

Style Guide

New Jersey Marine Sciences Consortium/New Jersey Sea Grant

TEXTUAL IDENTITY – Standard NJMSC/NJSG Summary Paragraph

The New Jersey Marine Sciences Consortium/New Jersey Sea Grant is an affiliation of colleges, universities and other groups dedicated to advancing knowledge and stewardship of New Jersey's marine and coastal environment. NJMSC/NJSG meets its mission through its innovative research, education and outreach programs. For more information about NJMSC/NJSG, visit njmsc.org.

VISUAL IDENTITY – Logo Usage

1. Appearance

The NJMSC/NJSG logo is the NJMSC turquoise/dark blue abstract shape combined with the dark blue Sea Grant sea gull set over a light blue oval.

Do not use the NJMSC component without the NJSG component and vice versa.

Do not print other graphic elements behind the NJMSC/NJSG logo or over it.

Do not alter the logo's proportions by widening or elongating it.

2. Size

Do not use the logo in a size less than 2 1/2 inches wide (for print use) or 72 pixels high/180 pixels wide (for Web/screen use). There is no limit to how large the logo can be.

Do not alter the logo's proportions by widening or elongating it.

3. Color

PMS Colors

Turquoise 314

Dark Blue 294

Background Oval 628

CMYK version has equivalent colors.