

# GREEN MARINE VISUAL IDENTITY STANDARDS

## SUPPORTER LOGO

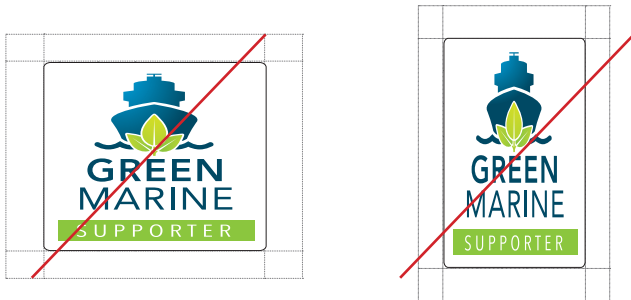
The following Logo is the official graphic identifier for Green Marine supporters (governments, NGOs, environmental groups, educational organizations) and its use must be consistent in order to maintain the brand integrity. Green Marine supporters are encouraged to promote their endorsement of the environmental program and its guiding principles. Appropriate uses of the logo are indicated on this sheet.

**IMPORTANT** It is strictly prohibited to modify all or part of the elements that compose the following visual identity, such as typography, icon or else. It is therefore strongly recommended that supporters have their design work approved by Green Marine prior to printing being done.

## PROPORTIONS AND CLEAR SPACE REQUIREMENTS



The proportions between the icon and name are adjusted precisely and structured to be balanced and visually ensure maximum readability of all the elements. A zone of clearance is provided around the logo. This minimum clearance zone, here shown by a dotted line, is determined by a unit. Nothing should be positioned in this clear space. The logo must be reduced and enlarged proportionately to maintain space and typographic integrity. NEVER stretch or skew the logo. Do not stretch horizontally or vertically.



## COLOURS



Always prefer the color version in your applications. To maximize readability, the logo has been created on a white background, which is required in your documents.



## TYPOGRAPHY

**TITLE**  
**AVENIR 85 heavy**

**TEXT**  
Myriad Pro Light

**FOR MORE INFORMATION OR FOR APPROVAL OF ANY VARIATIONS FROM THESE SPECIFIED USES, PLEASE CONTACT:**

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