The design of this trademark was meant to compliment the NOAA primary mark with respect to its color palette and flowing elements while connecting it to the National Sea Grant program through its typographic treatment. Bodoni Poster Compressed is the typeface used in the Sea Grant logotype as defined by the NOAA. The primary shape is a representation of the state of Ohio divided by a wave. The differing blue values represent the water and sky and the life preserver personifies safety and environmental stewardship.

Ohio’s recreational boaters have a critical role in the success of the Ohio Clean Marinas Program. Guidelines and rules are available at marinas and www.sg.ohio-state.edu.

The Ohio Clean Marinas Program is a proactive partnership designed to encourage marinas and boaters to use simple, innovative solutions to keep Ohio’s coastal and inland waterway resources clean. The Program assists these operators in protecting the resources that provide their livelihood—clean water and fresh air.

The basic goal of the Program is to increase environmental stewardship by making marinas and boaters more aware of environmental laws, rules and jurisdictions, and by getting as many marinas as possible to follow best management practices thus earning the “Ohio Clean Marina” designation.

Ohio Clean Marinas

Primary three-color mark

The Ohio Clean Marinas Program is a proactive partnership designed to encourage marinas and boaters to use simple, innovative solutions to keep Ohio’s coastal and inland waterway resources clean. The Program assists these operators in protecting the resources that provide their livelihood—clean water and fresh air.

The basic goal of the Program is to increase environmental stewardship by making marinas and boaters more aware of environmental laws, rules and jurisdictions, and by getting as many marinas as possible to follow best management practices thus earning the “Ohio Clean Marina” designation.

Ohio Clean Marina

Three-color mark: OCM_3c

Color Palette

- 100% cyan
- * 100% cyan 70% magenta
- PMS 200

Trademark Construction

This trademark was constructed in a 5x5-inch format in Adobe Illustrator CS.

The Bodoni Poster Condensed typeface is to always appear reversed with the exception of OCM_1c_white in which the white elements are dropped out to let the background color come through. The elements at the right are never to be outlined for any reason. Drop shadows are permissible but only on the entire mark and not its separate parts unless a three-dimensional application is required.
Ohio Clean Marinas

*Primary two- and one-color marks*

- Two-color mark: OCM_2c_blue
- Two-color mark: OCM_2c_black
- One-color mark: OCM_1c_blue
- One-color mark: OCM_1c_cyan
- One-color mark: OCM_1c_scarlet
- One-color mark: OCM_1c_black
- One-color mark: OCM_1c_white
- One-color mark: OCM_1c_gray
Ohio Clean Marinas

*Alternate one-color marks*

One-color mark: OCM_1c_blue2

One-color mark: OCM_1c_cyan2

One-color mark: OCM_1c_scarlet2

One-color mark: OCM_1c_black2

One-color mark: OCM_1c_white2

One-color mark: OCM_1c_gray2
Ohio Clean Marinas

Alternate marks

One-color mark: OCM_3c_alt
One-color mark: OCM_1cblue_alt
One-color mark: OCM_1cblack_alt
Ohio Clean Marinas

Alternate signature 1

Three-color signature: OCM_3c_sig

Two-color signature: OCM_2cblack_sig

One-color signature: OCM_1cblue_sig

One-color signature: OCM_1cblack_sig
Ohio Clean Marinas

Alternate signature 2

Ohio Clean Marina
Three-color signature: OCM_3c_sig2

Ohio Clean Marina
Two-color signature: OCM_2cblack_sig2

Ohio Clean Marina
One-color signature: OCM_1cblue_sig2

Ohio Clean Marina
One-color signature: OCM_1cblack_sig2
Ohio Clean Boater

Primary three-color mark

The design of this trademark was meant to compliment the NOAA primary mark with respect to its color palette and flowing elements while connecting it to the National Sea Grant program through its typographic treatment. Bodoni Poster Compressed is the typeface used in the Sea Grant logotype as defined by the NOAA.

The primary shape is a representation of the state of Ohio divided by a wave. The differing blue values represent the water and sky and the life preserver personifies safety and environmental stewardship.

Color Palatte

100% cyan — * 100% cyan
70% magenta — PMS 360

Trademark Construction

This trademark was constructed in a 5x5-inch format in Adobe Illustrator CS.

The Bodoni Poster Condensed typeface is to always appear reversed with the exception of OCM_1c_white in which the white elements are dropped out to let the background color come through. The elements at the right are never to be outlined for any reason. Drop shadows are permissible but only on the entire mark and not its separate parts unless a three-dimensional application is required.

* 100% cyan, 70% magenta is the dark blue specified by the National Oceanic and Atmospheric Administration’s identity. PMS 287 is an acceptable substitution.

PMS 200 is the proper designation for Ohio State Scarlet as defined by The OSU Office of the President for University Relations.
Ohio Clean Boater

Primary two- and one-color marks

Two-color mark: OCB_2c_blue
Two-color mark: OCB_2c_black

One-color mark: OCB_1c_blue
One-color mark: OCB_1c_cyan
One-color mark: OCB_1c_green

One-color mark: OCB_1c_black
One-color mark: OCB_1c_white
One-color mark: OCB_1c_gray
Ohio Clean Boater

Alternate one-color marks

One-color mark: OCB_1c_blue2
One-color mark: OCB_1c_cyan2
One-color mark: OCB_1c_scarlet2

One-color mark: OCB_1c_black2
One-color mark: OCB_1c_white2
One-color mark: OCB_1c_gray2
Ohio Clean Boater

Alternate marks

One-color mark: OCB_3c_alt

One-color mark: OCB_1cblue_alt

One-color mark: OCB_1cblack_alt
Ohio Clean Boater

Alternate signature 1

Three-color signature: OCB_3c_sig

Two-color signature: OCB_2cblack_sig

One-color signature: OCB_1cblue_sig

One-color signature: OCB_1cblack_sig
Ohio Clean Boater

Alternate signature 2

Three-color signature: OCB_3c_sig2

Two-color signature: OCB_2cblack_sig2

One-color signature: OCB_1cblue_sig2

One-color signature: OCB_1cblack_sig2
Primary Typefaces

Univers 47 Light Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Univers 47 Light Condensed Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Univers 57 Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Univers 57 Condensed Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Univers 67 Bold Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Univers 67 Bold Condensed Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Minion Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Minion Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Minion SemiBold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Minion SemiBold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Minion Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Minion Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Permissible Substitutions

Bodoni Poster Compressed is the only typeface to be used in the logotype for “Sea Grant.” Helvetica Narrow Bold is the only type to be used on the program name printed underneath (see page xx). Both of these typefaces may be used for regional and national projects as substitutions or enhancements to the Ohio Sea Grant identity.