



CALYPSO

reef cruises

BRAND STYLE GUIDE



CALYPSO
reef cruises

CALYPSO
reef cruises

CALYPSO
reef cruises





CALYPSO
snorkel and dive

CALYPSO
low isles





Brandmarks - MISUSE



✗ Don't stretch the logo.



✗ Don't squash the logo.



✗ Don't remove elements from the logo.



✗ Don't change the colours of the logo.



✗ Don't rearrange elements of the logo.



✗ Don't rotate the logo.



✗ Don't put an outline on the logo.



✗ Don't place logo over non-brand coloured backgrounds.



✗ Don't place logo over background images that are busy or clash.





Colour Palette



SKY BLUE
CMYK: 96 0 11 0
RGB: 0 175 219
HEX #: 00AFDB

SEA BLUE
CMYK: 100 100 0 25
RGB: 35 33 118
HEX #: 232176

PASTEL BLUE
CMYK: 50 0 5 0
RGB: 113 207 235
HEX #: 71CFEB

MAUVE
CMYK: 40 40 0 5
RGB: 147 142 191
HEX #: 938EBF

Fonts

GOTHAM

Book, Medium, Bold, Black

AaBbCc
123#?!

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789!@#\$%&(,;:*+=)

HEY OCTOBER

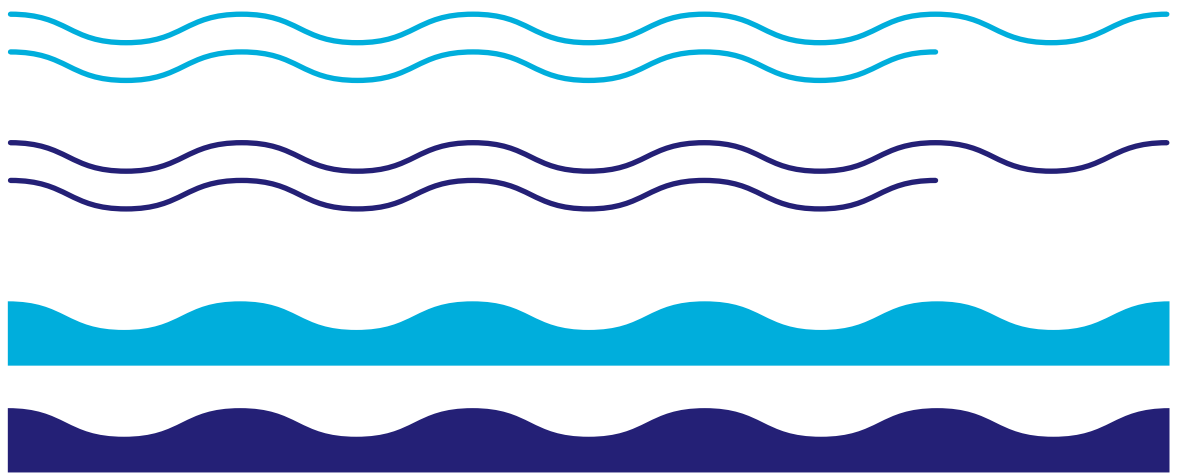
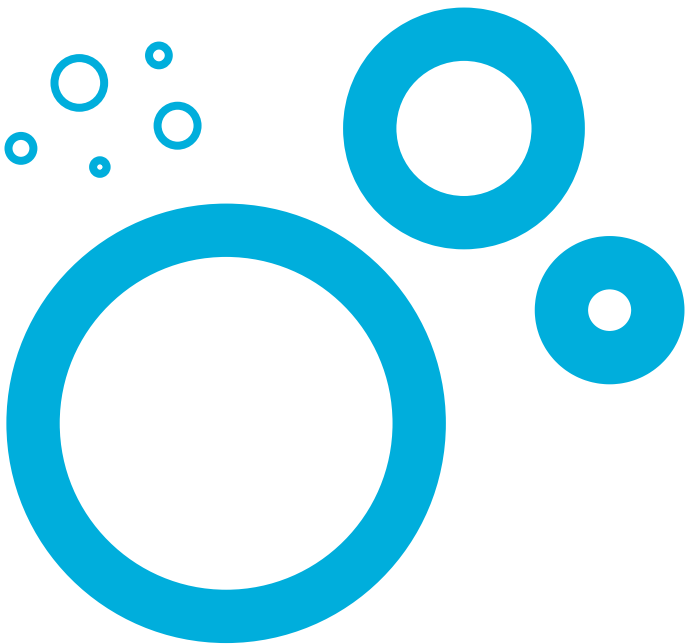
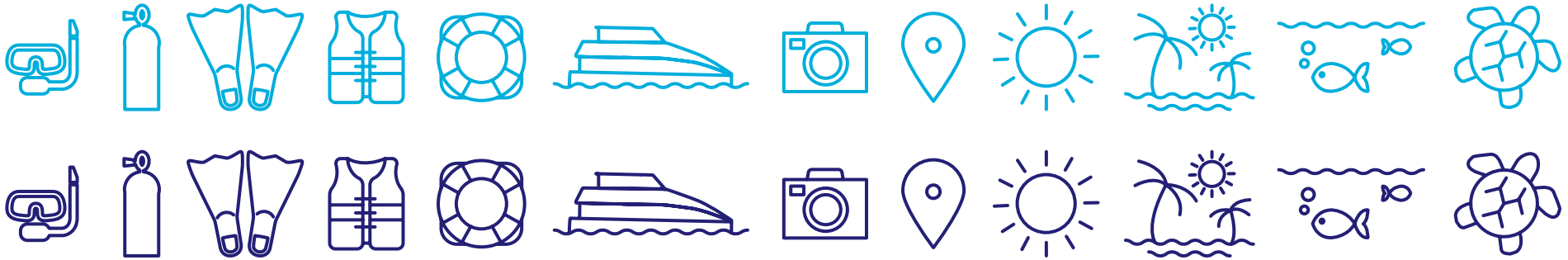
Regular

AaBbCc
123#?!

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789!@#\$%&(,;:*+=)



Icons & Elements



Branding Examples

