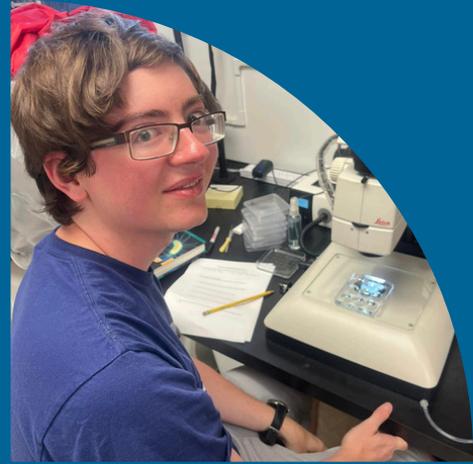


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# Style Guide

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**Dauphin Island Sea Lab**

Alabama Center for  
Marine Education and Research

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# The 'DISL' Brand

The Dauphin Island Sea Lab tagline is:  
**Alabama Center for Marine Research and Education**

The Dauphin Island Sea Lab brand echoes what students, faculty, educators, and supporters think, feel, and respond to when they hear the Dauphin Island Sea Lab mentioned. Once a part of the DISL campus, always a part of the DISL campus.

The DISL is a centerpiece of the state of Alabama's marine research and education programs and a center for transformative oceanic and coastal research. Our programs reach all corners of the state and beyond to research and educate about changes in marine environments.

Located on the eastern tip of Dauphin Island, a barrier island in the northern Gulf of Mexico, DISL is surrounded by Mobile Bay, the Mississippi Sound, and the Gulf waters, making it a perfect location for conducting a wide range of marine science activities.

This style guide outlines how to consistently apply the DISL brand messages and visual identity. All DISL programs should be familiar with the style guidelines, which provide a solid and standardized foundation for building marketing communications and plans.

Designs developed by DISL programs and departments **must be submitted** to the Public Relations Department to ensure consistency with the standards in this manual. After looking it over, if materials don't comply with the brand guidelines, the Public Relations Department will outline the appropriate modifications.



Our public image is the sum of all impressions made in the media, advertising, wayfinding, stationery, web, social media, video, animation, and all other communications.

A well-branded organization projects a unified character that effectively reinforces its various activities.

Brand consistency is how an organization delivers messages aligned with its core values, brand promise, customer experience, and brand identity elements. It ensures a brand is easily recognizable across all marketing channels and touchpoints, creating a cohesive, consistent brand identity and unified experience for existing and potential customers.

Use this guide to inform what we do and say, express how we look and speak, and, most importantly, remember why we focus our mission on research and education. It does not inhibit creativity or expression but provides a solid and standardized foundation for marketing and communications plans and materials.



# Vision & Mission

## VISION

Become a center for transformative U.S. oceanic and coastal research and education.

## MISSION

Serve the general public, all levels of government, and the academic community by improving ocean literacy and providing the best available science for coastal policy, including:

- 1) Producing and disseminating knowledge of world oceans, coastal zones, and watersheds.
- 2) Training future generations of oceanic and coastal scientists.
- 3) Enhancing public understanding and stewardship of oceanic and coastal resources.



# Brand Values

## Excellence

We are committed to the pursuit of excellence in all aspects of the academic enterprise, including education, research, innovation and community engagement, that pertain to the world's ocean.



## Ethics and Integrity

We are committed to the highest standards of academic integrity, intellectual freedom and the free exchange of ideas.

## Diversity

We are committed to the promotion of a community that embraces inclusivity, civil discourse, and consideration of ideas from all segments of society.



## Community Engagement

We are committed to promoting the value of marine science, research, and education, in its many facets, to citizens of all ages in our state and nation.



## Financial Responsibility

We are committed to being wise stewards of taxpayers' support via the pursuit of new technologies, innovations, and training that facilitate the cost-effective delivery of education and our research to students and the community.

# Our Logo

The Dauphin Island Sea Lab's primary logo includes the segmented fish with grass waves, the Dauphin Island Sea Lab name, and the tagline. The preferred logo is centered. Proper use of the logo generates equity in the brand, assures consistency across various marketing materials, and maintains a unified image.

The logo must remain as initially drawn and proportioned and should not be modified or altered in any way. The text is a graphic element, not a typeface. Do not use the logo or any part of it in the narrative copy.

The Helvetica font will always be used for the Dauphin Island Sea Lab name. The Roboto Condense font may be used for the tagline and program identifiers.

The DISL logo must be included in all marketing materials. This includes brochures, newsletters, publications, academic materials, videos, and websites.

Past DISL logos are retired and should not be used.

- For general web or digital use, use PNG files.
- For media or professional printer use EPS files.



**Dauphin Island Sea Lab**  
Alabama Center for  
Marine Education and Research

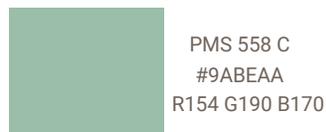


## Primary Logo Colors

The Dauphin Island Sea Lab logo includes three primary colors.

The DISL fish is PMS 7461 C, the grass waves are PMS 558 C, and the Dauphin Island Sea Lab name is PMS Warm Grey 11 C.

When creating a design, these colors are preferred.



## Single-Color Logos

A single color may be used for the DISL logo. Accepted single color options are white, PMS 7461 C, and black.



## Area of Isolation/Clear Space

“Clear space” is the protected area around the logo to maximize visual impact. This space must remain free of all other photos, graphics and text, including other logos. It is also the minimum distance the logo mark can be from the edges of a printed or electronic document.



## DISL Foundation Logo

The DISL Foundation's primary logo will be the life preserver version. This was explicitly designed with the Dauphin Island Sea Lab brand for the DISLF.



# DISL Logo Variations

When the DISL logo needs to be modified in alignment, spacing, or color, options are available. These modifications include centered, horizontal, and vertical-aligned logos. There are also blue, black, and white single-color logos.

There is a logo option available without the tagline. The fish and grass waves will always be placed with the Dauphin Island Sea Lab name.

Departments and programs identifiers are also available options for the DISL logo. The department or program name will appear under the Dauphin Island Sea Lab name, smaller than the Dauphin Island Sea Lab name, and in the same format as the tagline.

The department or program name should never be placed above the Dauphin Island Sea Lab name or the fish. If you have a specific need for a change in this format, you must seek approval from the PR Department.

The authorized addition of the appropriate program is the only appropriate modification to the logo, such logos must be requested from the Public Relations Department.

In certain circumstances, “the DISL fish” can be used on its own, but “Dauphin Island Sea Lab” must appear nearby. For instance, on the back of a publication, you may use “the DISL fish” only when the return address includes “Dauphin Island Sea Lab.”

## Centered



## Horizontal



## Vertical



## Program Identifier



## Fish Only



# Color Palette

When choosing colors for marketing materials, it's preferred to use the primary logo colors. However, if an adjustment is needed, either lighter or darker, based on the product, there are options available based on the color palette of the primary colors.

There is a single minimal accent color. This color is found on the DISL website in headings. It can be used in designs, however, it can be no more than 10 percent of a design.



PMS 7461 C  
#007CBA  
R0 G124 B186



PMS 2925 C  
#009BE8  
R0 G155 B232



PMS 2925 C  
#006496  
R0 G100 B150



PMS 7693 C  
#00496E  
R0 G73 B110



PMS Warm Grey 11 C  
#6E6259  
R110 G98 B89



PMS 7506 C  
#EFDBB2  
R239 G219 B178



PMS 7529 C  
#B7A99A  
R183 G169 B154



PMS 408 C  
#978C87  
R151 G140 B135



PMS 558 C  
#9ABEAA  
R154 G190 B170



PMS 573 C  
#C0EED4  
R192 G237 B212



PMS 5565 C  
#7E9C8B  
R126 G156 B139



PMS 5555 C  
#5D7376  
R93 G115 B118

## Minimal Accent Only



PMS Purple C  
#BB29BB  
R187 G41 B187

# Typography

When designing banners, brochures, and letters, use the font guidelines below to create a seamless look between all DISL materials.

## Headers/Titles

The primary font for headers and titles will be Outfit. In this guide, Outfit ExtraBold is used in all page headers.

## Subheadings/Body Text

The Roboto font is the primary font for subheadings and body text. In this guide, **Roboto Bold** is used for subheadings and Roboto Regular is used in paragraphs.

## Serif/Accent

The Lora font will be used when a serif is preferred. 'Serif' refers to the feet placed on letters.

## Accent

The Satisfy font can be used as a fun accent font for flyers and educational materials.

All fonts are free and can be downloaded at [fonts.google.com](https://fonts.google.com). Fonts are also saved in the brand kit on Canva.

### Outfit ExtraBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Outfit Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Outfit Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Roboto Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Lora

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Satisfy

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz