2021

Dauphin Island Sea Lab

Graphics Standard Guide

Vision
Mission

VISION

Become a center for transformative U.S. oceanic and coastal research and education.

MISSION

Serve the general public, all levels of government, and the academic community, by improving ocean literacy and providing the best available science for coastal policy, including:

1) producing and disseminating knowledge regarding world oceans, coastal zones, and watersheds;
2) training future generations of oceanic and coastal scientists; and
3) enhancing public understanding and stewardship of oceanic and coastal resources.

Values

CORE VALUES

Excellence
We are committed to the pursuit of excellence in all aspects of the academic enterprise, including education, research, innovation and community engagement, that pertain to the world's ocean.

Ethics and Integrity
We are committed to the highest standards of academic integrity, intellectual freedom and the free exchange of ideas.

Diversity
We are committed to the promotion of a community that embraces inclusivity, civil discourse, and consideration of ideas from all segments of society.

Community Engagement
We are committed to promoting the value of marine science, research and education, in its many facets, to citizens of all ages in our state and nation.

Financial Responsibility
We are committed to being wise stewards of taxpayers support via the pursuit of new technologies, innovations and training that facilitate the cost-effective delivery of education and our research to students and community.

Our Brand

Stating Our Brand

The Dauphin Island Sea Lab is a centerpiece in the state of Alabama's marine research and education programs and a center for transformative oceanic and coastal research. DISL programs reach all corners of the state and beyond to research and educate about the changes in the marine environments.

Located on the eastern tip of Dauphin Island, a barrier island in the northern Gulf of Mexico, DISL is surrounded by Mobile Bay, the Mississippi Sound, and the waters of the Gulf, making it a perfect location to conduct a wide range of marine science activity.

The DISL brand echoes what students, faculty, educators, and supporters think, feel, and respond to when they hear the Dauphin Island Sea Lab mentioned. Once a part of the DISL campus, always a part of the DISL campus.

This style guide outlines how to consistently apply the DISL brand messages and visual identity. All DISL programs should be familiar with the style guidelines. It provides a solid
and standardized foundation upon which all DISL departments and programs can build their marketing communications and plans. Designs developed by DISL programs and departments must be submitted to the Public Relations Department to ensure consistency with the standards in this manual. Upon review, if materials do not comply with the brand guidelines, the Public Relations Department will outline the appropriate modifications.

The Dauphin Island Sea Lab tagline is:
Alabama's Center for Marine Research and Education

Information & Resources

Information & Resources

The Dauphin Island Sea Lab brand is our promise to our supporters about the experience they will discover through all DISL programs. This promise informs every aspect of our marketing and communications.

We all play a role in strengthening the DISL brand. You help by incorporating these guidelines into all marketing and communication materials. The guidelines offer flexibility to effectively communicate to your specific audiences while incorporating the DISL's vision, mission, strategic goals, and strengths.

No matter what program or department of DISL is represented, our primary brand is always–marine education and research.

Use the DISL logo on all marketing materials. This includes brochures, newsletters, publications, academic materials, videos and websites.

The logo must remain as originally drawn and proportioned, and should not be modified or altered in any way. The text is a graphic element, not a typeface. Do not use the logo or any part of it in narrative copy.

- For general web or digital use, use PNG files.
- For media or professional printer use, use EPS files.

Alternate logos are available for use when space or design does not allow for primary lockup.

Centered

Horizontal

Vertical

Fish only

Program Names

Centered

Horizontal,

Vertical

DISL Logo Icon & Colors

DISL Fish Only

In certain circumstances, “the DISL fish” can be used on its on, but “Dauphin Island Sea Lab” must appear in close proximity. For instance, on the back of a publication you may use the “the DISL fish” only when the return address includes “Dauphin Island Sea Lab.”

Primary Logo Colors

The DISL primary logo will consist of three colors. The DISL name will be PMS Warm Grey 11, the fish will be PMS 7461, and the lower waves will be PMS 558.

The logo reversed in white appears as:

The DISL Foundation includes two logo options. The primary logo for the DISL Foundation will be the life preserver version. The logo will appear in PMS 7461 with the secondary color of Warm Grey 11.

One-Color Logos

The logo may be used in one-color as needed. Acceptable one-color options are white, Warm Grey 11, and PMS 7461 C.

Program Identifier

Logo with Program Identifier

The Dauphin Island Sea Lab recognizes the need for various programs to be identified and created guidelines for custom signatures to be incorporated into the new DISL logo, allowing the logo to be supplemented with the names of programs.

The authorized addition of the appropriate program is the only appropriate modification to the logo, and such logos must be requested from the Public Relations Department.

Files are available in .eps, .jpg and .png format.

Protecting Our Logo

Protecting Our Logo:

To ensure consistent use of the logo, do not use past DISL logos.

Do not change the colors of the approved logo.

Do not create your own version of the logo.

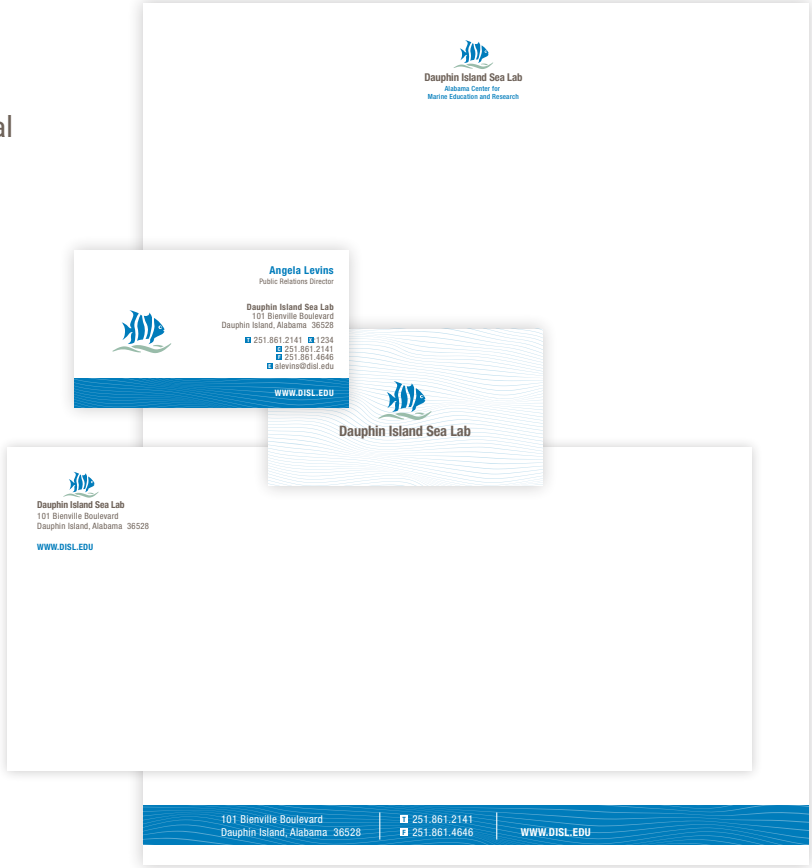
Spacing Around Logo:
Always provide ample spacing around the logo. No less than the width and height of the letter “D” should be used when design elements lay close to the logo. This space is designated as the safe area around the logo.

Business System

Stationary

Stationery is used in communications with people and organizations outside the Sea Lab. Adhering to these guidelines will maintain consistency and quality in external communications. These files are available in the DISL Intranet.

Letterhead
Envelopes
Business Cards
Agendas, Memos, Faxes



Email Signature

A standard email signature is created for all DISL staff, students, and faculty to use. The template can be located on the DISL Intranet.

Color Palette

Our Color Palette

The color palette provided offers complimentary colors to the DISL logo colors. These colors cannot replace the current logo colors.

PMS 7461 C	PMS 558 C	PMS Warm Grey 11 C	PMS 3025 C
PMS 7461 C 80%	PMS 558 C 60%	PMS Warm Grey 11 C 80%	PMS 604 C
PMS 298 C	PMS 558 C 40%	PMS Warm Grey 11 C 60%	PMS 7689 C
PMS 7667 C	PMS 441 C	PMS Warm Grey 11 C 41%	PMS 7696 C

Texture and Background

The textured wave lines are a part of the business system and can be used in other marketing materials. This file is available on the DISL Intranet.

Color Codes

	CMYK	RGB	HEX
PMS 7461 C	C = 96.18% M = 41.52% Y = 5.65% K = 0.04%	R = 0 G = 124 B = 187	#007cbb
PMS 7461 C 80%	C = 59.2% M = 21.6% Y = 5.6% K = 0%	R = 98 G = 166 B = 209	#62a6d1
PMS 558 C	C = 41.45% M = 13.02% Y = 35.98% K = 0%	R = 154 G = 189 B = 170	#9abdaa
PMS 558 C 60%	C = 14.4% M = 3.6% Y = 12% K = 0%	R = 216 G = 229 B = 222	#d8e5de
PMS 558 C 40%	C = 6% M = 1.6% Y = 5.2% K = 0%	R = 237 G = 242 B = 238	#edf2ee
PMS 441 C	C = 27% M = 15% Y = 20% K = 0%	R = 187 G = 198 B = 196	#bbc6c4
PMS Warm Grey 11 C	C = 52.72% M = 53.16% Y = 58.64% K = 23.94%	R = 111 G = 98 B = 89	#6f6259
PMS Warm Grey 11 C 80%	C = 36.8% M = 35.2% Y = 37.6% K = 6.4%	R = 158 G = 148 B = 142	#9e948e
PMS Warm Grey 11 C 60%	C = 21.6% M = 19.8% Y = 21.6% K = 0%	R = 200 G = 194 B = 189	#c82bd
PMS Warm Grey 11 C 41%	C = 9.43% M = 8.2% Y = 9.02% K = 0%	R = 228 G = 225 B = 223	#e4eldf

	CMYK	RGB	HEX
PMS 3025 C	C = 98% M = 69% Y = 35% K = 18%	R = 2 G = 77 B = 113	#024d71
PMS 604 C	C = 84% M = 41% Y = 5% K = 0%	R = 10 G = 129 B = 188	#0a81bc
PMS 7689 C	C = 78% M = 33% Y = 7% K = 0%	R = 154 G = 189 B = 170	#9abdaa
PMS 7696 C	C = 14.4% M = 3.6% Y = 12% K = 0%	R = 40 G = 141 B = 194	#288dc2
PMS 298 C	C = 65% M = 10% Y = 2% K = 0%	R = 64 G = 180 B = 226	#40b4e2
PMS 7667 C	C = 63% M = 50% Y = 20% K = 1%	R = 110 G = 123 B = 160	#6e7ba0

Our Typography

Our main font to be used is Roboto. This is a free Google font that you can download at fonts.google.com. The Lora and Satisfy fonts are secondary fonts that can be used in compliment of Roboto. These are free fonts as well.

Our Typography:

Roboto Condensed Light
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roboto Condensed Light Italic
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roboto Condensed Regular
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roboto Condensed Regular Italic
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roboto Condensed Bold
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roboto Condensed Bold Italic
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Alternative Typography for use on headlines in flyers, rack cards, newsletters etc: (Google Fonts)

Lora
Regular
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Italic
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Medium
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Medium Italic
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

SemiBold
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

SemiBold Italic
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Satisfy Regular
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz