BPN BLUE

BPN YELLOW

BPN GREEN

BPN GRAY

BPN ORANGE

Safe drinking water. It is an important cause. By adhering
to these guidelines, you will help us build and reinforce
our identity around the world—and promote our cause.

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Welcome.

Drink up. Dive in. We encourage you. In fact, take in as much as you like of our BLUE PLANET NETWORK GRAPHIC STANDARDS GUIDELINE—it may be one of the most useful tools at your disposal. Here's why. The more you learn about who we are, what we do, and how to leverage our brand through all communications, you will be helping us further our cause. The goal of Blue Planet Network is to raise money and awareness to provide safe drinking water to every person on the planet. Yes, it's a lofty goal, but one we truly believe in. Because sadly, one in six people on our planet lack access to safe drinking water. We wish this was not the case, and that our organizeion was not even necessary. But the harsh reality is this—water related diseases are the single largest cause of human sickness and death in the world. So, awareness is critical. And a strong brand can play a key role in our long-term success.

So, without further ado, let me introduce what we hope will become instantly recognizable the world over. Blue Planet Network's star. It is the symbol of life, health, peace, and hope. We can think of no more fitting emblem for our cause. The icon is a key part of our NETWORK LOGO, and can be used creatively in a number of other applications—with our sponsors, on our trucks, in our literature, and more.

Please support the Blue Planet Network star. Your support for—and adherence to—the graphics standards outlined in this guide is an important part of our effort. It will keep our cause shining brightly. So we invite you to dive in.

Thank you.

The Blue Planet Network Team

COMMUNICATION NAME

Blue Planet Network—the name by which the company is commonly referred.

CORPORATE IDENTITY

The visual elements—our 'star' symbol and logotype—and all other visual communication standards that together represent the company in all media applications.

FOUNDATION COLORS

Blue Planet Network Blue, Blue Planet Network Green, Blue Planet Network Orange, Blue Planet Network Gray, Blue Planet Network Yellow.

FOUNDATION COLORS

AND CMYK APPROXIMATIONS

Ink formulas are provided on page 1.01 for reproducing Blue Planet Network colors using printing process colors Cyan, Magenta, Yellow and Black (CMYK)—rather than Toyo or Pantone inks.

LEGAL NAME

Blue Planet Network—the full legal name of the corporation.

LOGO OR SIGNATURE

The combination of type and graphics in a fixed spatial relationship that uniquely represents the company.

LOGOTYPE

The company name in a specific typographical configuration.

PANTONE MATCHING SYSTEM

Pantone, Inc.'s check-standard for color reproduction and color reproduction materials.

PANTONE MATCHING SYSTEM EQUIVALENTS

Blue Planet Network Blue: Similar to PMS 315C, Blue Planet Network Green: Similar to PMS 7490C, Blue Planet Network Orange: Similar to PMS 7413C, Blue Planet Network Gray: Similar to PMS 404C, Blue Planet Network Yellow: Similar to PMS 7409C.

PMS

See PANTONE MATCHING SYSTEM EQUIVALENTS.

POSITIVE SIGNATURE APPLICATION

Use of a color black and white signature on a light background.

PRIMARY TYPEFACE

Type style family preferred for primary use.

REVERSE SIGNATURE APPLICATION

Use of the signature on a dark background.

SECONDARY TYPEFACE

Type style family selected for secondary usage (compliments logotype font and primary typeface).

SYMBOL

The 'star', the Blue Planet Network symbol.

TOYO COLOR SYSTEM

Toyo Ink Mfg. Co.'s check standard for color reproduction and color reproduction materials.

TOYO COLOR SYSTEM EQUIVALENTS

Blue Planet Network Blue: Similar to TOYO CF0366, Blue Planet Network Green: Similar to TOYO CF0234, Blue Planet Network Orange: Similar to TOYO CF0158, Blue Planet Network Gray: Similar to TOYO CF0795, Blue Planet Network Yellow: Similar to TOYO CF0179.

A **BPR BLUE**
TOYO CF0366 ★
C97 M35 Y35 K0
R0 G113 B136
WEB: 007188

PANTONE 315C ♦
C100 M0 Y12 K43
R0 G113 B140
WEB: 00718C

B **BPR GREEN**
TOYO CF0234 ★
C56 M13 Y97 K0
R113 G162 B55
WEB: 71A237

PANTONE 7490C ♦
C45 M0 Y80 K35
R116 G143 B76
WEB: 748F4C

C **BPR ORANGE**
TOYO CF0158 ★
C5 M65 Y80 K0
R230 G97 B56
WEB: E66138

PANTONE 7413C ♦
C0 M53 Y100 K4
R213 G135 B45
WEB: D5872D

D **BPR GRAY**
TOYO CF0795 ★
C0 M11 Y22 K63
R104 G91 B79
WEB: 685B4F

PANTONE 404C ♦
C0 M8 Y22 K56
R132 G125 B111
WEB: 847D6F

E **BPR YELLOW**
TOYO CF0179 ★
C0 M35 Y95 K0
R255 G159 B35
WEB: FF9F23

PANTONE 7409C ♦
C0 M30 Y95 K0
R236 G184 B57
WEB: ECB839

★ PREFERRED   ♦ ACCEPTABLE

We're shining light on an important cause. Our foundation symbol is the star, quite literally. To promote the Blue Planet Network, you can use the symbol on its own, assuming you adhere to the preferred colors or the acceptable color palette detailed on this page. Please note the symbol grid showing the clear space requirements on page 1.02. Feel free to expand the space around the symbol as noted to give it some room to breathe. For acceptable and unacceptable symbol usage, please refer to Section 2 of the guideline.

NOTE: Our foundation colors were selected from swatch books printed on coated paper. To match these colors, testing is required prior to printing—draw downs or press proofs for spot colors; press proofs or dry proofs for CMYK.

A ....

A | **PREFERRED:**

Full color logo (See Blue Planet Network colors on page 1.01).

B ....

B | **ACCEPTABLE:**

One color logo. Acceptable colors are Blue Planet Network colors (solid), black, medium to dark gray and gold.

C | **ACCEPTABLE:**
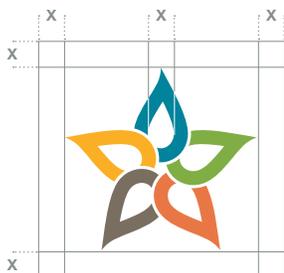
Grayscale. Grays on the star are as indicated:

1 | 75% Black
2 | 50% Black
3 | 65% Black
4 | 95% Black
5 | 35% Black

C1 ....
C2
C5
C3
C4

CLEAR SPACE:

X   X   X
X
X

LOGO COLORS:

Regardless of the printing process or type of paper used, the Blue Planet Network colors should be consistent and true. The preferred usage is the full color logo—whenever possible and budget permits. You can also produce a one-color logo or grayscale, if you adhere to the guidelines noted below.

A   **PREFERRED:**

Full color logo (See Blue Planet Network colors on page 1.01).

B   **ACCEPTABLE:**

One color logo. Acceptable colors are Blue Planet Network Blue, black, dark gray, or white on any Blue Planet Network Color.

C   **ACCEPTABLE:**

Grayscale. The Blue Planet Network logotype is 90% black. Grays on the star are as indicated:

4 | 90% Black
5 | 35% Black
1 | 75% Black
2 | 50% Black
3 | 65% Black

blue planet
NETWORK

blue planet
NETWORK

blue planet
NETWORK

blue planet
NETWORK

blue planet
NETWORK

In some cases, the primary usage of the logo signature may not be feasible. We have a solution—go horizontal with it, as pictured here. Again, there are a number of different color options for the actual logo signature, depending on usage.

X

X

X   **PRIMARY**   **X**

blue planet
NETWORK

X

X

X   **HORIZONTAL**   **2 X**

blue planet
NETWORK

X
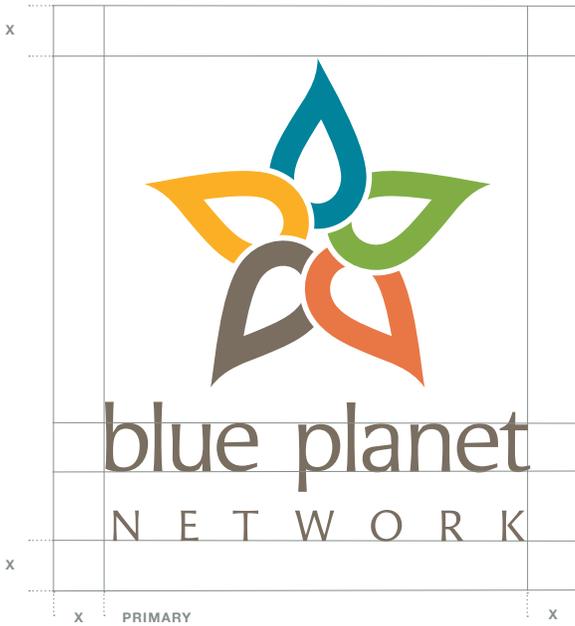
Space. We all need it. Even our logo signature. Be sure not to crowd it. We've established minimum spacing parameters to prevent copy or patterns from encroaching on our space. Feel free to expand the space around the symbol and signature as the design permits.

For the primary signature, the clear space on all sides of the logo is equivalent to the height of the letter "e" on the logotype. For the horizontal signature, the clear space for the right side of the logo is equivalent to two times the height of the letter "e" on the logotype.

BACKGROUND COLORS:

The right background can really make the logo almost jump off the page. We like that. It really pops out against a white background. Gray, as indicated, is also an option and the logo reversed out in white can be dramatic too.

A

A   **PREFERRED:**

White background with full color logo.

B   **ACCEPTABLE:**

Gray background with color logo. Gray must be no more than 30% black. Toyo CF0752, Pantone Cool Gray 1C, and Pantone Warm Gray 1C can also be used.

B

C   **ACCEPTABLE:**

Colored background with logo reversed out in white. Acceptable background colors are Blue Planet Network colors, black, or grays with adequate contrast.

C

A ACCEPTABLE:

If there is enough contrast between the photograph and the reversed out logo in white, this option is acceptable. Make sure the logo really pops.

B ACCEPTABLE:

Black background with full color symbol and type with 10% black.

C ACCEPTABLE:

Black or gray background with white logo. Gray must appear no less than 50% black.

A

B

C

SYMBOL PATTERN:

It is acceptable to use the symbol as a pattern, as long as each symbol follows the clear space requirements specified on section 1.02.

NOTE: While the minimum clear space allowed is acceptable, it is always preferable to have as much space as possible around the logo. The example shown on the right exceeds the minimum space requirements.

UNACCEPTABLE USAGE:

Our logo is our visual brand. It must be consistent throughout all of our communications, from the web to literature to any of our marketing campaigns. Please don't alter or distort it in any way, and always use the acceptable foundation colors, or acceptable black-and-white variations.

DO NOT:

A   Distort the logo

B   Change the colors on the logo

C   Change the positions of the colors on the logo

D   Change the font

E   Fill in the water drops

F   Move or adjust any parts of the logo

G   Add words to the logo that do not belong

H   Change the opacity of the colors of the logo

DO NOT:

I   Use the logo in a sentence

J   Place the logo in a shape

K   Use the logo signature as a pattern

L   Use the logo against a patterned background

M   Use the logo on a textured background

N   Use the color logo against company colors

O   Crop the logo or use it as an abstract graphic

A

blue planet
N E T W O R K

B

blue planet
N E T W O R K

C

blue planet
N E T W O R K

D

blue planet
N E T W O R K

E

blue planet
N E T W O R K

G

blue planet
N E T W O R K
R A C I N G T E A M

H

blue planet
N E T W O R K

I

Donating to the   **blue planet** N E T W O R K   water fund is easy.