



Brand Guidelines

Updated 2026



Contents

Introduction	3
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Brand Story

How to Talk About MEOPAR	5
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Brand Identity

Our Logo	8
Logo Variations	9
Our Icon	10
Logo & Icon Usage	11
Logo Misuse	12
Colours	13
Typography	15
Imagery	16
Graphic Elements	17



Introduction

We're proud of the work we do at MEOPAR and the brand we've built. We are a national network connecting leading ocean scientists, partner organizations, and communities to advance marine science from coast to coast to coast. The work is wide-ranging, spanning research funding, training, knowledge mobilization, and a growing number of important partnerships, and so are the audiences we serve.

These guidelines help us present a consistent message to our audience. Please take a moment to read through these pages to become familiar with MEOPAR's brand voice.

01 Brand Story

Describe MEOPAR with clarity and consistency

Use these paragraphs wherever you need to describe MEOPAR. Choose the version that best fits the context and available space.

Do not alter the core meaning.

THE CORE VERSION

About MEOPAR

MEOPAR is an independent, not-for-profit organization bringing together expertise from across Canada’s regions and sectors to advance ocean research through collaboration. Over the past decade, MEOPAR has cultivated a strong national role, coordinating major initiatives with a broad cross-section of partners, including governmental agencies and organizations, non-profits, private research foundations, industry partners, and universities.

MEOPAR has developed creative funding mechanisms that foster collaborative research, support knowledge sharing, and strengthen professional capacity in the ocean sector. This work has helped establish important national platforms and capabilities, such as the Canadian Integrated Ocean Observing System (CIOOS).

WHO WE ARE

BRAND PROMISE

OUR PILLARS

OUR VALUES

STRATEGIC DIRECTIONS

BRAND VOICE

BRAND PERSONALITY

KEY AUDIENCES

KEY MESSAGING

HOW TO TALK ABOUT MEOPAR

COPY GUIDELINES

COPY DOS AND DON'TS

THE SHORT VERSION | USE WHEN SPACE IS LIMITED

About MEOPAR

For over a decade, MEOPAR has united Canada's ocean research community. We bring together universities, government agencies, industry partners, and non-profits to fund leading-edge interdisciplinary research, build national capacity, and translate research into real-world impact. Our work has produced enduring partnerships and platforms, and a collaborative model that continues to shape how ocean science is done in Canada. We are the connective tissue of a national network dedicated to understanding and protecting our ocean environment.

ONE-LINER

About MEOPAR

For over a decade, MEOPAR has united Canada's ocean research community, bringing multi-sector collaborators together to fund research and build capacity, while translating it into real-world impact. We forge the partnerships, platforms and models shaping ocean science in Canada.

02 Brand Identity

Our Logo

The MEOPAR logo is a custom wordmark set in Gabarito Medium and features a distinctive custom “O.”

Inspired by movement, connection and the ocean, the logo reflects MEOPAR’s role in bringing people, ideas and research together across Canada.

Always use the logo files provided.

Do not re-create.



Logo Variations

PRIMARY LOGOS

Full-colour logos should be used whenever possible. Choose the light or dark option for best contrast.

SECONDARY LOGOS

Use when a simplified version is better suited to applications, such as merchandise, small-scale uses or minimal layouts.

BLACK AND WHITE LOGOS

These versions should be used sparingly. The white logo is particularly useful on photography or busy backgrounds.



Our Icon

MEOPAR's custom “O” icon was inspired by:

- Ocean currents and movement
- Kelp forests and marine ecosystems
- Data, research, and discovery
- The exchange of knowledge

Always use the logo files provided.

Do not re-create.



Logo and Icon Usage



Safe area

To maintain a clear and consistent space around the MEOPAR logo, a minimum safe area must be kept free of text, graphics, and other visual elements.

For all logo and icon versions, use the height of the capital “M” in the wordmark as the minimum clear space on every side of the logo.



Screen
120 pixels minimum

Print
1 inch minimum



Screen
40 pixels minimum

Print
0.25 inch minimum

Minimum size

These are the smallest sizes at which to safely reproduce the logo for both print and digital applications.

To ensure quality reproduction, the logo versions may not be reproduced smaller than noted here. Keep in mind these guidelines are the minimum – *larger sizing of the logo is always preferable.*

Logo Misuse



✗ Don't change the opacity of the full logo



✗ Don't shuffle around or use other colours in the logo



✗ Don't change the size or position of the "O" symbol and logotype



✗ Don't distort or wrap the logo in any way



✗ Don't use drop shadows or any other effects



✗ Don't re-create using any other typeface



✗ Don't add outlines the logo



✗ Don't rotate any part of the logo



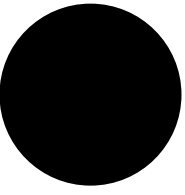
✗ Don't use the full-colour logo on a photograph

Colours

Delft Blue, Azure, and Mist are MEOPAR’s primary brand colours.

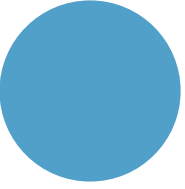
CIOOS should be used for CIOOS initiative branding and may also be used elsewhere when it complements the overall design.

Pearl, Salmon, and Warm Alloy are accent colours intended primarily for icons and other graphic elements.



Delft Blue

Golden age of transocean trade, industry and scientific discovery



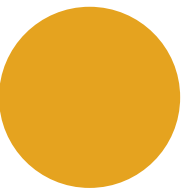
Mist

An atmospheric colour that signifies thoughtfulness and ‘uncovering’ what’s around us



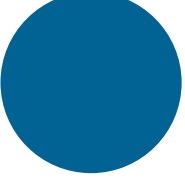
Pearl

A colour that symbolizes clarity of purpose and focus



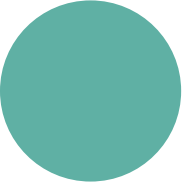
Warm Alloy

An energetic forward-thinking colour that brings achievement and human endeavours to the story



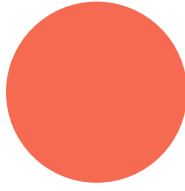
Azure

Traditionally, this is an ornamental colour use to signal its wearer is one known for great knowledge and wisdom



CIOOS

This colour is used solely in communications that involve CIOOS, to represent their brand, and their connection with MEOPAR.



Salmon

A lively colour that suggests optimism, warmth and positive momentum.

OUR LOGO

LOGO VARIATIONS

OUR ICON

LOGO AND ICON USAGE

LOGO MISUSE

COLOURS

TYPOGRAPHY

IMAGERY

GRAPHIC ELEMENTS

BRAND IN USE

Delft Blue

CMYK 100 92 40 45
HEX #121F47
RGB 18 31 71

Azure

CMYK 94 60 21 4
HEX #006393
RGB 0 99 147

Mist

CMYK 67 23 9 0
HEX #50A0C9
RGB 80 160 201

CIOOS

CMYK 69 16 46 1
HEX #52A79B
RGB 81 164 151

*This colour is to be used for CIOOS related communications only.

Pearl

CMYK 5 3 10 0
HEX #EFEFE4
RGB 239 239 228

Salmon

CMYK 0 73 69 0
HEX #F76A52
RGB 247 106 82

Warm Alloy

CMYK 10 38 100 0
HEX #E5A31F
RGB 229 163 31



Typography

MEOPAR’s primary type face is Gabarito, a clean, modern typeface used for headlines and prominent messaging. Bold and SemiBold are recommended for headlines, though all available weights may be used to create hierarchy and emphasis.

DM Sans is used for supporting text and body copy. Regular is recommended for longer passages, though all available weights may be used as needed.

When these typefaces are unavailable, use Arial Bold for headlines and Arial Regular for body copy.

Gabarito and DM Sans are available for free through Google Fonts.

GABARITO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%&*()

GABARITO SEMI-BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%&*()

DM SANS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%&*()

OUR LOGO

LOGO VARIATIONS

OUR ICON

LOGO AND ICON USAGE

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IMAGERY

GRAPHIC ELEMENTS

BRAND IN USE

BRAND IDENTITY

Imagery

Choose imagery that feels authentic, purposeful and connected to MEOPAR’s work. Prioritize real people, places and moments that reflect ocean research, collaboration and communities across Canada. Images should feel natural and credible, avoiding overly staged or generic stock photography whenever possible.

Nature imagery may also be used to highlight the environments connected to MEOPAR’s work. Choose images that feel distinctly coastal, marine or Canadian, with a strong sense of place and natural scale. Avoid overly dramatic, heavily edited or generic tropical imagery that may feel disconnected from the organization’s focus.



Graphic Elements



“O” Icon

The custom “O” from the logo may be used as a graphic mask, supporting element or subtle watermark. It can be cropped or scaled to create dynamic layouts, but should remain recognizable and never compete with the primary logo or content.

Rules:

Always maintain the icon’s original orientation. **Do not rotate, mirror, reverse or flip it.**

When used as an image mask, choose abstract, organic or nature-based imagery. Avoid photographs of people unless they appear very small and are not the focal point.

The full icon may be used as a mask, or the mask may be limited to the two kelp-like shapes and three dots on

the left. The remaining two shapes on the right may each use the same or a different brand colour or tint.

Always use a single image within the icon. Never combine multiple images.

When using the icon as a watermark or scaled graphic element, use a single-colour treatment. It may appear in any brand colour, as a tint or with reduced opacity. **Do not use the full-colour version.**

Icons

MEOPAR uses Google Material Symbols & Icons as its primary icon library to maintain a consistent and recognizable visual style across communications.

Icons can be sourced from the Google Icons library and should be kept simple, clear, and consistent in style and weight.

When adding or updating icons in Canva, download and upload the SVG version whenever possible. This allows the icon colours to be edited directly in Canva to match the MEOPAR colour palette.

[Google Material Symbols & Icons](#)



Logo Animations

MEOPAR’s logo animations bring movement and energy to digital communications.

Use them selectively across the website, social media, presentations and video content where motion enhances the experience.

Rules:

Always use the animation files provided and maintain their original proportions, colours and movement.

Files may be trimmed to suit the application, but animations must not be sped up, slowed down, distorted or otherwise altered.

MOV Files

Use for high-quality video production and professional design software. These files support transparent backgrounds.

WebM Files

Use for high-quality video production and professional design software. These files support transparent backgrounds.

MP4 Files

Use for Canva, social media and other platforms that require a solid-colour background. These files do not support transparent backgrounds.