Thank you for your interest and participation in the Embrace the Gulf 2020 campaign. This style guide will help you in the proper placement and use of the Embrace the Gulf 2020 campaign logo.
ICONS

Icons developed for use with this campaign are intended to help identify broad categories of interest. They may be used by GOMA staff and stakeholders in conjunction with Embrace the Gulf 2020 campaign messages as deemed necessary by GOMA communications and subject matter experts.

Without Tagline

With Tagline

Growing

Economy

Nurturing

Environment

Living

Communities

Promoting

Education

Exploring

Tourism
The following is the clear zone rule for Embrace the Gulf 2020 logo. In order to gain maximum visibility, the Gulf 2020 logo should always appear with a minimum area of clear space around the logo. This area should be free of any type or graphic element.
LOGO : INCORRECT USAGE TO AVOID

To ensure the Gulf 2020 logo is easily recognizable, proper usage and placement are important. For best results, never make the following mistakes.

- Do not change proportion
- Do not add drop shadow
- Do not rotate
- Do not change colors
- Do not outline the logo
- Do not place logo over complex backgrounds
**COLOR**

**Primary Logo Colors**

- **Dark Cyan**
  - Pantone: 322 C
  - CMYK: 90/43/44/14
  - RGB: 0/118/121
  - Hex/HTML: 006c79

- **Soft Red**
  - Pantone: 178 C
  - CMYK: 0/73/54/0
  - RGB: 241/107/102
  - Hex/HTML: f16b66

**Gradient**

- 2398 C
  - Pantone: 78/9/43/0
  - CMYK: 0/169/161
  - RGB: 00a9a1

- 007679
  - Pantone: 90/43/44/14
  - CMYK: 0/118/121
  - RGB: 006c79

**Icon Colors**

- **Royal Blue**
  - Pantone: 2728 C
  - CMYK: 99/75/13/2
  - RGB: 0/82/149
  - Hex/HTML: 005295

- **Dark Cyan**
  - Pantone: 322 C
  - CMYK: 90/43/44/14
  - RGB: 0/118/121
  - Hex/HTML: 006c79

- **Vivid Violet**
  - Pantone: 2612 C
  - CMYK: 61/91/2/0
  - RGB: 125/61/149
  - Hex/HTML: 7d3d95

- **Soft Red**
  - Pantone: 178 C
  - CMYK: 0/73/54/0
  - RGB: 241/107/102
  - Hex/HTML: f16b66

- **Poppy Yellow**
  - Pantone: 1375 C
  - CMYK: 0/43/98/0
  - RGB: 248/160/30
  - Hex/HTML: f8a01e
The Embrace the Gulf 2020 Campaign is sponsored by the Gulf of Mexico Alliance to raise awareness of the value of one of our nation’s greatest treasures: **The Gulf of Mexico**.

http://gulfofmexicoalliance.org/