

# Brand Standards Guide

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# Purpose

As Global Underwater Explorers continues to grow and establish ourselves as an industry leader in quality diver education, global conservation initiatives, and exciting exploration projects it is important to solidify our brand.

This brandbook was created to provide the GUE community, including instructors, students, and affiliates, with cohesive guidelines and expectations of how we are to be represented.

Consistency in communication and design is a crucial aspect of the GUE brand, and accurate implementation will only serve to strengthen GUE's visibility and increase recognition of our work in the diving community.

Please use this document to inform and guide your use of GUE brand marks to ensure the success and longevity of the GUE brand.

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# Messaging

## Motto

Education, Conservation, Exploration

## Vision

To establish an educated, proficient global community of scuba divers inspired and empowered to conserve and explore the world's aquatic environments.

## Mission

Global Underwater Explorers emerged out of a shared desire to safely explore and protect the underwater world and to improve the quality of education and research in all things aquatic. In line with the original vision of its founding members, GUE is committed to:

- Developing safe, skilled, and knowledgeable divers
- Undertaking and promoting underwater research
- Pursuing global underwater exploration
- Safeguarding the integrity of the underwater world
- Providing the public with a comprehensive resource on all things aquatic.

Working to redefine the ties binding the average underwater enthusiast to underwater explorers, conservationists, and scientific researchers, GUE is committed to the overall goal of promoting the interests of the underwater world and of those who seek to engage it.

# Personality

## Experienced

We've been learning with the best for over 20 years.

From divers and educators to explorers and scientists, GUE brings together proficient, knowledgeable, and accomplished underwater enthusiasts. Being an expert means listening, thinking, and growing, so the way to become better divers is together.

## Passionate

Choose your own adventure—we'll help you make it possible.

We know our training is demanding, but it prepares you to be more confident and have more fun no matter what your diving goals. GUE divers work hard on the things they love—that's how we're going to change the world.

## Principled

As a nonprofit organization, our responsibility is to our members and our mission.

At its core, GUE is about working for you and for our planet. We're dedicated to the satisfaction, success, and safety of our students and members, without whom we would not exist, and to responsible stewardship of the underwater environments we love.

## Community-Oriented

GUE's worldwide mission is made possible by local efforts from all kinds of people.

We are proud of GUE's diverse membership, global accessibility, and the vibrant, supportive communities our divers have created. We deeply value our members' differences in background, experience, and culture, and believe that inclusivity and open-mindedness are essential to grow and accomplish our goals.

## Excellent Quality

Together, these traits position us as an industry leader in education, conservation, and exploration.

Just as you commit to excellence when you decide to pursue GUE training or membership, we are committed to providing you with the best instruction, curriculum, support, and network of fellow divers, researchers, conservationists, and explorers available anywhere in the world.

# Style Guide

## Organization Name

The correct spelling of our name is **Global Underwater Explorers** and the full name should always appear as part of the logo (vertical or horizontal) or spelled out in its entirety if the logo is not present on a webpage, social media post from the organization itself, printed or digital brochure, or any other public document.

If referring to the organization by its abbreviation in paragraph text, always spell out the full name first and then specify the abbreviation: **Global Underwater Explorers (GUE)**. From then on, the abbreviation may be used alone.

Pronouncing the abbreviation as an acronym (“gooeey” or “gyoo”) is incorrect; it is an initialism and each letter should be pronounced individually (“G – U – E”). Phonetically, that is: ɢi ju i.

The first letter of each word in the organization name should be capitalized and an “s” must appear at the end of “Explorers.” “Global Underwater Explorers” is a singular proper noun and should be followed by corresponding verb forms, i.e., is, works, etc. When making the name possessive, the correct form is “Global Underwater Explorers’” or “GUE’s.”

GUE’s correct business classification is **501(c)(3)** and, more broadly, **nonprofit**. Do not use 501c3, 501(c)3, “not-for-profit,” or “tax-exempt.”

## Motto

The official motto of GUE outlines the three pillars of the organization and recognition of the phrase is emphasized by consistency. The motto is **Education, Conservation, Exploration**.

Whenever the motto appears, it should appear in the correct order and each word should be separated by commas. This still applies in instances when the phrase is not explicitly stated as the motto and appears as a simple list with “and” (e.g., “GUE is committed to education, conservation, and exploration”). When it is stated as the organization motto, or the phrase appears outside of paragraph text, the first letter of each word should be capitalized.

# Style Guide

## Titles

While not crucial for personal communication, consistent usage of titles for GUE personnel and courses is important for professional correspondence and public documents including websites, social media posts, brochures, etc.

- Capitalize the first letter of each major word in the titles of GUE departments, including: Board of Directors, Board of Advisors (note the spelling), Headquarters, Operations, Quality Assurance, and Project Baseline.
- The word “instructor” is **only** capitalized when used in a formal title; that is, immediately following the organization name and preceding the instructor’s name. Curriculum names may also be included and should also be capitalized. Examples: “GUE Technical and Cave **Instructor** Jarrod Jablonski first became a cave **instructor** in 1990. GUE **instructors** undergo a rigorous certification process.”
- Always capitalize the first letters in **Instructor Trainer** and **Instructor Evaluator**.
- Never capitalize **intern** or **instructor candidate** unless another rule dictates you do so, such as when the words appear in a title.
- The first letter of each word in the name of a GUE course should be capitalized and the level should be in Arabic numerals. Complete names including unabbreviated curriculum names and the word “Diver” are the most correct, but abbreviated course names are common and may be appropriate, depending on the situation. Please judge the audience and importance of including the full course title. Examples: **Technical Diver 1, Rec 1**.
- For *Quest*, the preferred usage is “**Quest magazine**,” with “Quest” capitalized and italicized and “magazine” lowercase and not italicized, for clarity. It may be referred to as one capitalized, italicized word (*Quest*) or by its full title (*Quest: The Journal of Global Underwater Explorers*).

Consistent usage of curriculum abbreviations is important and GUE does have preferred spellings. These are **Rec**, **Tech** (always with an h), **DPV**, **CCR**, **RB**, **Doc Diver**. Fundamentals should always be spelled out in professional communication and public documents, and when possible, should include the organization abbreviation before it (**GUE Fundamentals**). The colloquialism “Fundies” is acceptable only for personal and/or casual usage.

# Permissions

GUE logos and the name “Global Underwater Explorers” are trademarks of an organization that is recognized by divers around the world. When a GUE logo or the name “Global Underwater Explorers” is used, the organization as a whole is being represented, not just the individual or entity using it. As such, there are specific permissions for who may use and for what purpose they may use GUE logos and the organization name.

## Headquarters

GUE Headquarters creates and maintains all GUE logo files and is the sole grantor of access/permissions to logo usage. Headquarters also reserves the right to change or amend the following permissions at any time, as well as create and use modified versions of the logo at their discretion.

Headquarters refers to the official GUE Operations office in High Springs, Florida and can be contacted at [info@gue.com](mailto:info@gue.com) or +1 386-454-0820.

## Instructors

As official representatives of the organization, instructors are granted license to use the GUE logo as specified by this document, for a multitude of purposes, including, but not limited to:

- Promotion of themselves as instructors, and services associated with this role, both in print materials and digital.
- Promotion of GUE community events such as dive days, experience days, projects, etc., both in print materials and digital.
- Printed promotional materials such as banners, flyers, and brochures.

## Official Partners

Instructor Development Centers, Dive Centers, and Affiliates represent the organization in an official capacity to their local communities. Because these communities are numerous and varied, Headquarters does not provide a standard set of promotional materials at this time. Therefore, Partners are permitted to use GUE logos for the following:

- Shop/club décor and promotion, such as posters, large scale wall decals, etc.
- Promotion of official partnership, both in print materials and digital.
- Promotion of GUE diver education programs offered through the shop/club, both in print materials and digital.
- Promotion of GUE community events hosted and/or sponsored by the shop/club, such as dive days, experience days, projects, etc., both in print materials and digital.

# Permissions

## Unofficial Groups

All dive groups who seek to promote GUE in their communities are encouraged to become official Partners at the Affiliate level to gain access to logo use. The only groups required to apply to Headquarters for Affiliate status are those who use the GUE name in their name, e.g., GUE-UK, GUE-Sweden, GUE-BC. These groups, once official, are also permitted to use the GUE logo to form their own more unique group logo, referred to as a [derivative logo](#).

## Projects

Official GUE Projects are those that have applied and been approved by Headquarters to use the GUE brand to represent their endeavors. Projects are permitted to use the GUE logo(s) provided to them for:

- Project documents, both print and digital, including promotional content, forms, write-ups, etc.
- Team apparel and other event-related textiles, such as banners or flags.
- Post-project documentation. In the case of videos, the GUE Video Logo and Video Intro may be provided upon request.

## Students & Members

GUE understands that with GUE certification comes excitement and often an enthusiasm to promote the organization. Logos are not publically available to GUE students and members to use, but access may be granted on a case-by-case basis. For representation on social media, GUE offers a Facebook profile frame that can be found in the Causes section of [www.facebook.com/profilepicframes](https://www.facebook.com/profilepicframes).

## Non-permitted Uses

- Use on apparel or merchandise for any purpose, without prior authorization from Headquarters.
- Use of any altered or unofficial logo for any purpose.
- Combination or use with other project, shop, or business logos without prior authorization.
- Use of the GUE logo to represent any non-GUE training or project, including those conducted by GUE instructors, affiliates, or students.
- Use of the logo or organization name in any way that misrepresents GUE's involvement with or endorsement of any event, person, project, class, procedure, equipment configuration, or group.



# Official Logos

## Full Color Logo

This Full Color Logo is GUE's primary logo and should be the first choice when promoting the organization, whether digitally or in print.

Files:

Official-GUE-Logo-2016.ai

Official-GUE-Logo-2016.png

## Full Color Logo (White Text)

The white text version of our Full Color Logo is only for use on dark backgrounds, when the text of the primary logo is not design-appropriate.

Files:

Official-GUE-Logo-2016-white-text.ai

Official-GUE-Logo-2016-white-text.png

## Single-Color Logo

The Single-Color Logo is provided in black, but may be changed to another color, depending on its use. This logo must never be modified to have multiple colors.

This logo is mainly used by Headquarters and other authorized entities for screenprinting, but is also acceptable for digital and print media use.

Files:

Official-GUE-Logo-2016-Single-Color.ai

Official-GUE-Logo-2016-Single-Color.png



# Official Logos

## Horizontal Logo

The Horizontal Logo is designed for use on official organization websites, but may be used in other applications with Headquarters' express permission.

Files:

Official-GUE-Logo-Horizontal-2016.ai

Official-GUE-Logo-Horizontal-2016.png



## Video Logo

The stylized Video Logo and the video introduction featuring this logo are primarily for Headquarters' use, for videos published by the organization or for media associated with DiveGUE.tv. Official GUE Projects may also request to use these graphics on their project documentation.

File:

Official-GUE-Video-Logo.png



## T-shirt Logo

The GUE block letter logo is for use on apparel by Headquarters and other entities who have a contractual agreement with Headquarters to print apparel locally.

File:

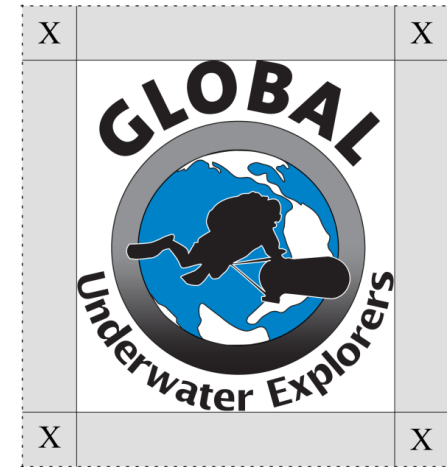
Official-GUE-Block-Logo.ai



# Layout Guidelines

## Logo Protected Area

The protected area of the GUE logo indicates the space that must be left between the logo and other typographic or graphic elements. This empty area provides distance from the surrounding features of a design and ensures the visibility of the logo. This protected area must equal to or greater than 1x, where x is equal to the height of the letters in "Global".



## Logo Center

The center of the GUE logo is the point equidistant from the top of GLOBAL to the bottom of Underwater Explorers, and equidistant from the left to the right side of the text.



# Logos Not to Use

## Portrait or “Round” Style



Logo with borderless globe



Heavily beveled logo with blue gradient



Logo with bevel, with or without a shadow



Any logo with white “Global”



Any multi-color logo with blue text



Logo with green land



Any logo with serif font “Underwater Explorers”



Gold 15<sup>th</sup> Anniversary logo



Blue 15<sup>th</sup> Anniversary logo



Any logo with ultra-stylized text or added textures or shading

# Logos Not to Use

## Horizontal/Landscape Style

Attributes of prohibited horizontal logos include:

- Text of varying fonts and color/style
- Discontinued globe style
- Use of serif font



# Logo Don'ts



Do not add elements to the logo such as URLs, names, titles, etc. Locations allowed with permission from Headquarters.



Always ensure horizontal/vertical values remain proportional when sizing the logo.



Do not use the globe separate from the text without specific permission from GUE HQ. On rare occasions this modification is acceptable, but it must be reviewed and approved by GUE HQ before use.



Do not add drop shadows, outlines, or other stylizing elements.



Do not rearrange the globe or the text.



Do not modify colors or fonts, including making the land green.



Always ensure that logos are sized appropriately and are not pixelated. For print, the logo must be 300dpi.



Do not use the logo without permission.

# Fonts & Colors

## Lucida Sans

Used only in the GUE logo.

## Oswald

GUE's chosen heading font. Oswald should be used, at a minimum, for first and second level headlines and titles.

<https://fonts.google.com/specimen/Oswald>

## Muli

GUE's chosen body font for slide presentations, including courses. Within presentations Muli can also be used as a third level headline or title.

<https://fonts.google.com/specimen/Muli>

## Lato

Though similar to Muli, Lato is GUE's chosen body font for all non-presentation documents published Headquarters, including worksheets, forms, letters, bulletins, etc. Lato can also be used as a third level headline or title within these documents.

<https://fonts.google.com/specimen/Lato>



### BLUE

PMS: Process Blue

CMYK: 83/40/0/0

RGB: 0/130/200

HEX: 0082c8



### GREY 1

PMS: Cool Grey 7C

CMYK: 46/37/35/2

RGB: 145/147/150

HEX: 919396



### GREY 2

PMS: Cool Grey 11C

CMYK: 64/58/55/33

RGB: 82/80/82

HEX: 525052



### GREY 3

PMS: Hexachrome Black C

CMYK: 70/68/64/74

RGB: 35/31/32

HEX: 231f20

# Logo with Address Block

The GUE logo with address block is used by Headquarters on official documents such as instructor forms, student forms, and official correspondence when the organization letterhead is unavailable or not practical. When possible, the logo with address should be used as the single graphic and not created separately within the document.



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F: +1 386.454.0654 | [www.GUE.com](http://www.GUE.com)



# Derivative Logos

A derivative GUE logo refers to any logo that is created and used to represent a group, club, or organization other than GUE, but uses the GUE logo as a template or basis.

Affiliated groups who have submitted an application and have been approved for official Partner status may request the GUE logo artwork to use as a foundation for the group's unique logo.

Headquarters is available to assist groups in the design and artwork creation of their logo. All derivative logos must be submitted to Headquarters for approval prior to being published or used in any manner.

Groups with an approved logo are not required to seek Headquarters' further permission for its use, but must abide by the following:

- Merchandise printed with the logo must be sold at cost, or if sold with a profit, those profits must be returned to the group and used for local education, conservation, and exploration related activities.
- Use of the GUE logo on merchandise, in conjunction with the group logo, is available with prior authorization from Headquarters and a small donation to the organization.
- All use must be in accordance with GUE Standards and promote the organization in a professional and positive manner.

Examples:

