SAMS ENTERPRISE

SAMS ENTERPRISE

Brand guidelines 1.1 / November 2021

Enterprise Logo

This is the only logo format.

1.

2.

3.

4.

1. **On white**
2. **On SAMS Enterprise 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.

Enterprise 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

Brown ST
ALL Caps - ie capitalise full heading

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.

Enterprise Colour palette

Primary colour palette

SAMS BG

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

SAMS ENTERPRISE CTA

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

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

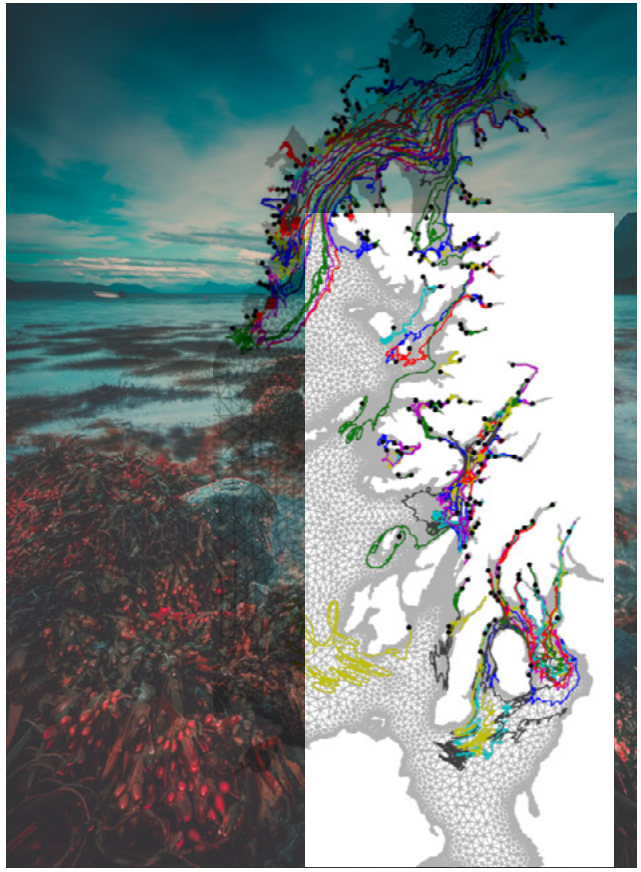
Coral Pink

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

Wave Blue

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

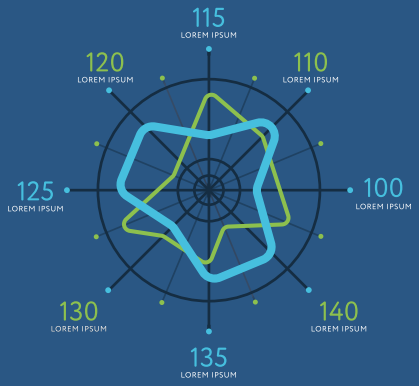
Imagery

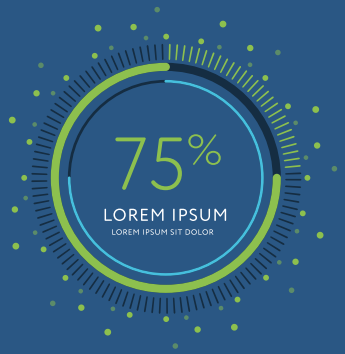


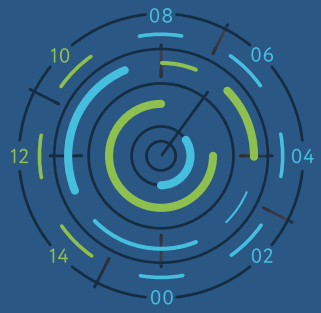
Perspective

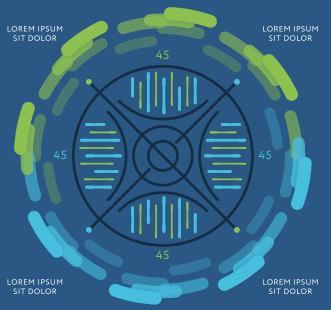
People

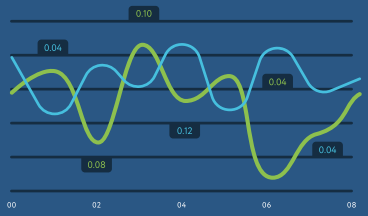
Data visualisation

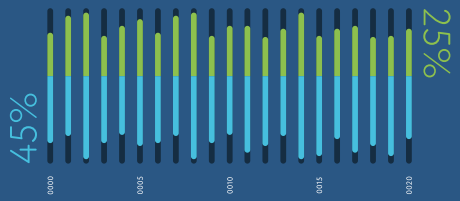


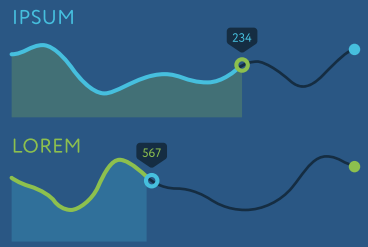


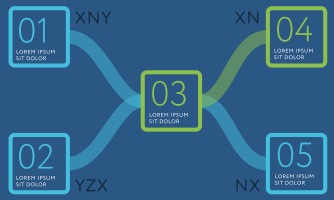


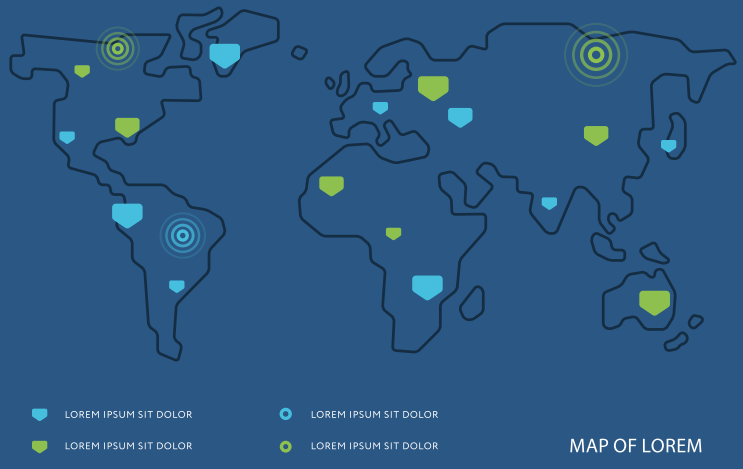


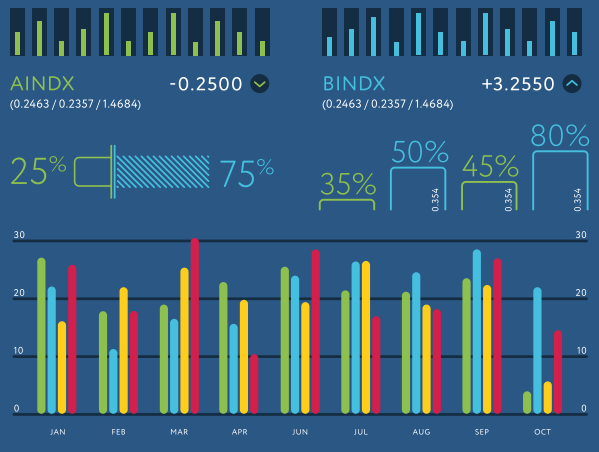




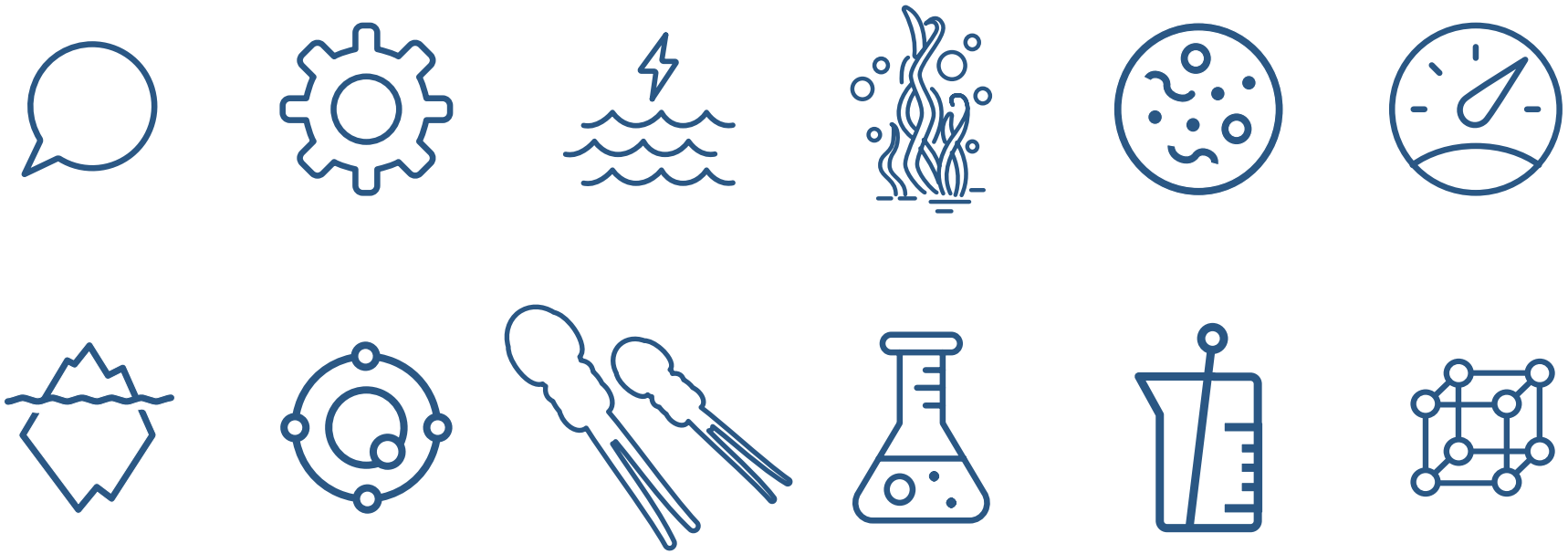








Icons



Brand examples

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Head of SAMS Enterprise
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W: www.sams-enterprise.com
SAMS
ENTERPRISE

SAMS
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CONSULTANCY
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www.sams-enterprise.com

SEAFOOD SECURITY

ESSENTIAL SERVICES THAT INFORM INDUSTRY ON THE SAFEGUARDING OF HUMAN HEALTH.

HABs & Toxins

With much of our food coming from the sea, the monitoring of naturally occurring and man-made toxins in the sea, which can be ingested by fish and shellfish and absorbed by seaweeds, is of vital importance. Some of these toxins can be produced by Harmful Algal Blooms (HABs).

Our research underpins computer models and other risk assessment tools that provide the aquaculture industry with early warnings of HABs. Underpinned by this expertise, we make these pioneering methods available to aquaculture, regulators and the public.

We also provide an essential service to the seafood industry in gathering and analysing water samples to monitor the presence of toxic phytoplankton, to ensure the safe harvesting of seafood and to protect and preserve human health. Our toxic phytoplankton monitoring programme across Scottish shellfish growing areas for Food Standards Scotland is accredited to BS EN ISO17025.

bsi. ISO 9001 Quality Management

FS 635849

We operate a Quality Management System that has gained BS EN ISO9001:2015 certification.

Our seafood security services:

Toxic phytoplankton monitoring

Environmental Impact Assessment support

- Effluents
- Waste disposal

Laboratory analysis

- Contaminants
- Benthic
- Seawater

Biosecurity

Sanitary surveys

SAMS
ENTERPRISE
Decommissioning services:
Marine mammal survey
Underwater acoustic Monitoring
Marine growth assessments
Marine modelling & surveys
Hydrodynamics
Environmental impact assessment
Marine spatial planning
Biosecurity
MARINE ENERGY
Specialist Marine Consultancy
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New
DEPOMOD

PRODUCT
New DEPOMOD

New DEPOMOD Logo

This is the only logo format.

1.

2.

3.

4.

1. **On white**
2. **On Deep Ocean**
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.

New DEPOMOD Colour palette

Primary colour palette

Deep Ocean

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

CTA Burnt Orange

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

White

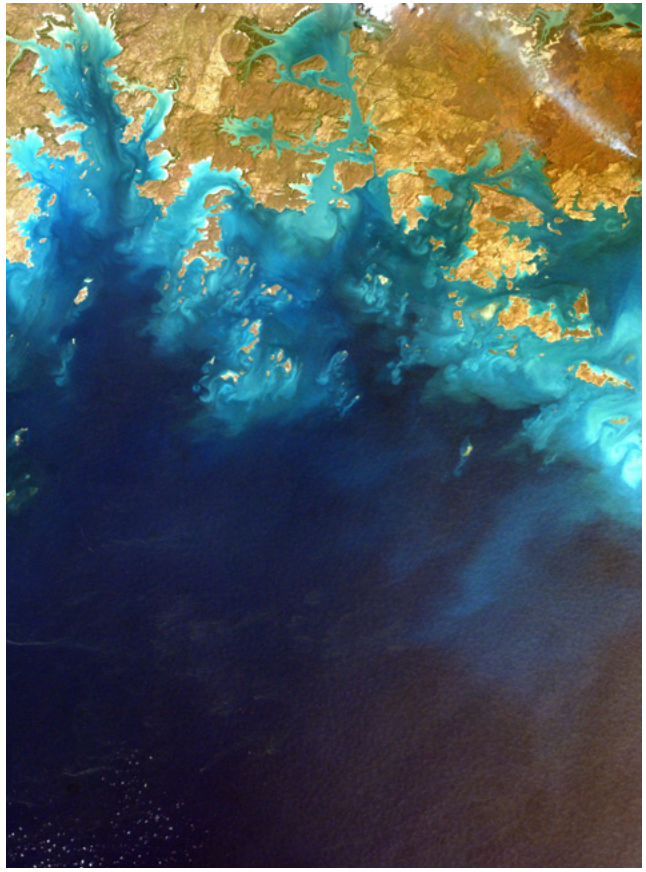
C: 0 M: 0 Y: 0 K: 0
R: 255 G: 255 B: 255
#FFFFFF

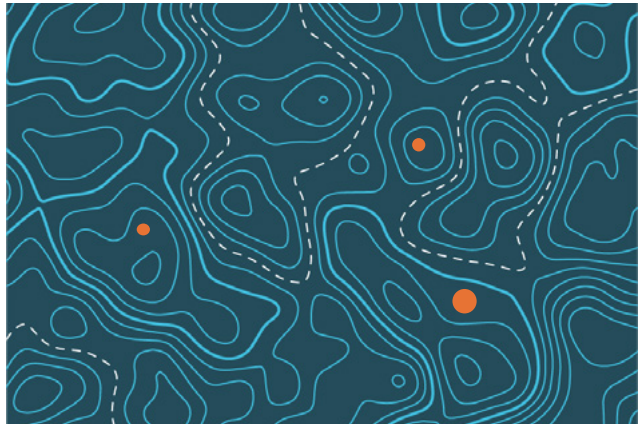
Dual branding

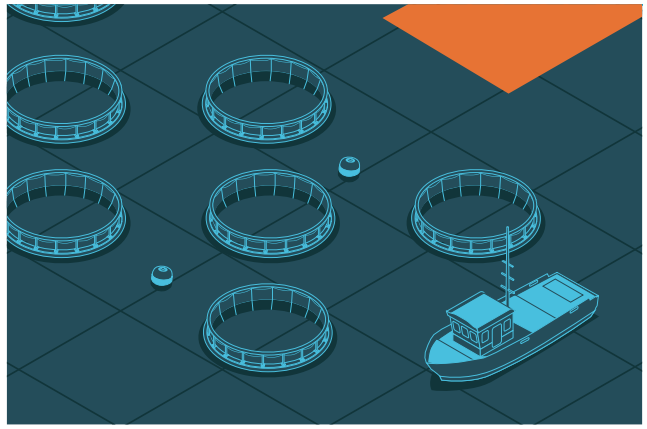
The full SAMS Enterprise logo should always be used with dual product branding. This should never be smaller than the product logo/logos adjacent.

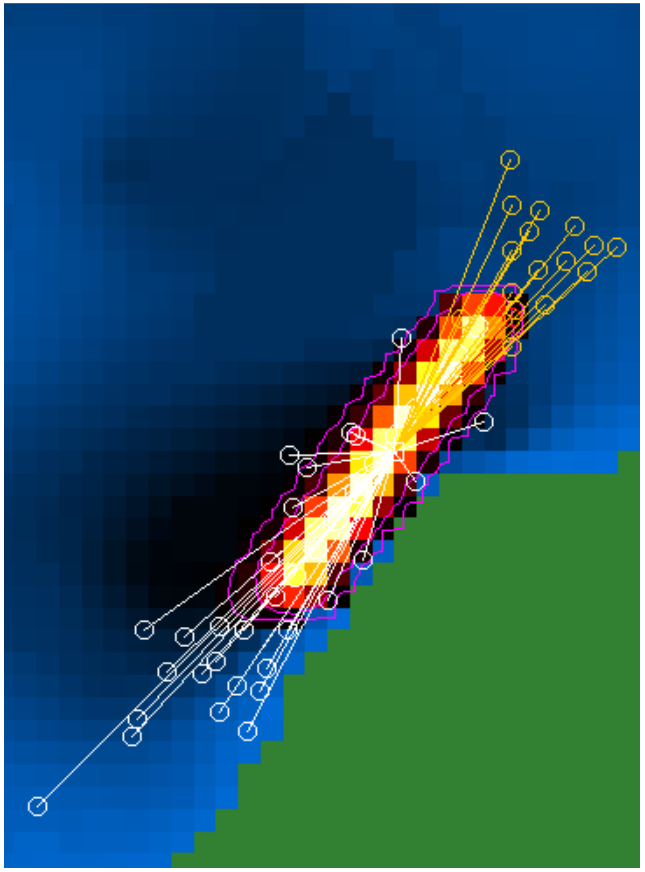
The SAMS Enterprise background colour over rights the product logo background colour but the product imagery over rights the SAMS Enterprise imagery style.

Imagery









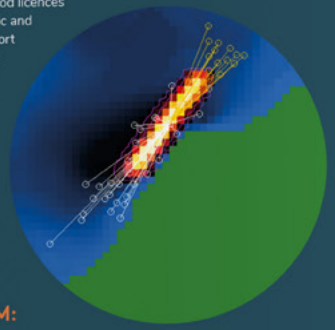
New DEPOMOD

Optimising aquaculture production

Developed by SAMS, NewDepomod is particle tracking modelling software, used to predict impacts of marine cage fish farm discharges on the seabed and its benthic macrofauna. Highly configurable, it optimises operation of aquaculture sites to match environmental capacity.

The software, together with our highly skilled, dedicated support team, helps fish farmers to sustainably meet production targets and expand operations, whilst safeguarding the sea and the seabed. It is currently prescribed by SEPA for fish farm development and is adaptable to varying marine environments including Mediterranean, tropics and fresh water.

We offer NewDepomod licences (commercial, academic and developer) with support and bespoke training programmes or we can run the software for you.



FOR MORE INFORMATION, CONTACT OUR NEWDEPOMOD TEAM:

T: +44 (0) 1631 559470
E: depomod@sams-enterprise.com
W: www.sams-enterprise.com/depomod

AQUACULTURE

KEY ASSETS:

- Optimises stocking to meet regulatory requirements.
- Allows for differing marine environments and fish species.
- A realistic representation of complex tidal flows.
- Configurable to specific site characteristics - accounts for variable bathymetry.
- Suits both new and advanced users.
- Flexible output options - informs benthic monitoring programme design.

SAMS
ENTERPRISE
New
DEPOMOD
Optimises stocking to meet regulatory requirements.
Allows for differing marine environments and fish species.
A realistic representation of complex tidal flows.
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Flexible output options - informs benthic monitoring
AQUACULTURE
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SIMBA

PRODUCT
SIMBA

SIMBA Logo

This is the only logo format.

1.

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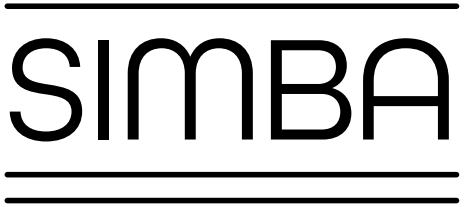

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SIMBA Colour palette

Primary colour palette

Deep Ocean

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

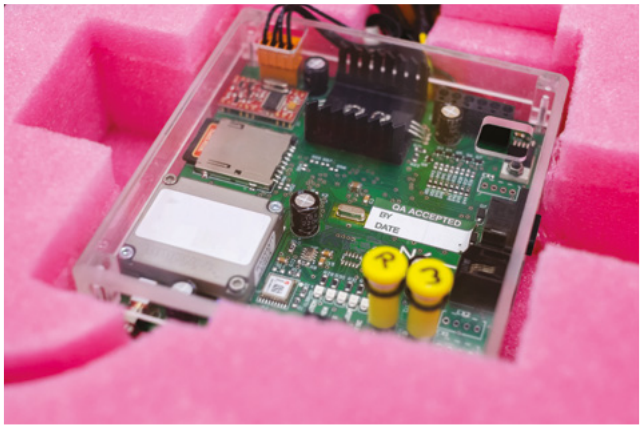
Bright Yellow

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

White

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

Imagery



SIMBA

Sea-Ice Mass Balance Array

Measuring temperatures, structures of snow, ice and water and sending the data in real time to your device, laptop or desktop computer.

SAMS Research Services has been developing and manufacturing SIMBA units for more than a decade, initially for our own polar research. This advanced commercial product can help customers who monitor sea and snow, and need reliable and detailed measurements at an affordable price. Sensors in the units are designed to withstand temperatures as low as minus 40 degrees Celsius and are contained within a box no larger than a briefcase.

SIMBA units have been deployed in locations around the world, including the Arctic and Antarctic regions, for more than seven years. In 2019, 18 devices were deployed in the €130 million project Multidisciplinary Observatory for the Study of Arctic Climate (MOSAiC).

The equipment is also under development for snow industries where it can be used as an avalanche prediction aid.

SNOW & ICE

Features:

- Low cost
- Light weight (20 kg)
- Remotely configurable
- Long battery life (>1 year)
- Fine spatial resolution (2 cm) for temperature gradients
- Ability to resolve interfaces (air-snow, snow-ice, ice-water)
- Web interface available for status monitoring and observing live data

SIMBA services:

- Monitoring ice or snow thickness, movement & temperature
- Flood predictions
- Ice road monitoring
- Avalanche prediction aid
- Polar region weather forecasting
- Monitoring sea ice conditions for transport and shipping

PRODUCT

Seaweed

Nursery | Academy | Farm

Seaweed Logos

Seaweed NURSERY

Seaweed ACADEMY

Seaweed FARM

Seaweed Logos

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Seaweed NURSERY

SAMS ENTERPRISE

Seaweed ACADEMY

SAMS ENTERPRISE

Seaweed Colour palette

Primary colour palette

Deep Ocean

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

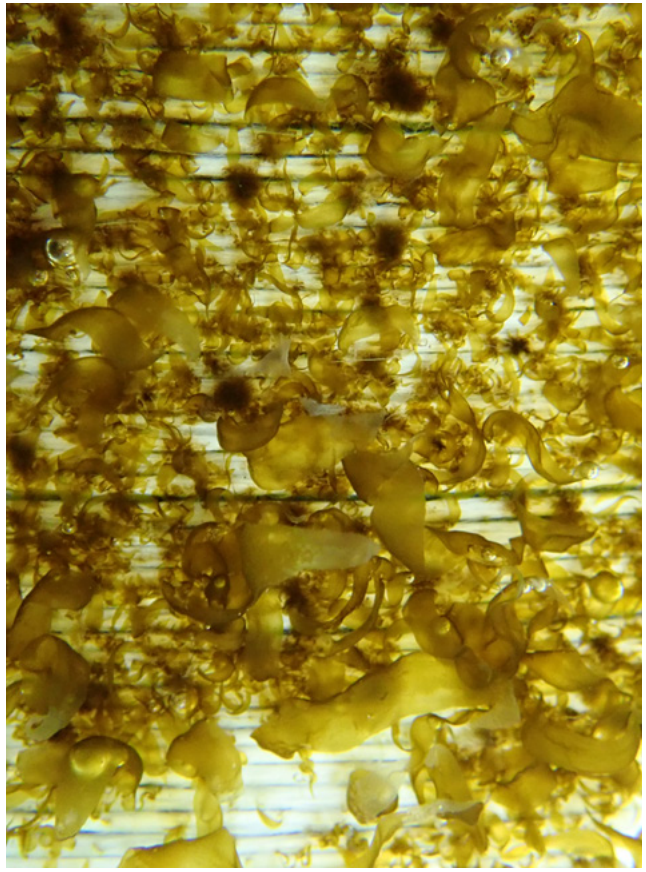
Light Green

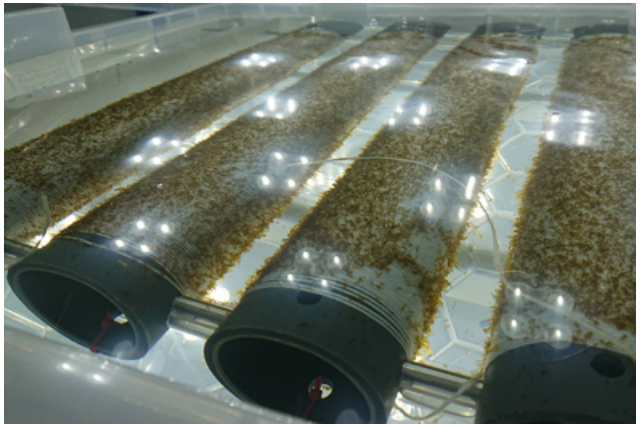
C: 52 M: 0 Y: 84 K: 0
R: 141 G: 192 B: 78
#8DC04E

Wave Blue

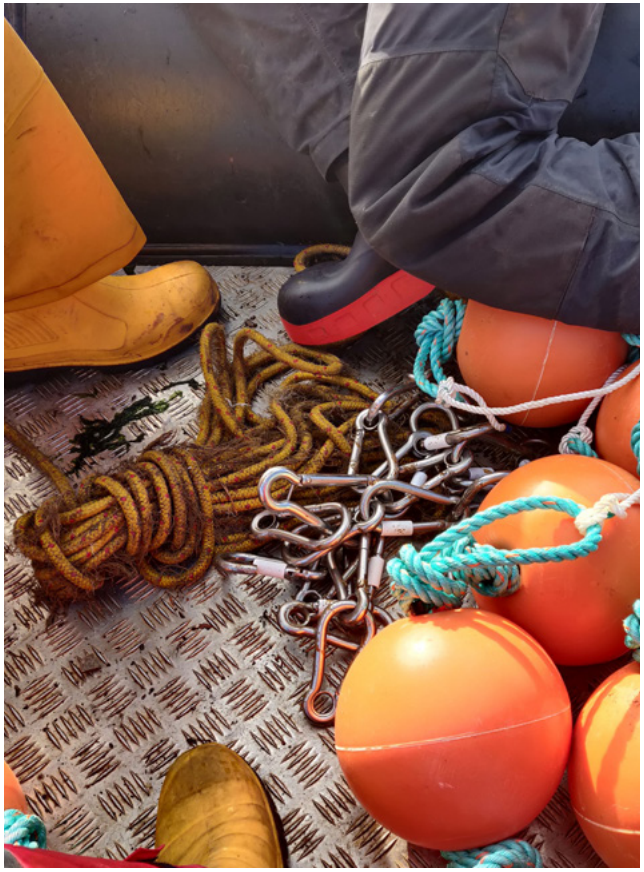
C: 65 M: 0 Y: 11 K: 0
R: 70 G: 191 B: 222
#46BFDE

Nursery Imagery

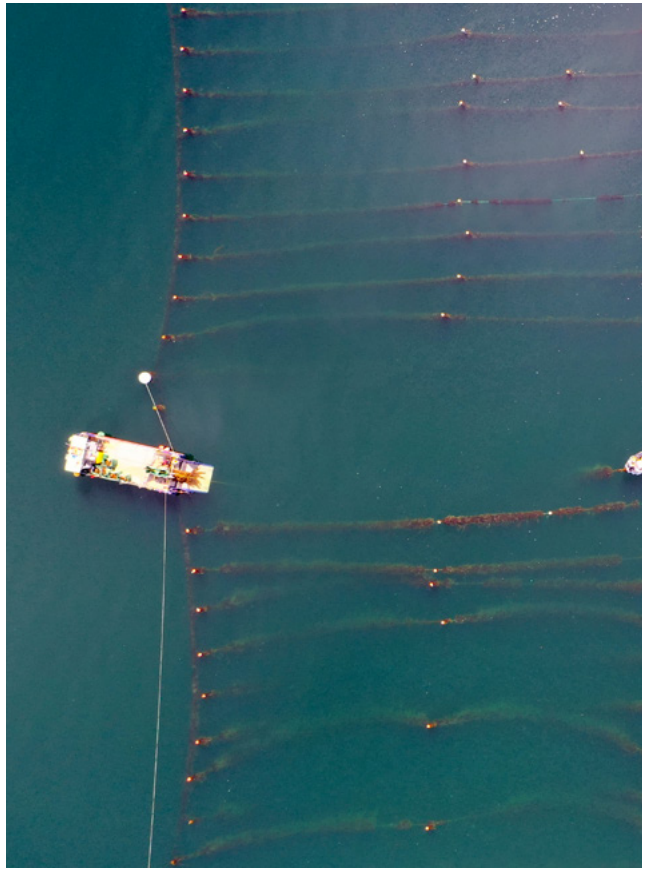




Academy Imagery



Farm Imagery



Sector icons

These icons are never to be used as part of any product logo. These are kept for professional design assets in house only as part of professionally designed documents, web pages, adverts, Motion graphics, Video, Product stickers and mobile icons.

For examples please see below. There use can be icons, faded or non faded background idents etc.

New DEPOMOD

SIMBA

Seaweed

Sector icons

New DEPOMOD

SIMBA

Seaweed