

# GOOS Brand Guidelines

2025 JULY



## Introduction

The updated visual identity of the Global Ocean Observing System (GOOS) is a modern evolution of our original look, designed to be more versatile and accessible across a range of uses.

These guidelines are designed to support both the GOOS components and our partners in visually representing the system. Whether you're a core component, a collaborating project, or an external partner referencing GOOS, this guide provides the information to ensure correct, consistent, and clear use of the GOOS identity across all communications.

## GOOS Logo and its variations

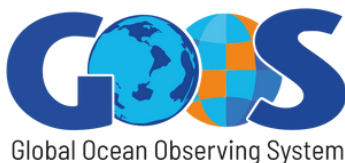
### The idea behind the updated GOOS logo:

The new GOOS logo visually reflects the system's commitment to ocean observing, its global scope and coordination. The first 'O' represents the global ocean with a Spillhaus projection, emphasizing the global reach of the system. The second 'O' symbolizes data, measurement, and structure: a reference to observing networks, coordination across regions and global collaboration.

### I. Primary logo

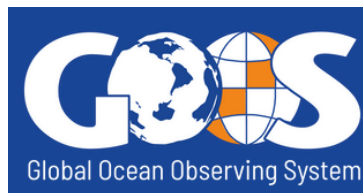
The use of primary logo is encouraged over secondary logos in all communications products produced by the GOOS components, or when representing GOOS.

#### a. Version for light backgrounds:



[Download here](#)

#### b. Version for coloured backgrounds:



[Download here](#)

#### When to use:

- All communications produced by the GOOS Management Team, Observations Coordination Group, or GOOS components (e.g. Expert Panels). Communications products include the GOOS website, presentations, brochures, report covers, posters, fliers etc.;
- For presentations by Steering Committee members, GOOS Regional Alliance Council Members and National Focal Points when acting as a spokesperson for GOOS;
- For websites (and optionally other communications products) of GOOS Regional Alliances and ocean observing networks forming part of GOOS;
- For communications by external organizations endorsed by or noting partnership with GOOS (e.g. partners section on websites, joint presentations, joint reports etc.).

## II. Secondary/Component logos

[Download here](#)

The secondary logos can be used optionally instead of the primary logos for specific GOOS component-led communications products, e.g. Ocean Decade programme brochures or websites, Expert Panel meeting presentations or posters etc.

### a. Wide versions

For website/brochure/flier headers and presentation title slides.

Example:



**Applies to:** GOOS Ocean Decade programmes, Expert Panels

### b. Compact versions

For website/brochure/flier footers, when used next to other logos, or when space is reduced.

Example:



### b. Co-owned component logos

For presentations, brochures, fliers etc. when representing GOOS, or to note forming part of GOOS on component websites.

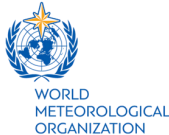
Examples:



**Applies to:** Physics and Climate Panel (OOPC), Biogeochemistry Panel (IOCCP), OceanOPS

## GOOS Co-sponsor logos

A logo strip with GOOS co-sponsor logos (Intergovernmental Oceanographic Commission of UNESCO, World Meteorological Organization, United Nations Environment Programme and International Science Council) must be included in all official GOOS communications products produced by the GOOS Management Team, Observations Coordination Group, or GOOS Expert Panels:



[Download here](#)

## Colour palette

Main colours in all official GOOS designs, including presentations, flyers, publications, posters etc.



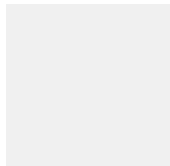
Deep blue  
#184596  
R24 G69 B150



Light blue  
#157FD2  
R21 G127 B210



Orange  
#F38417  
R243 G132 B23



White  
#F0F0F0  
R240 G240 B240



Black  
#333333  
R51 G51 B51



Green  
#189669  
R24 G150 B105

## Typography

Main font in all official GOOS designs, including reports, presentations, publications, posters etc.:

**Headings and subheadings:**

**Roboto (bold)**

**Body:**

Roboto (regular)

Additional font for social media visuals and flyers:

**Headings and subheadings:**

**Roboto condensed (bold)**

**Body:**

Roboto condensed (regular)

## Do you have questions or need help related to GOOS branding?

We are here to support you. Reach out to Laura Stukonytė, GOOS Communications Officer at [l.stukonyte@goosocean.org](mailto:l.stukonyte@goosocean.org)