

# OCEAN

## OUR LOGO



## LOGO RULES

The Ocean logo is an instantly recognisable identity and needs to be used consistently and correctly at all times. The Logo consists of 2 elements: the letters ‘Oean’ with a wave graphic in place of the c and the three words “BOWL • PLAY • ENTERTAIN”. The position and proportion of these elements are fixed and must always be reproduced in the set relationship. The standard logo (above) shows the preferred version of the logo, used wherever possible on a white background. This identity should only be reproduced from master artwork and should not be redrawn or altered in any way.

## COLOUR OPTIONS

Where possible the logo must be used in full colour (blues x3 and green) and should be used on a white background. If this is not possible the logo can be used reversed out using the alternative logo (above).

## MINIMUM SIZE

The logo must never be used smaller than 35mm (132px) wide.

## OUR COLOURS

					
HEX #354496	HEX #006cb3	HEX #008fb3	HEX #008fb3	HEX #ffffff	HEX #3c3c3b
C 92 M 79 Y 0 K 0	R 58 G 76 B 147	C 100 M 14 Y 25 K 0	R 0 G 181 B 162	R 255 G 255 B 255	R 25 G 25 B 25 K 90

## COLOUR PALETTE RULES

The above covers all the colours in Ocean’s portfolio. The darkest blue (Pantone 2117 CP) should be the primary colour used on all Ocean collateral. However, the remain colours can be used freely.

## BODY TEXT

All body text must be in 90% black.

## TYPOGRAPHY

### MONTSERRAT (AVAILABLE ON GOOGLE FONTS)

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!,:;/?,.@¥%&\*()£\ <+>‘

BLACK EXTRABOLD BOLD MEDIUM  
EXTRALIGHT REGULAR LIGHT THIN

### ARIAL

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!,:;/?,.@¥%&\*()£\ <+>‘

BLACK BOLD REGULAR

## FOR PRINT

A further way to establish a professional and recognised identity is to use consistent typefaces that are clear and easy to read. Montserrat is the primary font family to be used for all body text and main headings. The preferred version of Montserrat to be used for body copy, address details and personal details across stationary is ‘Regular’. For headings, or when extra emphasis is required in a sentence or paragraph ‘Bold’ should be used. A large size of ‘Regular’ can also be used for headings.

## FOR WEB & EMAILS

Where possible use Montserrat on websites or anything digital.  
Where Montserrat cannot be sourced e.g. emails, use Arial.

## FOR INTERNAL DOCUMENTS

If the Montserrat family are not available to source, use Arial.

## FONT SIZE

Both Montserrat and Arial fonts are to never be used smaller than 9pt (body copy).