



CANADIAN OCEAN LITERACY  
COALITION

# BRANDING GUIDELINES

2023



# TABLE OF CONTENTS

---

About COLC  
Our Goals  
Our Mandate  
Logo  
Colour Scheme  
Typeface  
Additional Guidelines  
Accent Graphics  
Contact Us





# ABOUT COLC

## Our Story

---

The Canadian Ocean Literacy Coalition (COLC) is an alliance of organizations, networks, institutions, communities, and individuals working together to better understand and advance ocean literacy in Canada.

COLC operates as an independent national project office with an administrative home at Ocean Networks Canada. COLC launched in September 2018 at the Oceans Inspiration Expo, as part of the G7 Ministerial Meetings in Halifax, Nova Scotia. COLC led the national study, [Understanding Ocean Literacy in Canada](#) (2019-2020), providing the first baseline of ocean literacy in Canada. COLC launched [Land, Water, Ocean, Us: A Canadian Ocean Literacy Strategy](#) on March 16, 2021, a co-developed National Strategy in which over 3,000 Canadians and 400 organizations participated.

To learn more, visit [www.colcoalition.ca](http://www.colcoalition.ca)

# OUR GOALS

---

## **1 OCEAN KNOWLEDGE**

Increase understanding of how the ocean influences us and how our behaviours, decisions, and actions impact the ocean.

## **2 OCEAN VALUES**

Strengthen positive public and organizational perceptions of the ocean and promote a greater ethic of care.

## **3 OCEAN ACTIONS**

Reduce barriers and increase engagement to contribute to behaviour and societal changes that support ocean health, community livelihoods, and human well-being.





## Food for Thought



Canada has the longest coastline in the world, yet in both coastal and inland communities, our relationship with the ocean is not always valued or understood.

Ocean Literacy is a mechanism for change, empowering all of us to be engaged civic actors to ensure ocean health. Ocean Literacy is also about being mindful that human connections with the ocean are deeply shaped by diverse experiences. In Canada, we are as diverse as we are big. Ocean literacy is about listening to these different experiences, learning from them, and acting together.

Together, we, as Canadians need to understand how our choices, behaviours, and actions impact the interconnected global ocean– not just at a government and policy level, but on a societal level.

---

**LISA (DIZ) GLITHERO, NATIONAL LEAD**





# Our Community Mandate



## A.

Maintain the collaborative momentum and relationship building developed across the previously fragmented ocean literacy landscape, and to continue to bridge this work with other organizations and spaces across Canada

## B.

Oversee the Canadian Ocean Literacy Strategy launch and Implementation Phase (2021-2024), as well as the updated Strategy drafting process in late 2024 and subsequent launch and implementation from 2025-2030

## C.

Advocate for regional organizations and communities at a national level, through common language, coordinated action, and awareness-raising of funding needs and opportunities

## D.

Co-design, develop, and deliver ocean literacy-related research and evaluation in Canada

## E.

Support Canada's contributions to international ocean literacy initiatives and research, including the United Nations Decade of Ocean Science for Sustainable Development, the All-Atlantic Ocean Research Alliance, the Global Ocean Literacy Research Community project, and other international ocean literacy initiatives of which Canada is an active collaborator





# MAIN BRANDING GUIDELINES

---

## STYLE RULES AND REGULATIONS

We have established the following brand guidelines to communicate our brand personality through visual elements.

The combination of the following guidelines ensures consistency throughout our communication material, establishing a recognizable image and a strong connection with our community.



# OUR LOGO TODAY

## Inspiration and Backstory

---

At the time of COLC's launch, the original logo was developed with four blue arcs encircling a red maple leaf. These blue arcs represent Canada's three ocean coastlines – Atlantic, Arctic, Pacific – as well as the extensive 'inland' coastline stretching along the Great Lakes and St. Lawrence River. The largest arc at the top of the logo represents the Arctic coastline, which accounts for 50% of Canada's coastline overall.

As of the National Strategy launch in 2021, COLC's logo appears with a braided stream of blue running through the centre of the maple leaf. This addition is in recognition of the complex, interconnected freshwater systems that form the heart of inland Canada, and through which every Canadian, regardless of where they live, is connected to the ocean.



**CANADIAN  
OCEAN  
LITERACY  
COALITION**

**LA COALITION  
CANADIENNE DE  
LA CONNAISSANCE  
DE L'OcéAN**

# OUR LOGO'S EVOLUTION



VERSION 1



VERSION 2  
Current version



# LOGO VARIATIONS

Languages

ENGLISH

FRENCH

BILINGUAL



**CANADIAN  
OCEAN  
LITERACY  
COALITION**



**LA COALITION  
CANADIENNE DE  
LA CONNAISSANCE  
DE L'OCÉAN**



**CANADIAN  
OCEAN  
LITERACY  
COALITION**

**LA COALITION  
CANADIENNE DE  
LA CONNAISSANCE  
DE L'OCÉAN**



# LOGO VARIATIONS

## Colours

BLACK

WHITE





# SAFETY ZONE

---

The "safety zone" is the minimum amount of space (or breathing room) required around the logo. This defines the minimum amount of room required between the logo and other type or graphic elements.



# LOGO'S DOS AND DON'TS

## Correct logo usage with examples

---

In order to maintain brand consistency, it is important to not alter the logo in any way. The logo should not be cropped, rotated, or flipped, nor should it be applied with effects or alternative colours.



DO NOT change the colour. Use only the colours in the palette.



DO NOT crop the logo.



DO NOT add shadows or effects.



DO NOT rotate the logo.



DO NOT flip the logo.





# COLOR PALETTE

The colour palette should be used consistently across all COLC communications material. A colour hierarchy has been created (primary and secondary colour palettes), with the three "ocean blues" (Atlantic, Arctic, and Pacific) as being the most prominent. The three accent colours (Turquoise, Green, and Red) should be used less frequently.

## Primary Colours

---



## Accent Colours

---





# TYPEFACE

---

The typeface gives a first impression to the brand's identity and voice. The COLC font family for headings and body text is ITC Avant Garde Gothic Pro (Bold and Book). For web use, Poppins is used. Both fonts offer an accessible and clean visual appearance, while being easy to read and modern.

## ITC Avant Garde Gothic Pro- Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

## [WEB SAFE] Poppins

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

## ITC Avant Garde Gothic Pro- Book

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0



# TYPEFACE USE

---

These typeface guidelines are not set in stone, but consistency should be used in any one communications material across heading, subheading, and paragraph texts.

## Headings

ITC AVANT GARDE GOTHIC PRO- BOLD

Headings should be large, bold, and jump out on the page. We recommend ITC Avant Garde Gothic Pro- Bold for headings, but Calibri Bold can be used if needed.

## Paragraph

CALIBRI- REGULAR

Body copy should be easily readable on the background colour and should be distinct from headings and subheadings. The font should be smaller in size than headings and subheadings, and we recommend using Calibri-Regular, or ITC Avant Garde Graphic Pro- Book Oblique.

## Subheadings

ITC AVANT GARDE GRAPHIC PRO- MEDIUM

Subheadings should stand out as distinct from the paragraph, or body, copy. Colour can be used to emphasize subheadings and differentiate them from body text. We recommend ITC Avant Garde Graphic Pro- Medium or Calibri Bold for subheadings.



## French inclusive language formatting

---

For gender inclusivity (where appropriate) we will use the centered dot format in French translations:

Masculine word (since it is often the shortest) + centered dot+ feminine suffix. An -s will be added to indicate the plural.

For example:      chargé·e | chargé·es  
                          citoyen·ne | citoyen·nes  
                          professionnel·le | professionnel·les

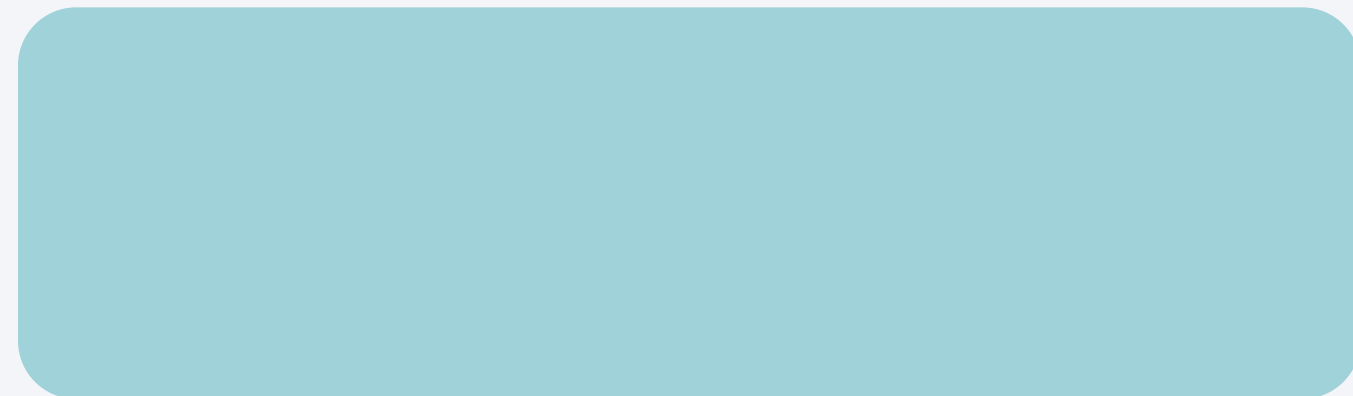


# ADDITIONAL GUIDELINES

---

In order to maintain brand consistency, we use soft, rounded shapes across our communication materials. Stay away from sharp edges and ensure that all graphic elements maintain line thickness consistency.

Use rounded edges for text and photo boxes



Use long swooping lines to represent waves for accent graphics





# ACCENT GRAPHICS

Available for download



\*Please include copyright Design Mary Paquet, 2021

COLC BRAND GUIDELINES | 2023



# Find Us Online



TWITTER

---

@CANoceanlitCO



FACEBOOK

---

@COLCoalition



INSTAGRAM

---

@colcoalition



LINKEDIN

---

@Canadian  
Ocean Literacy  
Coalition







# CONTACT US

---

Diz Glithero, National Lead  
[diz@colcoalition.ca](mailto:diz@colcoalition.ca)

Meghan Callon, Communications Lead and Action Coordinator  
[meghan@colcoalition.ca](mailto:meghan@colcoalition.ca)