#OneLess campaign
Brand guidelines

Updated January 2017

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1. Logo

#OneLess

#OneLess

#OneLess

#OneLess

1C. Logo (with Marine Safe) horizontal colour versions

- 1 -

- 2 -

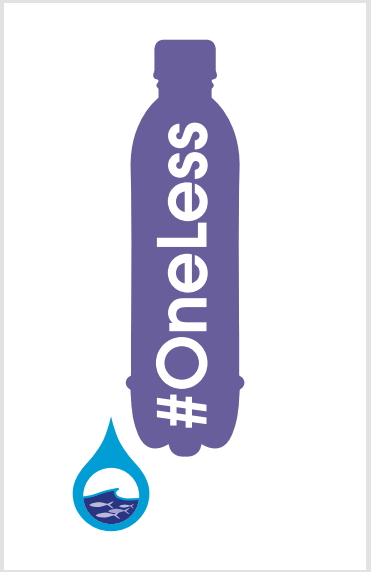
- 3 -

- 4 -

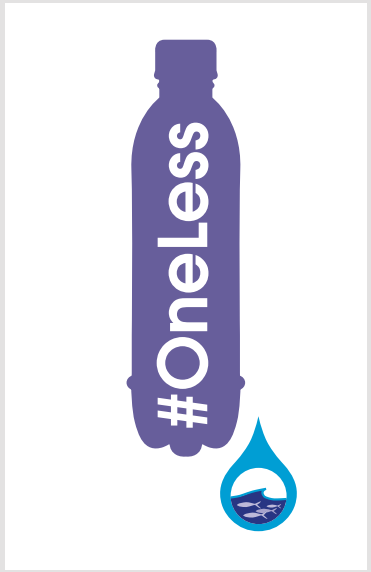
- 5 -

- 6 -

1D. Logo (with Marine Safe) vertical colour versions



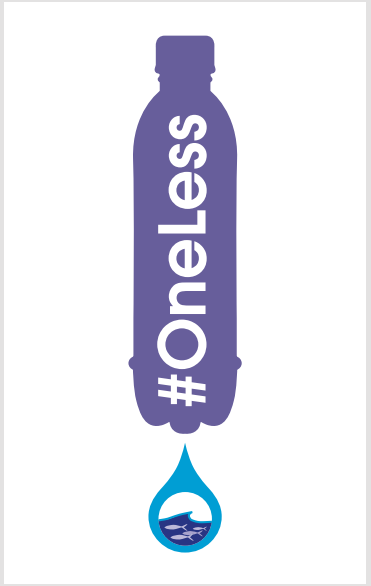
- 1 -



- 2 -

- 3 -

- 4 -



- 5 -

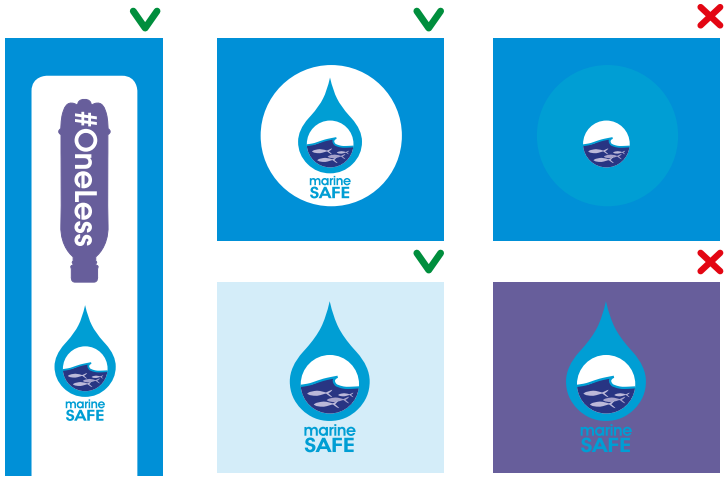
- 6 -

1. USING #ONELESS LOGO:

- #OneLess logo preferably to be used in purple (no blue version allowed) on a white background.
- White version of #OneLess logo to be used only on a 100% coloured background.
- Purple #OneLess logo can be put on a coloured background of a maximum 35% tint.
- Correct spacing around logo:
  The logo should have a margin of clear space on all sides equal to one-quarter of the height of the logo. No other elements (text, images, other logos, etc.) can appear inside this clear space.

2. USING MARINE SAFE LOGO:

- Marine Safe logo needs to be put on a white background or on a maximum 20% colour tint background.
- See pages 5 and 6 for combinations with #OneLess logo and proportions.



2. Typography

1. MAIN FONTS FOR TITLES, BODYTEXT AND LOGO:

Ikea Sans Heavy Regular

Ikea Sans Heavy Italic

Ikea Sans Regular

Ikea Sans Italic

2. TYPOGRAPHY AND LAYOUT:

- Text can be put in purple and in blue (only 100% colours, no tint of colours).
- Text can be put on a white background or on a coloured background (primary and secondary colours) with a minimum of 50% tint colour (background).
- *Basic graphic elements can be used throughout the artwork: circles and image of bottle, river, City of London ...*

3. Colour use

1. COLOURS FOR LOGO

- Logos need to be put in 100% colour.

Purple:

RGB: 103, 94, 155

CMYK: 70, 67, 11, 0

Pantone Coated: 5265 C

Pantone Uncoated: 273 U

Blue:

RGB: O, 158, 212

CMYK: 100, 0, 10, 0

Pantone Coated: 313 C

Pantone Uncoated: 313 U

2. PRIMARY COLOURS:

- Purple (1), Marine Safe blue (2) and extra blue (3) are the main colours.
- Different tints of purple and blue can be used throughout artwork.

1 RGB: 103, 94, 155
CMYK: 70, 67, 11, 0

2 RGB: O, 158, 212
CMYK: 100, 0, 10, 0

3 RGB: O, 126, 168
CMYK: 83, 36, 19, 4

3. SECONDARY COLOURS:

- The secondary colours are used to bring contrast and give more colour punch to the artwork.
- The primary colours should be used as the main colours in artwork. The secondary colours are only to be used to highlight design elements and in combination with a minimum of 2 of the primary colour set.
- There are 4 sets of colours (these sets should be used separately and preferably not mixed.)
- Tints of the colours can be used, but only with a minimum of 1 colour of that set as 100% colour.

Colour set 1

RGB: 235, 229, 104
CMYK: 13, 1, 70, 0

RGB: 0, 158, 129
CMYK: 93, 0, 61, 0

RGB: 194, 194, 194
CMYK: 27, 20, 21, 2

Colour set 2

RGB: 242, 144, 111
CMYK: 0, 54, 55, 0

RGB: 143, 202, 170
CMYK: 49, 0, 42, 0

RGB: 166, 155, 160
CMYK: 36, 35, 28, 9

Colour set 3

RGB: 231, 75, 148
CMYK: 2, 82, 0, 0

RGB: 184, 64, 126
CMYK: 26, 85, 14, 6

RGB: 194, 194, 194
CMYK: 27, 20, 21, 2

Colour set 4

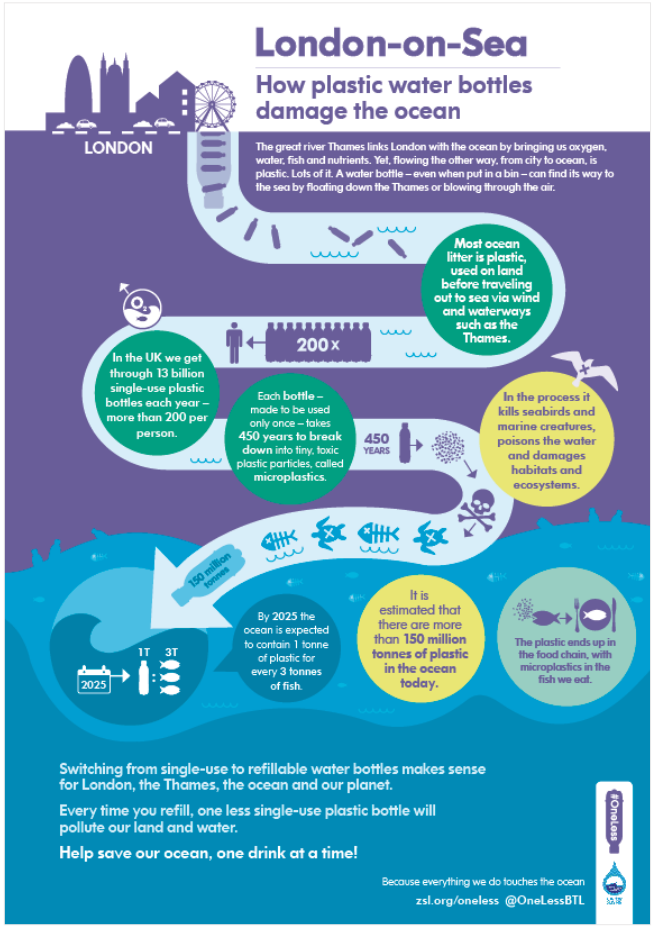
RGB: 222, 93, 104
CMYK: 8, 75, 48, 1

RGB: 53, 180, 161
CMYK: 71, 0, 45, 0

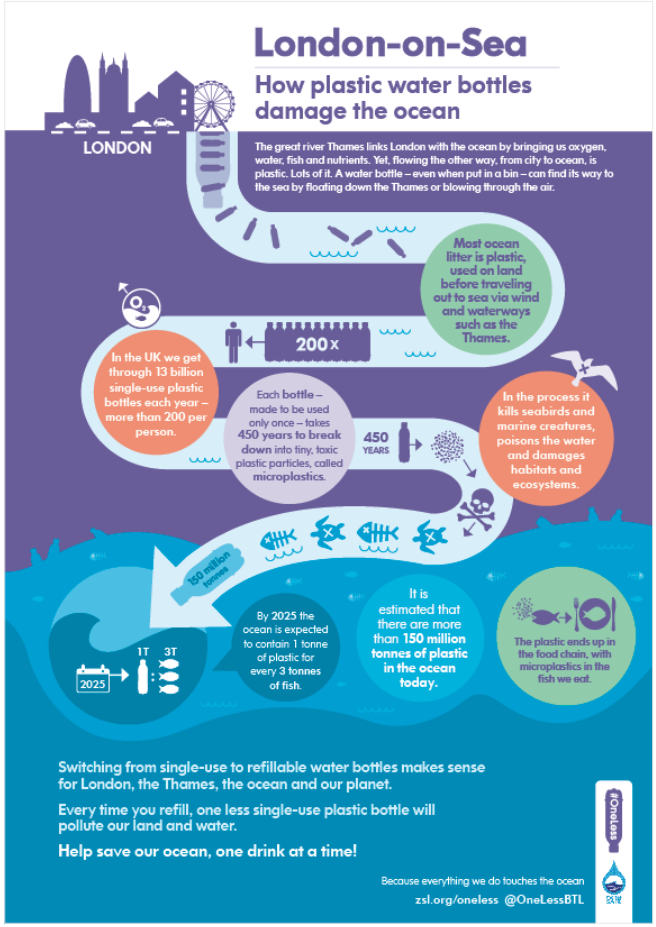
RGB: 166, 155, 160
CMYK: 36, 35, 28, 9

4. Layout examples

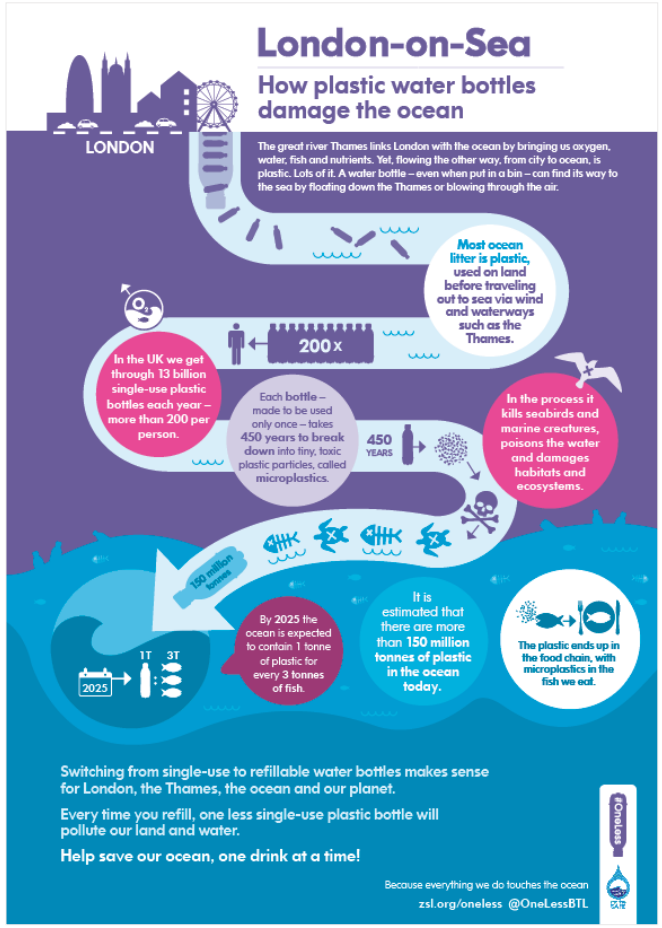
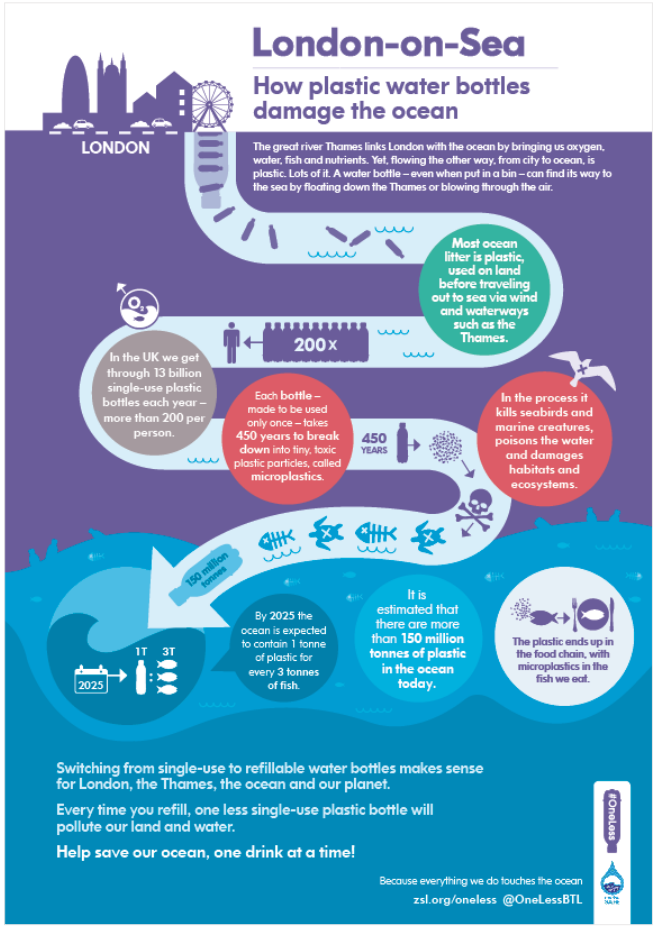
Colour set 1



Colour set 2



Colour set 3



Colour set 4