



Polar Ocean Mitigation Potential

Brand Book

2024

Welcome! This is **POMP's Brand Book**.

This guide is a valuable tool for all who work with the POMP brand to ensure **the brand is applied correctly on different means and media**.

This brand book explains **the brand personality, what it stands for,**
and **how it should be presented to the public**.

The proper use of the brand and its elements will lead to more **cohesive communication** and a **stronger brand image**. Despite the company's diversity and size, this will encourage communication in a single voice, regardless of the means, medium, or location.

Logo

This is our logo.

The relationship and proportions between the **elements of the logo should under no circumstances be changed**, whatever the size, in order to protect brand integrity and enhance our identity.

The logo should always be reproduced from the **supplied digital file or from original artworks**.

Use this logo whenever possible. Preferably the main version, white letters on blue gradient background, and use the black or white version only when necessary.



Main version

Positive in black and white



Negative in black and white



Logo sizing and clear space

In order to guarantee the readability of the logo, **a clear space around the logo must be secured**. This space must equal, at least, the measure "x", which corresponds to the width of the letter "O".

The minimum clear space here illustrated applies to all versions of the logo and allows its protection from any other element nearby. It also aims to ensure that the logo can be easily seen and recognized. The clear space around the logo should be increased whenever possible.

Clear space



Minimum size

Print



Digital



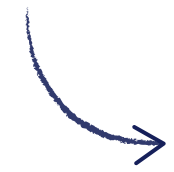
Logo in background colors

The **application of POMP logo** on colored backgrounds follows a basic principle, which is to **maintain the brand color integrity**, ensuring the highest possible contrast.



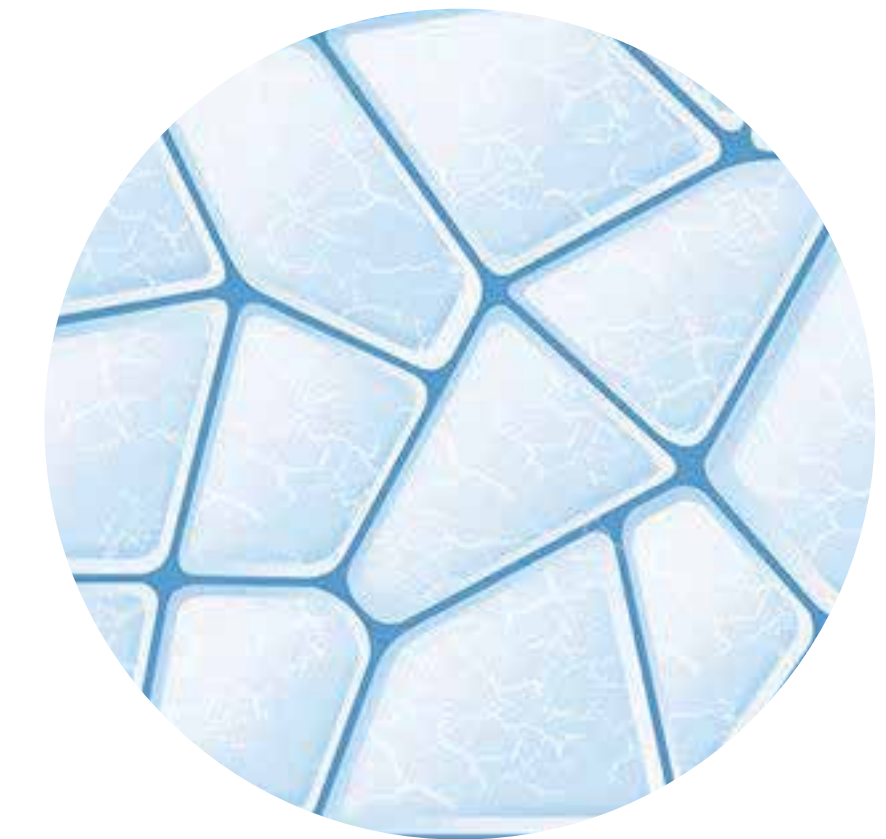
Visual identity

Polar Ocean Mitigation Potential



Advance science on the impacts of climate change on carbon sinks in polar ecosystems and biodiversity, with a **particular focus on the ability of ecosystems to mitigate rising atmospheric CO₂ concentrations.**

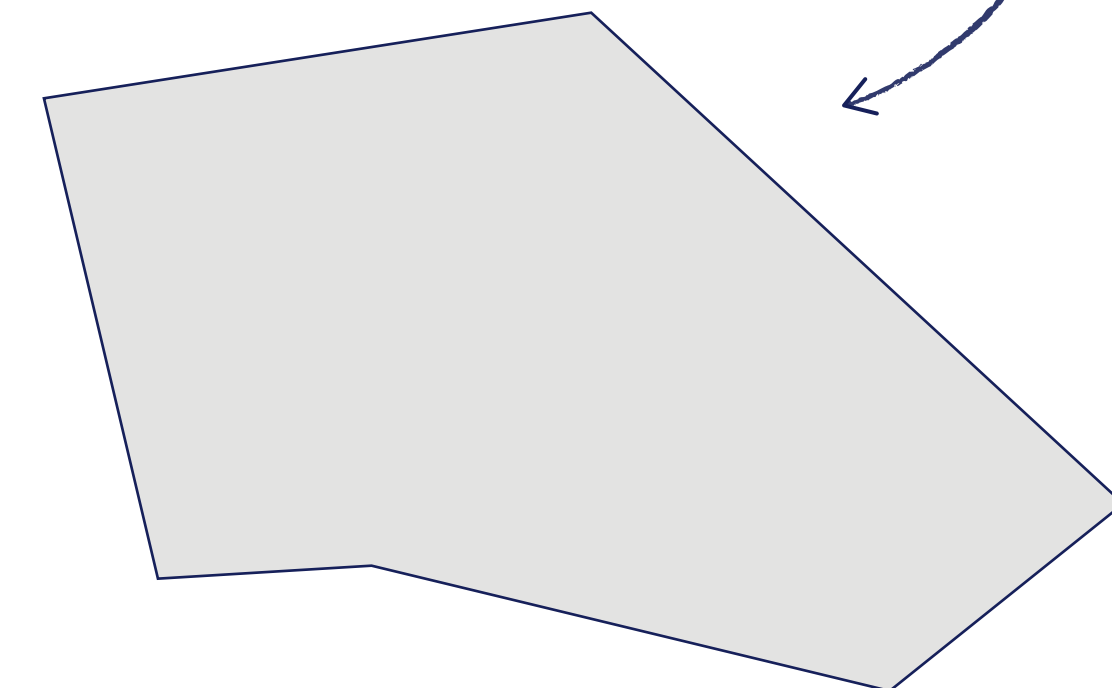
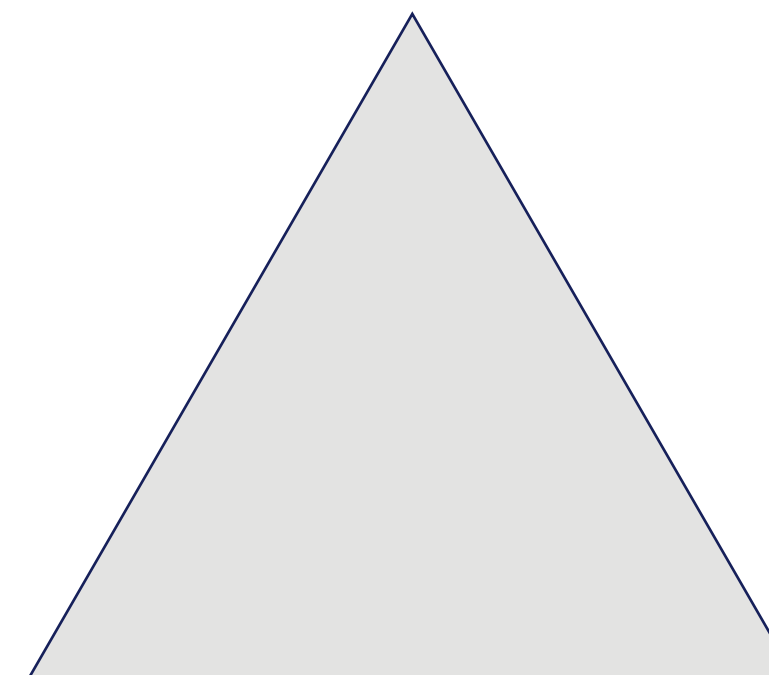
Provide new knowledge on biodiversity and the mitigation potential of blue carbon habitats and natural carbon sinks.



Our **visual identity is inspired by the almost geometric shapes resulting of thaw.**

First we have a **simplification of our faceted shape**, which is followed by a second simplification, resulting in the creation of **our triangle.**

These two visual elements are the shapes we use throughout our project, which are the basis for our **illustrations, icons, patterns and placeholders.**



Shapes and patterns

Two distinct formats can be used depending on their function: **isolated element: for placeholder images**, or the **triangles for shapes** and as a decorative elements.

All these elements can take on all the colors of the brand including percentages and percentages of transparency of those colors.

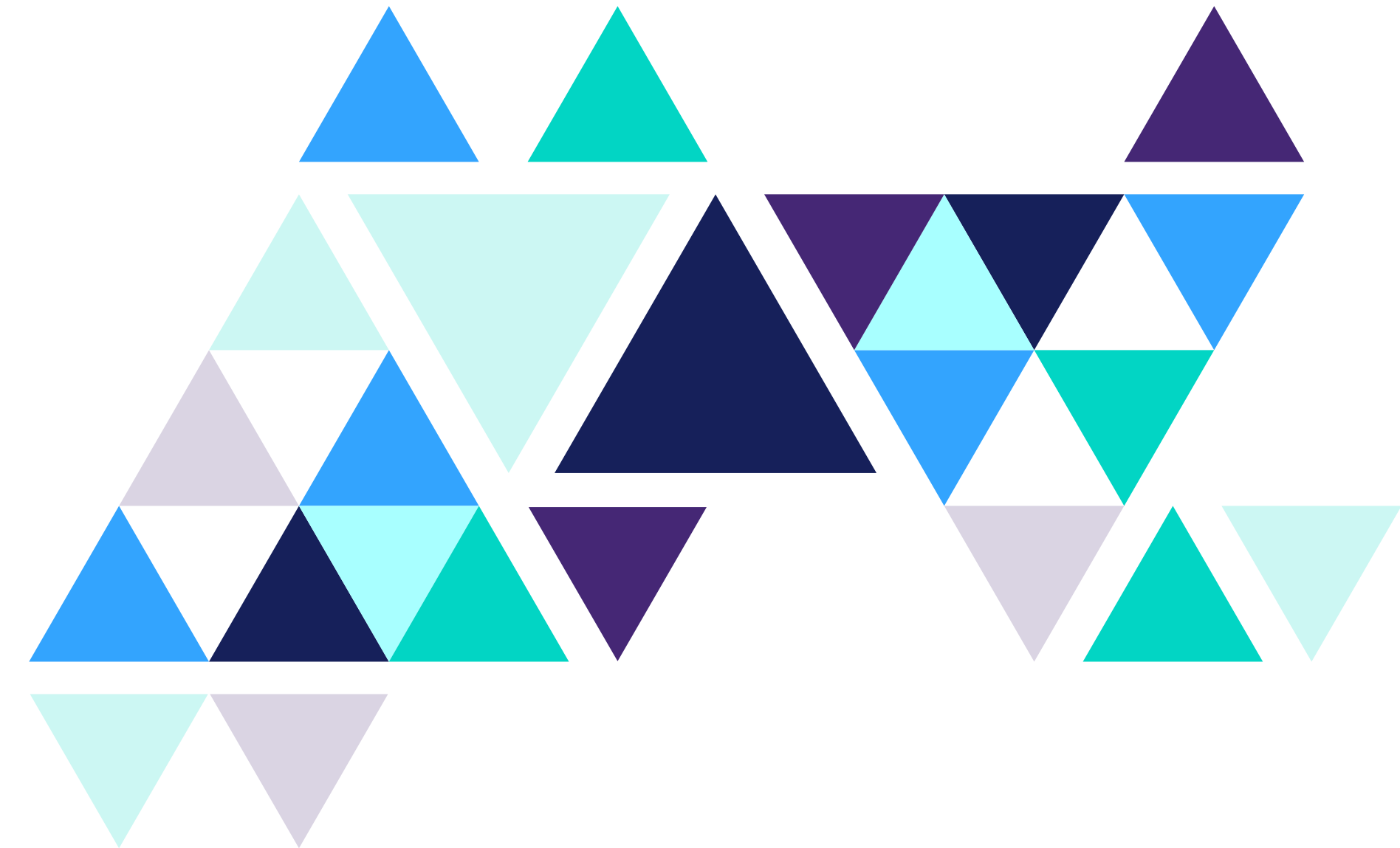
Both can be used in vertical or horizontal layouts.



Shapes for placeholder



Arrow



Shapes for patterns

Typography

Our official font is Mundial.

Our secondary font is Rollescript, for small notes or calls to attention. This should be used across all the communication media of POMP.

Typography is an integral part of our brand, being one of the most important tools with which we communicate with our audience.

So that all communication material is coherent, **we recommend the use of the weights: Thin, Light, Regular, Bold and Black.**

As an alternative to this font, in case it is not available, or for **internal communication** uses (for emails and PPT for example), the **Arial system source should be used** since Mundial and Rollescript will be used for digital & printings.

Mundial

Polar
Ocean
Mitigation
Potential

bold
regular
light
thin

rollerscript

Polar
Ocean
Mitigation
Potential

smooth

Color

Color is one of the key elements of any brand. **POMP's color pallet is one of the most important assests of our identity.**

One of the two alternative systems should always be used for application of color: **four-color (CMYK) or RGB.**

CMYK | Offset and **digital printing**

RGB | Reproduction for **screen**

Whenever necessary, use the predefined secondary colors. These can be used in their full intensity (100%) or in the following **percentages: 20%, 40%, 60%, 80%**

CMYK 100 78 0 57

RGB 22 32 90

CMYK 65 25 0 0

RGB 51 164 254

CMYK 85 100 0 13

RGB 69 39 117

CMYK 65 0 36 0

RGB 2 213 186

CMYK 29 0 7 0

RGB 168 255 255

CMYK 10 7 5 0

RGB 230 230 230

CMYK 100 100 100 100

RGB 0 0 0

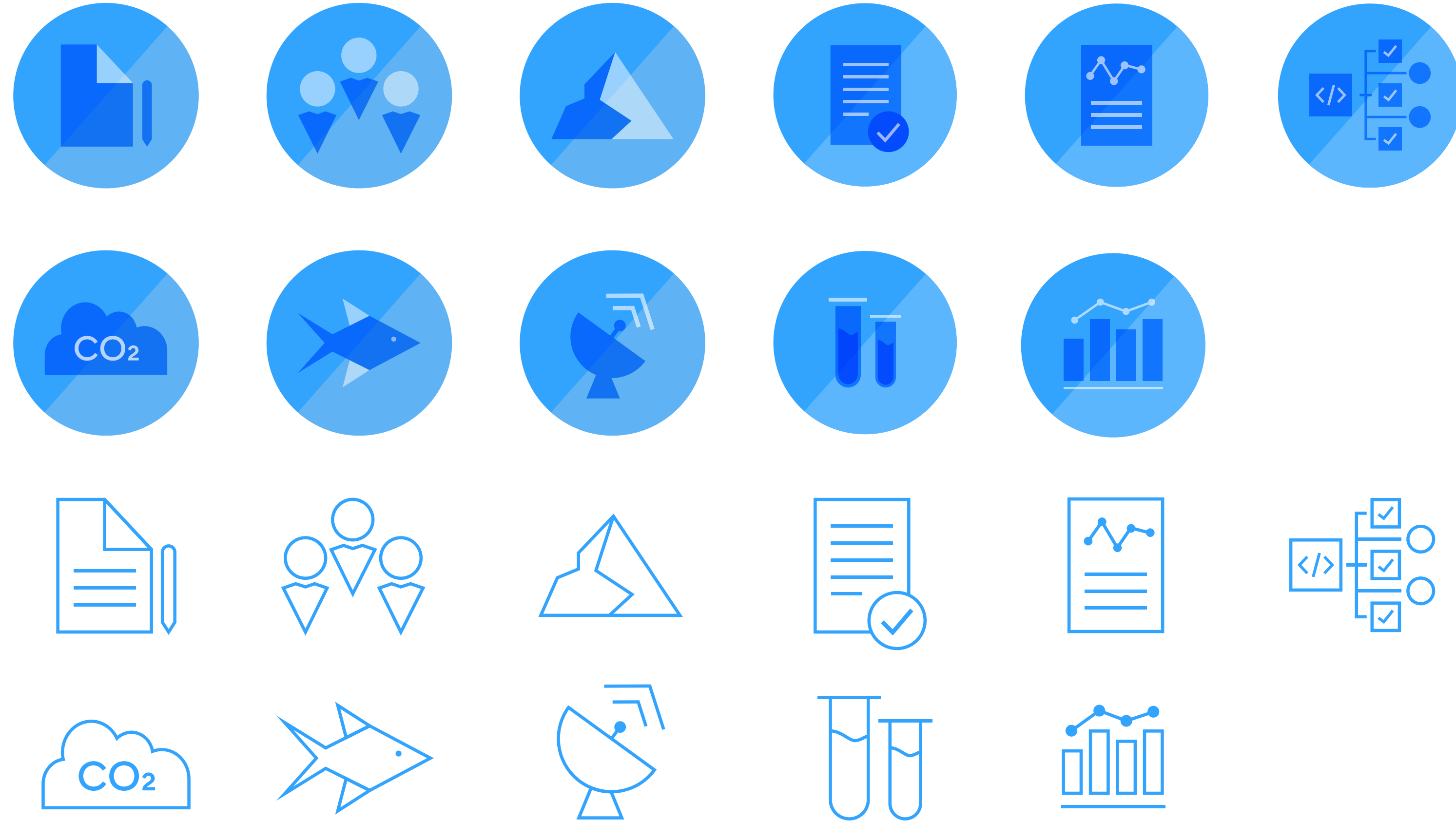
Iconography

To achieve a coherent graphic identity, all elements used to communicate the brand must have the **same properties and visual concept**.

Icons are among the most important elements and where **brand identity must be guaranteed**.

In terms of application, the **icons** should be **applied preferentially in Light Blue** (one of the main brand colors).

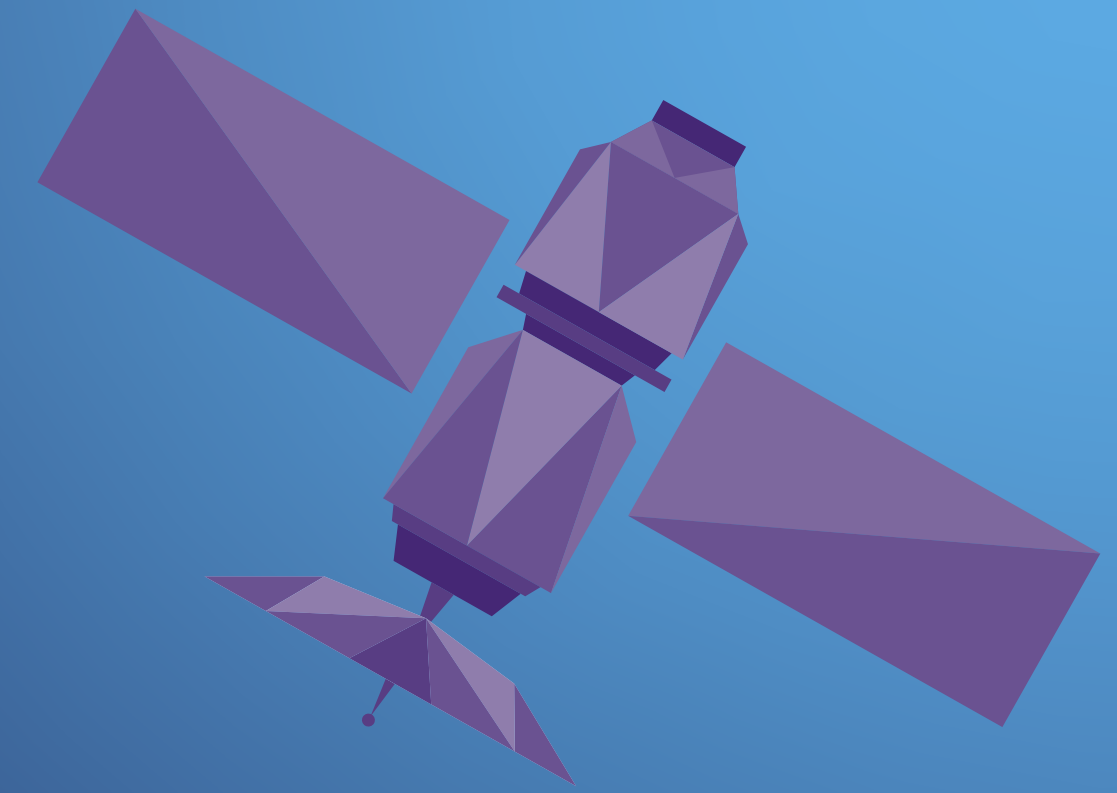
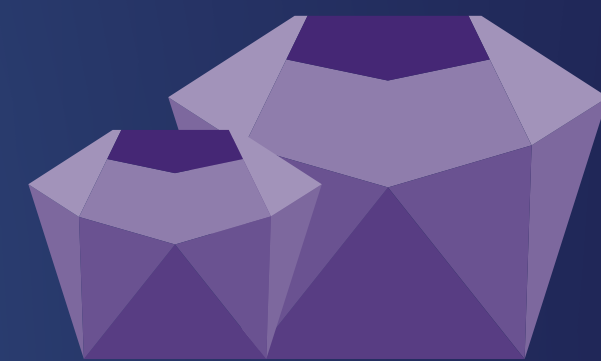
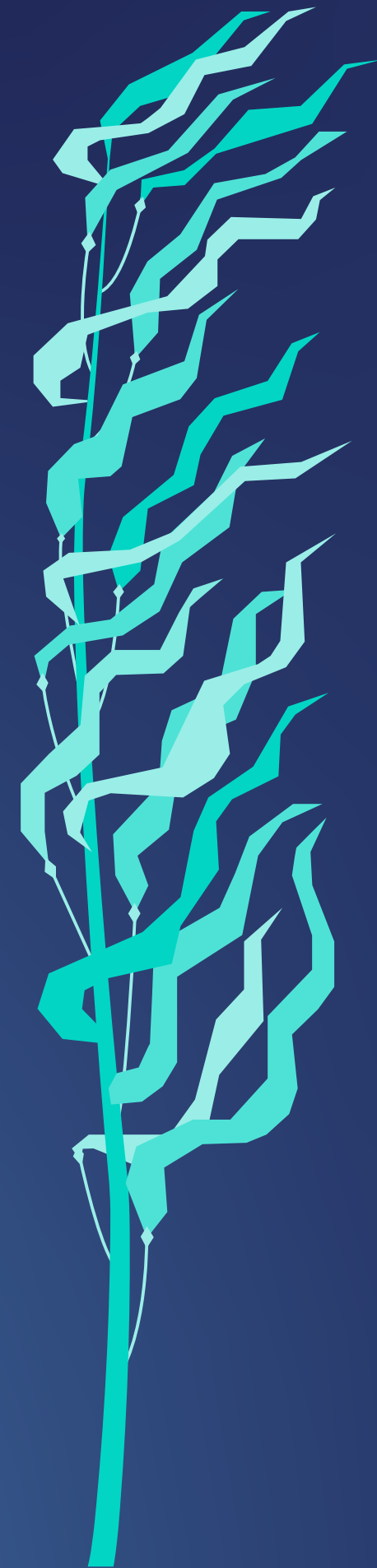
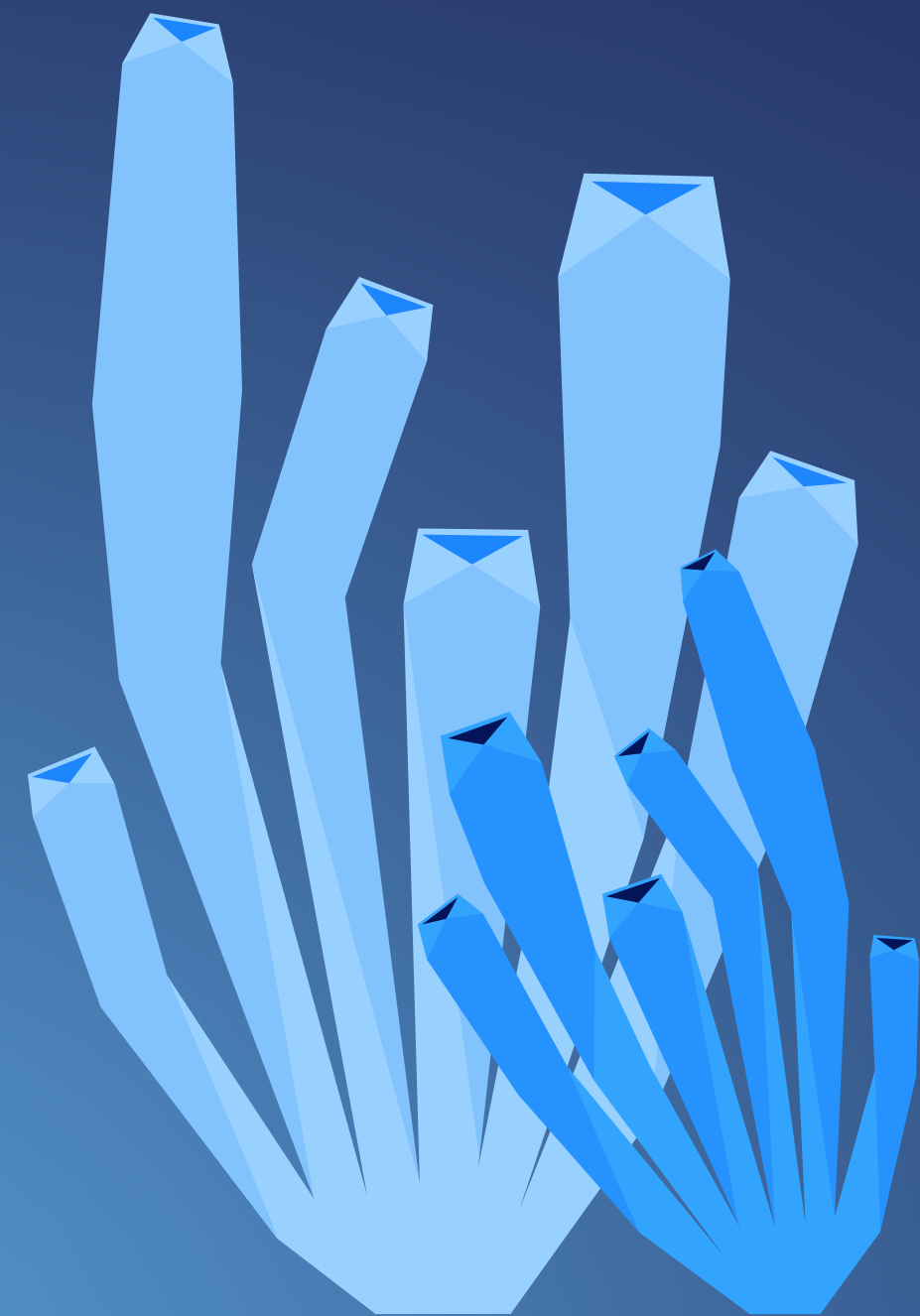
If it is not possible to apply the Blue version of the icons, the **white and black version** should be applied.



Illustration

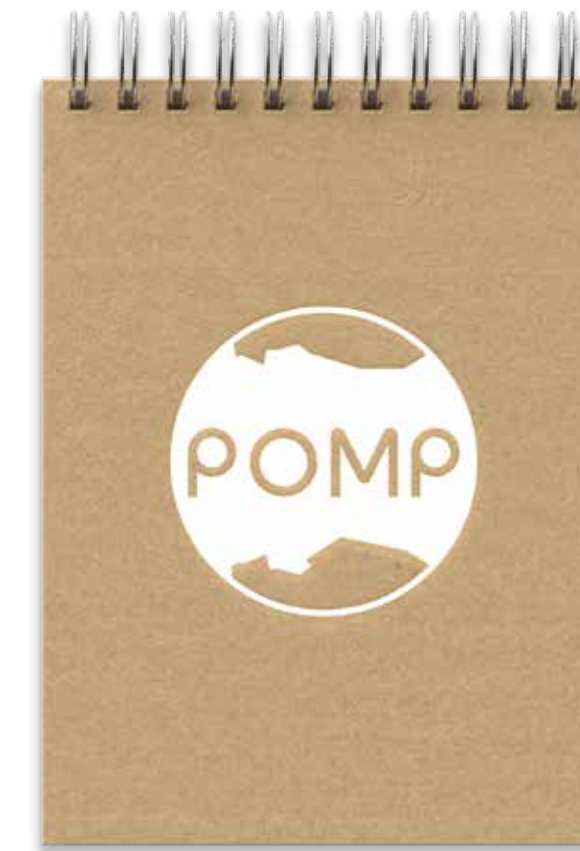
Illustrations are among the most important elements and where **brand identity must be guaranteed**.

The illustrations can be created and applied in all brand colors available.



Applications

This are a few examples of our brand applications.





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