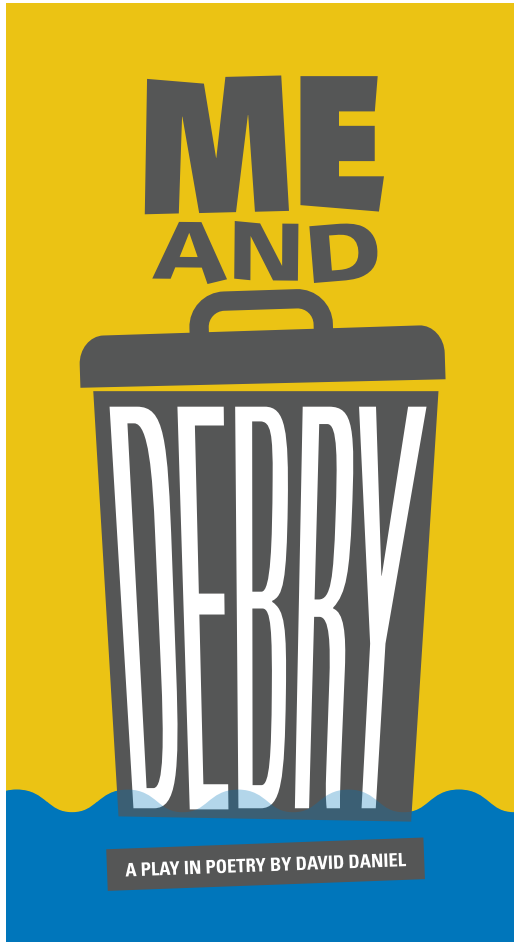


“ME AND DEBRY” VISUAL STYLE GUIDE

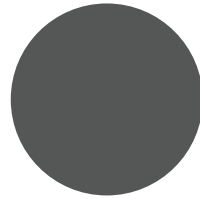
LOGO



Prominently feature the logo on all “Me and DeBry” promotional materials. Always use the original art without alteration; do not attempt to draw or recreate the logo. Do not alter, rotate or modify the logo.

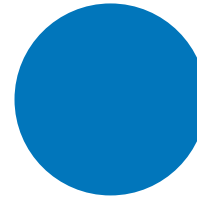
COLORS

Below are the color breakdowns for use in print and web.



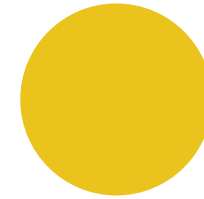
Dark Gray

CMYK 64, 56, 55, 31
RGB 85, 85, 86
HEX #555556



Blue

CMYK 100, 46, 2, 0
RGB 0, 118, 187
HEX #0076bb



Yellow

CMYK 5, 18, 100, 3
RGB 235, 195, 20
HEX #ebc314

TYPEFACE

Arial is the preferred font family for use in all “Me and DeBry” materials.

Arial Bold

Recommended uses: Large sizes, headings/ headlines, subheadings

Arial Regular

Recommended uses: Small sizes, paragraphs (body copy), required language

REQUIRED LOGOS

The National Oceanic and Atmospheric Administration U.S. Department of Commerce and University of Wisconsin Sea Grant logos are required to appear on all “Me and DeBry” materials.



REQUIRED FUNDING LANGUAGE

The following statement is required to appear on all “Me and DeBry” materials.

This work was funded by the University of Wisconsin Sea Grant Institute under grants from the National Sea Grant College Program, National Oceanic and Atmospheric Administration Marine Debris Program, U.S. Department of Commerce, and from the state of Wisconsin. Federal grant number NA21OAR4170267, project number E/ELWD-21. The statements, findings, conclusions, and recommendations are those of the author and do not necessarily reflect the views of the University of Wisconsin Sea Grant Institute, National Sea Grant College Program, National Oceanic and Atmospheric Administration Marine Debris Program, U.S. Department of Commerce, and the state of Wisconsin. April 2023