



2022 EDITION

BRAND GUIDE

DELIVERING QUALITY. RESOURCEFULLY, GLOBALLY.



Delivering quality.
Resourcefully, globally.

ABOUT GLOBAL OCEAN

Global Ocean Distribution Pte Ltd is a Singapore—based import-export company that specializes in sourcing and delivering curated products and produce of superior quality from around the world. We believe that the finer things in life are best enjoyed fresh - we traverse the globe and cross oceans to bring you that delight.

OUR STORY

Birthered from the passion for sharing the exquisite taste and freshness of Japanese produce with the world.

Global Ocean Distribution was founded with a simple mission — to ensure that quality does not get compromised during the delivery process.

Catering to the ever-growing demand from our clients, we have since expanded our selection of imports. On top of Japanese fruits, meats and seafood, we also bring in premium meat cuts and alcohol, artisanal teas and leather crafts from across the globe.

Our vision is to connect all that share the same sky, by bridging the oceans.

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LOGO

Section ONE - LOGO

Primary Logo

Core Elements

Logo Colours

Logo Appearance

Logo Clear Space

Logo Minimum Size

Logo Alteration

PRIMARY LOGO

The master logo is Global Ocean Distribution's most important visual element and should be treated as a graphic icon. The elements are to be displayed together at all times and never independent.

The Global Ocean Distribution logo represents a well-integrated and committed organisation that provides quality and excellent services in the shipping logistics industry.



Stacked



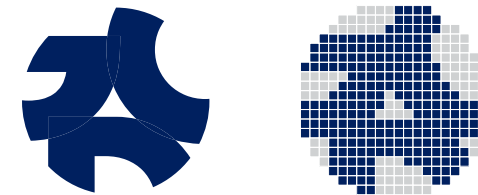
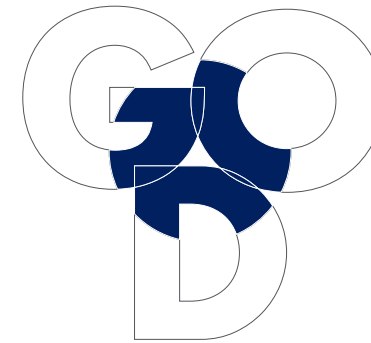
Linear

CORE ELEMENTS

The logo's distinctive globe-like symbol represents our global distribution network, with the intersection of the company initials "G", "O", "D" signifying our "bridging of the oceans".

The triangular shape in the intersection symbolises our experience and dedication in bringing together consumers and vendors in a synergistic three-way relationship.

The colour blue takes up 70% of the space within the symbol's invisible circle, emulating the percentage of Earth's surface that is covered by the oceans.



LOGO COLOURS

Consistent colour usage is integral to the brand's integrity.
The logo's primary colours are PANTONE 540C and Cool Grey 11C
against a white background.



Core Colour



Black



Single Colour



Greyscale

LOGO APPEARANCE

REVERSE LOGO

In the event that legibility of the brand mark is affected by an image or illustration, a reversed version of the logo in white can be used. The brand mark should only be reproduced from the master artwork and may not be redrawn or altered in any way.



Reverse White



Logo on Picture Background

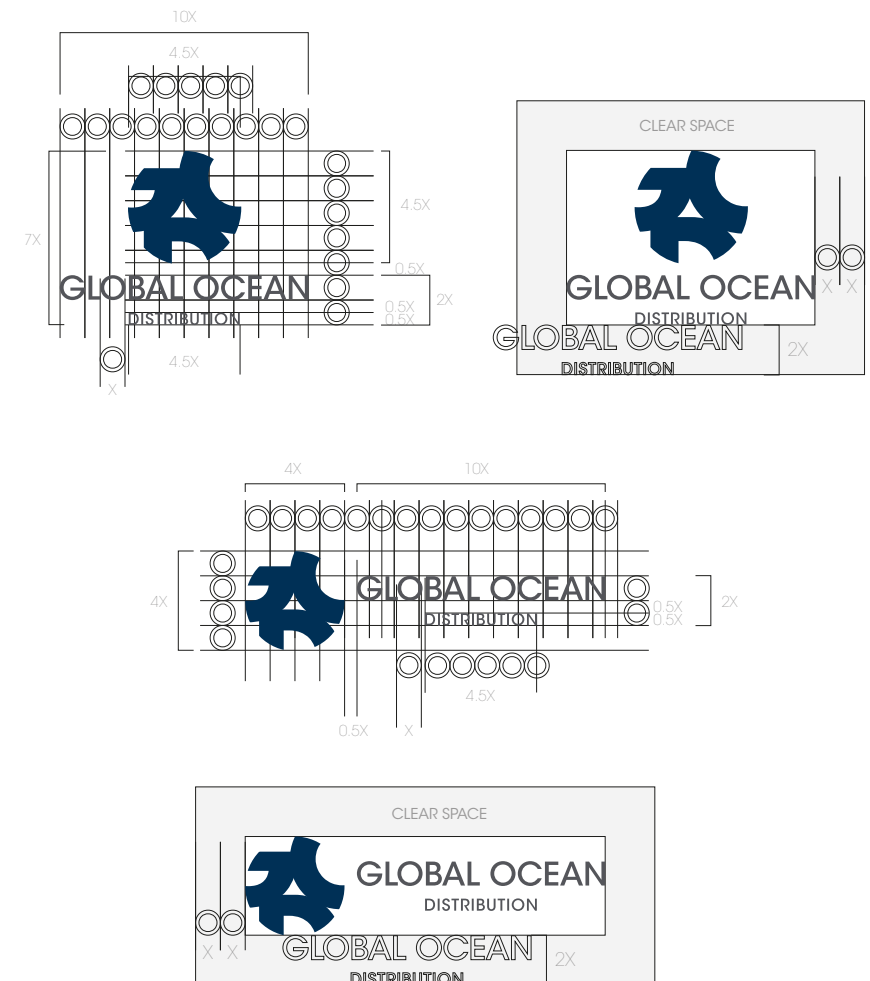
LOGO

CLEAR SPACE

Global Ocean Distribution's logo should always be surrounded by a minimum area of space. This ensures sufficient space for the logotype and icon to breathe.

Other visual elements are not to encroach on the logo's space. The area of clearance is defined by using two X-values from the brand mark. The X-value is measured by the letter "O" from the logotype.

Note that this area of clearance is the minimum; it should be increased wherever possible.



LOGO

MINIMUM SIZE

In order to maintain optimal legibility, the logo should never be resized below:

Stacked Logo

- 17mm W x 12mm H for print
- 71px W x 50px H for web

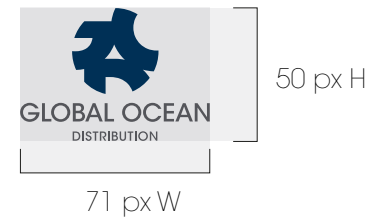
Linear Logo

- 25.5mm W x 7mm H for print
- 109px W x 30px H for web

Printed



Website



Stacked

Linear

LOGO ALTERATION

The logo must not be altered in any way. The negative examples on the right are applicable to both the stacked and linear versions of the primary logo.



Do not outline the logo.



Do not use special effects on the logo.



Do not distort the logo.



Do not remove any of the logo elements.



Do not alter the size and position of individual logo elements.



Do not alter the colour of the logo elements.



Do not crop the logo.



Do not add foreign elements to the logo.

COLOURS

Section TWO - COLOURS

Core Brand Colours

Secondary Brand Colours

Monotone / Black & White

Special Finishing

CORE

BRAND COLOURS

Global Ocean Distribution's primary corporate colours should be used at all times. Colours should strictly follow the listed codes for print and web usages.

Global Ocean Rustic Blue PANTONE 540C

C M Y K	100 57 12 66
R G B	0 48 87
Web Colour	#003057

Global Ocean Ash Grey PANTONE Cool Grey 11C

C M Y K	44 34 22 77
R G B	83 86 90
Web Colour	#53565A

SECONDARY BRAND COLOURS

Global Ocean Distribution's secondary colours can be used minimally to complement the primary corporate colours.

Colours should strictly follow the listed codes for print and web usages.

Global Ocean Cargo Red PANTONE 185C

C M Y K 0 93 79 0
R G B 228 0 43
Web Colour #E4002B

Global Ocean Day Orange PANTONE 144C

C M Y K 0 51 100 0
R G B 237 139 0
Web Colour #ED8B00

MONOTONE

BLACK & WHITE

In the event that colour usage is restricted to black & white, the following listed codes must be followed for print and web usages.

Global Ocean Black

C M Y K	0 0 0 100
R G B	0 0 0
Web Colour	#000000

Global Ocean Monotone

C M Y K	0 0 0 80
R G B	88 89 91
Web Colour	#58595B

Global Ocean Sky White

C M Y K	0 0 0 5
R G B	246 246 246
Web Colour	#F6F6F6

SPECIAL FINISHING

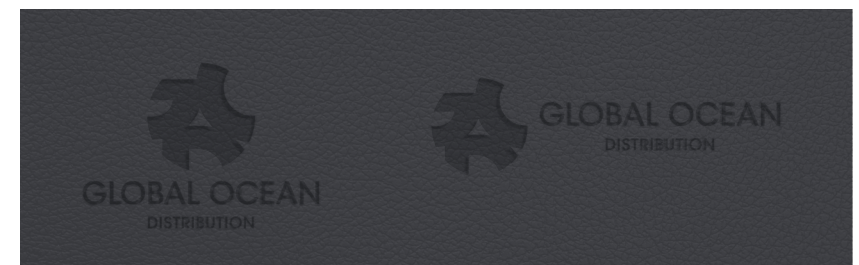
According to design requirements, special finishings for print and packaging are allowed for the logo. However, the finishing must maintain optimal legibility of the logo text.



Silver Hot Stamping



Spot UV



Emboss / Deboss

TYPEFACES

Section THREE - TYPEFACES

Corporate Typeface

Secondary Typeface - Pairing

Web Safe Typefaces

Minimum Font Size - For Print

Minimum Font Size - For Web

CORPORATE TYPEFACE

Avant Garde Gothic

is classified as a geometric sans serif typeface; its basic shapes are constructed from circles and straight lines, giving the letters a modern and elegant look.

The formal and optical repetition lends a structured character to the typeface, which emphasizes the professionalism in the logistics industry.

The quick brown fox jumps
over the lazy dog

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

Avant Garde Gothic Bold

Avant Garde Gothic Demi

Avant Garde Gothic Medium

Avant Garde Gothic Book

Avant Garde Gothic Extra Light

Avant Garde Gothic Bold Oblique

Avant Garde Gothic Demi Oblique

Avant Garde Gothic Medium Oblique

Avant Garde Gothic Book Oblique

Avant Garde Gothic Extra Light Oblique

SECONDARY TYPEFACE - PAIRING

Baskerville

Where required, Baskerville can be used to enhance and complement the corporate typeface.

The quick brown fox jumps
over the lazy dog

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

Baskerville Bold

Baskerville SemiBold

Baskerville Regular

Baskerville Bold Italic

Baskerville SemiBold Italic

Baskerville Italic

WEB SAFE TYPEFACES

In the event that Avant Garde Gothic and Baskerville are unavailable, Century Gothic and Georgia can be used as web safe alternatives.

Web safe fonts help improve site speed performance as they are pre-installed on the user's computer, thus taking a shorter time for the browser to load and display the page.

Avant Garde Gothic Bold
Avant Garde Gothic Demi
 Avant Garde Gothic Medium
 Avant Garde Gothic Book
 Avant Garde Gothic Extra Light

Century Gothic Bold
 Century Gothic Regular

Baskerville Bold
Baskerville Bold Italic
Baskerville SemiBold
Baskerville SemiBold Italic
 Baskerville Regular
 Baskerville Italic

Georgia Bold
Georgia Bold Italic
 Georgia Regular
 Georgia Italic

MINIMUM FONT SIZE - FOR PRINT

A minimum font size must be kept to ensure readability and avoid miscommunication. For optimal readability, the font size should be increased wherever possible.

The following minimum font size guide applies to print materials including marketing collateral, terms & conditions, and contracts.

- Avant Garde Gothic – 5 pt
- Century Gothic – 5 pt
- Baskerville – 6 pt
- Georgia – 6 pt

Avant Garde Gothic Bold (5 pt)	Century Gothic Bold (5 pt)
Avant Garde Gothic Demi	Century Gothic Regular
Avant Garde Gothic Medium	
Avant Garde Gothic Book	
Avant Garde Gothic Extra Light	
Baskerville Bold (6 pt)	Georgia Bold (5 pt)
<i>Baskerville Bold Italic</i>	<i>Georgia Bold Italic</i>
Baskerville SemiBold	Georgia Regular
<i>Baskerville SemiBold Italic</i>	<i>Georgia Italic</i>
Baskerville Regular	
<i>Baskerville Italic</i>	

MINIMUM

FONT SIZE - FOR WEB

A minimum font size must be kept to ensure readability and avoid miscommunication. For optimal readability, the font size should be increased wherever possible.

The following minimum font size guide applies to digital content including marketing collateral, terms & conditions, and contracts.

Avant Garde Gothic – 9 pt

Century Gothic – 9 pt

Baskerville – 10 pt

Georgia – 9 pt

Avant Garde Gothic Bold (9 pt)

Avant Garde Gothic Demi

Avant Garde Gothic Medium

Avant Garde Gothic Book

Avant Garde Gothic Extra Light

Century Gothic Bold (9 pt)

Century Gothic Regular

Baskerville Bold (10 pt)

Baskerville Bold Italic

Baskerville SemiBold

Baskerville SemiBold Italic

Baskerville Regular

Baskerville Italic

Georgia Bold (9 pt)

Georgia Bold Italic

Georgia Regular

Georgia Italic

BRANDING

Section FOUR - BRANDING

Corporate Stationery

- Business Card
- Letterhead & Memo
- Envelope

Collateral Branding

CORPORATE STATIONERY

Brand collateral is the collection of media used to promote a brand and support the sales and marketing of a product or service. It is the tangible evidence of the brand, designed in congruence with the brand's core values and personality. The brand collateral often gives the first impression of a product or service, thus consistency is vital.



BUSINESS CARD

Brand collateral is the collection of media used to promote a brand and support the sales and marketing of a product or service. It is the tangible evidence of the brand, designed in congruence with the brand's core values and personality. The brand collateral often gives the first impression of a product or service, thus consistency is vital.



Business Card - Brand Side



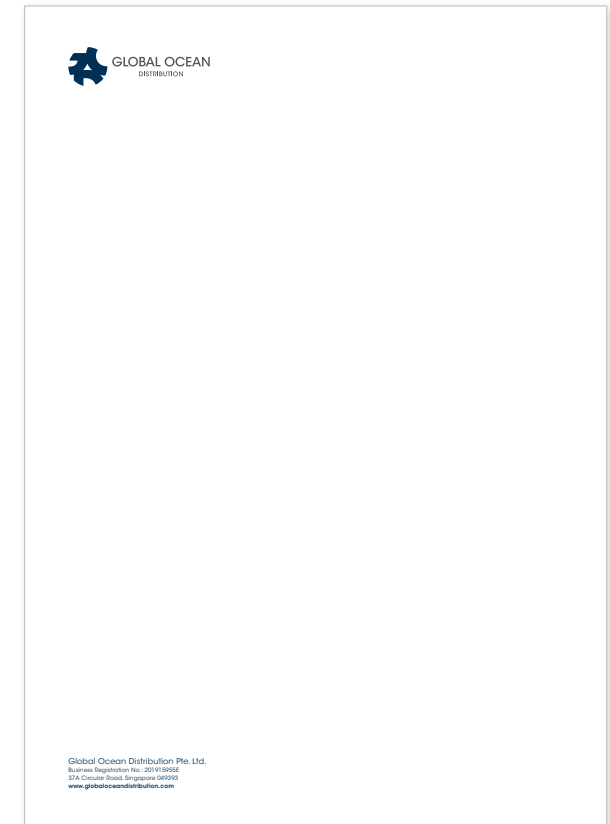
Business Card - Info Side

LETTERHEAD & MEMO

Brand collateral is the collection of media used to promote a brand and support the sales and marketing of a product or service. It is the tangible evidence of the brand, designed in congruence with the brand's core values and personality. The brand collateral often gives the first impression of a product or service, thus consistency is vital.



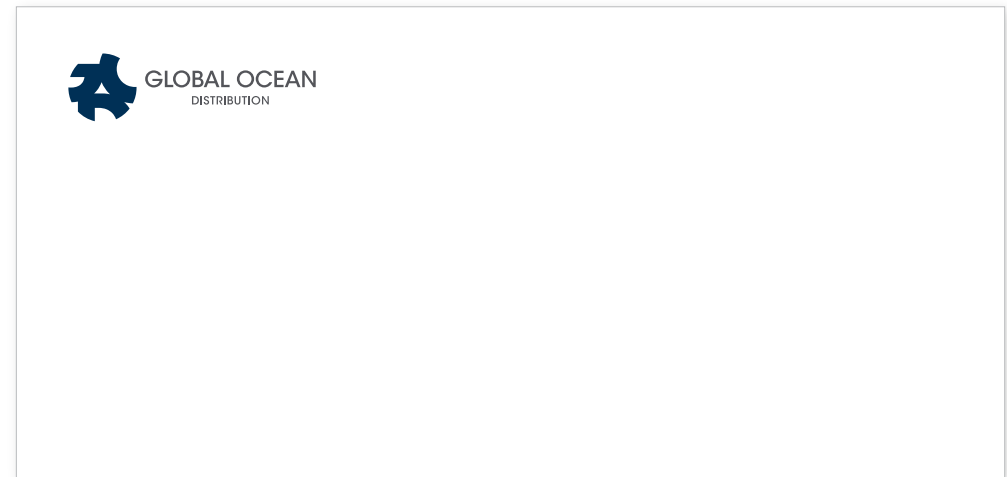
A5 Memo



Letterhead

ENVELOPE

Brand collateral is the collection of media used to promote a brand and support the sales and marketing of a product or service. It is the tangible evidence of the brand, designed in congruence with the brand's core values and personality. The brand collateral often gives the first impression of a product or service, thus consistency is vital.



Envelope - Stamp Side



Envelope - Return Address Side

BRAND COLLATERAL

Brand collateral is the collection of media used to promote a brand and support the sales and marketing of a product or service. It is the tangible evidence of the brand, designed in congruence with the brand's core values and personality. The brand collateral often gives the first impression of a product or service, thus consistency is vital.



GLOBAL OCEAN
DISTRIBUTION

DELIVERING QUALITY. RESOURCEFULLY, GLOBALLY.