

brand guideline:

monterey bay aquarium



monterey bay aquarium

2

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4 overview

overview

- 6 Non profit public aquarium
- Locate in monterey, ca
- Open date: 1984. 10
- Around 2 million visitor/ years
- Renowned public aquarium known for its focus on marine research, education, and conservation





Monterey Bay Aquarium is a renowned public aquarium dedicated to marine research, education, and ocean conservation. It's a mean for understanding and protecting marine life, fostering connections between people and the ocean.

7

brief history

8

1978-1984

1984-1990s

FORMATION AND PLANNING

by a group of marine biologists, educators, and community leaders who aimed to create a world-class public aquarium to showcase the marine life of the Monterey Bay.

OPENING AND EARLY YEARS

The Monterey Bay Aquarium quickly gained popularity for its innovative design and immersive exhibits that showcased the diverse marine life of the nearby Monterey Bay. Its mission included educating the public about ocean conservation and promoting research and stewardship of marine environments.

1990s-Present

9

CONSERVATION INITIATIVES

The aquarium became known for its conservation efforts, focusing on issues such as sustainable seafood, plastic pollution, overfishing, and climate change. They work with various organizations and engage in research to address these critical marine conservation challenges

EDUCATION AND RESEARCH

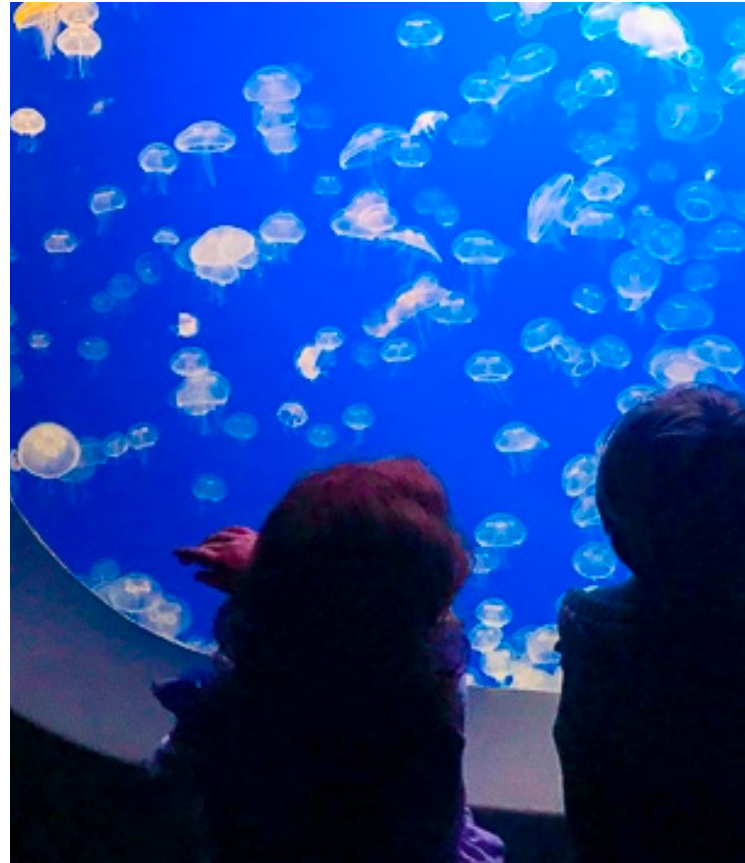
The Monterey Bay Aquarium places a strong emphasis on education and research. It offers educational programs, workshops, and exhibits to inform visitors about marine life, conservation, and sustainability. Additionally, the aquarium collaborates with researchers and institutions to contribute to marine science and conservation efforts.

top competitors

10

KEY COMPETITORS

major public aquariums
marine conservation organizations





MANDATORIES OF THE IDENTITY SYSTEM

Act of the ocean

The identity system need to reflect the aquarium from education, conservation, and innovation of the current ocean environment. In the same time drawing intention from visitor focus on ocean life.

target audience

12

CHILDREN (6-12YRS):

hands on experience, more engage

TEENAGERS (13-17 YEARS OLD):

education and entertainment

YOUNG ADULTS (18-24 YEARS OLD):

deeper understanding of marine world

ADULTS (25-54 YEARS OLD):

responsibility

SENIORS (55+ YEARS OLD):

accessible and enjoyment





14

“Dive into the depths of marine wonder.”



16

creative brief

brand narrative

- 18 Nestled on the Pacific Coast, the Monterey Bay Aquarium is where the serenity of the ocean's breath meets the pulse of discovery. Embracing our "Calm in Motion" philosophy, each space harmonizes with the rhythmic in-and-out of the waves, mirroring the tranquil dance of marine life. Visitors embark on a journey of reflection and exploration, immersed in the wonders of aquatic ecosystems. As they breathe in harmony with the ebb and flow of the tides, the soothing power of the ocean inspires, educates, and connects hearts to the deeper rhythms of nature, making the aquarium not just a destination but a haven for the soul, where each breath is a wave, and every wave a breath.



brand attributes

20

PLAYFUL

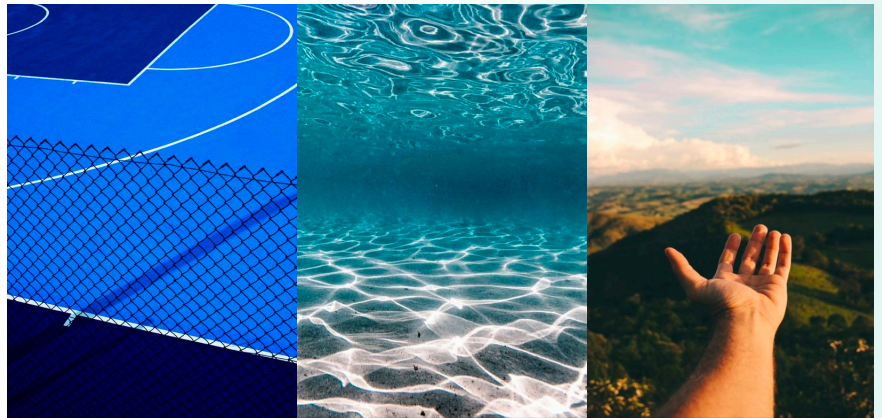
Joyful, Energetic, Amusing,
Cheerful, Radiant

ELEGANT

Graceful, Refined,
Sophisticated, Stylish,
Polished

Inviting

Welcoming, Friendly, Warm,
Approachable, Inclusive



DIVERSE

Varied, Multifaceted,
Eclectic, Versatile, Dynamic

SUSTAINABLE

Responsible, Eco-friendly
Regenerative, Balanced,
conscious

PROFESSIONAL

Competent, Diligent
Trustworthy, Capable,
Educational



22 identity

logo

24 The Monterey Bay Aquarium's redesigned logo is inspired by the rhythmic waves of the ocean, capturing the essence of the aquarium's core mission: 'One ocean at a time.'

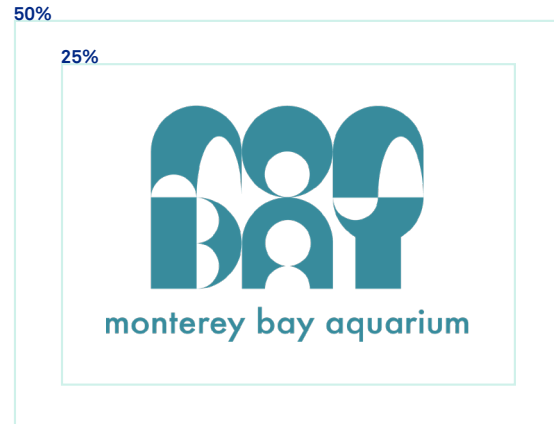
The logo's distinctive pattern creatively incorporates 'MON BAY' as a short version of Monterey Bay, signifying the uniqueness of the aquarium. This design is crafted with a focus on resonating with the local audience, establishing a visual connection that reflects the aquarium's commitment to its community.



logo lockup & clear space



logo lockup



logo clear space

logo variations

26



stack versions



horizontal version



workmark version

logo size

28



**stack versions | minimum size
1" | 96 px**



**horizontal Version | minimum size
1.2" | 116 px**



**workmark version | minimum size
0.85" | 82 px**



**symbol version | minimum size
0.375" | 36 px**



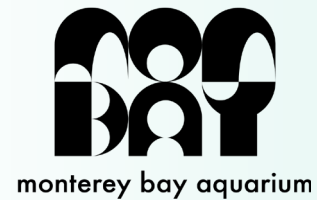
large scale use
1.5" and upward
144 px and upward



small scale use
1" to 1.5"
96 px to 144px

logo color

30 pick a color or any color



32

typography

font choice

34

Primary font is ogg and akkurat.

Ogg is the font which use in title and big call out parts. Akkurat is the font use mainly for body and captions.

Ogg Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — &*#@?!/+ (.,:;)**

35

Ogg regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — &*#@?!/+ (.,:;)

akkurat bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — &*#@?!/+(.,:;)**

36

akkurat regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — &*#@?!/+(.,:;)

akkurat light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — &*#@?!/+(.,:;)

Ogg Bold 24pt/29

A history of our Sea Otter Program

Akkurat Bold 12pt/14

TIMELINE

Akkurat Bold 7pt/8

the marine mammal protection act and the endangered species act were two important pieces of legislation to help protect sea otters.

Akkurat Light 10pt/13

The story of southern sea otters is intimately tied to Monterey Bay, and our work with sea otters is central to the Aquarium's identity and mission. At one point thought to be extinct, the population's recovery in California can be traced to our own backyard.

Over time — through research and rehabilitation efforts in collaboration with several government agencies and other institutions — we've learned that sea otters are a keystone species, ecosystem engineers, and fuzzy climate warriors. Together, we have made concerted efforts to restore their populations. And yet, there is still much work to be done.

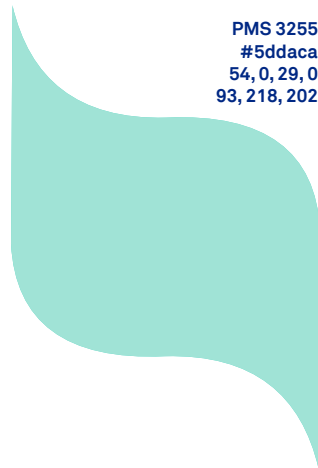
37

38 graphic elements

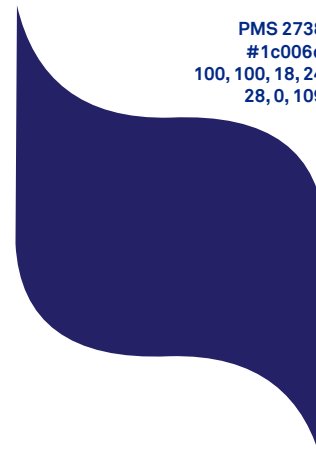
color palette

primary color

40

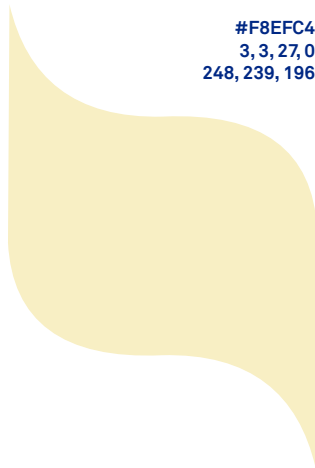


PMS 3255
#5ddaca
54, 0, 29, 0
93, 218, 202

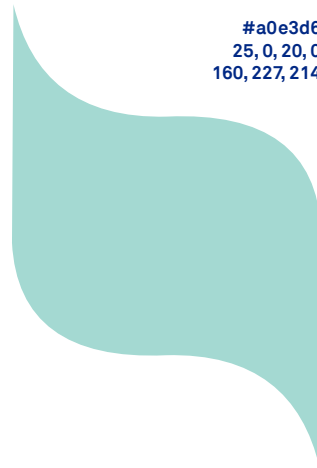


PMS 2738
#1c006d
100, 100, 18, 24
28, 0, 109

secondary color



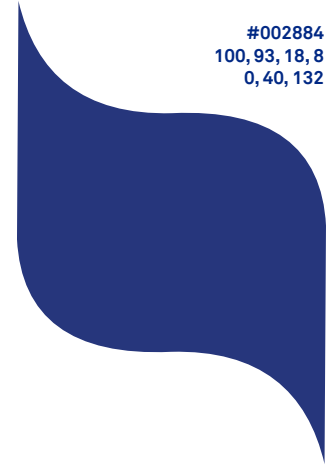
#F8EFC4
3, 3, 27, 0
248, 239, 196



#a0e3d6
25, 0, 20, 0
160, 227, 214



#3B899A
16, 57, 0, 0
59, 137, 154

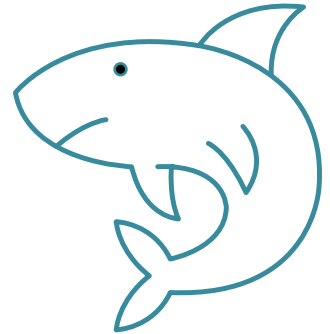
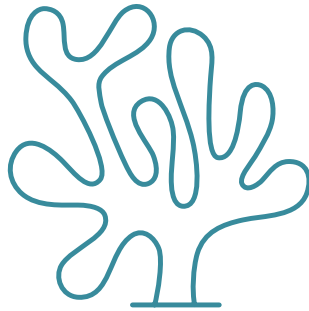
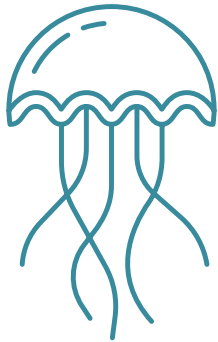


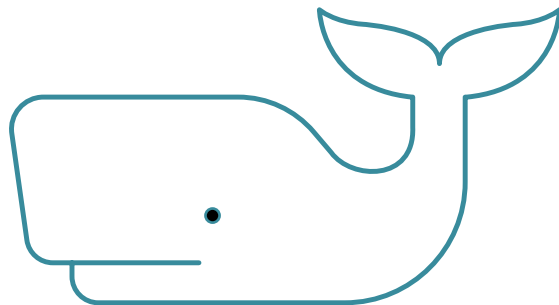
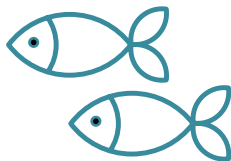
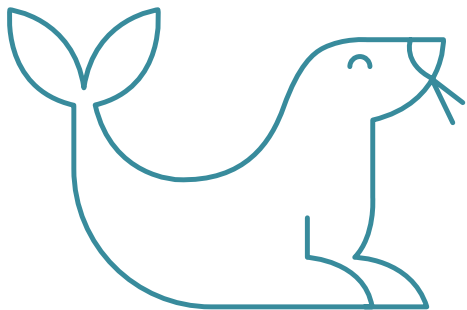
#002884
100, 93, 18, 8
0, 40, 132

icons

sea animals

42





photography style

44





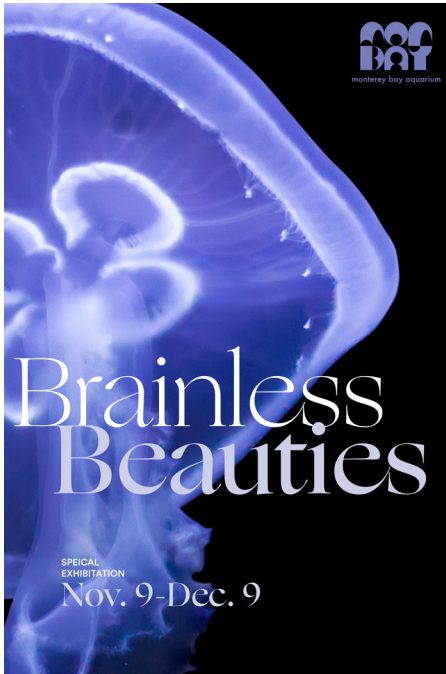
© Monterey Bay Aquarium
MONTEREY BAY AQUARIUM
SEA NETTLES



46 visual applications

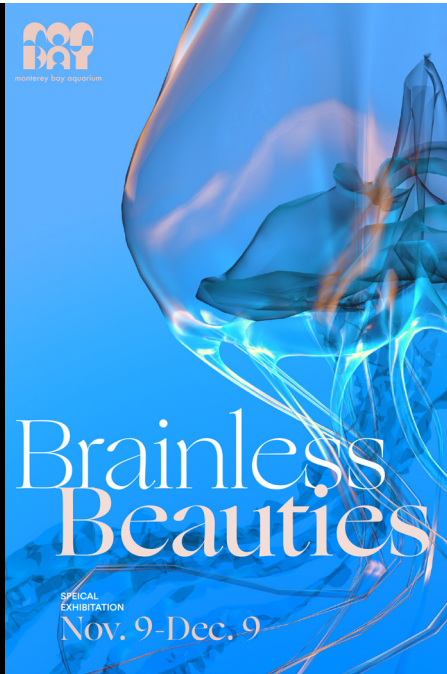
posters series #1

- 48 poster series #1
These series of poster is for special exhibition for the jellies. The exhibition name is called “Brainless beauty”.



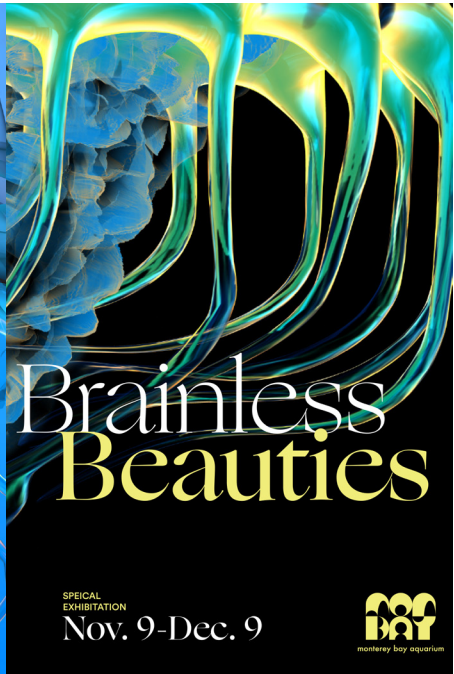
Brainless Beauties

SPECIAL EXHIBITION
Nov. 9-Dec. 9



Brainless Beauties

SPECIAL EXHIBITION
Nov. 9-Dec. 9



Brainless Beauties

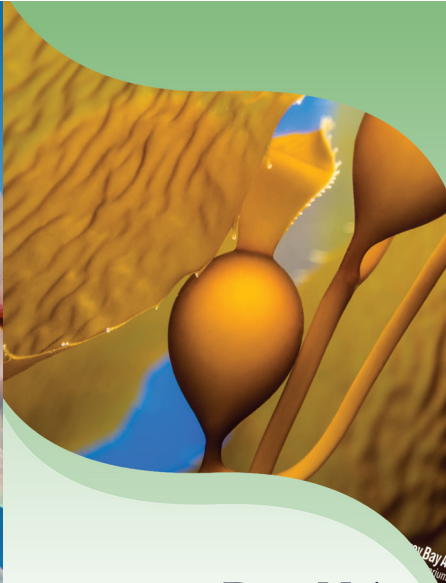
SPECIAL EXHIBITION
Nov. 9-Dec. 9

posters series #2

- 50 poster series #2
These series of poster is for the act for the ocean



Be a Voice
for the ocean



Be a Voice
for the ocean



Be a Voice
for the ocean

real life scene

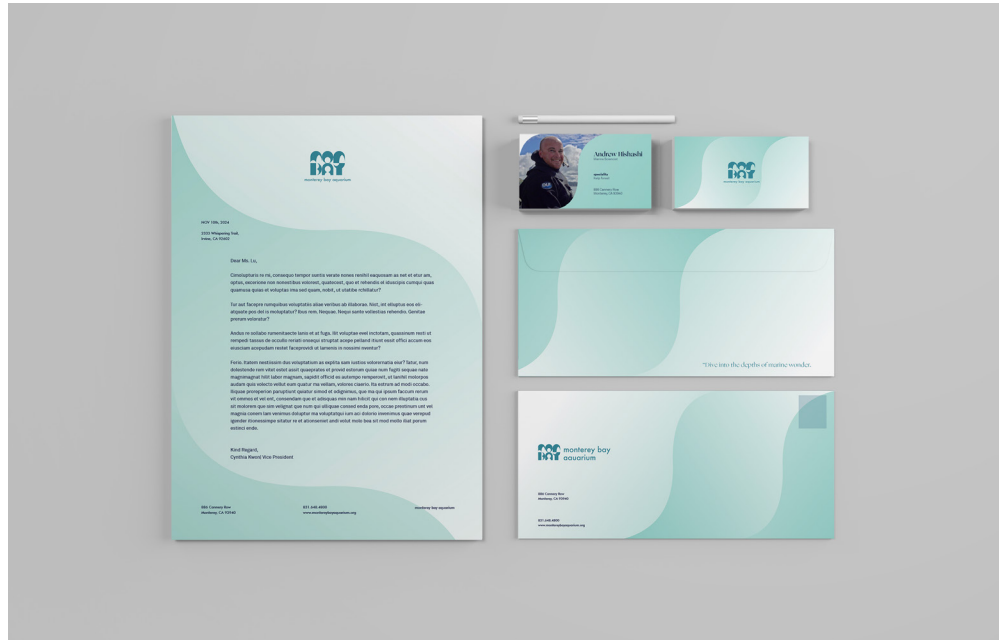
52





stationary

54



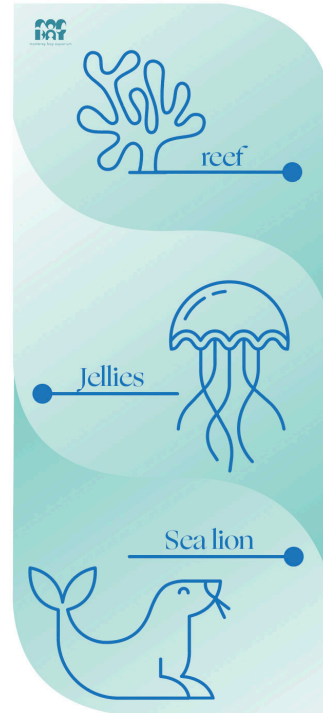
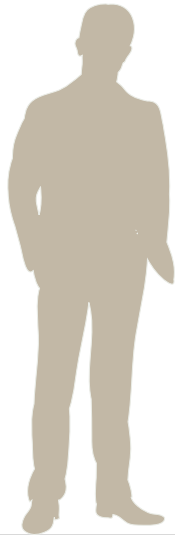
brand activations



55

wayfinding system

56



info boards




sea nettle

Animal type
Marine mammal

Habitat
Tide forest

Size
The southern sea otter measures up to 6 feet (1.8 m) in length, females weigh up to 80 pounds (33 kg) and males up to 70 pounds (32 kg). Northern sea otters are larger, up to 70 pounds (32 kg) for females and 100 pounds (45 kg) for males.

Diet
Crabs, snails, urchins, clams, abalone, mussels and other invertebrates; northern sea otters also eat fish.

Range
Southern sea otters can be found along California's central coast, from San Mateo County in the north to near Santa Barbara in the south. Northern sea otters are found along the coast of Alaska and through the Bering and Chukchi Seas in the Pacific Ocean off Russia and Japan.

The secret life of otters
There is so much more to a sea otter than meets the eye. Behind its cute face and fluffy fur, the sea otter is an aquatic environmentalist. By munching on urchins, it helps keep "tidal forests" and by munching on mussels, it keeps mussel colonies in balance. But the sea otter's mission is not always so straightforward — and needs our help.




sea otter

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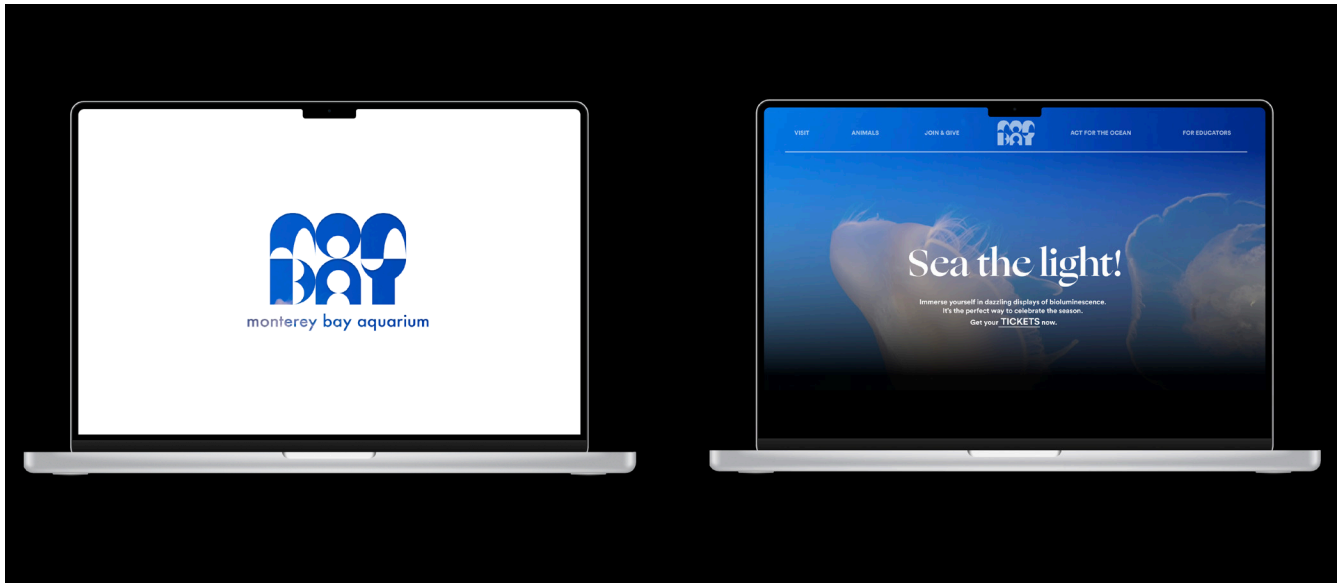


tickets

58



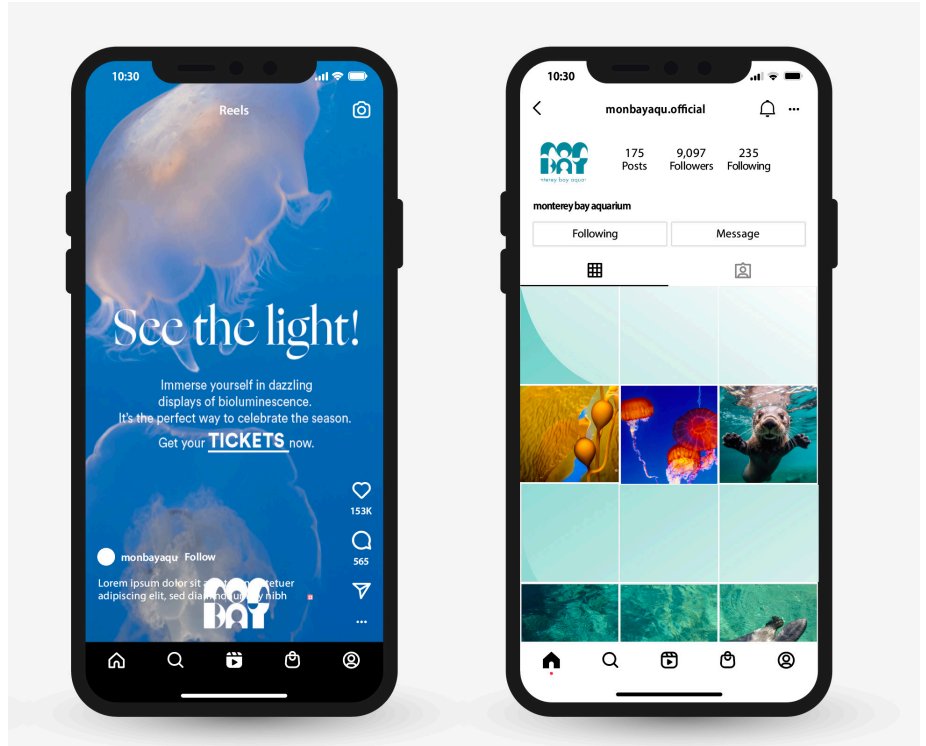
websites



59

social media

60



media sculpture



