



GLOBAL PARTNERSHIP ON MARINE LITTER

Logo Style Guide | 2015

How to best apply the logo



Logo Permission

Ownership of the logo remains with the Global Partnership on Marine Litter (GPML). It can be used without permission in its entirety and without amendment by members of the partnership to promote the GPML and other environmental outreach work/activities related to marine litter as needed. Products containing the logo can be sent to the GPML secretariat for review. If used on a website, a link to the GPML page will have to be accompany the logo: www.unep.org/gpa/gpml. Further queries regarding its placement or specific requests that do not fall within the remit of these guidelines may be directed to: gpml@unep.org

Why use the logo?

The GPML is a voluntary global coordination mechanism among international agencies, governments, NGOs, academia, private sector, civil society and individuals in which all partners agree to work together to reduce the influx of marine litter in the marine environment.

By using the logo members do not only promote the GPML but show that their work contributes to and strengthens a global movement to address the marine litter issue.

A coherent/common branding will give maximum visibility to the GPML and its results when the secretariat and the GPML members participate in, and/or disseminate information at key relevant international and national events, workshops and conferences.



Logo Rationale

Litter is found in all the world's oceans and seas. The continuous growth in the amount of solid waste thrown away, and the very slow rate of degradation of most items, are together leading to a gradual increase in marine litter found at sea, on the sea floor and coastal shores.

It is an economic, environmental, human health and aesthetic problem posing a complex and multi-dimensional challenge.

There are two sources of marine litter. The first is land-based activities, including: waste released from dumpsites near the coast or river banks, the littering of beaches, tourism and recreational use of the coasts etc.

The second source is sea-based activities including: fishing activities, shipping activities and legal and illegal dumping.

Looking at the logo, icons of bottles, cups and bags symbolizes plastic waste which is by far the most common type of land-based debris found in the ocean. These icons also link to the impact of the "retail and restaurant" sector as one of the largest contributors to the issue. Plastic waste never goes away, it breaks down into pieces too small to be seen with the naked eye.

Fishing gears and hooks icons reflect the sea-based source of marine litter. At the center of the logo a reference is made to the problem of entanglement with several objects trapped in a fishing net.

The logo as whole illustrates the idea of fragmented waste accumulating in our oceans with silhouettes of various items that form part of marine litter. The wave, has two meanings. It represents the marine environment and it also depicts the idea of change ("a

wave of change"). The circle surrounding the wave illustrates the fact that the problem cannot be solved by one entity alone, partners from all sectors have to work together.

The two different shades of blue are a reference to oceans, with the lighter shade representing surface waters and the darker shade representing deep waters.



Logo Colour Palette



C:82 M:15 Y:67 K:2
#059B78

GPML



Font: "GeosansLight"

Global Partnership
on Marine Litter



C:93 M:58 Y:18 K:2
#016699

Minimal Clear Space

The proportions, spacing and relative positioning of the symbol and logotype must remain consistent. The letter “X” on the diagram indicates the minimum clear space required around the logo image.

The size of “X” is determined by the width of three letter “M”. As such, depending on the size of the logo, the clear space required for each usage may vary.

For example, if the logo was enlarged to a point where the letter “M” was 3 cm wide, the clear space required around the logo elements would be 9 cm. No graphic or text elements should appear within the clear space.



Positioning

When positioning the Global Partnership on Marine Litter (GPML) logo alongside other organisational logos, the GPML logo should be placed so as to produce an equally balanced group of logos. There must, however, be no less than 15 mm between the GPML logo and any other logo.



Logo Execution

Do not colour, re-proportion or change the logotype in any way. The Global Partnership on Marine Litter logo must not be reduced in size to less than 30 mm (width) as the text legibility will deteriorate.



Colour Version

Correct Logo Execution and Color Variations:



Solid Colour Background Version



Solid Black Background Version



Grey Scale Version



Solid Black Version

Incorrect Logo Execution and Color Variations:



Do NOT use the full colour logo on a busy image background



Do NOT use the coloured logo on a solid colour background



Do NOT use the black logo on a colour background



Do NOT change the colour, size or fonts of the logo elements



Do NOT make the logo smaller than 35 mm wide



Do NOT stretch and distort the logo orientation

Some Tips

LOGO DONT'S

- Logo should not be used on a background with the same saturation degree.
- Logo elements cannot be shifted (with the exception of the three acceptable variations).
- Logo should neither be distorted vertically nor horizontally and must not be printed in any other colour than specified.
- Logo should not be rotated.

LOGO DO'S

- Logo should be clearly visible on any imagery.
- Logo should have a high contrast when placed on any image.
- Logo should be put within a white frame when used on multi-coloured images.

LOGO DOWNLOAD

The Global Partnership on Marine Litter logo is available for download on the GPML section of the UNEP GPA website in various formats:
<http://www.unep.org/gpa/resources/logos/>

GENERAL OFFICE USE

JPEG (Joint Photographic Experts Group)
PNG (Portable Network Graphics)

PROFESSIONAL PUBLISHING USE

PDF (Portable Document Format)
EPS (Encapsulated Postscript File)
AI (Adobe Illustrator)

CONTACT

For further information contact:
gpml@unep.org



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