



IHO File No. S1/1900/A

CIRCULAR LETTER 24/2019
16 May 2019

NEW IHO BRANDING MATERIALS

References:

- A. Circular Letter 51/2018 dated 29 October 2018 – *Outcome of the 2nd meeting of the IHO Council*
- B. Letter of the Cabinet of His Serene Highness the Prince of Monaco to the Secretary-General of the IHO dated 28 September 2018

Dear Hydrographer,

1. As indicated in paragraph 25 of Reference A, the Secretary-General informed the 2nd meeting of the IHO Council held in London, October 2018, on the progress on the overhaul of the IHO communication methods, including GIS-services.

2. One element of this activity, the IHO emblem, has been modified slightly and the reference to Monaco and the year 1921 has been removed with the agreement of HSH Prince Albert II of Monaco (Reference B refers). The Council welcomed and approved the proposals made by the Secretary-General for the overhaul of all IHO communication tools, noting that the Member States can implement the branding changes within their own timescale (Reference A, paragraph 26 refers).

3. The transition period covering the IHO website, printed materials and office decoration, to comply with the new corporate design, is making good progress. The official changeover to the new branding is scheduled for the World Hydrography Day celebrations on 21 June 2019 at the Secretariat.

4. A number of Member States have already indicated their interest to commence branding changes with the use of the new IHO emblem and other elements in synchronization with the Secretariat. A collection of the digital prototypes of the branding materials in PNG, JPG and Adobe Illustrator (AI) format, in various resolutions for print and digital applications, in English and French versions, namely;

- the coloured anchor box
- the coloured abbreviation box
- the coloured full name box
- the combinations of the anchor box, the abbreviation box and the name box
- the black and white isolated anchor emblem (for use as imprint in INT charts)

are provided via the following link:

https://www.iho.int/srv1/index.php?option=com_content&view=article&id=669&Itemid=686&lang=en

5. It should be noted that the new corporate design style guide suggests to use the combination of the anchor box and the abbreviation box as the default:



The anchor tile and the IHO tile must always be used together.



You can use the anchor emblem as a free-standing element in the black colour.

Black and white logo



Variations are possible with the grid approach:



6. The corporate colours and their respective use are defined as follows:



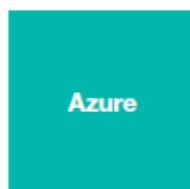
CMYK: 100-70-0-70
Pantone: 2766 C
RGB: 0-21-76
Web: #00154C

The "Dark Blue" colour is used in the Anchor Tile in combination with the "Yellow" colour. The colour can be used for headings.



CMYK: 5-5-20-0
Pantone: 7499 C
RGB: 239-235-216
Web: #EFEBD8

The "Sand" colour is used online only, for the menu sections.



CMYK: 80-0-40-0
Pantone: 326 C
RGB: 0-169-169
Web: #00A9A9

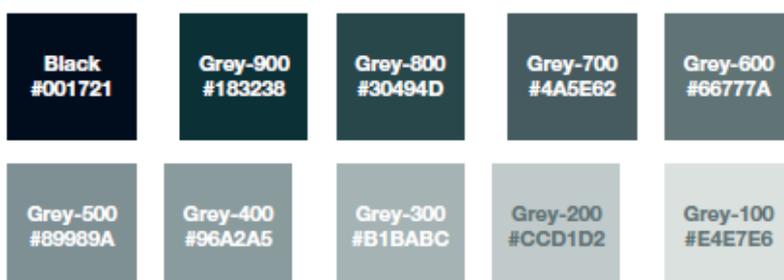
The "Azure" colour can be used as main brand colour. It can also be used for colour accents and buttons. Online it can be used in a percentage as background colour for information boxes.



CMYK: 0-15-75-0
Pantone: 1255 C
RGB: 252-218-89
Web: #FCDA59

The "Yellow" colour, in combination with "Dark Blue", exudes authority and is only used in the Anchor Tile. Online, the colour is used especially for search boxes for documents.

7. Additional online colours are:



8. The corporate font of all IHO documents will be Arial. Member States are kindly requested to use this font for future contributions to all IHO working documents.

9. The Secretariat kindly invites the Member States to implement the application of new branding materials on their respective national products starting from World Hydrography Day, 21 June 2019.

10. The Secretariat also wishes to reiterate that the Council agreed on a soft transition to the new branding as far as the Member States are concerned, which means that existing materials carrying the traditional emblem can remain in use without specific time limits. However, the Secretariat welcomes any transition to the new branding as soon as national circumstances allow.

Yours sincerely,

Dr Mathias JONAS
Secretary-General