

Use and Style Guide for the Refreshed Sea Grant Logo

In 2023, the National Sea Grant Office, in conjunction with the Sea Grant Communications Network and Sea Grant Association, released the refreshed national Sea Grant logo for immediate use. The refreshed logo incorporates the Proxima Nova typeface for increased readability, offers structural variety for ease of use and digital applications, and modernizes Sea Grant's brand identity across platforms.

If you have questions about the implementation of the refreshed Sea Grant logo for your program, please reach out to your program's communications team. Program communicators will be able to share the state files and guidance for use for your program. The following are considerations for using the refreshed national Sea Grant logo.

I. Logo files

A. The official national Sea Grant logo:



B. Alternative/Stacked national Sea Grant logo (mainly for digital instances):



C. National Sea Grant logo with unit name, both in official and alternative/stacked versions (examples below). **NOTE: Please work with your state program communicators to receive state files and guidance for use.**



The refreshed national Sea Grant logo files are available to download as follows:

- [Refreshed National Sea Grant logo files](#) (shared via Google Drive)
 - Official logo (horizontal) (available in black, white, NOAA blues as Adobe Illustrator outline file, PNG, JPG)
 - Alternative/Stacked logo (vertical) (available in black, white, NOAA blues as Adobe Illustrator outline file, PNG, JPG)

II. Requirements for use

- A. **The official national Sea Grant logo is required** to be used on all project deliverables and products funded by the National Sea Grant Office, including federal and match funds. This is in addition to the requirement for the **official NOAA emblem** to be included in **all digital and print project deliverables and products** funded by the National Sea Grant Office. This requirement applies to products produced within all functional areas, including but not limited to websites, communications products, extension outreach materials, education curricula, research guidance, etc.

NOTE: The NOAA emblem should not be used on state program merchandise/swag, such as t-shirts, jackets, and promotional items. The NOAA emblem is also not required for use on state program identifiers such as letterhead, business cards, and nametags. If you would like to use the NOAA emblem on these items, please discuss this with the National Sea Grant Office communications team first.



1. Where required for use, the official national Sea Grant logo may be substituted for the alternative/stacked national Sea Grant logo or the national Sea Grant logo with unit name. Only one visual instance of the national Sea Grant logo is required, i.e. both the national Sea Grant logo and the national Sea Grant logo with unit name together are not required for use on an individual product. [Please note: The alternative/stacked national Sea Grant logo is mainly meant for use in digital and web products, such as social media. The official national Sea Grant logo (horizontal) should be used in all official products, such as publications.]

2. If a program chooses to use a unique logo to visually represent their program (i.e. NOT the national Sea Grant logo with unit name), the official national Sea Grant logo must be wholly present (i.e. as shown in this document) alongside or within the unique logo. This includes regular state Sea Grant program logos and temporary state Sea Grant program logos, such as anniversary logos.

[Best practice, not required] As appropriate, use the NOAA emblem and Sea Grant logo whenever conducting Sea Grant outreach, such as on presentation slides.

- B. Sea Grant should be represented as an equal partner in work funded by the National Sea Grant Office. As such, the presence of the national Sea Grant logo must be **equal in prominence** to other logos present in a project or product.



[Best practice, not required] There is no specific size requirement for the NOAA emblem or Sea Grant logo. Best practice for sizing is that the text within each image should be clearly legible at 75% document zoom.

- C. All variations of the national Sea Grant logo may NOT be stretched or edited.
 1. The only allowable variations on the official national Sea Grant logo are the alternative/stacked and unit names versions.



2. The shape of the logo may not be changed – it should always remain in the same proportions as the original file.



3. The bird may NOT be used independently/separate from the national Sea Grant logo as the sole identifier for National Sea Grant or state Sea Grant efforts.



III. Style options

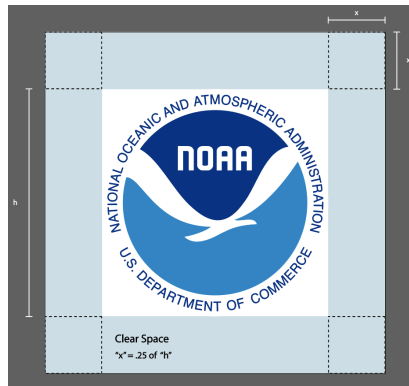
A. Font/Type

1. The font used for the type art in the national Sea Grant logo is Proxima Nova. The artwork must be used as provided and should not be recreated as text.
2. The font used for the unit name is Proxima Nova. Unit names should always be in Proxima Nova font and should always be in all capital letters (uppercase). If you need assistance creating a version of the national Sea Grant logo with a different unit name, please contact the National Sea Grant Office communications team.
3. For instances of the official national Sea Grant logo with unit name, the unit name should always be center-aligned with the logo (as presented above).
4. For instances of the alternative/stacked national Sea Grant logo with unit name, the unit name should always be left-aligned with the logo (as presented above).
5. *[Best practice, not required] If you are looking for a font similar to Proxima Nova to use in your products, you may download and use Arimo from [Google Fonts](#).*

B. Spacing

1. There should always be clear space around all variations of the national Sea Grant logo. The logo should not be up against or run into another image or text. Care should be taken to ensure equal distancing between logos in a lockup.

[Best practice, not required] There is no specific amount of space required around the NOAA emblem or Sea Grant logo in a lockup or placement. Best practice for spacing is 0.25 of the image height (see below).



C. Placement

1. Where used, the Sea Grant logo should never be rotated to the point that the text and/or unit name become difficult to read.
2. The Sea Grant logo should only be used on backgrounds where the text and/or unit name are clearly legible, i.e. please take care when using the logo on patterned backgrounds.
3. *[Best practice, not required] There is no required order of placement for the NOAA emblem or Sea Grant logo in logo lockups. Where possible, though, please try to place the NOAA emblem and Sea Grant logo consecutively. Additionally, there is no requirement for a divider/line between logos in a logo lockup – this is up to your program's preference.*

C. Color

1. There is no specific color requirement for the national Sea Grant logo. The color may be altered to fit university needs and preferences.
2. If desired, you may use NOAA colors in the Sea Grant logo. For reference, the NOAA colors are:



NOAA dark blue: Pantone 287 C

Hex: #003087

RGB: 0, 47, 135

CMYK: 100%, 87%, 20%, 11%



NOAA light blue: Pantone Process Blue C

Hex: #0085CA

RGB: 0, 133, 202

CMYK: 82%, 38%, 0%, 0%

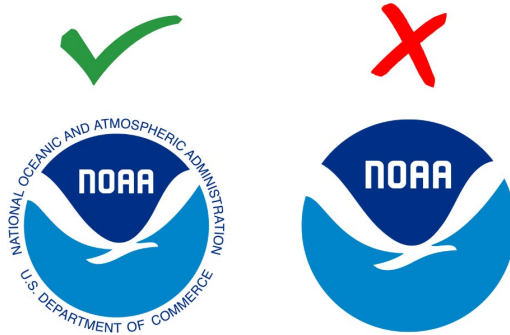
3. Communicators, if you require assistance with an alternate color request, please email the National Sea Grant Office communications team.

D. Alternative unit names

1. If you would like to request a version of the national Sea Grant logo for your regional team, community of practice, etc., please email the National Sea Grant Office communications team and include the desired unit name and file types.

IV. NOAA emblem requirements

- A. The [NOAA emblem](#) and Sea Grant logo will be required for use in all project deliverables and products funded by the National Sea Grant Office, including federal and match funds, through a Special Award Condition placed on future award terms.
- B. The emblem (with text around logo) is NOAA's official symbol. The NOAA emblem is the only visual representation of NOAA that should be used in official products.



- C. The NOAA emblem must be present in equal prominence to the Sea Grant logo.



- D. The NOAA emblem must never be altered in any way.
1. Do not change the shape of the emblem - it should always remain a perfect circle.
 2. Do not change the orientation of the NOAA emblem.
 3. Do not apply shadows, glows, borders, or other visual effects.
 4. Do not stretch the symbol or use a different typeface.
 5. Do not use the NOAA emblem on low-contrast or busy backgrounds.
- E. See [NOAA emblem usage guidance from NOAA](#) (NOTE: Sea Grant programs and staff DO NOT need to submit the Vendor request for NOAA emblem files. Please see [this folder](#) or for specific file needs, reach out to the National Sea Grant Office communications team).
- F. Looking for a single-color version of the emblem? These shouldn't be used as the primary emblem, but are available if you have a specific use case (reach out to the National Sea Grant Office communications team).