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

Use the logo consistently and with good design; always maintain clarity and integrity of the SeaTREK logo.

**Guidelines for Using the Logo:**

- Use it on all promotional materials representing or relating to SeaTREK, 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 SeaTREK
- 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.
Introduction to SeaTREK® Branding

Examples of Correct Logo Usage

SeaTREK® Vector Logo:
If you would like to use a simpler version of the SeaTREK logo, the vector logo below can be used instead of the standard SeaTREK logo. In this case the bubbles may or may not be used.

1 Color:  
![SeaTREK Vector Logo 1 Color](image)

2 Colors:  
![SeaTREK Vector Logo 2 Colors](image)

5 Colors:  
![SeaTREK Vector Logo 5 Colors](image)

Black and White Printing:
If color printing is not an option, the all black or greyscale logo may be utilized.

Black only:  
![SeaTREK Black only](image)

Greyscale:  
![SeaTREK Greyscale](image)

SeaTREK Stylized Logo:
If you would like to use a stylized text version of the SeaTREK logo, the logos below can be used instead of the standard SeaTREK logo.

On White and Black Backgrounds:

Color:  
![SeaTREK Color](image)

Black:  
![SeaTREK Black](image)

White:  
![SeaTREK White](image)

Grey scale:  
![SeaTREK Grey scale](image)
Examples of Incorrect Logo Usage:

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

Do not use the logo with drop shadow on colored background.

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

Do not use a stylized font to represent the branding “SeaTREK”.

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

It is up to your discretion to use the standard SeaTREK 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
Introduction to SeaTREK® Branding
SeaTREK® Logo on Promotional Materials:

Examples:

Rack card

Poster

Clothing

Rash guards
Board shorts

Vehicle Wraps

Letterhead, Envelope, & Business Card
### SeaTREK® Colors:

<table>
<thead>
<tr>
<th>Standard Logo</th>
<th>Vector Logo</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Pantone (coated):</strong></td>
<td></td>
</tr>
<tr>
<td>blue (541 u)</td>
<td>blue (300 c)</td>
</tr>
<tr>
<td>green (5545 u)</td>
<td>green (349 c)</td>
</tr>
<tr>
<td>gold (457 u)</td>
<td>gold (110 c)</td>
</tr>
<tr>
<td></td>
<td>lt.blue (306 c)</td>
</tr>
<tr>
<td><strong>Pantone (uncoated):</strong></td>
<td></td>
</tr>
<tr>
<td>blue (541 u)</td>
<td>blue (300 u)</td>
</tr>
<tr>
<td>green (5545 u)</td>
<td>green (349 u)</td>
</tr>
<tr>
<td>gold (457 u)</td>
<td>gold (110 u)</td>
</tr>
<tr>
<td></td>
<td>lt.blue (306 u)</td>
</tr>
<tr>
<td><strong>CMYK:</strong></td>
<td></td>
</tr>
<tr>
<td>blue (c=100, m=57, y=0, k=38)</td>
<td>blue (c=100, m=58, y=4, k=0)</td>
</tr>
<tr>
<td>green (c=59, m=0, y=50, k=52)</td>
<td>green (c=93, m=33, y=92, k=26)</td>
</tr>
<tr>
<td>gold (c=0, m=15, y=100, k=28)</td>
<td>gold (c=17, m=31, y=100, k=1)</td>
</tr>
<tr>
<td>lt.blue (c=79, m=1, y=5, k=0)</td>
<td></td>
</tr>
<tr>
<td><strong>RGB:</strong></td>
<td></td>
</tr>
<tr>
<td>blue (r=0, g=70, b=127)</td>
<td>blue (r=0, g=104, b=174)</td>
</tr>
<tr>
<td>green (r=52, g=113, b=91)</td>
<td>green (r=0, g=104, b=62)</td>
</tr>
<tr>
<td>gold (r=194, g=162, b=4)</td>
<td>gold (r=213, g=169, b=40)</td>
</tr>
<tr>
<td>lt.blue (r=0, g=183, b=229)</td>
<td></td>
</tr>
<tr>
<td><strong>Hexadecimal:</strong></td>
<td></td>
</tr>
<tr>
<td>blue (#00467f)</td>
<td>blue (#0068ae)</td>
</tr>
<tr>
<td>green (#34715b)</td>
<td>green (#00683e)</td>
</tr>
<tr>
<td>gold (#c2a204)</td>
<td>gold (#d5a928)</td>
</tr>
<tr>
<td>lt.blue (#00b7e5)</td>
<td></td>
</tr>
</tbody>
</table>

### Copyright Guidelines:

Any text or material directly copied from SeaTREK® 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.

© Sub Sea Systems®, Inc. ALL RIGHTS RESERVED.
Trademark Guidelines:

Any time the word SeaTREK® 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 SeaTREK is used within a paragraph or text it must be accompanied with a registered trademark symbol at least one time per page. See below.

SeaTREK®
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 SeaTREK logo on the World Wide Web is restricted to SeaTREK departments and approved external organizations.

General Guidelines for Web sites:

- The logo must be used on the SeaTREK operator’s home page and all SeaTREK 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 SeaTREK must be approved by Sub Sea Systems, Inc.
- Web publishers are responsible for ensuring the appropriate approvals for copyrighted material
- SeaTREK operator Web sites must state on the bottom of the Home page,

“SeaTREK® 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 SeaTREK®.

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 SeaTREK
• 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.
SeaTREK® Contacts:

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Related Web sites:

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www.snuba.com
www.reefalliance.com
www.snubaU.com