

# Mocean brand guidelines

## Main colour...

#02254A | R2 G37 B74 | C92 M74 Y25 K46

## Supporting colour set...

#005493 | R0 G84 B147 | C94 M63 Y4 K6

#5DBEDC | R93 G190 B220 | C63 M1 Y6 K10

#69D390 | R105 G211 B144 | C52 M0 Y49 K0

#FFD000 | R255 G208 B0 C1 M13 Y91 K2

#DD7665 | R220 G118 B101 | C0 M66 Y57 K0



## Font usage:

**Headlines:** Avenir Light / Avenir Medium

**Main copy:** Avenir Light

**Highlighted text:** Medium

**Standout font:** Gloss and Bloom

## Logo options:

**MOCEAN**<sup>®</sup>

**MOCEAN**<sup>®</sup>

**MOCEAN**

**MOCEAN**<sup>®</sup>

**MOCEAN**

**MOCEAN**

## Favicon: Normal or boxed...

