Sea TREK

HELMET DIVING

Introduction

Sub Sea Systems®, Inc. created the **SeaTREK**® Branding Guide to provide information about the appropriate use of the **SeaTREK** logotype. As **SeaTREK** continues to grow and gain branding awareness worldwide, it is mandatory that all **SeaTREK** operators and staff maintain consistent branding standards and a worldwide identity.

No person may use any logotype identical to, or confusingly similar with the logotype identified in this document without written approval from **Sub Sea Systems**®, Inc.

Policies and standards within this Branding Guide apply to all **SeaTREK** licensees, **SeaTREK** operations and staff, as well as external organizations who have been approved to use the **SeaTREK** logotype.

For inquiries or to submit a request, send an E-mail to:
hannah@subseasystems.com

*T*he Sea**TREK**® **logo** is visual identity of the internationally recognized Sea**TREK** brand. The logo is used in print and electronic formats to represent the Sea**TREK** brand. For greatest branding impact use the Sea**TREK** logo indicated above.

Use the logo consistently and with good design; always maintain clarity and integrity of the Sea**TREK** logo.

Guidelines for Using the Logo:

• Use it on all promotional materials representing or relating to Sea**TREK**, including but not limited to the following:
  • Rack cards and brochures
  • Posters
  • Banners / flags
  • Business cards
  • Business stationary, letterhead, envelopes
  • Staff uniforms
  • Promotional clothing
  • Promotional videos
  • Promotional photos
  • Company merchandise
  • Air cylinders, mask straps, wetsuits
• Do not use the logo to promote an event or service that is not officially sponsored by Sea**TREK**
• Use the artwork provided in this guide; choose the highest resolution appropriate for your use
• Use the logo in the proportions given; do not alter the image

or distort the relative horizontal and vertical dimensions
• Position the logo parallel to the top of the page or screen; do not rotate
• Separate the logo (on all sides) from text and graphic images by a space equal to or greater than the height of the "**T R E K**" in the **SeaTREK** logo
• Ensure the logo is distinctive when printed over photographs or other images
• When used on the same page or screen with another logo, separate the images by as much space as possible

Examples of Correct Logo Usage:
Standard Logo:

White Background: Greyscale:

Black Background:

If black is the only color option for the background, the logo without a background and without a drop shadow should be utilized. Also, when placing the logo on a black or dark background be sure to use a logo with a white registration mark to insure **SeaTREK**'s branding remains consistent. See page 5 for more information.

Sea*TREK*® Vector Logo:

If you would like to use a simpler version of the **Sea*TREK*** logo, the vector logo below can be used instead of the standard **Sea*TREK*** logo. In this case the bubbles may or may not be used.

1 Color: **2 Colors:** **5 Colors:**

Black and White Printing:

If color printing is not an option, the all black or grey scale logo may be utilized.

Black only:

Greyscale:

Sea*TREK* Stylized Logo:

If you would like to use a stylized text version of the **Sea*TREK*** logo, the logos below can be used instead of the standard **Sea*TREK*** logo.

On White and Black Backgrounds:

Color:

Black White:

Grey scale:

Examples of Incorrect Logo Usage:

Do not use any distracting colors or patterns behind the logo.

Do not use a stylized font to represent the branding "Sea*TREK*".

Do not use the logo with drop shadow on colored background

Using other colors or additional text for logotype must first be approved by Sub Sea Systems®, Inc.

Use only approved colors for logotype unless approved by Sub Sea Systems®, Inc.

It is up to your discretion to use the standard **Sea*TREK*** logo or the simpler version without the bubbles. We suggest that if the logo is used in a way where the bubbles are unrecognizable, use the simpler version.

Logo with unrecognizable bubbles

Logo without bubbles

SeaTREK® Logo on Promotional Materials: Examples:
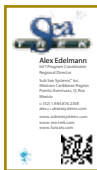
Rack card

Poster

Clothing

Rash guards

Board shorts

Vehicle Wraps

Letterhead, Envelope,
& Business Card

Sea*TREK*® Colors:

Standard Logo	Vector Logo

Pantone (coated):

Standard Logo	Vector Logo
blue (541 u)	blue (300 c)
green (5545 u)	green (349 c)
gold (457 u)	gold (110 c)
	lt. blue (306 c)

Pantone (uncoated):

Standard Logo	Vector Logo
blue (541 u)	blue (300 u)
green (5545 u)	green (349 u)
gold (457 u)	gold (110 u)
	lt. blue (306 u)

CMYK:

Standard Logo	Vector Logo
blue (c=100, m=57, y=0, k=38)	blue (c=100, m=58, y=4, k=0)
green (c=59, m=0, y=50, k=52)	green (c=93, m=33, y=92, k=26)
gold (c=0, m=15, y=100, k=28)	gold (c=17, m=31, y=100, k=1)
	lt. blue (c=79, m=1, y=5, k=0)

RGB:

Standard Logo	Vector Logo
blue (r=0, g=70, b=127)	blue (r=0, g=104, b=174)
green (r=52, g=113, b=91)	green (r=0, g=104, b=62)
gold (r=194, g=162, b=4)	gold (r=213, g=169, b=40)
	lt. blue (r=0, g=183, b=229)

Hexadecimal :

Standard Logo	Vector Logo
blue (#00467f)	blue (#0068ae)
green (#34715b)	green (#00683e)
gold (#c2a204)	gold (#d5a928)
	lt. blue (#00b7e5)

Copyright Guidelines:

Any text or material directly copied from Sea*TREK* or **Sub Sea Systems**®, Inc.—including Web sites, rack cards, brochures, posters etc.—must be represented with the following information at the bottom right hand corner of the page. Font size should not exceed 10-12 pt. or be less than 6 pt. See below.

Trademark Guidelines:

Any time the word **Sea*TREK*®** or **Sub Sea Systems®** is prominently used—as in a title or header—it must be accompanied with a registered trademark symbol—"®". Additionally, when the word **Sea*TREK*** is used within a paragraph or text it must be accompanied with a registered trademark symbol at least one time per page. See below.

> **Sea*TREK*®**
> **or Sub Sea Systems®**
> **or Sub Sea Systems®**, Inc.

Web sites:

Webmaster must contact **Sub Sea Systems**, Inc. for approval before the Web site goes live. Use of the **Sea*TREK*** logo on the World Wide Web is restricted to **Sea*TREK*** departments and approved external organizations.

General Guidelines for Web sites:

- The logo must be used on the **Sea*TREK*** operator's home page and all **Sea*TREK*** related Web sites
- When used on the same page with other logos, separate the images by as much space as possible
- Use the artwork provided in this guide; alterations to these images are not permitted
- Specially designed Web images and icons used to represent **Sea*TREK*** must be approved by **Sub Sea Systems**, Inc.
- Web publishers are responsible for ensuring the appropriate approvals for copyrighted material
- **Sea*TREK*** operator Web sites must state on the bottom of the Home page,

"**Sea*TREK*®** is a registered trademark of **Sub Sea Systems®**, Inc."

Typeface Standards:

Times, Regular

Myriad Pro, Bold Italic

Publications:

The logo must appear on all advertisements promoting Sea**TREK**®. General guidelines for publication are below.

General Design Guidelines and Tips:

• The logo should be a key element in the design of all material intended for external audiences that may not be familiar with Sea**TREK**
• Display materials should include the logo in a highly visible position
• Use images and artwork provided by designers at **Sub Sea Systems**®, Inc. to achieve high quality results

For additional information contact **Sub Sea Systems**, Inc.

Sea*TREK*® Contacts:

Marketing and Communications:
Hannah Mayfield—Director of Marketing and Communications
E-mail: hannah@subseasystems.com

Graphic Design Department:
Christina Azbill—Graphic Designer
E-mail: christina@subseasystems.com

Sub Sea Systems®, Inc.
6524 Commerce Way
Diamond Springs, CA 95619
p: 530.626.0100
f: 530.626.0113
Web site: www.sea-trek.com

Related Web sites:

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