GPML

Global Partnership
on Marine Litter

VISUAL BRAND GUIDE | October 2020

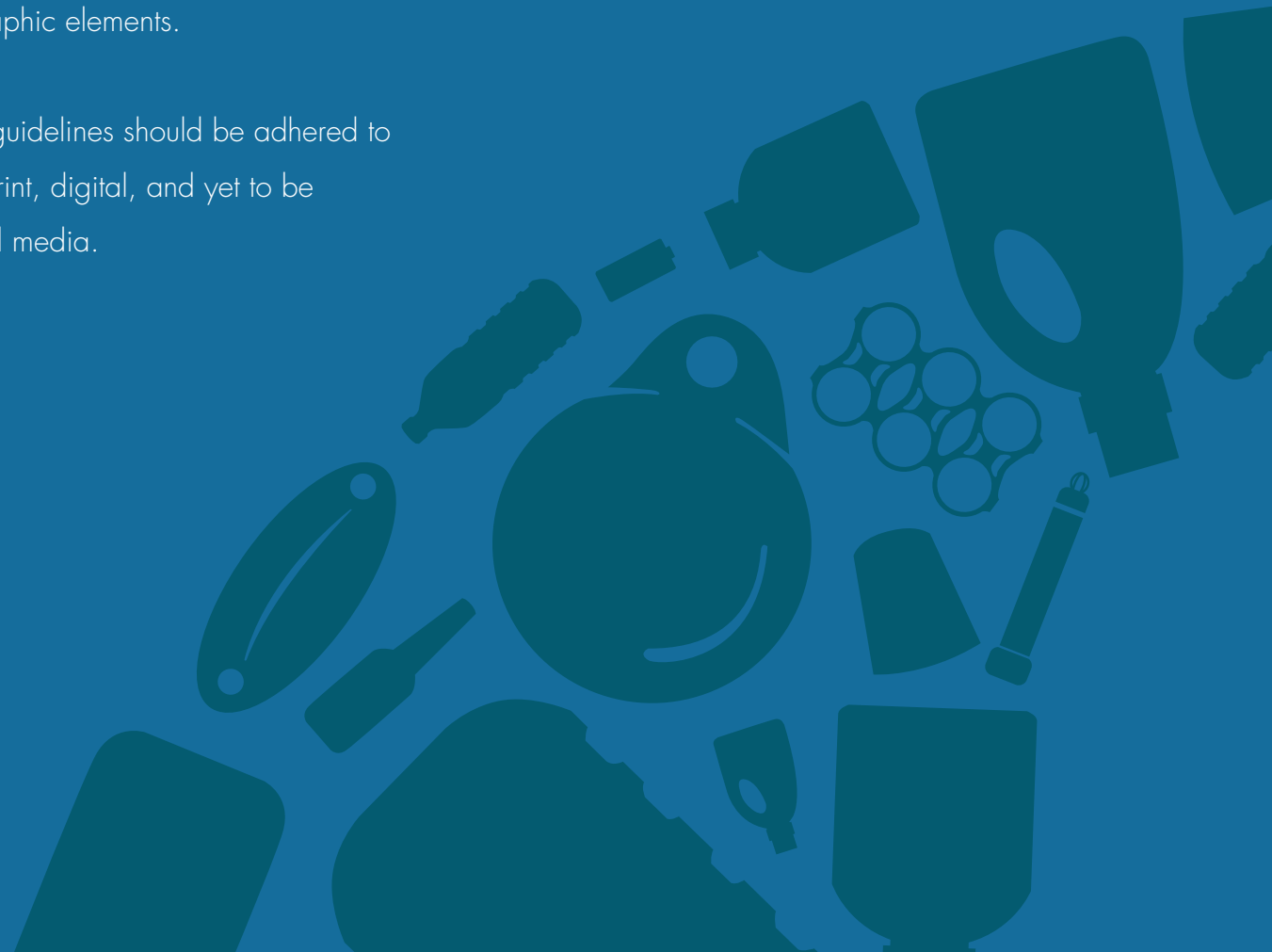# VISUAL BRAND GUIDE | October 2020

CONTENTS

This guide is an overview of the Global Partnership on Marine Litter visual identity as well as guidelines for using key graphic elements.

These guidelines should be adhered to in all print, digital, and yet to be defined media.

LOGO DESIGN RATIONALE

The logic behind the design of the logo was the use of plastic bottles and other marine debris in a silhouette.

They form a wave in the ocean but the pieces of litter are part of that shape.

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The primary lockup of the logo, depicted here, should be used in all situations that call for the official mark of the brand.

For example, it should be used in publications and at public events that visually represent GPML as a sponsor or participant, on websites and merchandise.

The mark and logotype can also be used in dark blue or black and white - but only when necessary.

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The secondary lockup of the logo, depicted here, should be used in all situations that call for the official mark of the brand where the primary lockup is not suitable due to layout constraints. This version of the logo is particularly useful when a very small application is required.

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The one colour primary lockup of the logo is depicted here. It should be used in all situations that call for the official mark of the brand but where practicality or budget constraints dictate that using the full colour version of the logo is not possible.

The reversed or knocked-out version of the logo (white on a dark background) can be used for applications where legibility may be compromised if the other version of the logo is used - for example on a detailed background or photograph.

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The black and white secondary lockup of the logo is depicted here. It should be used in all situations that call for the official mark of the brand but where practicality or budget constraints dictate that using the full colour version of the logo is not possible.

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预览已结束，完整报告链接和二维码如下：

https://www.yunbaogao.cn/report/index/report?reportId=5_13770