Please find enclosed the Sea Education Association | SEA Semester guidelines for logo usage. It is imperative to adhere to these standards so that we can increase awareness of who we are and what we do.

A unified approach will add value to our organization and position in the study abroad, scientific, and tall ship sailing communities. The following guidelines provide information on what you may and may not do with the Sea Education Association | SEA Semester logo.

For questions regarding use of the Sea Education Association | SEA Semester Logo, please contact the Marketing Department: jdeely@sea.edu
Primary Logo and Approved Variations

**PRIMARY LOGO**

**Available Formats:** JPG, PNG, EPS
The Sea Education Association | SEA Semester logo is the core component of our identity. It creates a distinctive graphic presence for our organization and serves as a visual signature. Whenever possible, the 4-color high resolution logo should be used (shown at left). Depending on the audience, use the version of the logo that includes the website URL at the bottom, to further promote the Sea Education Association | SEA Semester website.

The JPG format of the logo can only be used on white backgrounds. The PNG format is for use on the web and can be used on white or light colored backgrounds, with the transparency behind the phrase “SEA Semester” preserved. The vector based EPS format can be used in print on white or light colored backgrounds, when size is a concern. It may be scaled without decrease of quality.

However, there are instances when these logos are not visually or technically compatible with the overall design or specific medium being used. The following are a few examples of when other formats of the logo must be used.

**SECONDARY LOGO: WHITE**

**Available Formats:** PNG, EPS
This alternate transparent logo can be used when the primary logo doesn’t contrast enough with background. This logo can be used on dark solid color backgrounds or on photographs for a watermark. It is incorrect to use it on a background that has a bold pattern.

The PNG format is appropriate for use on the web, while the EPS format should be used for all other mediums.

**SECONDARY LOGO: BLACK**

**Available Formats:** JPG, PNG, EPS
This alternate logo can be used for black & white print materials, if the primary logo doesn’t contrast enough with the background, or if the white logo cannot be used.

The JPG format may only be used on white backgrounds. The PNG format is appropriate for use on the web, while the EPS format should be used for all other mediums.
Clear Space

Definition: The specified area of empty space surrounding any official identity is referred to as clear space. To give it a place of prominence and isolation, the Sea Education Association | SEA Semester logo should always be surrounded by a generous amount of open / clear space. The logo may appear on a background, adhering to the guidelines on the previous page. Other text or other imagery should remain at minimum an 1/8 inch from the Sea Education Association | SEA Semester logo, on all sides.

Minimum Sizes

For all logos, nothing smaller than a minimum 0.75 inch wide and 0.9 inch tall (with URL) or 0.75 inch wide and 0.8 inch tall (without URL) should be used in print. On the web, the logo should be displayed at a minimum of 80px wide by 107px tall. Any smaller than this and the logo loses its impact and artistic integrity.

Colors

The Sea Education Association | SEA Semester blue logo can be reproduced using either 4 color CMYK, Pantone spot color or RGB / hex value (for web only). Please note: the color breakouts vary slightly from the spot color.

PMS 294 C (100%)
Hex: #004781
C: 100  R: 0
M: 60   G: 71
Y: 0    B: 129
K: 35
Incorrect Usage

The Sea Education Association | SEA Semester logo must not be altered or distorted in any way. Whether using the logo alone or partnering with other organizations, care should be taken to follow the standards. T-shirts, hats, and other promotional items are especially easy targets for logo misuse. The effectiveness of the logo depends on consistency of usage.

The logo should never be reproportioned, distorted, or set at an angle.

Correct

Incorrect

The logo should never be diassembled to be used as separate elements or retypset using another font.

Correct

Incorrect

The logo should never have artificial effects, such as drop shadow, color overlay, bevel edge, emboss, or glow.

Correct

Incorrect

The appropriate logo (color and format) should be chosen for the background and the medium.

Correct

Incorrect

EPS with transparency preserved, on light background

Background too dark, blue text not legible.

Wrong format used, should not have white box behind SEA Semester text

Background too busy