



BRAND GUIDELINES

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01 ABOUT

HELP THE PLANET

By simply installing a cleaner seas group microfibre filter to your washing machine you can do your bit to protect our planet from plastic pollution. every wash with our filter fitted to your machine will prevent up to 700,000 plastic microfibres from entering the water system and into the oceans.

According to the “nfw in a spin” campaign, most washed items contain more than 30% synthetic fibres and households are doing 2.5 loads of washing per week - the equivalent to 68 million loads of washing nationally. This indicates that at least 9.4 trillion microplastic fibres could be released per week in the uk

THE PROBLEM

Up to 700,000 plastic microfibres are released into the waste water system every time you wash your clothes. There is estimated to be 1.4 million trillion microfibres in our oceans and they are believed to be one of the biggest plastic polluters on our Planet.

Plankton which are at the very bottom of the food chain are eating these microfibres. Scientists are now focusing their attention on how plastic particle ingestion may affect human health.

THE SOLUTION

Our patented retro-fit and integrated microfibre filters are affordable, easy to use and circular. Indikon-1 and Indikon-1i.

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02 TONE OF VOICE

We believe that when you do the right thing - It makes you feel good and we want to build on that FEEL GOOD FEELING

Our marketing material should empower, evoke a feeling of doing good, focus on those feel good emotions and create brand loyalty.

Our tone of voice should be AUTHORITATIVE - We are environmentalists and tech INNOVATORS - we want the best for our Planet.

We should have FUN, evoke JOY, create A TRIBE

When someone says your name out loud Feel good hormones, such as dopamine and serotonin, are released into your brain when your ears encode that your name has just been said aloud. This burst of excitement makes people happy and sends unconscious signals such as empathy, trust, and compassion to the unconscious brain.

Our communications should spark JOY with our customers. Climate and environmental anxiety is real so let's make our customers feel good about their purchase.

What we share with the World is a mirror to our values.

**“It's just the
RIGHT THING
To do”**

**“Everything we do
is our product
Our product is
a reflection
of our values”**

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03 LOGO

The Cleaner Seas Group Logo has variations to suit different applications. It can be used in blue or white (transparent background) over a photo or video.

There is a long version for use on print material and a stacked version to fit social media profile boxes both square and circular. The logo is always blue or white on blue.



Mostly our logo should have the gradient running through 'CLEANER' This is a ratio of 80 then 60%. However where appropriate to help stand out the gradient can be dropped and 'CLEANER' can be a solid white or Cleaner Seas blue.

CLEANER SEAS BLUE



Pantone 3115 U
Pantone 3115 C



CMYK
C 70% M 0%
Y 16% K 0%



RGB
R 35% G 184% B 213%



Always allow enough space around the logo

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04 LOGO FOR USE ON SOCIAL MEDIA PLATFORMS

Our logo on social media is given less space around it - due to the small size we need to ensure standout. For socials the logo should appear stacked and white on blue for maximum standout.



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05 TYPOGRAPHY

AVENIR

HEADINGS - AVENIR BLACK

Sub-Headings - AVENIR MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz