PML | Plymouth Marine Laboratory

EXTERNAL

# Brand Guidelines




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# 01 Introduction

## About Plymouth Marine Laboratory (PML)

**Plymouth Marine Laboratory is an independent research charity, globally recognised for pioneering science addressing the interconnected challenges of climate change, biodiversity loss and marine pollution.**

For over 50 years, we have been at the forefront of marine research, combining cutting-edge technology with interdisciplinary expertise to deliver solutions to some of the most pressing environmental challenges of our time.

## Purpose of this document

This guide is for anyone producing PML-branded or co-branded material from outside the organisation: journalists and press contacts, funders and partners, and agencies commissioned to design or produce work on our behalf. It sets out the essentials for representing PML correctly.

## How to use this guide

- Always refer to this guide before producing PML-branded material.
- Download the PML logo from our public logo page in Section 02.
- Use only the approved colour values shown in Section 03.
- For anything not covered here, or for bespoke assets, contact MarComms.

Contact Marketing & Communications team - marcomms@pml.ac.uk.

# 02 Logo use

## Logo versions

The PML logo is available in three approved versions.

- Main logo with transparent background
- Teal logo on white background
- White logo on teal background

Download the logo from our public logo page

If you require a different file format (e.g. vector/SVG), contact marcomms@pml.ac.uk.







## Spacing

To maintain visibility and impact, the PML logo should always be surrounded by adequate clear space. No text, imagery, graphic elements, or page edges should encroach on this area.
As a minimum, clear space should be equal to the height of the "PML" lettermark on all sides of the logo. This ensures the logo remains prominent and easily recognisable across all applications.




Print: No smaller than 42mm wide
Digital: No smaller than 80px wide



# Logo do’s and don’ts

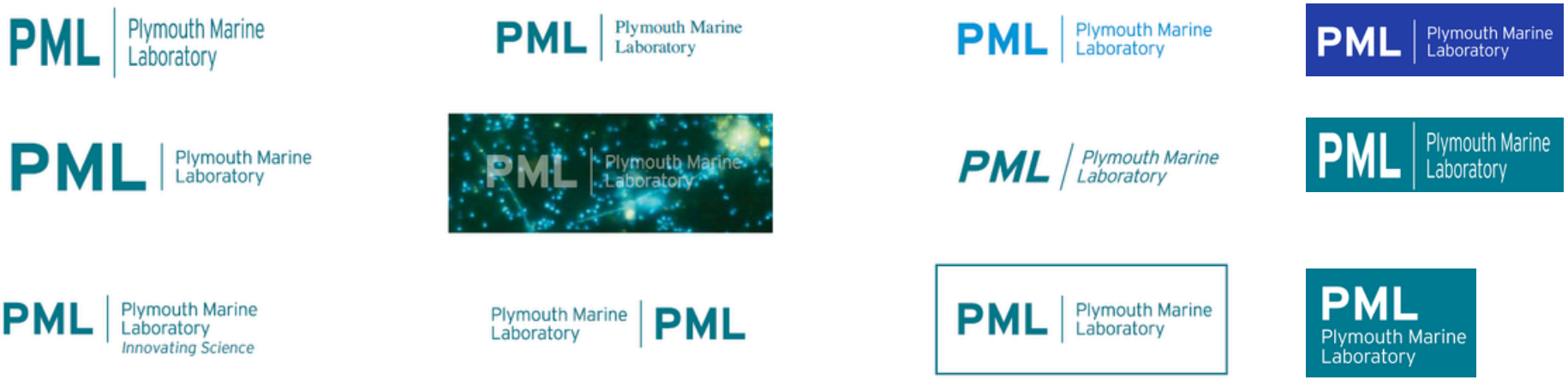
## Do

- Use only the three approved logo versions
- Maintain clear space at all times
- Use vector files for all print applications
- Request alternative formats from comms@pml.ac.uk

## Do not

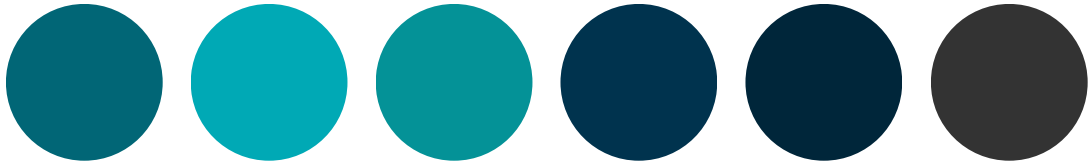
- Stretch, skew or distort the logo
- Apply unapproved colours or effects
- Place on busy or low-contrast backgrounds
- Recreate or redraw the logo in any way

The logo should never be changed from it's original style - these are all bad examples:



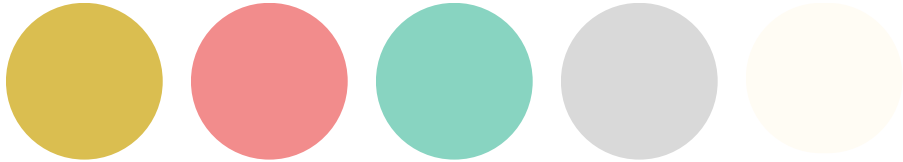
# 03 Colour palette

## Primary palette



| Colour | Name | HEX | RGB | CMYK |
|---|---|---|---|---|
| | Brand Teal | #016676 | 1, 102 , 118 | 99, 14, 0, 54 |
| | Bright Teal | #07BEB8 | 7, 190 , 184 | 76, 0, 3, 25 |
| | Mid Teal | #049297 | 4, 146, 151 | 97, 3, 0, 41 |
| | Dark Blue | #00334E | 0, 51, 78 | 100, 35, 0, 69 |
| | Darkest Blue | #00263A | 0, 38, 58 | 100, 34, 0, 77 |
| | Almost Black | #333333 | 51, 51, 51 | 0, 0, 0, 80 |

# Secondary / accent palette



| Colour | Name | HEX | RGB | CMYK |
|---|---|---|---|---|
| | Sand | #DABE50 | 218, 190, 80 | 0, 13, 63, 15 |
| | Coral | #F28C8C | 242, 140, 140 | 0, 42, 42, 5 |
| | Seafoam Green | #88D4C1 | 136, 212, 193 | 36, 0, 9, 17 |
| | Light Grey | #D9D9D9 | 217, 217, 217 | 0, 0, 0, 15 |
| | Light Sand | #FFFC4F | 255, 252, 79 | 0, 1, 69, 0 |

Our Ocean Challenges also have related colours to be used when mentioning / creating assets for said Ocean Challenge:

- Climate Change - Sand
- Biodiversity Loss - Coral
- Marine Pollution - Seafoam Green

# 04 Typography

## Primary typeface

**Arial** is PML's primary typeface, used for everyday communications and documents. Its wide availability ensures consistency across platforms and devices, including for anyone producing material on PML's behalf.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

!”£$%^&*()_+{}:@~|<>[]’#\,./

## Secondary typeface

**Red Hat Display** is used on professionally designed brand assets produced by the Marketing and Communications (MarComms) team or approved designers, for a stronger visual impact on publications, marketing materials and campaigns.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**!”£$%^&*()_+{}:@~|<>[]’#\,./**

If producing material on PML's behalf, you can download Red Hat Display from Google Fonts.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

!”£$%^&*()_+{}:@~|<>[]’#\,./

# 05 Imagery

## Crediting images

- All images must carry a credit where the source requires it.
- Format: (c) Photographer Name / Organisation.
- PML staff photography: credit as (c) Plymouth Marine Laboratory.
- Ask the source how they require credit before publishing.

**Need PML imagery?**
Contact MarComms for approved photography, footage or graphics to use in press, partner or campaign material.
marcomms@pml.ac.uk










# 06 Working with the PML brand

If you're producing co-branded material, a joint publication, or content for a partnership or funded project, a few extra principles apply on top of the standard logo, colour and typography rules.

## Co-branding and logo lock-ups

- Keep the PML logo and any partner/funder logos visually separate, each with its own clear space.
- Where a hierarchy is required (e.g. lead vs. supporting partner), agree it with MarComms in advance.
- Never combine, merge or redraw the PML logo with another organisation's mark.



## Approvals

- Share drafts of press releases, partner publications and agency-produced material with MarComms before publication.
- This applies to any material carrying the PML name or logo, in print or digital form.
- Build in time for review - MarComms will confirm brand and factual accuracy, not just design.



# 07 Contacts and links

Useful contacts and links to mentioned assets.

## Key contacts

**Marketing & Communications Team**
marcomms@pml.ac.uk

**Head of Marketing & Communications**
Daniel Jones - dajo@pml.ac.uk

**International Marketing and Business Development Executive**
Thecla Keizer - tke@pml.ac.uk

**Digital Communications and Social Media Specialist**
Ari Winfield - awi@pml.ac.uk

**Senior Communications Officer**
Kelly Davidson - kdav@pml.ac.uk

**Website Developers**
webmaster@pml.ac.uk

## Useful links

**Logos -** https://pml.ac.uk/brand-resources/
**PML Website -** https://pml.ac.uk/

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@PlymouthMarineLab

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