COLOR PALETTE:

DARK BLUE
CMYK
Cyan: 100
Magenta: 51
Yellow: 10
Black: 21
HEX: #005c90

LIGHT BLUE
CMYK
Cyan: 50
Magenta: 4
Yellow: 11
Black: 16
HEX: #68acbe

ORANGE
CMYK
Cyan: 0
Magenta: 104
Yellow: 100
Black: 21
HEX: #e95b21

YELLOW
CMYK
Cyan: 0
Magenta: 233
Yellow: 237
Black: 23
HEX: #edb920

The four colors represented here are the only colors to be used for the CeNCOOS logo listed on the next page. No other color variations will be allowed.

CMYK color combinations are used primarily for print.

RGB is used for web and electronic multimedia platforms.

HEX is the code number provided to web designers and developers to maintain color consistency on the web.
LOGO: Landscape

In all instances the logo must be featured accurately and respectfully in all forms of communication and across all media platforms.

To maintain visual standards, the CeNCOOS logos may only be used in the colors represented here. When placing the logo on a colored background, it is important that the logo have enough contrast against the colored background to be clearly visible.

Which logo to use: The Landscape is the default logo to use, but if placement area cannot provide the logo to be shown prominently, or you simply do not have the room, use the Portrait version. ALWAYS use the FULL COLOR logo. Only use the solid one-color logo when print materials calls for use of only one color.

Sizing: The logo should be featured prominently on all materials. To maintain consistency, only feature the logo once on materials. The minimum resolution for reproducing the logo for print is 300 dpi or any Vector versions (Vector is identified in the file name). For electronic use and web use, size is 72 dpi. (Vector is typically not used for electronic versions).
LOGO: Portrait

CeNCOOS CENTRAL & NORTHERN CALIFORNIA OCEAN OBSERVING SYSTEM

FULL COLOR

BLACK & WHITE

DARK BLUE

LIGHT BLUE

ORANGE

YELLOW

WHITE
LOGO USAGE: BUSINESS CARDS

FRONT

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BACK

CENTRAL & NORTHERN CALIFORNIA OCEAN OBSERVING SYSTEM (CeNCOOS)
7700 Sandholt Road, Moss Landing, CA 95039

10 pt. Avenir Next Bold
8 pt. Avenir Next Italic
8 pt. Avenir Next Regular & Bold
10 pt. Avenir Next Regular
8.5 pt. Avenir Next Bold
8 pt. Avenir Next Regular