

The Scottish Association for Marine Science

Brand guidelines 3.0 / July 2022



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SAMS ADDRESS

Scottish Association for Marine Science;
Dunbeg;
Oban;
PA37 1QA

QUICK RESOURCE LINKS

Brand guidelines
Fundraising guides
Logos
Letterhead
Fonts
Email footer

About SAMS

Who we are

Summary

The Scottish Association for Marine Science (SAMS) is Scotland's largest and oldest **independent** marine science organisation, delivering marine science for a productive and sustainably managed marine environment through **innovative** research, education and engagement with society.

Based near Oban on the Scottish west coast, our marine research and teaching portfolio is **diverse** in topic and discipline, **global** in outlook, project locations and relevance, and delivered by a SAMS team with **can-do attitude** working in

partnership with academic, business, government, regulatory, voluntary and civic society colleagues.

SAMS is a charitable organisation (009206) with a membership that elects the Board members following a recruitment process. It is also a Company Limited by Guarantee registered in Scotland (SC 009292) and operates two wholly owned subsidiary companies: **SAMS Enterprise** - a specialist marine consultancy - and SAMS Ltd.

SAMS is a partner of UHI, the University of the Highlands and Islands.

Our mission

... is to increase, communicate and use our understanding of the oceans for the public good by:

- **creating** new knowledge through transformational scientific enquiry
- **disseminating** that knowledge through inspirational education and public outreach
- **deploying** that knowledge to solve real-world problems

Our address

Scottish Association for Marine Science;
Dunbeg;
Oban;
PA37 1QA

Who's who in SAMS Communications?

SAMS communications delivers web development, media relations, filmmaking, social media, publications, branding, marketing, public engagement, event management and some internal communication functions.



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SAMS Communications Team

Brand identity

SAMS Logo

This is the primary logo format.

1.



2.



3.



4.



1. On white

2. On SAMS BG

3. Black only

Only to be used on single colour designs (eg black and white newspaper job listing).

4. White only

Use on top of photos (eg on a promotional stand).
If the white logo is not legible on top of the image, use a colour overlay to darken the image.

Acronym Logos

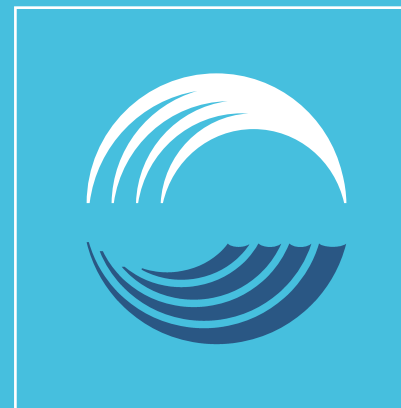
For internal, local and familiar consumer the abbreviated SAMS logo should be used.

The SAMS icon only logo should only ever be used for Apps, Business Cards, Email, Signage and Social where applicable.



SAMS Limited

This is for finance use only



Logo clearance area and size

The logo should always be surrounded by a minimum area of space. This space, or isolation area, ensures that headlines, text or other visual elements do not encroach on the logo.

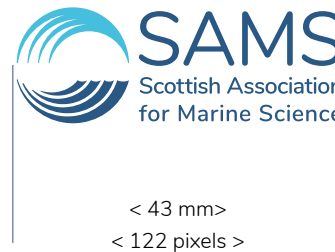
This area is defined by adding space, equivalent to the width of the 's', around the edge.



Minimum size

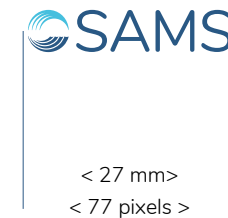
To ensure legibility, the minimum size that the logo can appear is as listed below.

There is no maximum reproduction size for the logos.



Landscape logo

In print: 43mm
On Screen: 122 pixels



Acronym logo

In print: 27mm
On Screen: 77 pixels

Do not...

The original format of the logos is not to be edited in any way. Only use the logos made available.

For example, do not

add drop shadow (1.)

stretch (2.)

rotate (3.)

squash (4.)

cut off (5.)

edit the colours (6.)

transparent (7.)

or edit the logo in any way (8.)

1.



5.



2.



6.



3.



7.



4.



8.



Dual/UHI branding

The full SAMS logo should always be used with dual branding. This should never be smaller than the logo/logos adjacent.

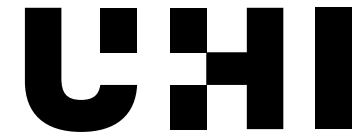
For the logo clearance area and size please refer to page 11.

Please see the [UHI Brand Guidelines](#) for further information.

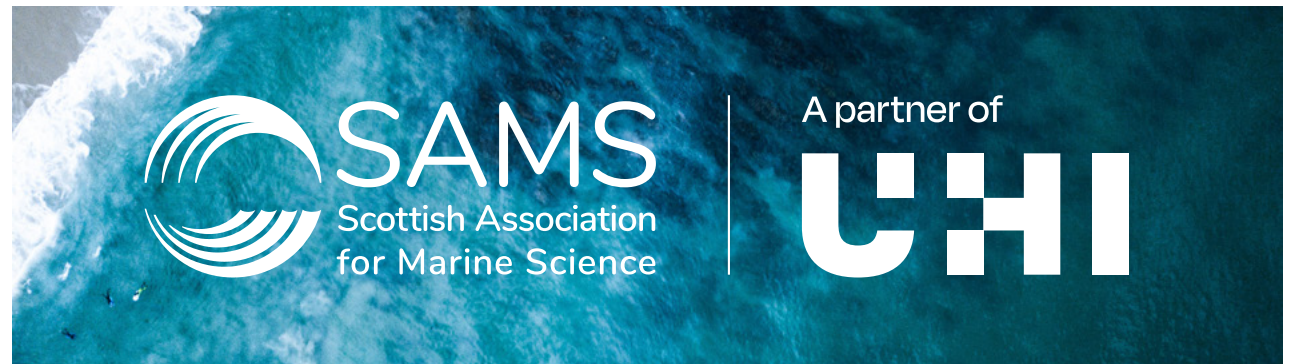
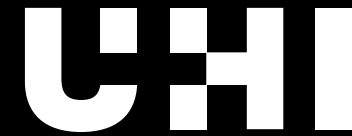
[UHI Logos can be found here.](#)



A partner of



A partner of



Typography

Heading

Nunito Light

Sentence case - ie only capitalise
the first letter (unless referring to a
name or place)

Tracking -10

Kerning - Optical

Sub Heading

Nunito SemiBold

Sentence case - ie only capitalise
the first letter (unless referring to a
name or place)

Body copy

Nunito light, Nunito Regular
or Open sans
(Semi-Bold and Italic also
available) Sentence case

Sample
of text used
in heading

Sample of text
used in heading

Sample of text used in body text. Sample
of text used in body text. Sample of text
used in body text. Sample of text used in
body text. Sample of text used in body
text. Sample text. Sample of text used
in body text.

When using the SAMS name in a body of text, always ensure to use capital letters.

Tone of Voice

Guidelines

As an international research institute and university partner, SAMS' voice, tone and language should reflect our global brand and research evidence-based values.

The tone of voice at SAMS is **professional, approachable** and **honest**. Communications should be **clear** and inspiring with the aim of educating and encouraging our audience to join our conversation. **Trust** in our competence, reporting and behaviour is essential and our communications aim to build and maintain that trust. When providing content for opinion pieces, or when responding to a claim that requires support or rebuttal, contributions should always be **evidence-based** and should consider SAMS' political impartiality.

SAMS communication, both in word and look, **focuses on people** rather than projects, organisations or technology. Our science is

done by people and for people to use our new knowledge and to protect our marine environment and climate: Identify your audience and articulate your message for that group, using appropriate language within our professional limits. Use active language where possible and avoid jargon if not everyone in the audience understands it.

Where appropriate keep messages short, clear and easy to understand. Accurate and consistent grammar and spelling maintain our professional identity and all documents should be proofread before going public.

You need to consider your tone of voice for texts to be published on websites, social media posts, news articles, presentations, sales and marketing materials, proposals and tenders.

Tone of voice checklist

- Professional and inviting
- Clear and concise messages for defined audience
- Opinions are backed by evidence
- People focus
- Active language
- Avoid jargon if not necessary
- Check grammar and spelling

Get in touch

Contact the SAMS comms team if you want support, advice or somebody to discuss your verbal, written or visual communication with.

Colour palette



Primary colour palette



SAMS DB

C: 89 M: 61 Y: 26 K: 10
 Pantone 7685 C
 R: 41 G: 88 B: 132
 #2A5883

SAMS BG

C: 65 M: 0 Y: 11 K: 0
 Pantone 637 C
 R: 70 G: 191 B: 222
 #46BFDE

White

C: 0 M: 0 Y: 0 K: 0
 R: 255 G: 255 B: 255
 #FFFFFF

Secondary colour palette



Burnt Orange

C: 4 M: 64 Y: 84 K: 0
 R: 231 G: 115 B: 52
 #E77334

Bright Yellow

C: 0 M: 20 Y: 90 K: 0
 R: 255 G: 205 B: 28
 #FFCD1C

Deep Ocean

C: 68 M: 14 Y: 0 K: 63
 R: 30 G: 82 B: 94
 #1E525E

Coral Pink

C: 11 M: 97 Y: 56 K: 2
 R: 210 G: 30 B: 76
 #D21E4C

Green

C: 52 M: 0 Y: 84 K: 0
 R: 141 G: 192 B: 78
 #8DC04E

Data visualisation

Data visualisations include data points, possibly results from a survey or trends that have been identified.

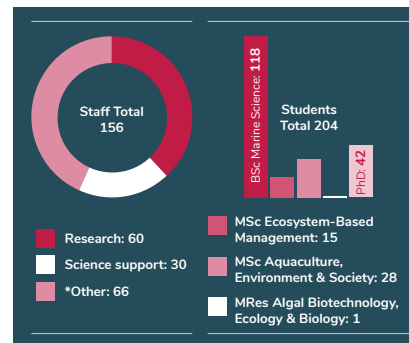
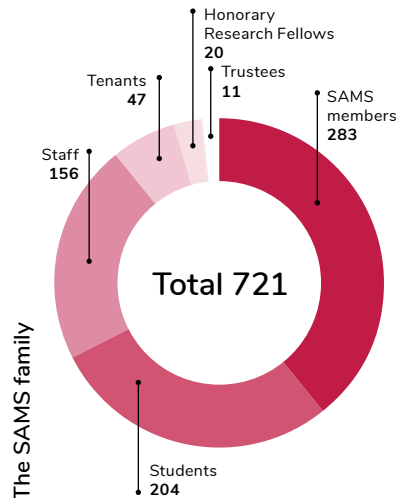
Data visualisations are trying to accomplish exactly what their name implies – making data more visual, easy to understand, and ultimately retain.

02

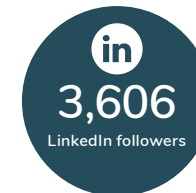
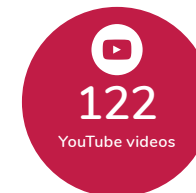
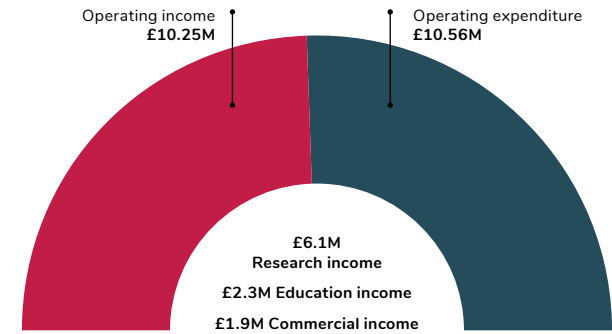
Activities

- 4** **TAUGHT PROGRAMMES**
1 Undergraduate
3 Masters
- 34** **COMMERCIAL**
contracts
- 81** **PEER-REVIEWED**
publications
- 125** **FUNDED**
research projects
- 539** **SCHOOL**
pupils trained
- 1,240** **ALGAL CULTURES**
supplied
www.ccap.ac.uk
- 4,474** **VISITORS**
to the Ocean Explorer Centre

At a Glance



Finance



SAMS Tartan

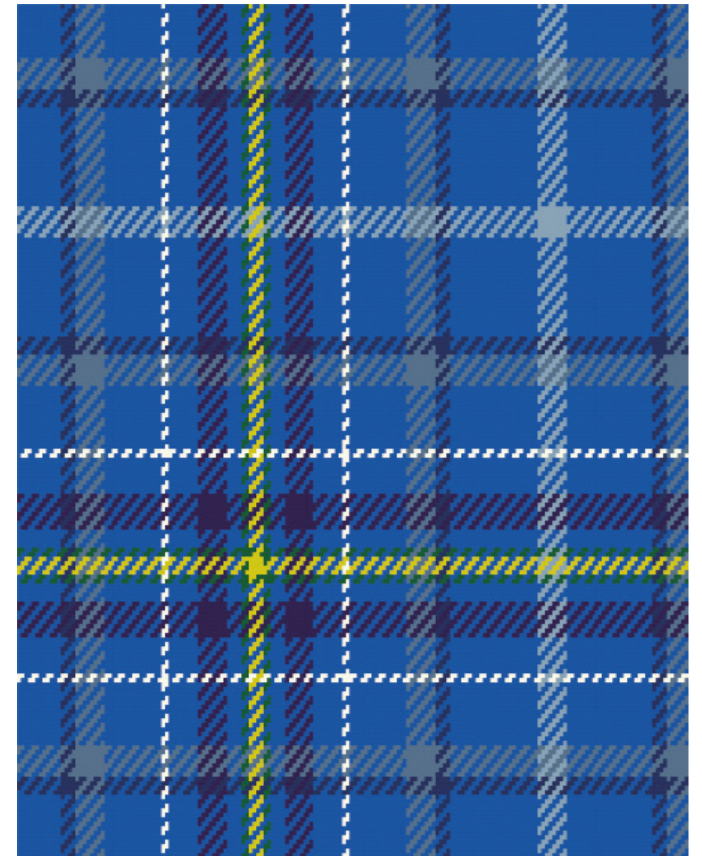
About

This corporate tartan has been designed to celebrate the beauty of our seas and the important historical and ongoing discoveries made by marine scientists in Scotland. Founded in 1884 in Edinburgh by Sir John Murray, the Scottish Association for Marine Science (SAMS) is Scotland's oldest independent marine science organisation and pioneering charity, nowadays based in Oban.

The tartan's dominant blues represent the different domains of the global ocean, while

the light blue stands for clean water and air. The white symbolises Scotland's connection with, and SAMS' research expertise in, the Arctic while the yellow represents biodiversity and oceanographic technologies. The purple recognises SAMS' deep commitment to the community, to education and to its founding partnership with the University of the Highlands and Islands, while the vibrant green expresses SAMS' mission for a sustainable ocean future where human society is in harmony with nature.

Example



Icons



Some examples of our icon style, this is 2px stroke on a 48px grid.



SAMS Fundraising

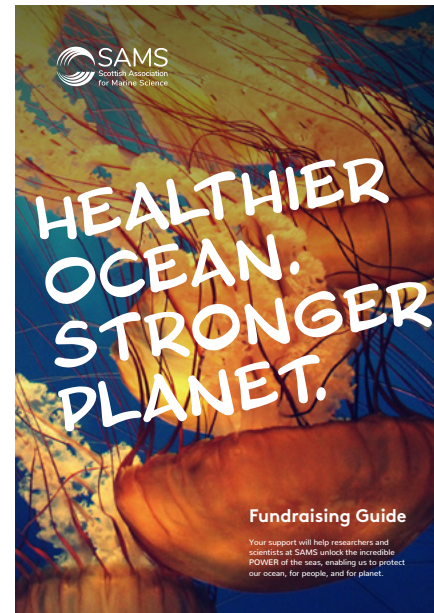
About

SAMS is new to fundraising, which will follow SAMS general branding but with a more general audience in mind. All Development communications - beyond re-distribution of corporate materials - should be discussed in advance with the Head of Development.

PDF Downloadable Guides



Corporate Support PDF Downloadable Guide



Community Fundraising PDF Downloadable Guide



Leaving Gifts for SAMS PDF Downloadable Guide

Photography general



Photography should always be engaging and honest. The brand identity relies on realistic imagery, shot on location, in as natural a manner as possible.

The images should be of a crisp resolution and captured in sharp focus.

Ensure images have been cropped to help bring the viewer's attention to an area of interest.

Examples can be seen opposite and on the following page.

The only posed photos are news images and for social media.

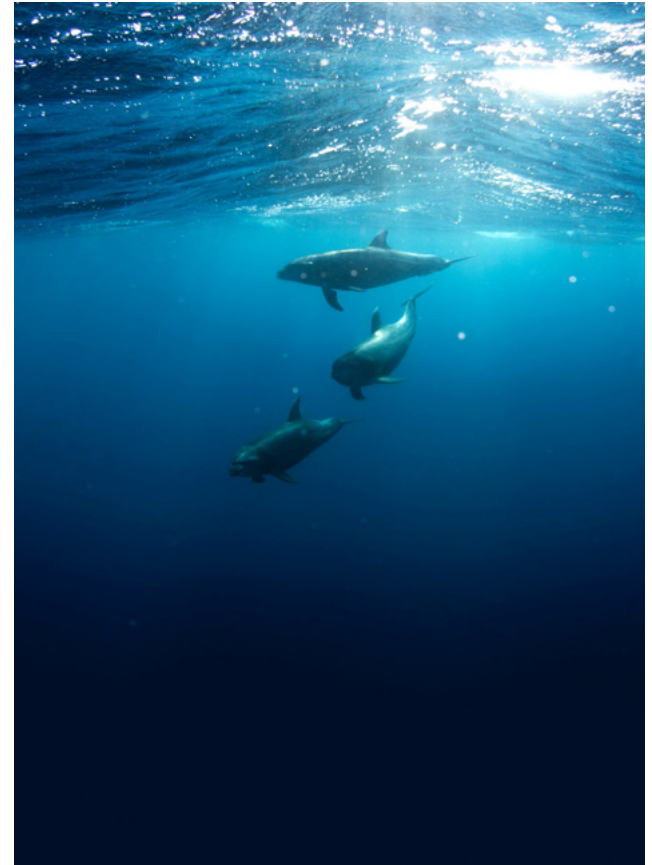
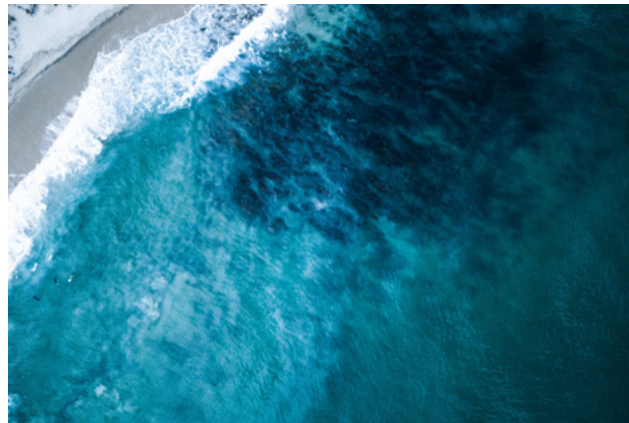
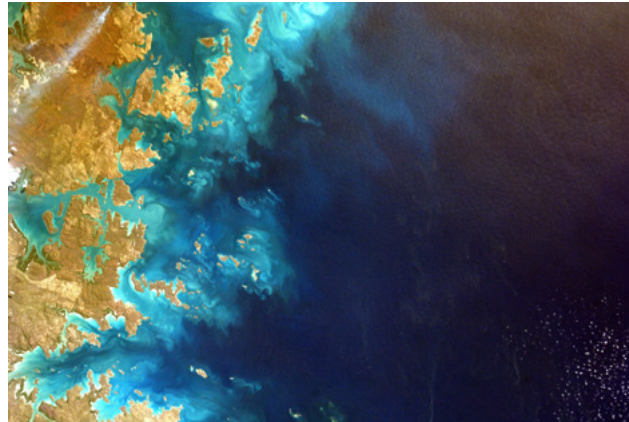
Photography people



Photography macro



Photography from above or below



Brand examples

Stationery





Annual Report

Independent marine science since 1884

2018-19

Welcome

The external environment we operate in has continued to change at a rapid speed: the relationship the UK research community will have with the European Union, which contributes about 20% of our current funding, remains uncertain since the Brexit referendum three years ago; UK Research and Innovation (UKRI) is changing the funding landscape for research in the UK and, closer to home, the University of the Highlands and Islands is discussing its future governance structure.

In such a turbulent political climate, some organisations rise while others may disappear. Making the right governance and management decisions is thus particularly important for SAMS as an independent charity with its finely balanced financial setup. With this in mind, we have restructured our governance and recruited a substantial number of new trustees with diverse experiences and skills to help steer us to our future. They have been busy helping us develop and scrutinising our work to devise a new strategy for the next five years.

The six-year tenure of Professor Geoffrey Boulton as SAMS President came to the end at the last AGM, and our experienced trustee Ian Dunn took up the role of Interim Chair until Diana Murray was elected by members at the Extraordinary General Meeting on 29th March 2019 as Chair of SAMS Board and my new boss. I want to express my gratitude to Geoffrey for his dedication during his time as President, to Ian for

his support and welcome our new chair Diana to SAMS.

Our new internal science structure with three research areas has been settling in and has much improved the information flow between researchers and between research, education and enterprise. The management of SAMS continues to improve and we have been working hard on developing Netsuite as an integrated management and finance tool. Netsuite continues to challenge us daily but the financial information it can provide allows us to make more financially informed management decisions.

It's been a busy year, with staff having worked on 125 research and 34 commercial projects, publishing 81 peer-reviewed publications and a similar number of technical, project and commercial-in-confidence reports. Financially we are reporting a deficit, more than half of which related to an unexpected and very substantial increase in pension contributions.

Against the backdrop of the challenges, SAMS research and education are of increasing relevance to a society that faces a climate emergency, ongoing human population growth, a plastic waste crisis and unprecedented species extinction rates. On the last day of this reporting period a humpback whale visited SAMS, maybe a call for scientists to redouble our efforts for a healthy and sustainable marine environment.

Nicholas J. Owens

Professor Nicholas JP Owens
SAMS Director



“SAMS research and education are of increasing relevance to a society that faces a climate emergency, plastic waste crisis and unprecedented species extinction rates. We scientists must redouble our efforts for a healthy and sustainable marine environment.”

01

SAMS Ocean Explorer

SAMS Ocean Explorer - Resource

Text about this here

Website address:

TBC

SAMS Ocean Explorer logos

Text about this here.

All SAMS Logos can be found here.

OE Centre

OE Magazine

OE Updates



SAMS Ocean Explorer Shop

Text about this here

Website address:

www.oceanexplorershop.co.uk

