into two parts: 'E00S' on the left, and 'European Ocean Observing System' on the right. The two components are separated by a fine line.

The 'E00S' initials use a distinctive, rounded font, with only the outline strokes being filled. A line flows across the middle of the letters to signify a wave, splitting the letters into upper and lower segments, each of which feature different colours.

The upper segment remains in turquoise, while the bottom segment is either charcoal or white, depending on the background colour.

On light



On dark



Colour

The E00S brand palette consists of five colours.

Charcoal is the dark base colour – used widely for text, it can also be used as a background colour.

Turquoise is the main highlight colour – primarily used for subheadings and highlight text, as well as within icons and graphics.

Coral is the bright colour pop, and within the website is reserved for active elements such as links and buttons. Coral should be used sparingly.

Light blue and **light grey** work well as background colours – light blue adds a fresh, on-brand feel, while grey is more functional and neutral.

Charcoal

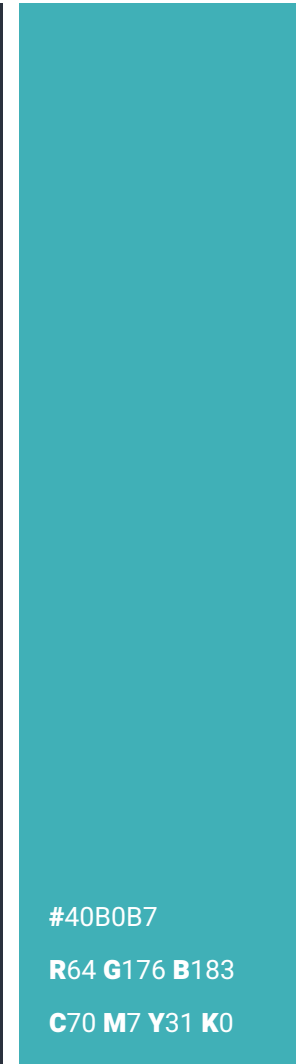


#2A313D

R42 G49 B61

C82 M68 Y50 K57

Turquoise

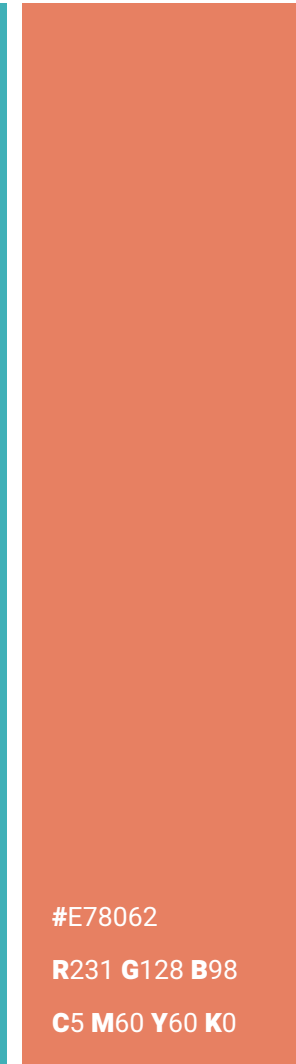


#40B0B7

R64 G176 B183

C70 M7 Y31 K0

Coral

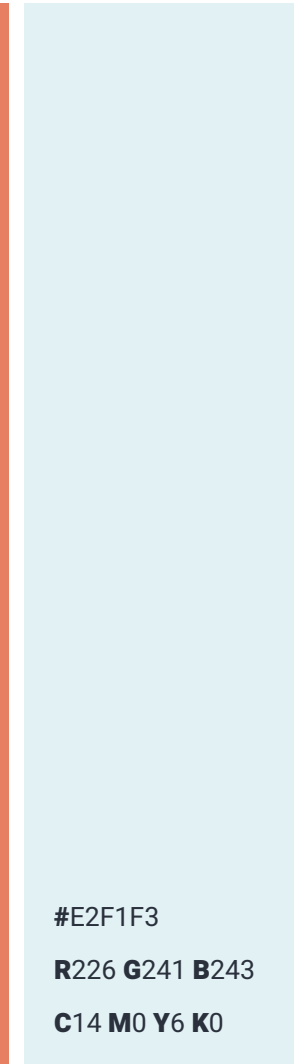


#E78062

R231 G128 B98

C5 M60 Y60 K0

Light blue

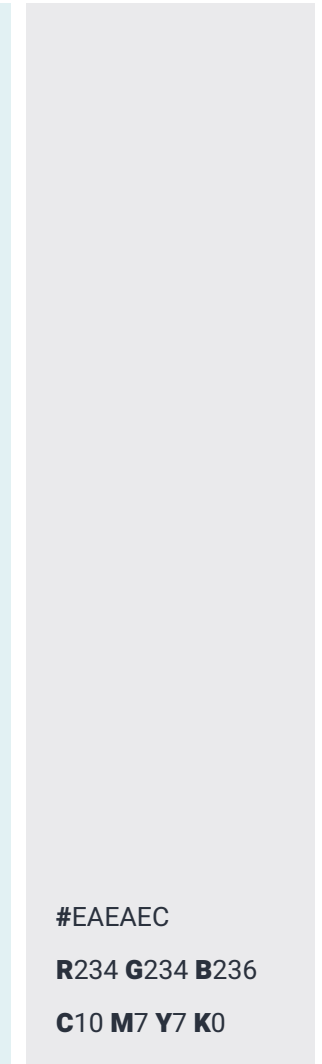


#E2F1F3

R226 G241 B243

C14 M0 Y6 K0

Light grey



#EAEAEC

R234 G234 B236

C10 M7 Y7 K0

Typography

The E00S brand font is Heebo – a free, open-source [Google font](#).

Heebo, with its contrasting weights and rounded features, was chosen to feel clear, trustworthy and accessible.

Two weights are in use across the E00S brand – Black and Regular.

Aa

Heebo Black

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

Aa

Heebo Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

Typography

Heebo is used in its different weights, sizes and colours depending on the hierarchy of text.

Headlines are the largest text, in Heebo Black, and charcoal in colour. Introductions and subheadings also use Black but at a smaller point size, and are turquoise in colour.

Body text is set to Heebo Regular in charcoal, while links introduce coral to Heebo Black, and end with an arrow icon.

Headlines

Heebo Black
Charcoal

**Lorem ipsum dolor
sit amet consectetur
adipiscing elit**

Intro / subhead

Heebo Black
Turquoise

**Lorem ipsum dolor sit amet,
consectetur adipiscing elit. Fusce
orci felis, aliquam non aliquam sed,
vestibulum sed ipsum.**

Body

Heebo Regular
Charcoal

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce orci felis, aliquam non aliquam sed, vestibulum sed ipsum. Nullam ut odio quis est tempor volutpat eget non massa. Etiam eu tincidunt erat, blandit ultrices enim. Fusce euismod convallis imperdiet. Sed tincidunt pharetra neque, eget euismod ex finibus eu. Nunc vel bibendum ex, et luctus sem. Sed interdum, metus nec blandit dignissim, nibh lacus tincidunt nulla, sed auctor magna ipsum vel lectus. Phasellus faucibus lobortis massa sed elementum.

Links

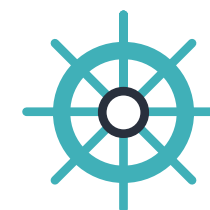
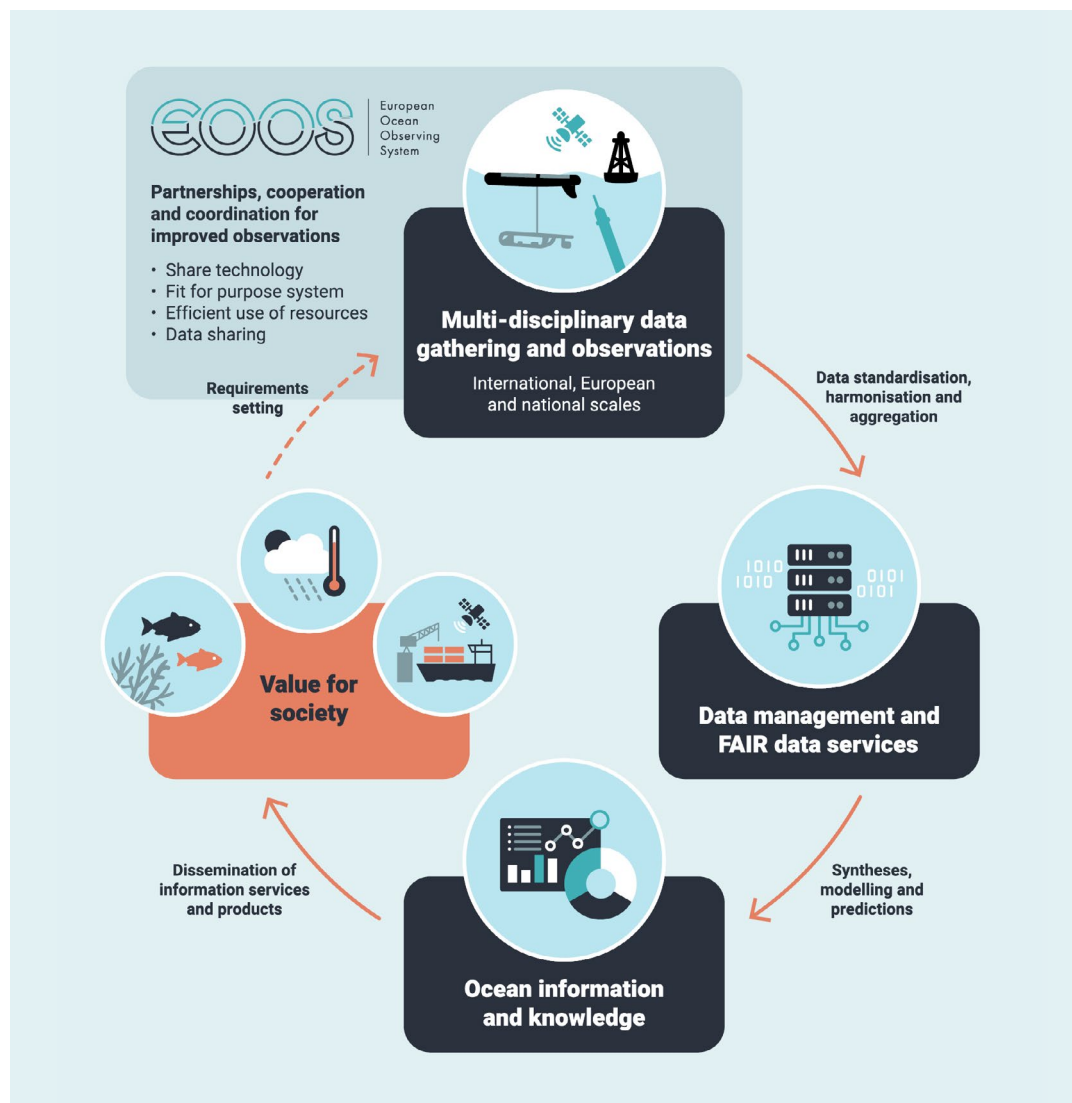
Heebo Black
Coral

Lorem ipsum dolor →

Graphics & Icons

Visual elements can help aid comprehension, and support content. Icons can be introduced to highlight topics and themes, whilst broader infographics can arrange complex information into a visual format to give them more meaning and context.

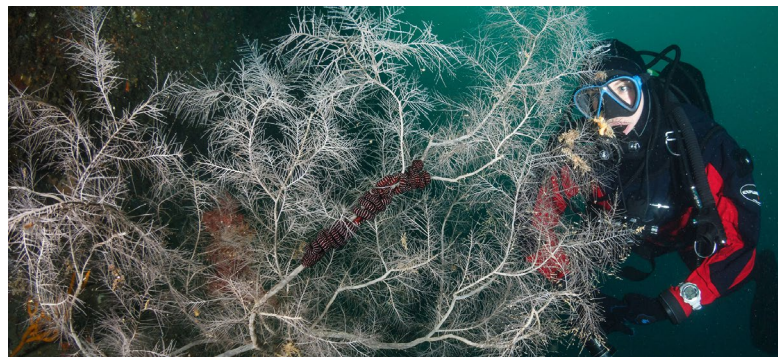
EOOS employs a flat graphic style, where outline strokes and filled shapes are combined. Graphics tend to be limited to a minimal colour palette, combining two or three colours (dark, bright, and neutral) plus a background colour. The graphics are simplistic, reducing elements to core shapes and silhouettes to reduce the level of detail.



Imagery

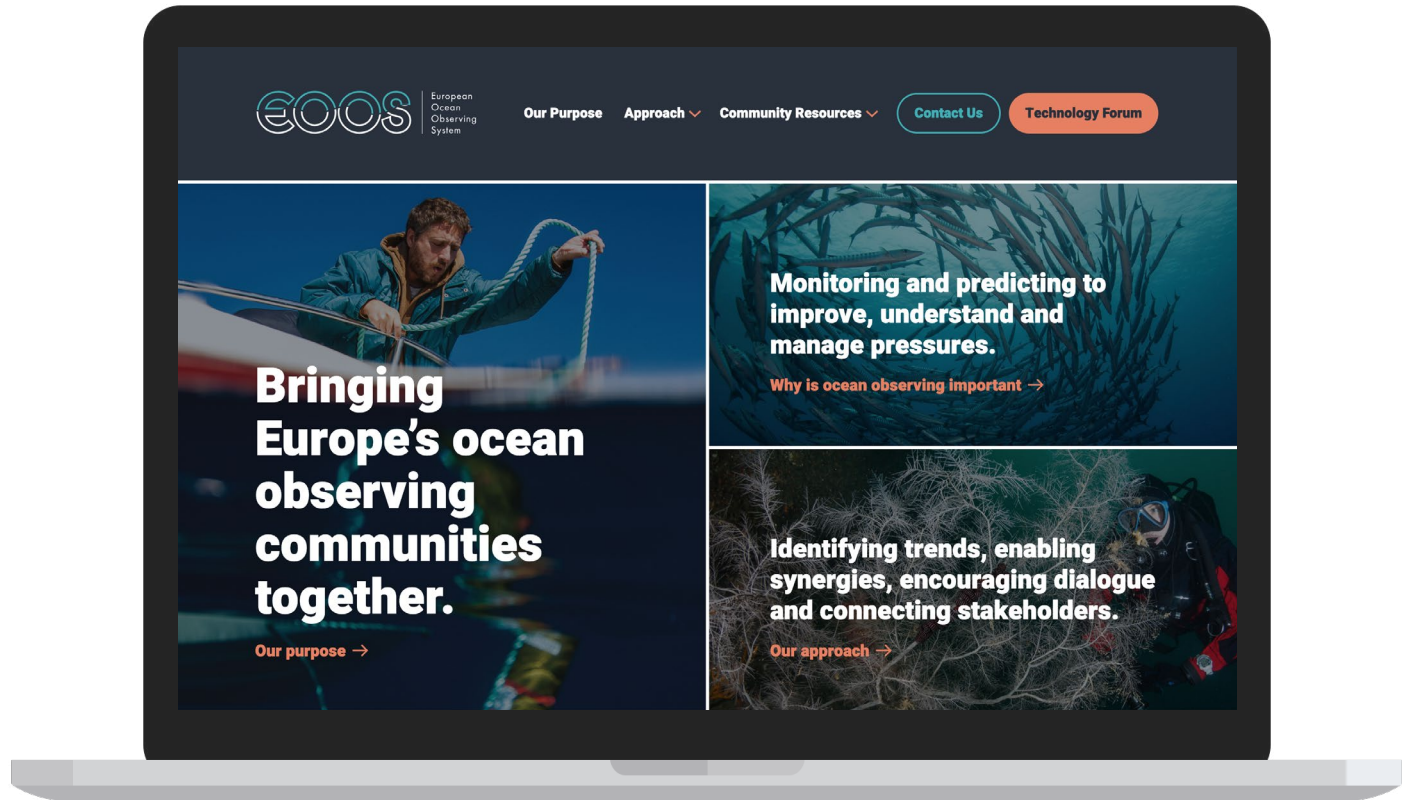
Imagery is a key feature of the EOOS brand, bringing topics to life. Images can be a mix of people engaging in observations, observation technology in situ, and the ocean habitat. A human focus is important, and where possible a broad diversity of people should be featured.

Images should feel natural and authentic rather than staged, capturing people at work in the sector.



Application

The updated visual identity was launched on the redesigned EOOS website, at eoos-ocean.eu. Further collateral will be created to create a consistent suite of communications materials.



E00S

Brand Guidelines

Thank you for consulting the E00S brand guidelines. These guidelines have been produced by Wolf&Player, in collaboration with E00S, and provide the basis for consistent branded communications.



European
Ocean
Observing
System
