

DESIGN MANUAL

Welcome!

The design manual for the One Ocean brand offers a simple and practical set of design principles that allow for a distinctive creative expression whilst ensuring visual consistency.

The following content will guide you through the design elements and provide the basic rules that need to be applied when producing different visual communications.

If you have any questions or require custom design options outside the scope of these guidelines, please get in touch via the contact information on our website [url.no](https://www.url.no)

Brand Ownership and Usage

The brand «One Ocean» and variations described in this design manual is owned and coordinated by One Ocean Havbyen Bergen (contact information on the webpage url.no). All intellectual property rights, including but not limited to the name, logo, and visual elements associated with the brand, are the property of One Ocean Havbyen Bergen.

Any use of the brand or its components demands prior written consent from One Ocean Havbyen Bergen. If you wish to use any part of the "One Ocean" brand, including references to the name, logo, or visual elements, please contact One Ocean Havbyen Bergen for consent.

By acknowledging the ownership of the "One Ocean" brand and obtaining written permission to use it, you can help ensure that the brand is used in a manner consistent with One Ocean Havbyen Bergen's standards and values.

One Ocean Brand

Brand strategy

One Ocean

One Ocean Havbyen Bergen is a partnership, where ocean industry experts, organizations and companies are joining forces to facilitate the sustainable development of the world's ocean. The Bergen region has already come a long way in establishing an extensive ecosystem within ocean industries. And to pioneer change we now aim to inspire and facilitate regional, national and international collaboration to advance sustainable value creation, knowledge and competence for our shared ocean future. The One Ocean brand family is our main tool to create this inspiration.

Our One Ocean mindset is a driver for pioneering a sustainable ocean:

One Ocean – Our shared goal and our one ocean future

One Ambition – Inspiring action to pioneer ocean opportunities

Building partnerships – Initiating collaboration and dynamic interaction

Expanding our network – Driving regional ocean sustainability with worldwide impact

Working together – We are all part of the journey to define change in our shared ocean future



ONE OCEAN

Our shared goal and our one ocean future

ONE AMBITION

Inspiring action to pioneer ocean opportunities

BUILDING PARTNERSHIPS

Initiating collaboration and dynamic interaction





EXPANDING OUR NETWORK

Driving regional ocean sustainability with worldwide impact



WORKING TOGETHER

We are all part of the journey to define positive change in our shared ocean future

Creative concept and brand essence

Our creative concept and brand essence informs the direction and tone of voice of our brand. Optimistic and forward focused, the essence of the brand is inviting and inclusive, inspiring synergies to advance progressive thinking and pioneer ocean sustainability.

One Ocean – One ambition

Our oceans are borderless and to pioneer sustainable change we must look, think and act holistically – working together across cities, regions and countries.

With Bergen as a driving force we invite, collaborate and activate within the region and out into the world to inspire action, innovate solutions and catalyze ocean progress – bringing our five oceans together, united towards one shared goal and our one ocean future.

One Ocean story

Our One Ocean story is a short narrative that further describes the essence of our brand. The story should be used to inspire and inform content in our communications.

One Ocean

With a coastline that is one of the longest in the world, Norway is a nation of ocean pioneers. With it's rich ocean history, Bergen has been integral to this journey, and today we continue as a region of progressive change. Bergen is home to world leading maritime clusters, cultivates through sustainable aquaculture, drives Norway's leading ocean technology centres and educates and inspires 25,000 students.

Our oceans have a crucial role to play in the future of sustainable development, and to make change, actions for strengthening the sustainability of oceans are needed to combine our resources towards our common future.



One Ocean story

The role

Through the power of regional knowledge, expertise and technology we unify and mobilize to drive and accelerate sustainable, innovative solutions to unleash the enormous potential of our oceans and set pioneering standards within ocean industries.

And by putting our focus into advancing new ideas, we listen to people, companies and cities in regards to their challenges, inviting collaboration to define and solve together, driving our commitment to our shared future. For Bergen, Norway and the world.



One Ocean story

Our project

From established organisations to tech start-ups One Ocean Havbyen Bergen activates partnerships and dynamic interaction – bringing people and industry together to drive change and inspire opportunities and progress.

One Ocean Havbyen Bergen is a forum for new ideas integrating industry, knowledge and ocean resources. An active and inclusive arena for ocean explorers, educators and innovators to empower pioneering solutions together, driving regional ocean sustainability with worldwide impact.



One Ocean Communication – Level 1

One Ocean One Ambition

The brand name of 'One Ocean' serves as a concept in itself, reminding us that all salt water on earth is interconnected and that our actions in one part of the world can affect the global ocean ecosystem.

'One Ambition', on the other hand, reflects our shared goal of achieving a more sustainable ocean through multidisciplinary cooperation and a culture of sharing.

The ‘One Ocean One Ambition’ theme should be used in communications to spark a sense of curiosity. By inspiring interest and motivation to take part, we can emphasize the inviting, involving and collaborative aspects of One Ocean.

The communication concept works well within the circle device with the added potential to combine different words within the theme as shown in the accompanying examples.



One Ocean Communication – Level 2

Pioneering a Sustainable Ocean

‘Pioneering a Sustainable Ocean’ represents the value proposition of the One Ocean brand. It is the underlying reason why we invite partners and actors from the global ocean industries to collaborate in building this brand together.

‘Pioneering a Sustainable Ocean’ is representative of what we are aiming to achieve and should be used when the communication is more explanatory in nature as shown in the accompanying example.



One Ocean Communication – Level 3

Our One Ocean story

Our One Ocean story outlines the essence and tone of voice of our brand. More descriptive, the story emotively elaborates on our ambition emphasizing the role of the Bergen region as a driving force towards pioneering a sustainable ocean, together with our partners. The story should be used to inspire and inform content in our communications.

With a coastline that is one of the longest in the world, Norway is a nation of ocean pioneers. With its rich ocean history, Bergen has been integral to this journey, and today we continue as a region of progressive change. Bergen is home to world leading maritime clusters, cultivates through sustainable aquaculture, drives Norway's leading ocean technology centres and educates and inspires 25,000 students.

Our oceans have a crucial role to play in the future of sustainable development, and to make change, actions for strengthening the sustainability of oceans are needed to combine our resources towards our common future.

Through the power of regional knowledge, expertise and technology we unify and mobilize to drive and accelerate sustainable, innovative solutions to unleash the enormous potential of our oceans and set pioneering standards within ocean industries.

And by putting our focus into advancing new ideas, we listen to people, companies and cities in regards to their challenges, inviting collaboration to define and solve together, driving our commitment to our shared future. For Bergen, Norway and the world.

From established organisations to tech start-ups One Ocean activates partnerships and dynamic interaction – bringing people and industry together to drive change and inspire opportunities and progress.

One Ocean is a forum for new ideas integrating industry, knowledge and ocean resources. An active and inclusive arena for ocean explorers, educators and innovators to empower pioneering solutions together, driving regional ocean sustainability with worldwide impact.

One Ocean Logo

Brand wording and variations and how it should be used

The One Ocean brand comprises of a comprehensive branding and naming system with numerous interchangeable elements that vary based on the context. The following slides will provide detailed information on the logo hierarchy and various options. In this slide, we will focus on the naming structure and guidelines for its use in written materials.

One Ocean Havbyen Bergen

One Ocean Havbyen Bergen is our primary brand and the official name of the organization that oversees the One Ocean brand, its partners, and related activities to the partnership.

As a partner, it is appropriate to refer to our collaborative venture as the "One Ocean Havbyen Bergen" partnership.

Havbyen Bergen

Havbyen Bergen was the initial initiative that has now evolved into One Ocean Havbyen Bergen. When discussing the network of ocean industries, research institutions, academia, and political organizations in Bergen and the surrounding region, it is acceptable to abbreviate the name to "Havbyen Bergen" in written materials.

One Ocean XXX

The One Ocean brand is our overarching brand identity, encompassing a range of possible suffixes and sub-brands, with One Ocean Havbyen Bergen being the most significant. Our brand structure is designed to facilitate connections between existing initiatives, such as One Ocean Week and One Ocean Expedition, as well as potential future endeavours through new suffixes.

When referring to our various sub-brands in written materials, it is essential to use the full name, such as One Ocean Week, but without including the Havbyen Bergen designation that appears in the logo.

Primary logo

The One Ocean Havbyen Bergen Primary logo appears in both National and International formats and is the key signifier of our brand identity. Consistent and unaltered usage of these logos is essential across all print and digital mediums.



Primary logo – National

For use when communicating to Norwegian audiences



Primary logo – International

For use when communicating to International audiences

Brand hierarchy

The One Ocean brand hierarchy incorporates a sub-brand level for the communication of different initiatives and events. For use of a sub-brand logo please get in touch via the contact information on our website url.no



Primary logo – National



Primary logo – International



SUB-BRAND WTH HAVBYEN BERGEN



SUB-BRAND WTH BERGEN NORWAY



NB! ONE OCEAN CONFERENCE and INCUBATOR are hypothetical examples to illustrate the potential for future initiatives or events

Sub-brand logo use without the 'Havbyen Bergen' / 'Bergen Norway' descriptor

The One Ocean's logo should always appear with the National and International descriptor, but in cases where the logo is displayed at a smaller scale, such as social media icons, the sub-brand logo may be used without the descriptor.



SUB-BRAND WITH NATIONAL & INTERNATIONAL DESCRIPTOR



SUB-BRAND WTHOUT DESCRIPTOR

NB! ONE OCEAN CONFERENCE and INCUBATOR are hypothetical examples to illustrate the potential for future initiatives or events

Co-branding principles

Below are the principles to create a co-branded design that effectively communicates the collaboration between two or more brands while maintaining their individual identities.

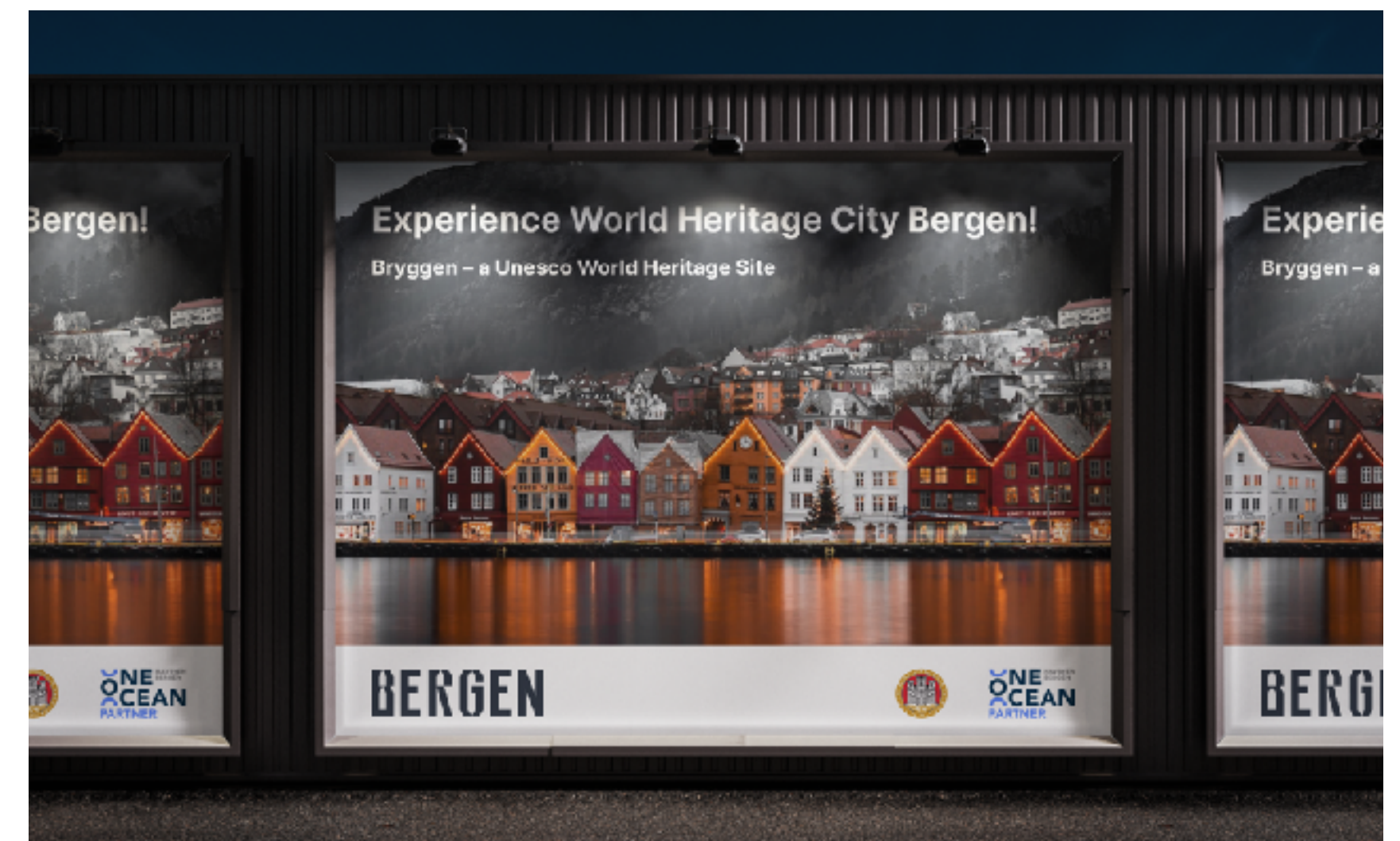
Balance: It's crucial to balance the visual elements of both brands in the design. Achieving this balance can be done by either giving each logo equal space or incorporating both brands' design assets in a harmonious way.

Consistency: The co-branded design should remain consistent with both brands' visual identities. This includes using the same fonts, colours, and design elements already established for each brand.

Clarity: The co-branded design should be clear and easy to understand, avoiding clutter or excess design elements that might confuse or distract viewers.

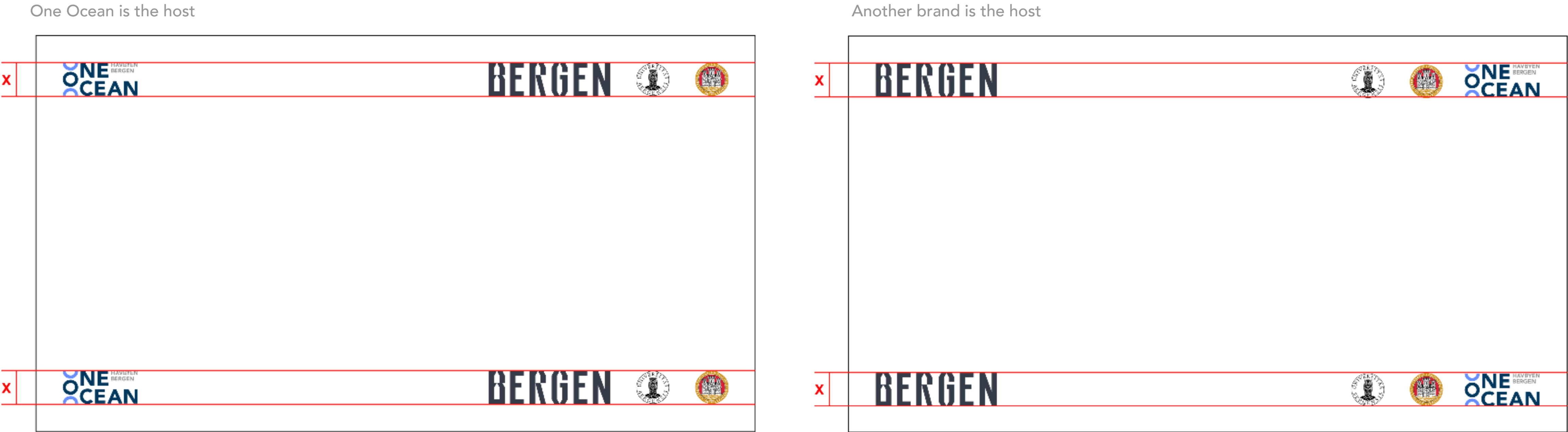
Relevance: The co-branded design should be relevant to both brands and their target audience. It should convey a clear message that resonates with the intended market.

Collaboration: As co-branding is a collaborative effort, it's crucial to involve both brands in the design process. This ensures that the final design accurately represents both brands' values and identities.



Co-branding principles

To use the One Ocean logo effectively within Co-branding settings, follow these guidelines.



- When One Ocean is the host, place the logo on the left side of the area, either at the top or the bottom.
- When another brand is the host, place the One Ocean Partner logo on the right side of the area.
- If co-branding involves more than one brand, align the logos horizontally.
- Ensure that all logos have the same X height to maintain consistency in scale.

Clear space rule

The clear space is an area around the logo that no other visual elements may be placed within a design composition. The clear space is defined by the the half size of the semi-circular form within the One Ocean logo as shown in the accompanying illustration.



Colour variations

When using the One Ocean logo on dark backgrounds the white (negative) logo should be used to ensure visibility.



Colour variations

The examples below show all the positive and negative versions of One Ocean's logo



NB! ONE OCEAN CONFERENCE and INCUBATOR are hypothetical examples to illustrate the potential for future initiatives or events

Logo consistency

To ensure consistency in applications, the One Ocean logo should not be manipulated or altered in any way.



Do not apply random colors



Do not alter



Do not distort



Do not use in low resolution



Do not crop

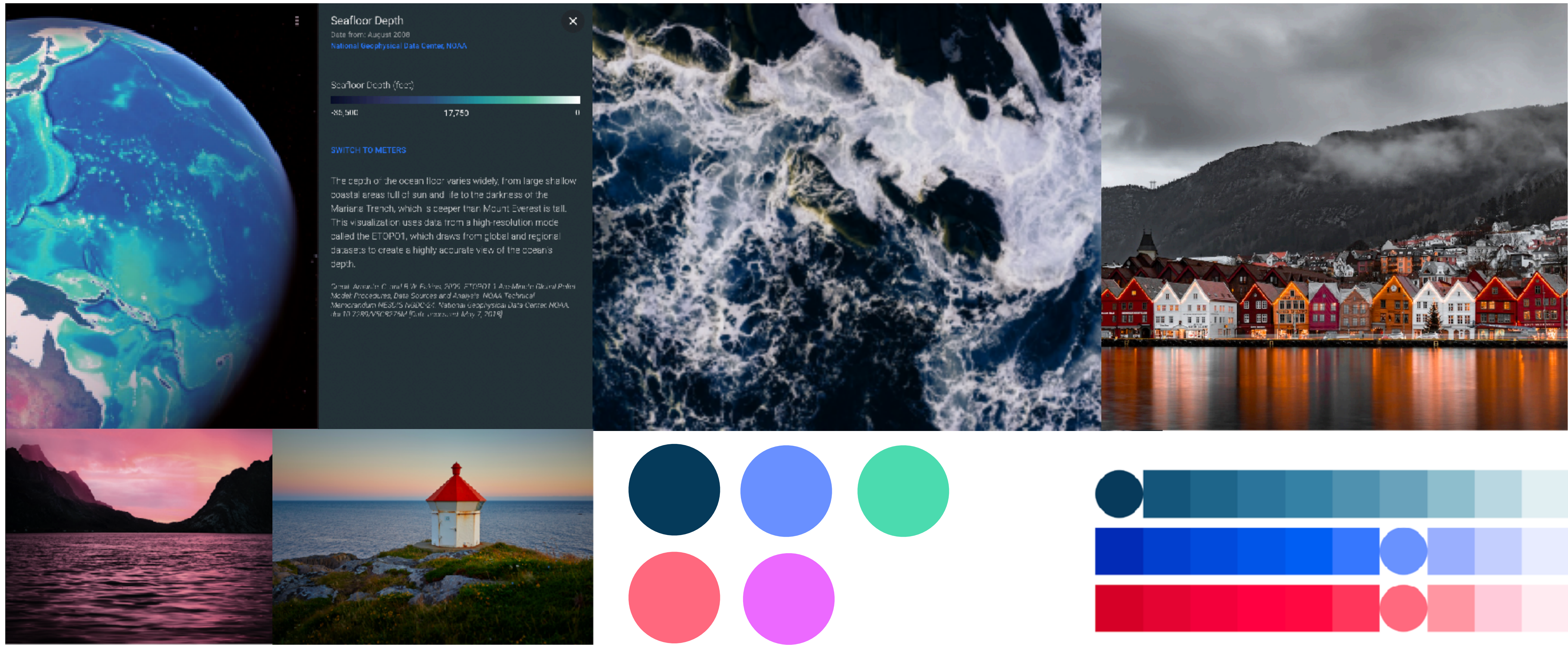


Do not decorate

One Ocean Colours

Colour palette

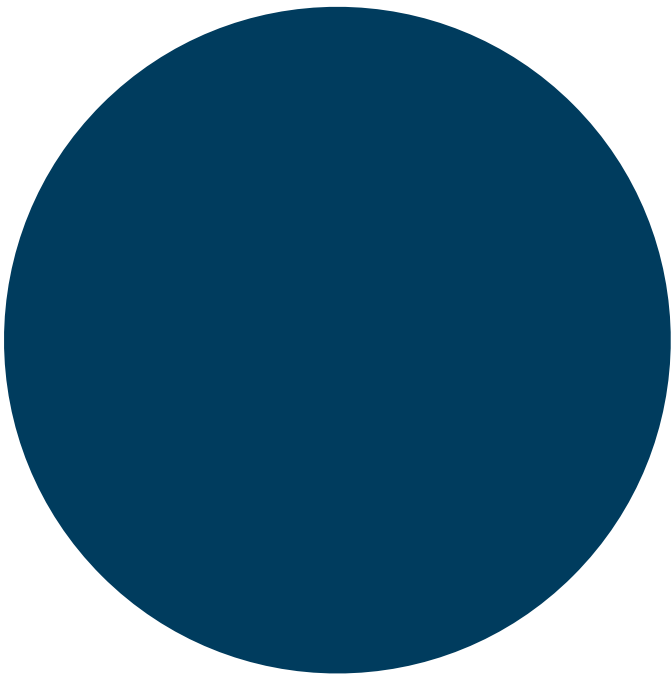
The One Ocean Colour palette draws inspiration from our mood board – a visual representation that effectively captures One Ocean's overall visual essence.



Colour palette

The colour palette consists of Primary and Secondary colours. The Primary colours are to be used predominantly throughout communication materials, whilst the Secondary colours should be used more sparingly to highlight specific content. The Secondary colours are also used in the identification of sub-branded logos as illustrated in the Brand hierarchy section (NB! The PARTNER version of the One Ocean logo uses colours from the primary colour palette only, and should never be used with colours from the secondary colour palette)

Prime Colours

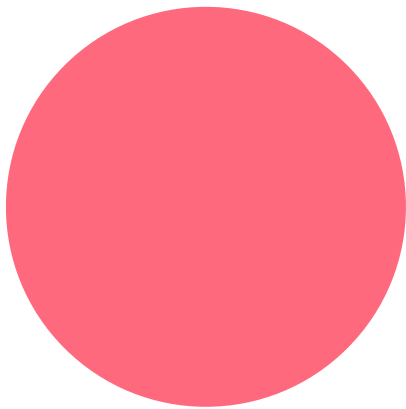


Deep Blue
HEX: # 003C5E
RGB: R 0 G 60 B 94
CMYK: C100 M79 Y 0 K 56
PMS: # 2767

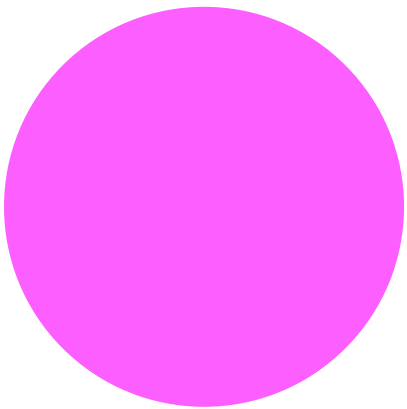


Sky Blue
HEX: # 6990FF
RGB: R105 G 144 B 255
CMYK: C90 M45 Y0 K0
PMS: # 2727

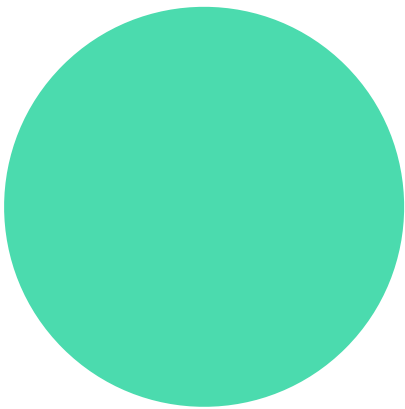
Secondary Colours



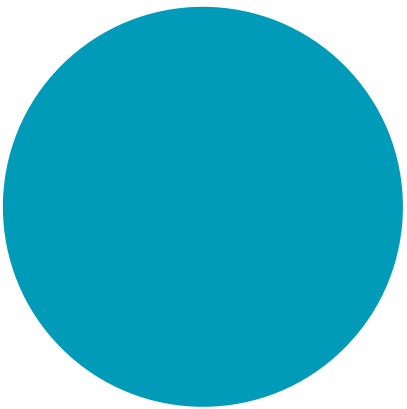
Ocean Laks
HEX: # FF697D
RGB: R255 G 105 B 125
CMYK: C 0 M 47 Y 43 K 0
PMS: # 1777



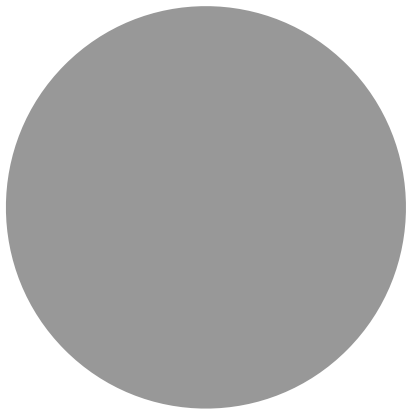
Ocean Pink
HEX: # FD5EFF
RGB: R239 G 167 B 251
CMYK: C6 M 38 Y 0 K 0
PMS: # 236



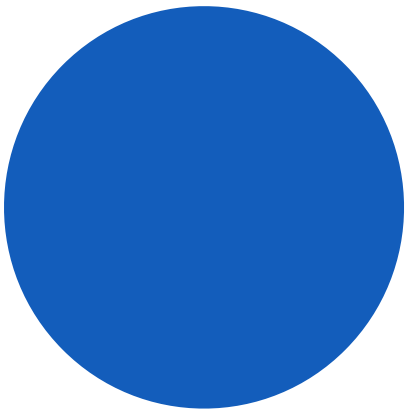
Ocean Teal
HEX: # 4BDBAE
RGB: R75 G 219 B 174
CMYK: C56 M 0 Y 43 K 0
PMS: # 3395



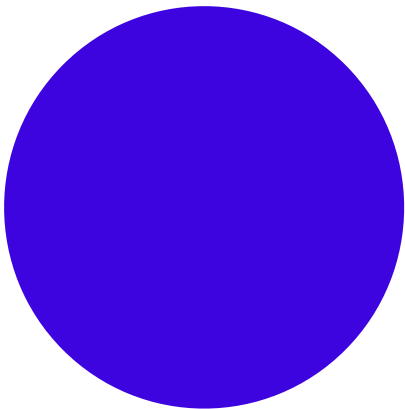
Ocean Aqua
HEX: # 009BB8
RGB: R0 G 155 B 184
CMYK: C100 M 16 Y 0 K 28
PMS: # 632



Ocean Gray
HEX: # 989898
RGB: R152 G 152 B 152
CMYK: C 11.5 M 0 Y 0 K 65
PMS: # 431



Ocean Midnight
HEX: # 135DBB
RGB: R 19 G 93 B 187
CMYK: C 90 M 50 Y 0 K 27
PMS: # 300



Ocean Navy
HEX: # 3E04DF
RGB: R62 G 4 B 223
CMYK: C 90 M 50 Y 0 K 27
PMS: # Blue 072 C

Accessible colour contrast

One Ocean colour theme must ensure a uniform and unique expression across all channels. On this page, all the colours have been identified to meet WCAG requirements for digital surfaces. <https://www.w3.org/WAI/standards-guidelines/wcag/>
Text colours are black (HEX: #000000) and/or white (#FFFFFF) on a coloured background AAA = approved (pass, contrast 7+)

# 003C5E	Aa	Aa
# 6990FF	Aa	Aa
# 009BB8	Aa	Aa
# FD5EFF	Aa	Aa
# FF697D	Aa	Aa

# 4BDBAE	Aa	Aa
# 989898	Aa	Aa
# 135DBB	Aa	Aa
# 3E04DF	Aa	Aa

One Ocean Typography

Typography

Avenir is the primary font for One Ocean applications, giving an innovative and contemporary tone to communications in both print and digital media. When Avenir is not available Arial should be used.

Avenir

ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ
Abcdefghijklmnopqrstuvwxy
1234567890!@#\$%^&*()_+

Bergen
60°23'33"N
5°19'24"Ø
One ocean
One ambition

Pioneering a
Sustainable
Ocean

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ
Abcdefghijklmnopqrstuvwxy12
34567890!@#\$%^&*()_+

Bergen
60°23'33"N 5°19'24"Ø
One ocean
One ambition

Pioneering a
Sustainable
Ocean

email signature

When creating an email signature, the following principle should be used incorporating Arial regular and bold. Please note the email signature appears in both Norwegian and English versions.

Norwegian version:

Title Arial Bold12 pix

Information: Arial Regular 11 pix

First Name Last Name | kommunikasjonsansvarlig
One Ocean Havbyen Bergen | Rådhusgaten 10, 5014 Bergen, Norge

M: +47 900 00 000 | name@havbyenbergen.no
www.havbyenbergen.no

[f](#) [🐦](#) [in](#)

English version:

Title Arial Bold12 pix

Information: Arial Regular 11 pix

First Name Last Name | Communications Manager
One Ocean | Bergen Norway

M: +47 900 00 000 | name@havbyenbergen.no
www.havbyenbergen.no

[f](#) [🐦](#) [in](#)

email signature

The email signature may also include the One Ocean logo or a 'call to action' text as shown in the accompanying examples.

email signature with logo:

Title Arial Bold12 pix

Information: Arial Regular 11 pix

First Name Last Name | kommunikasjonsansvarlig
One Ocean Havbyen Bergen | Rådhusgaten 10, 5014 Bergen, Norge

M: +47 900 00 000 | name@havbyenbergen.no
www.havbyenbergen.no



Email signature with 'call to action':

Title Arial Bold12 pix

Information: Arial Regular 11 pix

First Name Last Name | Communications Manager
One Ocean | Bergen Norway

M: +47 900 00 000 | name@havbyenbergen.no
www.havbyenbergen.no
Join us to pioneer a sustainable ocean future

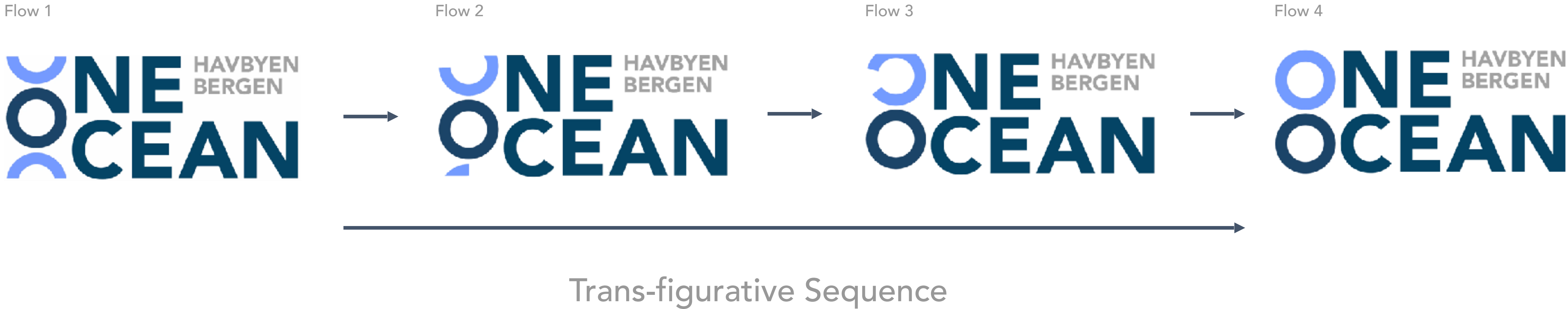
Three social media icons: Facebook (f), Twitter (bird), and LinkedIn (in).

Version 1.1 May 2023

One Ocean Animation

Logo in animation

The accompanying illustration shows the fundamental framework for the animation sequence in which the semi-circular form in the logo gradually transform into double circles, ultimately spelling out the name "ONE OCEAN." The pace of the animation should convey a sense of tranquility, evocative of a serene oceanic environment, rather than depicting rapid, turbulent waves.



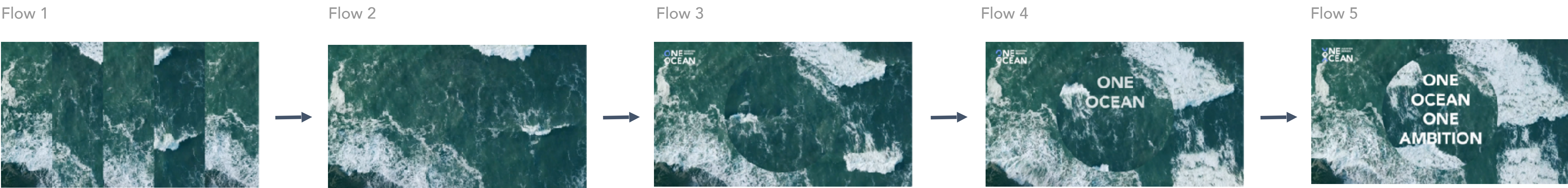
Creative Concept in animation

Drawing inspiration from the creative conceptual cues of "One Ocean - One Ambition," which advocates for the unification of our five oceans in pursuit of a shared objective and a sustainable future, this animation seamlessly integrates five distinct elements to form a cohesive visual representation, ultimately serving as a powerful means of communicating One Ocean's overarching communication concept. The pace of the animation should convey a sense of tranquility, evocative of a serene oceanic environment, rather than depicting rapid, turbulent waves.

Example A



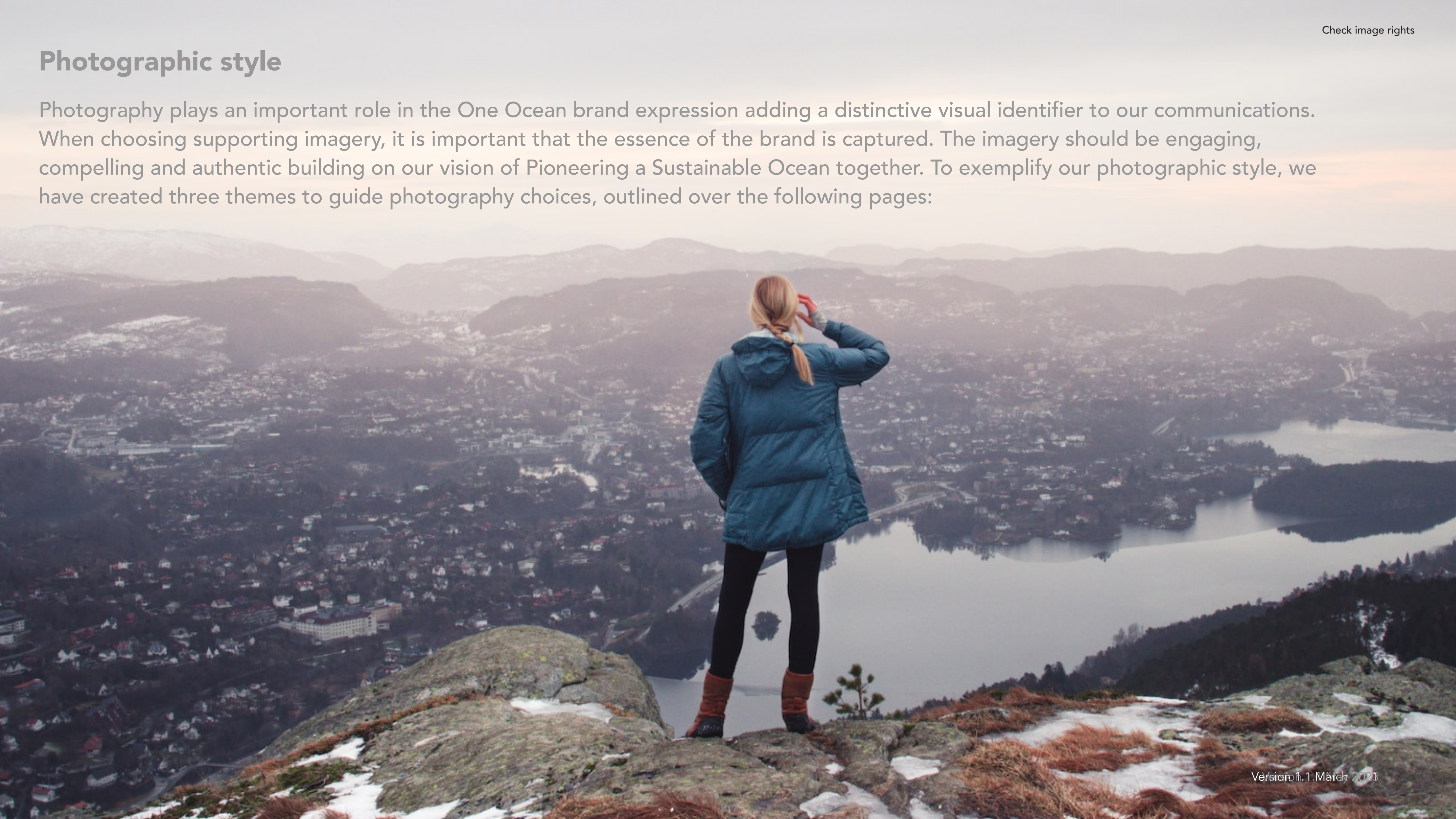
Example B



One Ocean Photography

Photographic style

Photography plays an important role in the One Ocean brand expression adding a distinctive visual identifier to our communications. When choosing supporting imagery, it is important that the essence of the brand is captured. The imagery should be engaging, compelling and authentic building on our vision of Pioneering a Sustainable Ocean together. To exemplify our photographic style, we have created three themes to guide photography choices, outlined over the following pages:



Photographic style

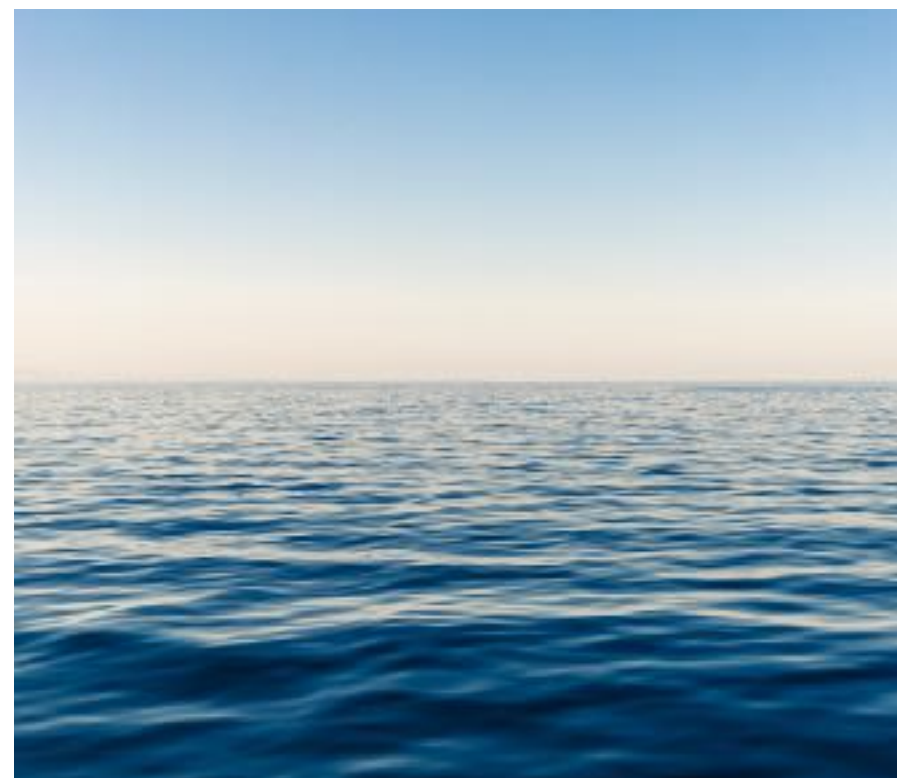
Nature and resources

Nature and resources imagery emphasize our natural environment and the opportunities that live in a more sustainable ocean. The imagery should be real and authentic capturing the physical elements of the environment.

As Bergen is inviting partners to be part of One Ocean, Nature and resources imagery should also reflect where we come from as a region, which is important when communicating to both national and international audiences.

Images that have a natural horizon in the composition add a distinctive element to communications and can be combined with form and typography as outlined in the Design Applications chapter. Include different view-points and crops to create a dynamic and interesting perspectives.

Key words: Authentic, natural, atmospheric



Photographic style

Innovation and Technology

As a progressive partnership, our Innovation and technology imagery should reflect *how* we are working towards pioneering change through projects and solutions that are advancing our sustainable ocean future.

Include a contrast of imagery, from the epic landscapes of offshore wind and aquaculture to the details of smaller innovations and technology that are vital in unlocking progressive potential.

Key words: Progressive, future-focused, inspiring.



Photographic style

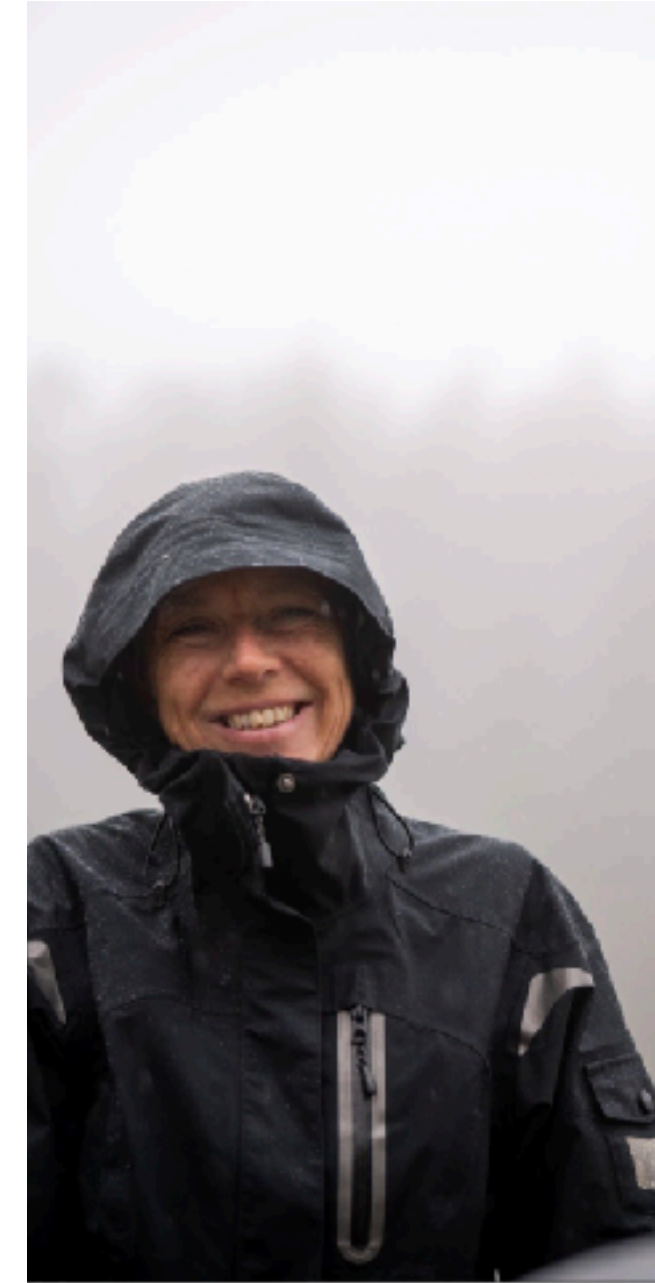
People and collaboration

People and collaboration are integral to the success of One Ocean and our imagery should communicate the human and personal aspects of our brand.

Inviting, inclusive and hands-on, the imagery should project a sense of openness and optimism emphasizing our collaborative spirit and pioneering attitude to reach our shared ambition.

Imagery may include reference to the Bergen region as a background or the unique climate.

Key words: Real, open and personal



Composition principles

Composition principles are the fundamental guidelines for effective use of images and visual elements. One Ocean's principles include balance, contrast, unity, proportion, movement and hierarchy. They can be used to create an engaging composition unique to One Ocean.

Imagery only

Photography alone can be a valuable standalone element in advancing the brand expression of One Ocean, as it has the power to evoke emotions, convey messages, and encourage action.

Horizontal line

By combining two semicircles with a horizontal line, a visually pleasing and well-balanced "O" composition can be achieved. This composition can be tailored to suit the unique style and expression of One Ocean.

Adding the circle as an element

By incorporating a second layer of the circular element into the base composition, you can produce a composition that is visually striking, unique, and personalized to match One Ocean's brand expression.

Image only

Photography alone can be a valuable standalone element in advancing the brand expression of One Ocean, as it has the power to evoke emotions, convey messages, and encourage action.



Horizontal Line

By combining two semicircles with a horizontal line, a visually pleasing and well-balanced "O" composition can be achieved. This composition can be tailored to suit the unique style and expression of One Ocean.



Adding the circle as an element

Produce a unique "O" composition by copying and rotating the same image placed into the centre circle.



Adding the circle as an element

Produce a unique "O" composition by layering a semi-transparent image.



One Ocean Design Applications

Logo in print

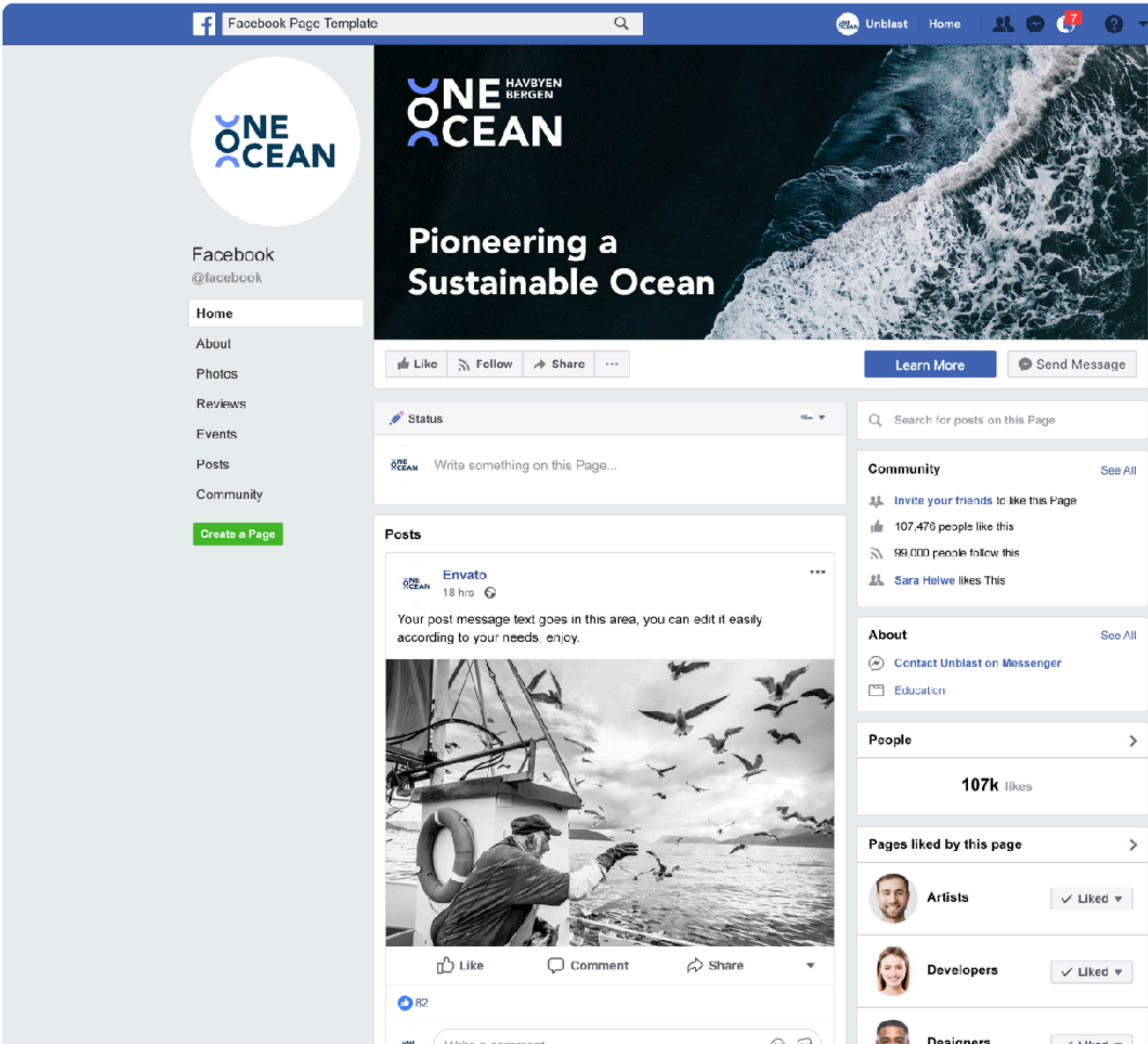
Brand in use - example

NB! ONE OCEAN CONFERENCE, and
INCUBATOR are hypothetical examples
to illustrate the potential for future
initiatives or events




Social Media


Brand in use - example




Newsletter


Brand in use - example







Join our ocean lab
advancing new
sustainable
opportunities

 [Join our team](#)




One Ocean, activates
partnerships and
dynamic interaction


 [Read who we are](#)



Join us for One
Ocean One Week in
Bergen, Norway!

One Ocean Partners promotes
inclusivity, innovation and multiple
approaches to problem solving.










Who we are

What we do

News


Contact







We are crossing
global boundaries
to define the future
of our oceans

MoU with Equinor for wind
energy project in Brazil

 [Read about the project](#)

 [Learn more about One Ocean Week](#)



Banner, event

Brand in use - example



Boards

Brand in use - example

NB! ONE OCEAN INCUBATOR is a hypothetical example to illustrate the potential for future initiatives or events.



Boards

Brand in use - example
Co-branding

One Ocean as the host



Boards

Brand in use - example
Co-branding

One Ocean as the host



Boards

Brand in use - example
Co-branding

Another brand as the host



Stand

Brand in use - example
Co-branding

One Ocean as the host



Stand

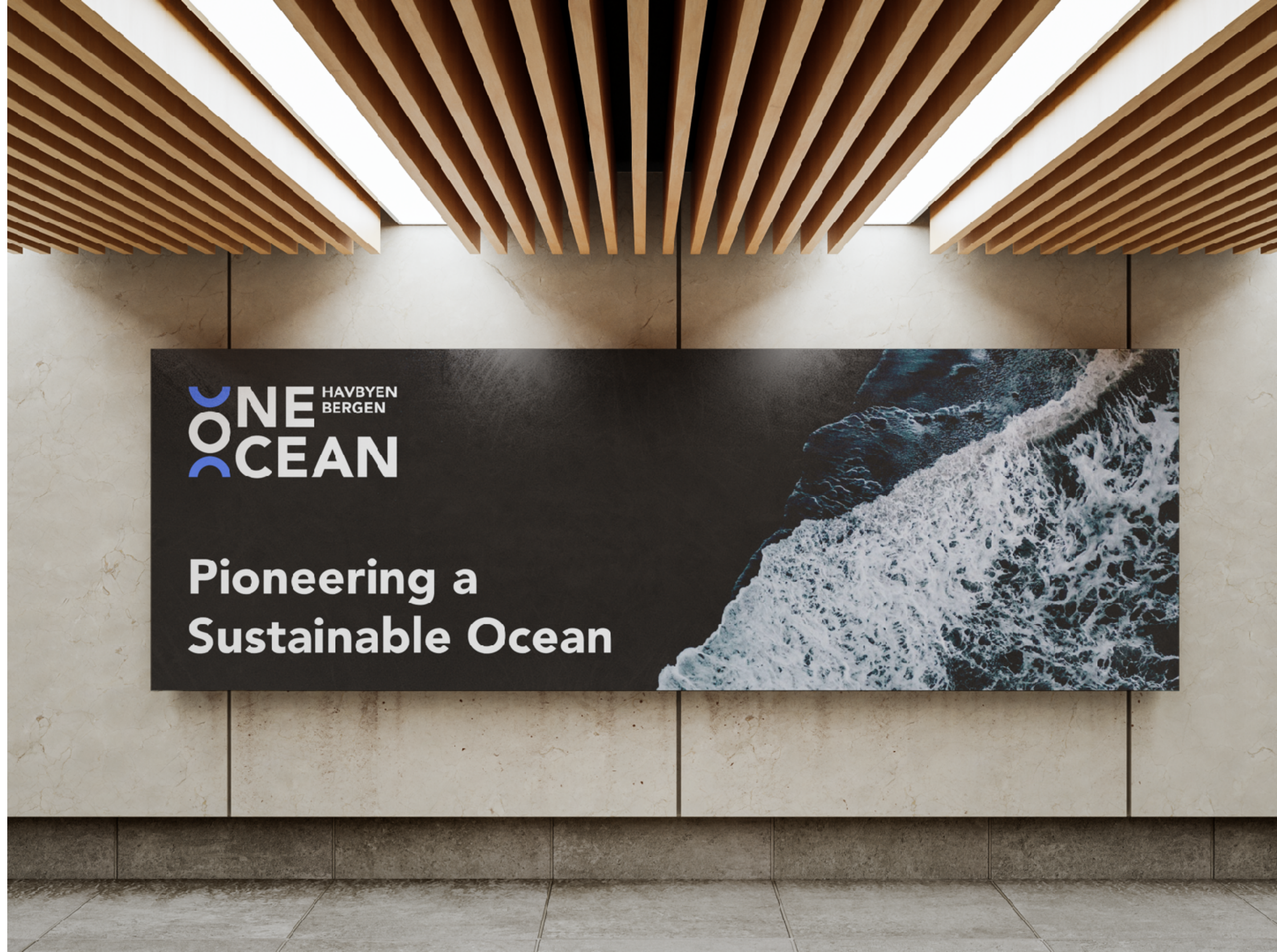
Brand in use - example
Co-branding

Another brand as the host



Boards

Brand in use – example



One Week One Ocean

Brand in use - example



Logo in print

Brand in use - example



Top Banner in social media

Facebook and LinkedIn top banner







Contact information

If you need bespoke design solutions that are not covered by these guidelines or have any other inquiries related to the One Ocean brand, please do not hesitate to get in touch via the contact information on our website [url.no](https://www.url.no)