Graphic Standards
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INTRODUCTION

GLOBAL PARTNERSHIP FOR OCEANS

Purpose

This manual provides guidelines and specifications for the use and presentation of the Global Partnership for Oceans (GPO) logo. It includes examples of proper and improper use of the logo in a variety of situations. Whenever the GPO logo is incorporated in any communications, it is very important to adhere to these standards; they will create familiarity and maintain consistency and continuity of message.

GPO Logo Usage

Who can use the GPO Logo

The GPO Logo is for exclusive use by the GPO, its partners, and approved third parties.

The GPO reserves the right in its sole discretion to terminate or modify permission to display the Logo, and may request that Partners and third parties modify or delete any use of the Logo that, in GPO’s sole judgment, does not comply with these guidelines, or might otherwise impair GPO’s rights in the Logo. GPO further reserves the right to object to unfair uses or misuses of its logo and take punitive action as it deems necessary.

What is the GPO?

The GPO is an inclusive coalition of over 125 public, private and civil society organizations. The Partnership will support countries over the next decade to introduce and scale up the policies needed to unleash much greater investment in sustainable fisheries and aquaculture, pollution reduction and conservation of ocean habitats and biodiversity. Interested countries will be supported by GPO partners to identify solutions and prepare action plans for investment at scale. The GPO brings a suite of implementation of these action plans, together with a network of experience and expertise to contribute knowledge and operational support. More FAQs.

How to Use the GPO Logo

Reproduction of the logo should be done using the master artwork GPO supplies. The logo is available in digital format for PC and Macintosh platforms.

The Logo may be used under the following limited conditions:

targets for healthier oceans. By becoming a partner of the GPO, a group or individual is committing to the objectives of the Declaration for Healthy Productive Oceans to Help Reduce Poverty. Each partner is expected to contribute according to their comparative advantage, which could include expertise in implementation, knowledge, outreach, or finance.

GPO Partners

A list of current GPO Partners.

Permission to use the GPO Logo

The GPO Logo is an artistic work protected by copyright which gives The World Bank Group the exclusive right to the use of this graphic. As a general rule, GPO Partners may use the Global Partnership for Oceans Logo and third parties may not use the logo. Below is a list of the limited circumstances under which partners and third parties may use the GPO Logo. The Logo must always be used pursuant to the specifications of the GPO Logo Graphic Guidelines. Any use that falls outside of these specifications is strictly prohibited.

How to Be a Partner

Partners sign onto the GPO Declaration as a commitment to work together toward agreed targets for healthier oceans. By becoming a partner of the GPO, a group or individual is committing to the objectives of the Declaration for Healthy Productive Oceans to Help Reduce Poverty. Each partner is expected to contribute according to their comparative advantage, which could include expertise in implementation, knowledge, outreach, or finance.

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How to Use the GPO Logo

Reproduction of the logo should be done using the master artwork GPO supplies. The logo is available in digital format for PC and Macintosh platforms.

The Logo may be used under the following limited conditions:
Permission must be acquired from the GPO Secretariat by writing to GPOSecretariat@worldbank.org.

In advertising, marketing collateral, or a website that references your connection with the GPO (for example, the material states that you are a partner of the GPO).

In an area of a website, advertising, or marketing collateral dedicated to the activities of the GPO.

The following guidelines must be followed for all uses of the logo:

1. The Logo may not be used in any manner that might imply that any non-GPO materials, including but not limited to websites or publications, are sponsored, endorsed, or affiliated with GPO.

2. The Logo may not be displayed as a primary or prominent feature on any non-GPO materials. Organizations using the Logo pursuant to these guidelines must also display in the primary and more prominent position, their own logo(s), organization name, or other branding.

3. The Logo may not be imitated or used as a design feature in any manner.

4. The Logo may not be used in a manner that would disparage GPO, or its partners.

5. The Logo must be used as provided by the GPO Secretariat with no changes, including but not limited to changes in the color, proportion, or design, or removal of any words, or artwork. The Logo may not be animated, morphed, or otherwise distorted in perspective or appearance.

6. Use only GPO-approved logo artwork.

7. The Logo must stand alone and may not be combined with any other object, including but not limited to other logos, words, graphics, photos, slogans, numbers, design features, or symbols. The Logo must never be used to represent the word “GPO” in text, including in a headline, product-name logotype, or body copy.

8. The Logo must not be incorporated or used in any manner as part of another company's name, domain name, product or service name, logo, design, slogan, or other branding elements. The Logo must never appear contained within a box, circle, or other shape; or combined with any other name, logo, or icon to create a co-branded logo.

9. Neither the Logo nor the GPO name may be used in any other company name, service name, domain name, website title, publication title, or the like.

10. Non-GPO materials should not mimic any GPO advertising, packaging, or website design.

Contact

If you have any questions about these guidelines or the use of the GPO logo, please contact Jim Cantrell at jcantrell@worldbank.org.
The GPO logo is comprised of two elements: First, the mark, or symbol; and second, the customized type. In all corporate communications and publications, the preferred use is to display these two elements together, as shown on the right.

Do not attempt to recreate the logo’s symbol or text; use only the electronic versions provided. The font used for the text is derived from BlairMdITC TT Medium and Standard CT Condensed Medium, but it has been carefully customized for this logo and differs from the standard font.
Typography

BlairMdITC TT Medium and Standard CT Condensed Medium are the official fonts for the GPO logo and may be used for any headlines or subheads for all marketing materials. Gill Sans fonts are recommended for text.

BlairMdITC TT Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Standard CT Condensed Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gill Sans TT Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gill Sans TT Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gill Sans TT Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
Minimum Size

For both for print and digital applications, the logo should not appear smaller than the minimum size of approximately 1.5 inches wide.

Clear Space

An area of uninterrupted clear space, void of any other logos, images, graphics, or text, must completely surround the GPO logo. At a minimum, this space must be equal to half the height of the logo, as shown.
It is preferred that the GPO logo be applied only on white and/or a light-colored background. In cases where the logo appears on a colored background, there must be sufficient contrast in color so that the logo is legible and easily recognizable.
Reverse Use

In cases where the light background is not possible, a reverse version of the logo may be used. In these instances, the mark and type must appear in white.

It is important to have enough contrast between the mark and background so the logo is visible and easily recognizable.
The spot, four-color option is preferred and should be used in print whenever possible. Depending on printing or display capabilities or limitations, however, the logo may be reproduced in several different color formats, as follows.

### 4-Color Process

In its preferred iteration, the logo is comprised of four-color process or spot colors, as follows:

<table>
<thead>
<tr>
<th>Color</th>
<th>C</th>
<th>M</th>
<th>Y</th>
<th>K</th>
</tr>
</thead>
<tbody>
<tr>
<td>C</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>100%</td>
</tr>
<tr>
<td>M</td>
<td>44%</td>
<td>99%</td>
<td>6%</td>
<td>7%</td>
</tr>
<tr>
<td>Y</td>
<td>100%</td>
<td>100%</td>
<td>81%</td>
<td>0%</td>
</tr>
<tr>
<td>K</td>
<td>7%</td>
<td>11%</td>
<td>29%</td>
<td>5%</td>
</tr>
</tbody>
</table>

### GPO’s primary color palette in PMS colors:

- PANTONE 1385 C
- PANTONE 180 C
- PANTONE 201 C
- PANTONE 3435 C
- PANTONE 2768 C
- PANTONE 534 C

### RGB for online usage only:

- Red: 232
- Green: 148
- Blue: 26
- Red: 217
- Green: 83
- Blue: 30
- Red: 179
- Green: 8
- Blue: 56
- Red: 0
- Green: 80
- Blue: 47
- Red: 0
- Green: 45
- Blue: 124
- Red: 23
- Green: 74
- Blue: 124
Whenever possible, the palette of spot or four-color process as shown on this page are highly recommended as accent colors for subheads, headlines, body text, and background color on all in-house marketing materials.
In some instances, such as when a partnership or co-sponsorship is involved, the GPO logo may need to appear on the same page with one or more different logos from other companies. On in-house marketing materials, the GPO logo must always appear first, either to the left of the other logo(s) when placed side by side, or above the other logo(s) when stacked.
Improper Use

The GPO logo may never be used on a background that displays another graphic, pattern, or photograph, as these make the logo difficult to recognize and discern.