

BRANDING & COMMUNICATION GUIDELINES

For  **THE REEF-WORLD** and
FOUNDATION



VERSION - FEBRUARY 2022

INTRODUCTION

The Reef-World Foundation is a registered UK charity which leads the global implementation of the Green Fins initiative in partnership with the UN Environment Programme. By empowering local communities to take conservation actions through Green Fins, Reef-World aims to protect coral reefs through the promotion and uptake of environmentally friendly guidelines for sustainable diving and snorkelling.

These Branding and Communications Guidelines explain the relationship between Reef-World, Green Fins and the UN Environment Programme. They also outline the different elements that make up the identities of Reef-World and its flagship programme: Green Fins. Just like on a coral reef, where everything plays a different role in the wider ecosystem, each element of our branding and communications is important in creating a clear, recognisable and compelling identity for the charity and its Green Fins initiative.

These simple guidelines aim to make it easy for all Reef-World’s staff, Trustees, volunteers, partners and stakeholders – as well as everyone involved in the global Green Fins network – to communicate who we are and what we do in a clear, consistent and engaging way.

By following these guidelines, we can ensure the identities of Reef-World and Green Fins are immediately recognisable and distinct from the many other conservation and sustainability organisations. This will help our audiences clearly understand our mission and vision and become more engaged with our work to protect coral reefs for future generations.

RECOMMENDED READING

We realise there’s a lot of information in these branding guidelines and only certain sections might be relevant to your needs. So, the guidance below offers an overview of which sections are likely to be most relevant to our different partners and supporters.

IF YOU ARE A...	Partner of Reef-World	Journalist	Designer (Reef-World)	Green Fins assessors / national teams	Marine tourism operators	Designer (Green Fins)		
YOU MIGHT LIKE TO READ...	About Us							
	Reef-World’s Core Values							
	How To Use Our Name							
	Describing Reef-World							
	Reef-World’s Tone Of Voice		Reef-World’s Tone Of Voice					
	The Relationship Between The Reef-World Foundation, Green Fins And The UN Environment Programme							
	Reef-World Logo		Reef-World Logo					
			Reef-World’s Colour Palette					
			Reef-World’s Typography					
			Reef-World’s Imagery & Graphic Style				Reef-World’s Imagery & Graphic Style	
	About Green Fins							
	How To Refer To Green Fins				How To Refer To Green Fins			
	Describing Green Fins				Describing Green Fins			
					Green Fins’ Tone Of Voice		Green Fins’ Tone Of Voice	
					The Green Fins Logo (Particularly: Use Of The Logo By The Network)			
					Green Fins’ Colour Palette & Typography			
					Green Fins Imagery & Graphic Style (Particularly: Printing The Icons!)			
					Green Fins Online Courses		Green Fins Online Courses	
	Contact Information							

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THE REEF-WORLD

F O U N D A T I O N

ABOUT US

Reef-World's work has been proven to reduce threats to, and protect, one of the world's most valuable ecosystems: coral reefs. By working with, inspiring, educating and empowering the people who live with and rely on coral reefs to take a stand in the front lines of ocean conservation, we are making a tangible difference to the protection of these delicate ecosystems. As a charity, we are recognised as the leading voice on practical sustainability solutions for the scuba diving and snorkelling industry; driving sustainable behaviours for environmental protection. An essential part of this is ensuring local communities are heard and have clear opportunities to get involved.

CHARITABLE OBJECTS

- To promote the wise use of natural resources, particularly coral reefs & related tropical coastal resources
- To promote the advancement of education about natural resources, coral reefs, related ecosystems and their conservation
- To promote sustainable reef-based tourism practices that protect & conserve coral reefs, for the benefit of local community, visitors & future generations

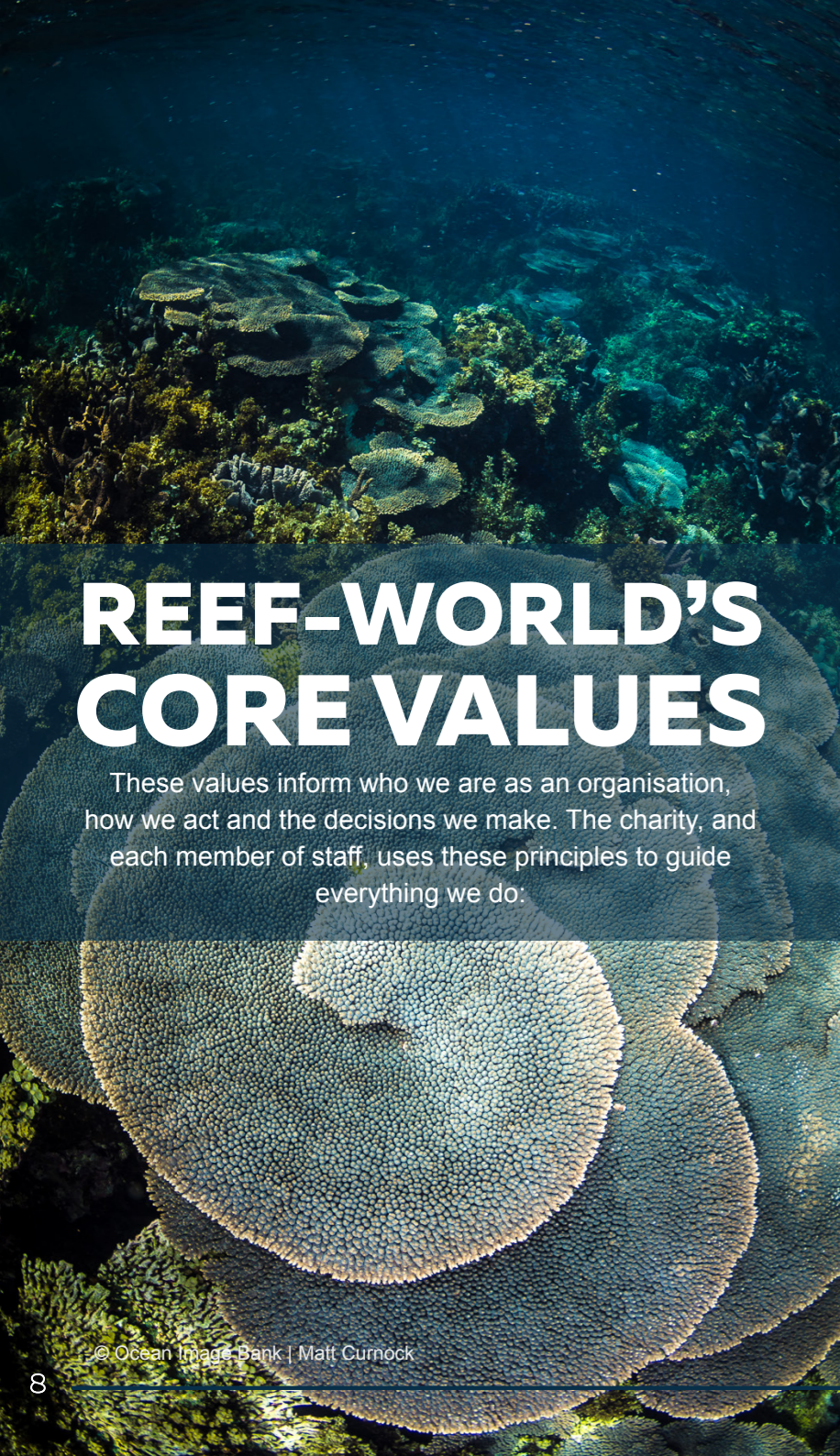
MISSION STATEMENT

To inspire and empower people to act in conserving and sustainably developing coastal resources, particularly coral reefs and related ecosystems.

VISION

Reef-World's vision for Green Fins is to make sustainable diving and snorkelling the social norm by inspiring and empowering the community of divers, snorkellers and related businesses, in order to achieve conservation impact on the ground and preserve coral reefs around the world.





REEF-WORLD'S CORE VALUES

These values inform who we are as an organisation, how we act and the decisions we make. The charity, and each member of staff, uses these principles to guide everything we do:

WE EMPOWER
our colleagues, our stakeholders, our partners and our supporters to have conservation impact

WE STAY OPTIMISTIC
in our decision-making and in our approach to tackling global conservation issues

WE COLLABORATE
Our approach is not competitive – the more we collaborate, the stronger the conservation impact we will have

WE ARE INNOVATIVE
We explore new ways to grow and harness new technology that helps us do so. We are not afraid to break from the norm, and use innovative approaches, to achieve conservation impact

HOW TO USE OUR NAME

Please take care to use our name correctly.

The charity's full name is **The Reef-World Foundation**.

Please remember our hyphen between 'Reef' and 'World' – like plankton, it might be small and easy to overlook but it plays an important role: representing the relationship between a healthy reef and a healthy world:

It might seem like a small omission but our 'The' is part of our name – if you're using our full name please remember to include our 'The' (with a capital T):

✓ **Reef-World**

✗ Reef World

✓ **The Reef-World Foundation**

✗ the Reef-World Foundation

✓ **The Reef-World Foundation**

✗ The Reef World Foundation

✗ Reef World Foundation

Please only shorten our name to 'Reef-World':

✓ **Reef-World**

✗ The Reef-World

✗ Reef-World Foundation

✗ RWF, RW or other acronyms

Reef-World is one organisation so should be referred to in the singular, not plural:

✓ **Reef-World is**
Reef-World has
Reef-World promotes
Etc

✗ Reef-World are
Reef-World have
Reef-World promote
Etc



DESCRIBING REEF-WORLD

Explaining who we are and what we do can be tricky – especially with a tight wordcount. To help, here are a few ways of describing Reef-World depending how much space you’re able to use.

About Reef-World – in <200 words

The Reef-World Foundation is a UK charity which is recognised as the leading voice on practical sustainability solutions for the scuba diving and snorkelling industry. Its work has been proven to reduce threats to one of the world’s most valuable ecosystems: coral reefs. By inspiring, educating and empowering governments, businesses, communities and individuals around the world to adopt sustainable behaviours, Reef-World is protecting delicate marine environments for the benefit of local communities, visitors and future generations.

Reef-World’s vision is to make sustainable diving and snorkelling the social norm and the charity is driving environmentally friendly practices across the global marine tourism industry. The charity is achieving this through the implementation of its flagship initiative – Green Fins – which is implemented in partnership with the UN Environment Programme. Through Green Fins, Reef-World drives sustainable behaviours for environmental protection by providing low-cost and practical solutions to local and industry-wide environmental challenges associated with the marine tourism industry. It offers education and capacity-building assistance to empower environmental champions (within the diving industry, local communities, authorities and governments) to implement proven coastal resource management approaches.

About Reef-World – in <150 words

The Reef-World Foundation is the leading voice on practical sustainability solutions for the scuba diving and snorkelling industry. Its work has been proven to reduce threats to one of the world’s most valuable ecosystems: coral reefs. By inspiring, educating and empowering governments, businesses, communities and individuals to adopt sustainable behaviours, Reef-World is protecting delicate marine environments for the benefit of local communities, visitors and future generations.

Reef-World’s vision is to make sustainable diving and snorkelling the social norm by driving environmentally friendly practices across the marine tourism industry. It is driving positive behaviours for environmental protection through its flagship initiative – Green Fins – which is implemented in partnership with the UN Environment Programme. Green Fins provides low-cost and practical solutions to local and industry-wide environmental challenges and offers education and capacity-building assistance to empower environmental champions to implement proven coastal resource management approaches.

About Reef-World – in <100 words

The Reef-World Foundation is the leading voice on practical sustainability solutions for the scuba diving and snorkelling industry. Its work has been proven to reduce threats to coral reefs. Reef-World’s vision is to make sustainable diving and snorkelling the social norm by driving positive behaviours for environmental protection through its flagship initiative – Green Fins – which is implemented in partnership with the UN Environment Programme. Green Fins provides low-cost and practical solutions to local and industry-wide environmental challenges and offers education and capacity-building assistance to empower environmental champions to implement proven coastal resource management approaches.

About Reef-World – in <50 words

Reef-World – the leader in marine tourism sustainability – aims to make sustainable diving and snorkelling the social norm. Implemented in partnership with the UN Environment Programme, Reef-World’s Green Fins provides low-cost, practical solutions to environmental challenges and offers education and capacity-building to empower environmental champions to protect reefs globally.

About Reef-World – in <20 words (<144 characters)

Reef-World protects reefs globally, in partnership with UNEP, by making sustainable diving the social norm through its Green Fins initiative.



© Ocean Image Bank | Beth Watson

REEF-WORLD’S TONE OF VOICE

Our tone of voice, and the way we write, is key in helping our audiences understand Reef-World by giving them an accurate and positive view of who we are and what we do. Through our tone of voice, we want:

- ✓ People to see us as:
- Approachable

• Transparent & reliable

• Inspiring

• Knowledgeable yet accessible

• Informative

• Collaborative

• Human

• Hopeful & optimistic

• Impartial

• Concise

• Ground-breaking

- ✗ But not:
- Exclusive

• Untrustworthy

• Boring

• Overly scientific

• Dense

• Uncooperative

• Alienating

• Negative

• Political

• Unnecessarily wordy

• Unoriginal

So we might say:	But we wouldn’t say:	Because
Corals are animals which live underwater and have special stinging cells. Individual ‘polyps’ live together in large groups (a group of coral polyps is called a colony) and many colonies come together to form the coral reefs we know and love.	Coral is <u>a hard stony substance secreted by certain marine coelenterates as an external skeleton, typically forming large reefs in warm seas.</u>	While the dictionary definition is correct, it might not be easy for non-marine biologists to understand.
Together, we can all make simple changes to minimise the threats faced by corals and help protect them for future generations.	Corals are under threat and if nothing is done we will lose them forever.	While our oceans face many threats, we are optimistic that solutions can be found to global conservation issues.
Together, we can all make simple changes to minimise the threats faced by corals and help protect them for future generations.	You need to make changes to your lifestyle to protect coral reefs from harm.	We’re all in this together and everyone is on a different stage of their sustainability journey – working together and learning from each other will get us much further than pointing fingers.

THE RELATIONSHIP BETWEEN THE REEF-WORLD FOUNDATION, THE UN ENVIRONMENT PROGRAMME AND GREEN FINS

Reef-World implements the Green Fins initiative globally in partnership with the UN Environment Programme.



WHAT

A UK registered charity and leader in marine tourism sustainability

WHO

Reef-World staff

RESPONSIBLE FOR

- Leading the development, global implementation and expansion of Green Fins
- Training and providing technical support to the Green Fins national teams
- To build awareness and adoption of sustainable practices among the wider tourism industry, local communities and consumers
- Managing and maintaining Green Fins’ digital tools



WHAT

The leading global environmental authority that sets the global environmental agenda

WHO

UNEP staff

RESPONSIBLE FOR

Providing Reef-World with technical advice, support and funding for the success of the Green Fins programme



THE RELATIONSHIP BETWEEN THE REEF-WORLD FOUNDATION, THE UN ENVIRONMENT PROGRAMME AND GREEN FINS

Reef-World implements the Green Fins initiative globally in partnership with the UN Environment Programme.



**GREEN
FINS**

WHAT

A network of environmentally minded marine tourism professionals, government staff, NGOs and individuals dedicated to reducing the environmental impact of the industry

WHO

Certified Members: Dive and snorkel operators who pledge to follow the Code of Conduct and are assessed by a Green Fins assessor annually.

Digital Members: Dive and snorkel operators who pledge to follow the Code of Conduct and conduct an online self-evaluation annually via the Green Fins Hub.

Green Fins national teams: Government bodies that adopt the Green Fins programme and their staff who are trained as Green Fins assessors. These teams sometimes include NGO partners and are overseen by Reef-World.

RESPONSIBLE FOR

- Following the Green Fins Code of Conduct
- Taking action to reduce their environmental impact on fragile marine ecosystems by finding sustainable alternatives to harmful practices
- Promoting sustainable diving and snorkelling behaviours
- Meet the minimum requirements through the Green Fins assessment process each year

- Following the Green Fins Code of Conduct
- Taking action to reduce their environmental impact on fragile marine ecosystems by finding sustainable alternatives to harmful practices
- Promoting sustainable diving and snorkelling behaviours
- Going through the Digital membership self-evaluation every year to continue finding relevant solutions for your dive shop

- Crafting regulations that promote and govern sustainable marine tourism practices
- Recruiting Green Fins Members and running annual assessments
- Offering sustainability consultation and advice to members in their region
- Providing environmental training to staff at Green Fins operators
- Finding and sharing local sustainability solutions with Green Fins Members in their area

Reef-World implements the Green Fins initiative globally in partnership with the UN Environment Programme.



**GREEN
FINS**

WHAT

A network of environmentally minded marine tourism professionals, government staff, NGOs and individuals dedicated to reducing the environmental impact of the industry

WHO

Dive staff: Dive and snorkel operator staff – guides, instructors, boat crew etc – of Green Fins Members. Receive annual environmental training from the Green Fins national team and/or have completed the Dive Guide e-Course.

Divers and Snorkellers: Recreational divers and snorkellers who are committed to following the Green Fins Code of Conduct and/or who have completed the Green Fins Diver e-Course.

RESPONSIBLE FOR

- Following the Green Fins Code of Conduct
- Acting as a responsible environmental role model at all times
- Supporting their customers to follow the Green Fins Code of Conduct
- Attending training sessions run by their Green Fins assessor
- Completing the Green Fins Dive Guide e-Course

- Recognising the role they play in protecting coral reefs and other sensitive ecosystems
- Proactively taking steps to minimise their environmental impact
- Following the Green Fins Code of Conduct
- Choosing Green Fins Members to dive or snorkel with
- Taking the Green Fins Diver e-Course

Please note, Reef-World partners or Green Fins Members may say they support Reef-World's Green Fins initiative, which is implemented in partnership with the UN Environment Programme. However, this does not make you a partner of the UN Environment Programme so please never claim you are. This includes implying a partnership through the use of the UN Environment Programme's logo in any way other than is specified in these brand guidelines.

For more information about the UN Environment Programme, please visit www.unenvironment.org.



THE REEF-WORLD FOUNDATION LOGO

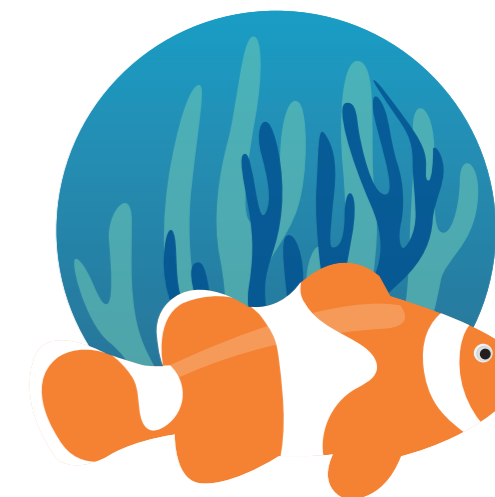
Our logo is key to our brand and forms the basis of our visual identity. It is our most visible and important visual asset and gives a clear illustration of our style, typography and who we are.

Through our work, Reef-World strives to protect coral reefs: the precious habitat which forms the building blocks for a healthy ocean. The clownfish is Reef-World's 'apex species' when it comes to branding which is why it is central to our logo. Interestingly, clownfish are particularly sensitive to even the smallest changes to their habitats and, as such, are one of the first species to decline as a result of the negative impacts of climate change. For us here at Reef-World, this is yet another reminder of the importance and urgency of our conservation efforts. In our logo, the clownfish is depicted in front of an anemone and gorgonian fan – these being easily recognisable elements from the reef – to remind people of these important marine habitats whenever they see our branding.

Each element of Reef-World's brand has been carefully designed to bring the reef to life for our audience while illustrating our integrity, dedication and passion to protect coral reefs for future generations. Combined, they create authentic yet inspiring visuals which aim to be as impactful, empowering and long-lasting as our grassroots conservation work. The key elements that make up Reef-World's visual identity have been explained in further detail throughout these branding guidelines.

The Reef-World Foundation logo belongs to the charity and can only be used by the charity, its staff and partners, and it cannot be used or reproduced by other external parties without explicit permission from Reef-World.

For consistency, and to protect the charity's visual identity, the logo should always be used correctly, as outlined in the following sections.



THE REEF-WORLD
F O U N D A T I O N



LOGO USAGE

Our logo is one of our most common visual touchpoints and is used across our materials. There are three key variations of our logo which have been created to suit different situations and should be used as outlined below.

Uses

Horizontal Logo:



This logo should be used when there are no sizing or dimension restrictions: for example, on the Reef-World website, letterheads, PowerPoint presentations, email signatures etc.

Vertical Logo:



This narrower version of the logo is suitable in instances where space is limited or the horizontal logo is too wide: for example, on social media, partner websites, when our logo is combined with several other organisations' logos etc.

Reef-World & Green Fins logos together:



This logo should be used when explaining Reef-World's relationship to the Green Fins initiative

Colour

The three possible colour uses of the logo are outlined below. Please note, while white and greyscale versions have been created to account for lack of contrast or technical difficulties, and are available when needed, the full colour logo should be used without alterations wherever possible.

Full colour:

preferably used over a white or light background so this main version of the logo is clearly visible and legible.

White:

this version was created for use over dark backgrounds to ensure the contrast is still high enough for the letters to be fully visible.

Greyscale:

this version was created for black and white prints only.

Full colour:



White:



Greyscale:



Sizing and exclusion zones

Just like the animals you see on the reef, please always give our logo plenty of space – so it can always be clearly seen and is fully legible – by following these guidelines.

Minimum size

- The vertical logo should not be reproduced smaller than 15mm (0.6 inches) wide in print or 100 pixels wide for digital versions.
- The horizontal logo should not be reproduced smaller than 78mm (3 inches) wide in print or 400 pixels wide for digital versions.
- The resolution of the logo should never be so low it appears pixelated.

15mm



78mm



Exclusion zone

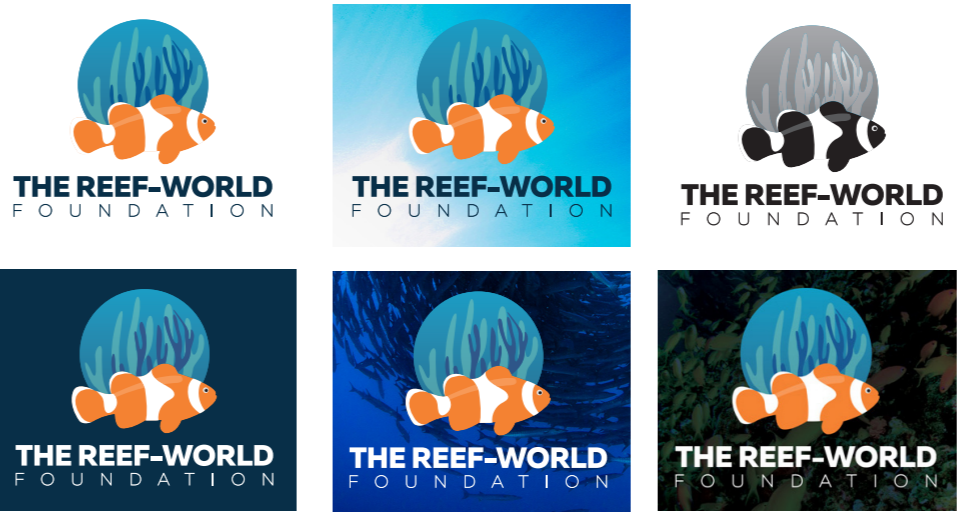
- Always allow an exclusion zone of 10% of the height of the logo.
- The exclusion zone is the area around the logo which must remain free from other logos, images or copy to ensure the logo is not obscured in any way.



Application dos

You wouldn't manipulate marine life so please don't poke, prod or tweak our logo. For consistency of the brand, it is important Reef-World's logo is always used in its correct format without being changed or edited in any way:

- ✓ **DO** keep the correct proportions and colours and use a hi-res version to ensure proper resolution
- ✓ **DO** ensure the logo is properly centred when being added to other materials



Application don'ts

✗ **DON'T** stretch or compress the logo or change the proportions in any way



✗ **DON'T** create your own variation or stylise the logo with visual effects (such as outlines, glows, embossing or shadows)



✗ **DON'T** flip, rotate or skew the logo



✗ **DON'T** move or edit any elements of the design, including 'The Reef-World Foundation' text



✗ **DON'T** change the colours or transparency



✗ **DON'T** use a low-resolution version of the file if this causes the logo to pixelate



✗ **DON'T** remove, omit or change any elements or sections of the logo



COLOUR PALETTE

The Reef-World Foundation’s brand is built around the organisation’s specific colour palette, which is based on the beautiful colours of a healthy coral reef.

Divers and snorkellers will instantly recognise the shades of blue within our palette as the unique blues of the ocean over coral reef areas. In this way, our brand colours remind people of the ocean whenever they see Reef-World materials: creating a close connection between our visual identity and our mission to protect the world’s precious coral ecosystems.

These colours also represent security, inspiration, tranquillity, determination, stability and reliability. At the same time, the vibrant orange which contrasts the blues, and is present throughout our branding, represents the proactive efforts and positive action needed to protect coral reefs. These are the colours that should be used in all visual representations of the brand.

Primary Colours:

are the ocean blues found consistently throughout our materials. These are used for the main and most prominent elements of our designs – such as backgrounds and fonts – with the complementary secondary colours adding variety.



Reef-World navy blue

C: 100
M: 80
Y: 50
K: 40

R: 10
G: 48
B: 73

#0a3049

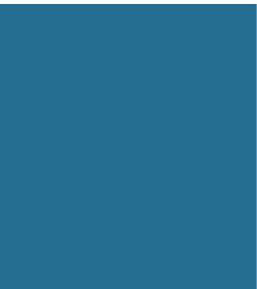


Reef-World deep blue

C: 97
M: 77
Y: 14
K: 2

R: 26
G: 80
B: 145

#1a5091



Reef-World blue

C: 77
M: 33
Y: 12
K: 28

R: 37
G: 110
B: 146

#256e92



Reef-World light blue

C: 77
M: 20
Y: 12
K: 0

R: 5
G: 159
B: 199

#059fc7

Secondary Colours:

are used to create contrast with the primary colours and diversify the main palette. These tones – dominated by the recognisable orange of the clownfish – allow us to bring the diversity of colour visible in all healthy coral reefs into our materials. The contrast they offer against the primary colours also allows us to highlight and draw attention to certain aspects of a design.



Reef-World aquamarine

C: 55
M: 0
Y: 35
K: 0

R: 111
G: 199
B: 182

#6fc7b6



Reef-World orange

C: 0
M: 60
Y: 90
K: 0

R: 245
G: 130
B: 51

#f58233



TYPOGRAPHY

Like the other elements of our visual identity, the fonts used by Reef-World have been carefully chosen to convey a particular impression.*

Primary typeface: Muller

Muller (in both Thin and Extrabold versions) is Reef-World’s primary typeface and the font used in our logo. As the leading voice on sustainability for the diving and snorkelling industry, Reef-World required a strong, authoritative font which was also clean, modern and legible to mirror the accessibility, innovation and passion for ocean conservation that goes into everything we do.

As the primary font, Muller should be used wherever possible: Muller Extrabold is preferred for headings and Muller Thin with an outer stroke of 0.25pt should be used for large text.

ABCDEFGHIJKLM
 NOPQRSTUVWXYZ
 abcdefghijklm
 nopqrstuvwxyz
 1234567890

ABCDEFGHIJKLM
 NOPQRSTUVWXYZ
 abcdefghijklm
 nopqrstuvwxyz
 1234567890

Supporting typeface: Arial

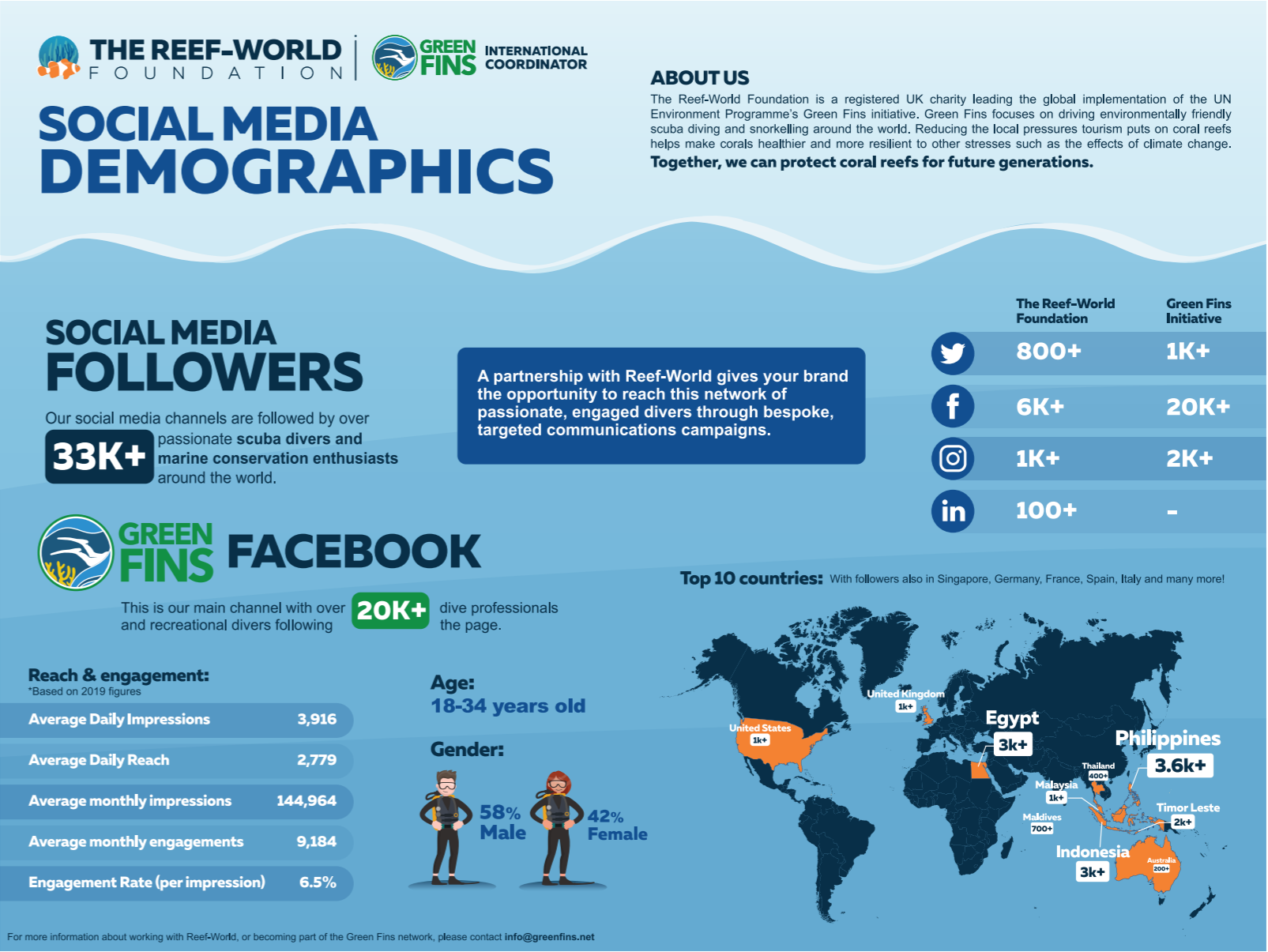
Reef-World’s secondary typeface, Arial, is a widely used font because of its clarity and legibility. It was chosen to complement Muller because, being a classic font, it will transcend time and remain relevant and impactful for years to come: much like Reef-World’s conservation work. This clean, clear font also mirrors the formality required by Reef-World: a charity based on sound science which leads the way when it comes to sustainability.

While Muller should be used for headings, large text and shorter sections of text, Arial should be used for larger amounts of text or for text that needs to be produced at a small size. This might include things like business cards, the Annual Report, press releases and more. It is not recommended to use text below 9pt, specifically for print documents.

ABCDEFGHIJKLM
 NOPQRSTUVWXYZ
 abcdefghijklm
 nopqrstuvwxyz
 1234567890

ABCDEFGHIJKLM
 NOPQRSTUVWXYZ
 abcdefghijklm
 nopqrstuvwxyz
 1234567890

This graphic shows both typographies interacting together:



* Please always ensure you have the appropriate licence for any fonts used when developing materials.



REEF-WORLD’S IMAGERY

The imagery we use should positively depict the marine ecosystems we’re working to conserve and depict the actions people can take to help protect them.

Here at Reef-World, we know how important seeing healthy reefs – and the damage that can be done to these valuable but fragile ecosystems – is in encouraging people to want to protect them. Our imagery should be eye-catching, inspiring and authentic: showing real situations and experiences to help people understand and relate to our beautiful reefs and the threats they face. Wherever possible, please avoid staged images that look like stock photos.

Most of Reef-World’s imagery will fall into the following categories:

- **Coral reefs:** illustrating individual coral polyps, healthy coral colonies and reefs as well as, in some instances, showing the stark reality of how coral reefs can be damaged by global and local threats. Needless to say, corals should never be purposefully damaged in an attempt to get a photo!
- **Marine life:** animals that live in, or are supported by, coral reefs and related ecosystems
- **Sustainable marine tourism:** illustrating the behaviours divers and snorkellers should adopt to protect coral reefs
- **Communities in action:** individuals around the world who are engaging and connecting with the marine environment and taking steps to protect it

Images used to illustrate Reef-World’s work should NOT

- ✗

Be taken by photographers known not to follow environmental standards
- ✗

Focus only on one demographic
- ✗

Evidently show manipulation of marine life
- ✗

Be low-resolution, blurred or out of focus
- ✗

Show people touching the reef or marine life – with hands, feet, fins or dangling equipment
- ✗

Be used without permission or appropriate credit
- ✗

Damage, harm or stress any marine life in order to capture the shot
- ✗

Contain single-use plastic (e.g plastic bottles)

Images used to illustrate Reef-World’s work should

- ✓

Be taken by photographers who follow environmental standards
- ✓

Represent the diversity of people around the world working to protect coral reefs (age, gender, ethnicity)
- ✓

Promote environmental best practice by illustrating good behaviour
- ✓

Be high resolution
- ✓

Show divers following environmentally friendly behaviours (i.e. following the Green Fins Code of Conduct): in good trim, with neutral buoyancy, swimming high and clear of the reef with their fins up and no dangling equipment
- ✓

Always credit the photographer when necessary



GRAPHIC STYLE

Reef-World’s graphic style aims to immerse the audience in the ocean and take people underwater through its design elements.

Being exposed to the charity’s brand should bring people closer to the ocean: when they see our materials, they should be able to visualise – and perhaps even feel, smell and even hear – a healthy, thriving coral reef. For this reason, the charity’s graphic style relies heavily on strong, bold images depicting the different species that live together, and interact closely, within a reef ecosystem. These elements should be used consistently throughout Reef-World’s materials:

- **Simplified anemone:** a line and a dot – often used to separate sections or bring the attention towards certain elements in the design – represents the simplified shape of an anemone tentacle with its recognisable round tip: an essential part of any coral reef
- **Blocks of colour:** (use Reef-World’s primary colours to ensure the marine theme is consistent throughout materials) are used for backgrounds and to complement imagery. Reef-World’s branding should always look and feel simple, clean and modern so no gradients should be used with these blocks of colour.
- **Overlays:** sometimes photographs – particularly those of vibrant coral reefs – are used as the main feature of our designs to clearly illustrate the importance of the work we do. Often, these inspiring underwater images can be full of texture, which can interfere with the legibility of the overall design. When this is the case, we must be careful to ensure any overlaying text is legible. Blocks of colour – usually Reef-World’s primary dark blue (depending on the photo) – should be used with an opacity of between 80 and 90%.
- **Our photography** should effectively portray the ecosystems we strive to protect and the people taking action to conserve them.

Application of Reef-World’s graphic style

Reef-World uses a variety of different formats to communicate about the charity’s work to protect coral reefs: from social media to posters, presentations and more. To ensure consistency across all our materials, Reef-World assets should follow these guidelines.

Please note, Reef-World materials and assets can only be created by a member of the Reef-World team or an organisation with explicit permission to do so. All new materials must be approved by the Communications Manager before public use.

Letterheads

For working documents, minimal branding prevents the design from becoming distracting. Two separate templates are regularly used:

- **Document letterhead:** The header includes the Reef-World and Green Fins horizontal logo (top left). A PNG file with Reef-World’s slogan – “to inspire and empower” – in Muller (capitals) and year of Copyright appears in the footer.
- **Legal letterhead:** The header includes Reef-World’s horizontal logo (top left) and the footer is the same as in the Document template. Customisable placeholders are included for date, subject and signature.

All text for both document types in Arial:

- **Main headers:** Arial, 18pt, bold and centred
- **Subheaders:** Arial, 12pt, bold
- **Body text:** Arial regular 10pt

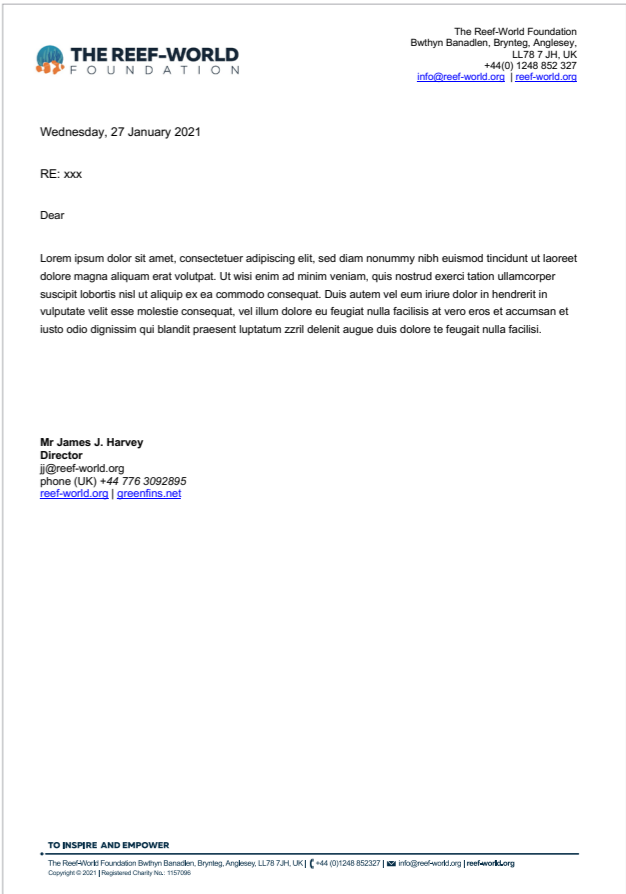


THE REEF-WORLD
FOUNDATION

DELIVERING PRACTICAL SOLUTIONS
FOR MARINE CONSERVATION

www.reef-world.org

© Bo Mancia



Business cards

To ensure Reef-World is represented consistently while giving staff the opportunity to express their personality, the charity’s business cards are customisable: each team member can choose their preferred marine life image from Reef-World’s database to frame the personal information. All business cards should be sized at 5.5 x 8.5 cms (2.1 x 3.3 inches) and should follow this format:

Front

- Reef-World’s vertical logo top and centre
- Name and surname in capital letters (Muller bold, Reef-World navy blue)
- Simplified anemone divides name and job title
- Job title in capitals (Muller, Reef-World navy blue)
- All other text in Arial
- URL and social channels in Reef-World orange
- Personal details framed by each staff member’s chosen marine life image. It should be clear which marine animal is depicted in the picture and all images should be high enough quality for print and compliant with Reef-World’s photography guidelines.

Back:

The back of each card shows the Green Fins logo with the phrase “International Coordinator” and website URL as a visual reminder that Reef-World is responsible for global implementation of Green Fins.



Certificates

Participants of Reef-World’s programmes will receive a certificate that can be proudly displayed to promote their involvement. All Reef-World certificates should follow this format:

- Clear, simple content is framed by a photo, provided by Sunphol Photography, of Reef-World’s clownfish in its anemone
- Reef-World’s horizontal logo appears at the top and centre
- Title of certificate, type of qualification and date in Muller Extrabold (Reef-World navy blue)
- Recipient’s name and surname in Muller Extrabold (Reef-World orange)
- All other text in Muller Thin (Reef-World navy blue)
- The programme logo (e.g. Green Fins) is positioned below the text
- Relevant signatures appear below the programme logo
- Reef-World’s UK charity number appears in the bottom right
- The document is bordered by the subtle line of the simplified anemone.

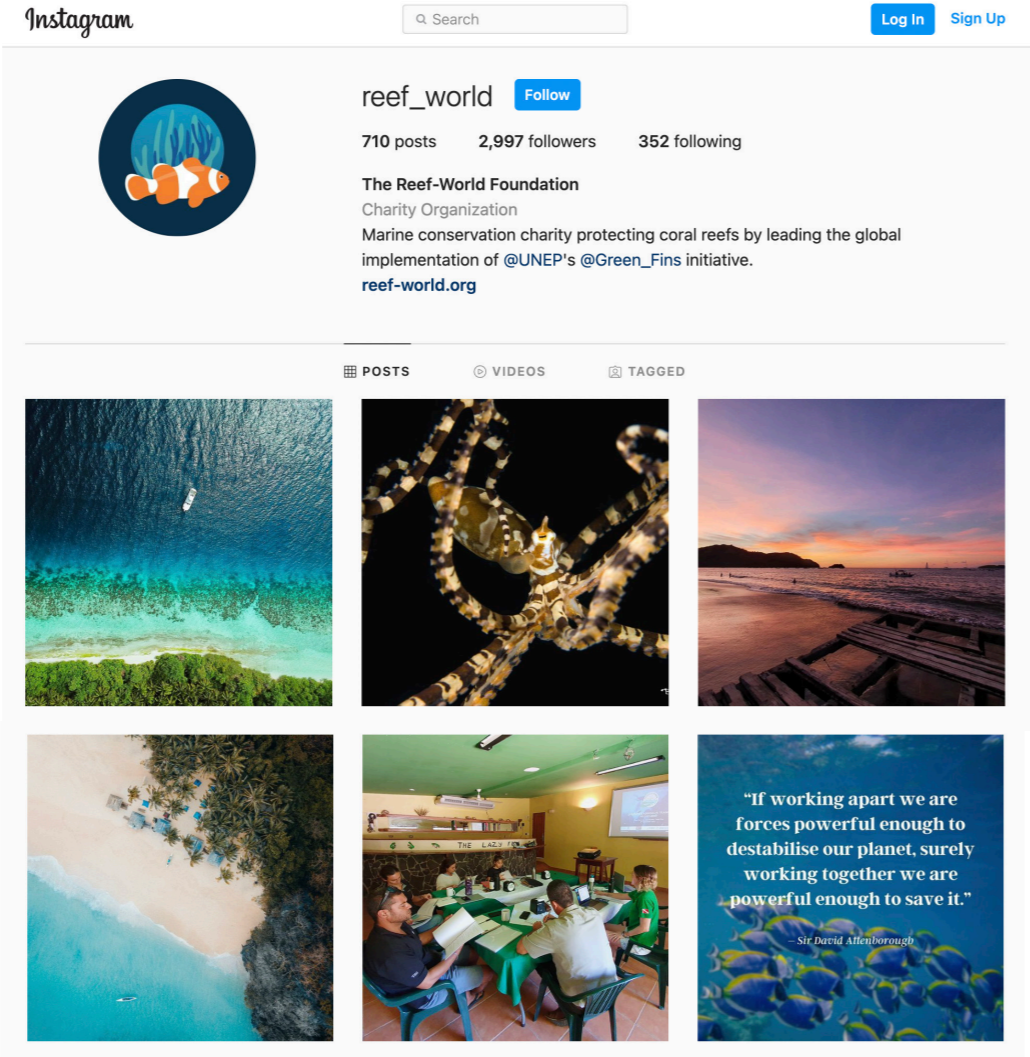
Please note: only Reef-World staff, with relevant font licences, can create and/or edit certificates.



Social media

Social media (Facebook, Instagram, Twitter and LinkedIn) is an important way of keeping Reef-World’s supporters up-to-date and informed. Posts usually contain a mixture of updates on our conservation work, tips on how to become more sustainable, practical and accessible information about the protection of coral reefs, case studies and other content to engage the general public and inspire them to actively support our conservation mission.

Photos posted on our social media channels should always comply with Reef-World’s photography guidelines (see page 28) and any designs created for social media must be in line with Reef-World’s general branding guidelines.



Reef-World’s website:

www.reef-world.org

Reef-World’s website is a mobile-responsive platform which communicates what we do to the general public through news, reports, press releases and blog posts. Following Reef-World’s branding guidelines, we keep the design clean and simple to allow users to focus on the content. Messages, which should be clear and concise, are supported by bold, eye-catching images.

The website uses a parallax design: both header and the footer use the Reef-World navy blue. The font used is Futura PT as Muller is not available on the platform.

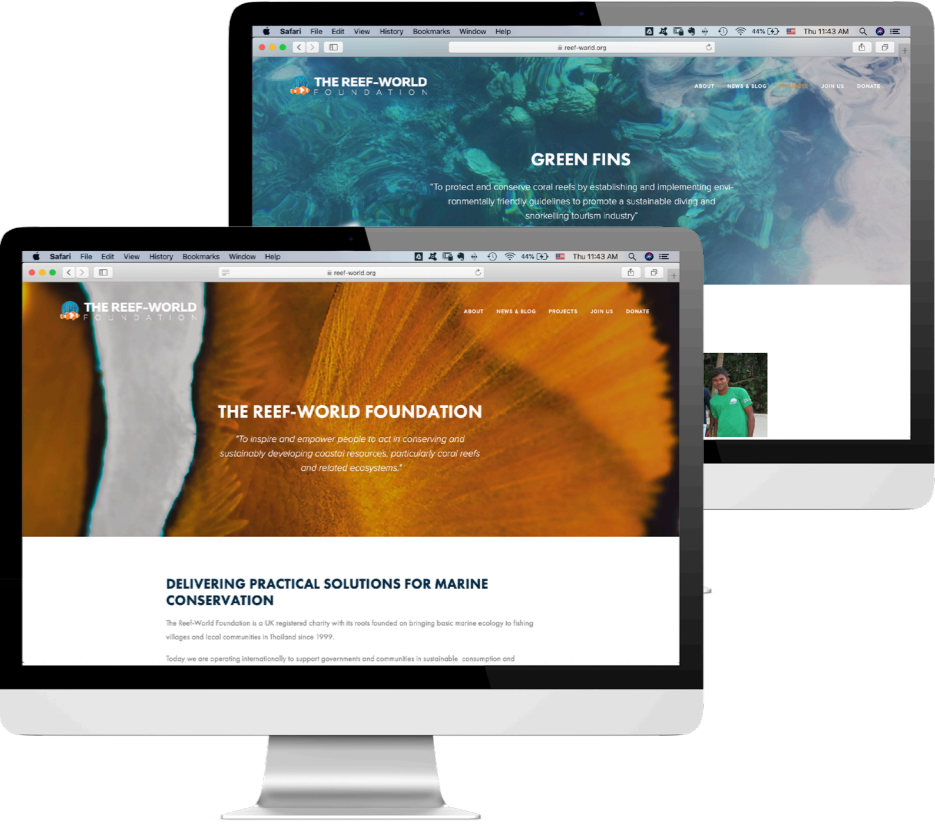
Header specs:

- Weight: 700
- Style: Normal
- Size: 36px
- Letter Spacing: 0.015em
- Text Decoration: None
- Text Transform: Uppercase
- Line Height: 1.2em
- Colour: Reef-World navy blue

Text specs:

- Weight: 400
- Style: Normal
- Size: 20px
- Letter Spacing: 0.015em
- Line Height: 1.8em
- Colour: grey hsl (0, 0%, 54%)

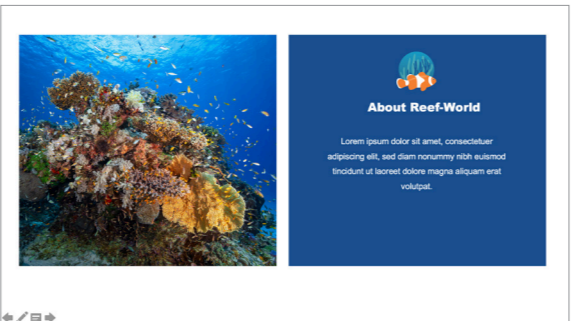
Hover and links: Reef-World orange



Presentations

The Reef-World Foundation runs presentations, webinars and training sessions for organisations around the world. For instant brand recognition, it is important for any presentations to have a consistent look and feel. For this reason, Reef-World's presentations follow this format:

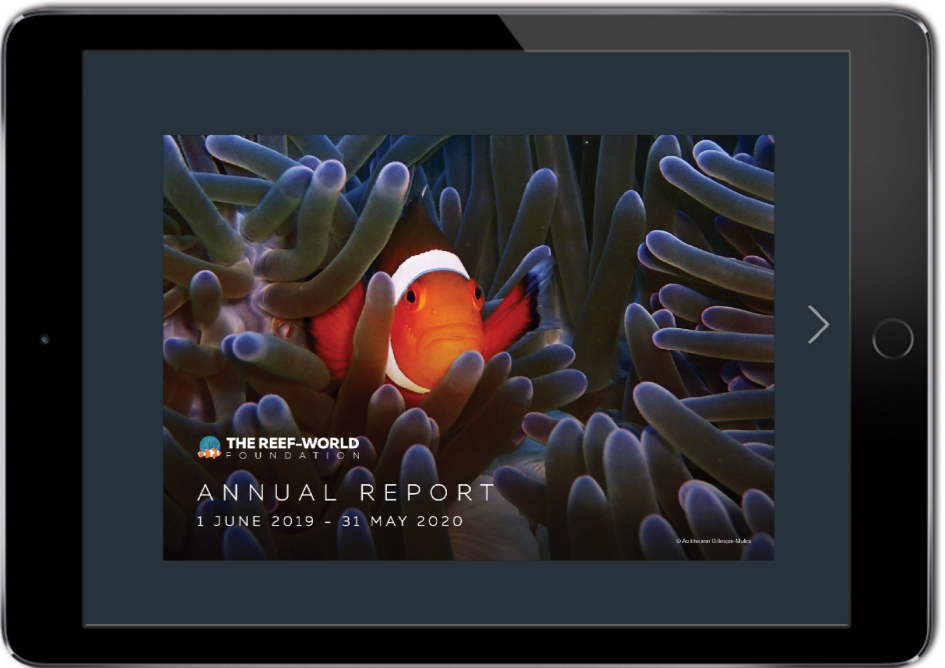
- Reef-World's horizontal logo displayed on the first and last slides
 - If the content focuses on Reef-World's work through Green Fins, use the horizontal Reef-World & Green Fins logo instead
- Presentation slides follow one of the set layouts illustrated here:
 - **Title slide:** with coral illustration. Any important partner logos are placed on the bottom left hand corner.
 - **Section header:** the Reef-World icon on the left hand side framing the title. Background in white, Reef-World navy blue, Reef-World deep blue, Reef-World blue or an image (prioritise legibility if choosing a background photo). Text in white or Reef-World navy blue.
 - **Title and content slides** have three different options for variety:
 - A full colour background in white, Reef-World navy blue, Reef-World deep blue, Reef-World blue or an image.
 - A lateral block of colour in three variations.
 - Two blocks with one containing a high quality image and the other a block of colour for text. The image can be either on the left or the right side.
 - **Special content slides:** specific infographics and illustrations for common subjects. These were chosen by the Reef-World team and should only be used when necessary.
- **Text** in Arial (recognised by all operating systems)
 - Titles on Title slide in Arial black (48pt)
 - Titles on all other slides in Arial black (40–44pt)
 - Main text in Arial Regular (minimum size of 14pt / maximum size of 28pt)
- **Closing slide:** with coral illustration and the Reef-World website and social media icons.



Reef-World's annual report

Reef-World's annual report, which showcases the quality of our work and conservation impact, exemplifies the charity's brand by encompassing all elements of our graphic style. For year-on-year consistency, please follow these design guidelines when creating the Annual Report:

- A striking photo that represents Reef-World's essence on the cover
- Photos relevant to our work (of both ecosystems and people) showcased throughout the Report
- Blocks of colour separate sections and bring diversity to the design
- The simplified anemone points to all section titles
- Main titles in Muller Extrabold 36pt (All caps)
- Quotes and secondary titles in Muller Thin (12, 14 and 16pt with an outer stroke of 0.25pt)
- Main text in Arial Regular (10pt) with bold to highlight key information.
- All pages have a margin of 10mm (0.4 inches).





GREEN FINS

The Reef-World Foundation leads the global implementation of the Green Fins initiative in partnership with the UN Environment Programme. This section of the Branding and Communications Guidelines explains how to correctly represent the Green Fins initiative through your communications and visual representations.

ABOUT GREEN FINS

The Green Fins initiative aims to protect and conserve coral reefs through environmentally friendly guidelines that promote a sustainable diving and snorkelling industry resulting in a measurable reduction in negative environmental impacts. Green Fins encourages and empowers members of the diving and snorkelling industry to act to reduce the pressures on coral reefs by offering dive and snorkel companies practical, low-cost and accessible alternatives to harmful practices – such as anchoring, fish feeding and chemical pollution – as well as providing strategic training, support and resources.

THE GREEN FINS MISSION STATEMENT

To protect and conserve coral reefs by establishing and implementing environmentally friendly guidelines to promote a sustainable diving and snorkelling tourism industry.

THE VISION FOR GREEN FINS

Reef-World's vision for Green Fins is to make sustainable diving and snorkelling the social norm. The initiative does this by inspiring and empowering the community of divers, snorkellers and related businesses to preserve coral reefs around the world by minimising their negative environmental impact and taking positive conservation action.

CONSERVATION IMPACT

By reducing the local direct and indirect pressures tourism puts on coral reefs, the Green Fins programme helps make corals healthier and more resilient to other stressors, in particular the impacts of climate change.

HOW TO REFER TO THE GREEN FINS INITIATIVE

Green Fins is an initiative managed globally by The Reef-World Foundation and the UN Environment Programme with support from a network of governments, charities, businesses and individuals around the world. It is a management approach adopted at the national level by governments to mitigate the negative impacts from the marine tourism industry. It is not an organisation, charity or brand:

- ✓

• The Green Fins **programme**
- ✓

• The Green Fins **initiative**
- ✓

• The Green Fins **network**
- ✓

• The Green Fins **approach**
- ✓

• The Green Fins **management approach**
- ✓

• The Green Fins **community**
- ✓

• The Green Fins **environmental standards**
- ✓

• The Green Fins **ethos to diving**
- ✓

• The Green Fins **system**
- ✗

• A charity / NGO
- ✗

• An organisation, business, company or brand
- ✗

• A political or regulatory body
- ✗

• A project
- ✗

• A certification or label
- ✗

• A strategy

For this reason, the Green Fins initiative should be referred to as a ‘what’ rather than a ‘who’ because it’s not a person or organisation:

- ✓

• **What** is Green Fins?
- ✗

• Who is Green Fins?
- ✓

• **What** is the Green Fins initiative?

The proper name of the initiative is Green Fins (with plural ‘Fins’ – you wouldn’t go diving with only one fin!):

- ✓

• Green Fins
- ✗

• Green Fin

Green Fins is two words so please always remember the space between Green and Fins:

- ✓

• Green Fins
- ✗

• Greenfins

Because it is the name of the initiative, both Green and Fins should be capitalised:

- ✓

• **Green Fins**
- ✗

• green fins

Please always use the initiative’s name in full:

- ✓

• **Green Fins**
- ✗

• GF

HOW TO REFER TO THE GREEN FINS MEMBERS

Marine tourism operators that have joined the initiative and pledged to follow the Green Fins Code of Conduct are referred to as Green Fins Members. The two streams of membership are Certified and Digital. As this is a status of membership achieved, we consider ‘Green Fins Member’ to be a proper noun and are therefore always capitalised when used as a **title**.

Examples of when to use Green Fins Member as a *proper noun*:

- ✓

• Green Fins Certified Silver Member
- ✓

• Green Fins Digital Member
- ✓

• Green Fins Members
- ✓

• We are a Green Fins Member
- ✗

• Green Fins certified silver member
- ✗

• Green Fins Digital members
- ✗

• Green Fins members
- ✗

• We are a Green Fins member

Examples of when member *is not a proper noun*:

- ✓

• Green Fins membership
- ✓

• There are two types of Green Fins memberships
- ✓

• We are a member of Green Fins
- ✗

• Green Fins Membership
- ✗

• There are two types of Green Fins Memberships
- ✗

• We are a Member of Green Fins

DESCRIBING GREEN FINS

There are lots of different elements to the Green Fins initiative, which can make it difficult to explain with a limited word count. To help, here are a few ways of describing the key aspects of the programme which fit a range of different word counts.

About Green Fins - in <150 words

Green Fins is a proven conservation management approach – implemented internationally by The Reef-World Foundation and the UN Environment Programme – which leads to a measurable reduction in the negative environmental impacts associated with marine tourism. It aims to protect coral reefs through environmentally friendly guidelines promoting sustainable diving and snorkelling. It provides the only internationally recognised environmental standards for marine tourism and its robust assessment system measures compliance.

Green Fins encourages and empowers divers, snorkellers, the diving industry and coastal communities to reduce the pressures on coral reefs by offering marine tourism companies practical, low-cost alternatives to harmful practices – such as anchoring, fish feeding and chemical pollution – as well as providing strategic training, support and resources. By reducing the local direct and indirect pressures tourism puts on coral reefs, it helps make corals healthier and more resilient to other stresses such as the effects of climate change.

About Green Fins (for governments)

An initiative developed by the UN Environment Programme and The Reef-World Foundation, Green Fins fosters environmental stewardship in the marine tourism industry and leads to measurable reduction in negative environmental impacts associated with diving and snorkelling. Typically, Green Fins is implemented at national level based on a network approach bringing together industry, government agencies and NGOs with technical advice from UNEP and Reef-World.

Mapping of average environmental impact scores identifies industry-wide challenges and high risk activities This information is used to support the development or strengthening of relevant regulatory frameworks. Green Fins teams are trained to provide practical, affordable solutions to those threats, in addition to raising awareness of coral reefs and sustainable marine tourism practices. Governments also use Green Fins in delivery against national and international environmental targets, including Aichi Targets 10 and 4 as well as Sustainable Development Goals 14 and 12. The proven, replicable approach has been implemented by over 600 marine tourism companies across South East Asia, the Indian Ocean, the Pacific and the Caribbean.

About Green Fins - in <100 words

The Green Fins approach – implemented internationally by The Reef-World Foundation and the UN Environment Programme – reduces the negative environmental impacts associated with marine tourism. The initiative protects coral reefs through the only internationally recognised environmental standards for diving and snorkelling and robust assessments to measure compliance.

Green Fins encourages and empowers the diving industry to reduce the pressures on coral reefs by offering practical, low-cost alternatives to harmful practices and providing strategic training, support and resources. By reducing the local pressures tourism puts on coral reefs, it helps make corals healthier and more resilient to other stresses.

About Green Fins - in <50 words

Reef-World’s Green Fins – implemented in partnership with the UN Environment Programme – aims to protect coral reefs through the only international environmental standards for diving and snorkelling. Green Fins empowers the diving industry to reduce tourism pressures on coral reefs to help make corals more resilient to other stressors.

About Green Fins - in <20 words

Reef-World’s Green Fins, endorsed by UNEP, protects coral reefs through international environmental standards for diving and snorkelling.



© Ocean Image Bank | Renat Romeo

THE GREEN FINS TONE OF VOICE

As the Green Fins network is made up of a collaboration of individuals and organisations around the world, the tone of voice might vary for individual national teams. However, please remember that through the network’s tone of voice, we want:

- ✓ People to see the Green Fins network as:
- Approachable

• Transparent & reliable

• Inspiring

• Knowledgeable yet accessible

• Informative

• Collaborative

• Human

• Hopeful & optimistic

• Impartial

• Concise

• Ground-breaking

• Relevant

- ✗ But not:
- Exclusive

• Untrustworthy

• Boring

• Overly scientific

• Dense

• Uncooperative

• Alienating

• Negative

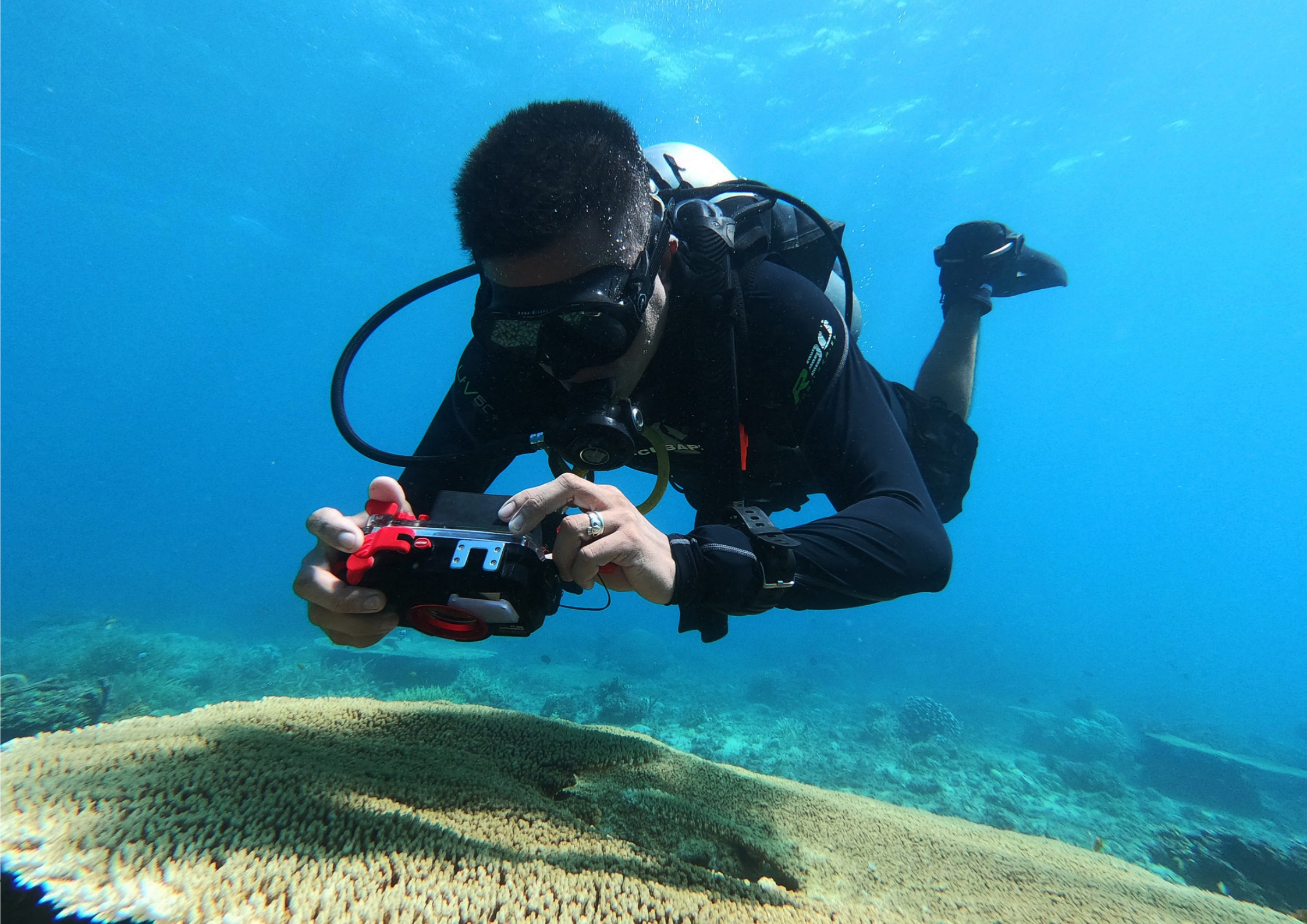
• Political

• Unnecessarily wordy

• Unoriginal

• Out of touch

So we might say:	But we wouldn’t say:	Because
Green Fins protects coral reefs through international environmental standards for diving and snorkelling.	Green Fins increases the resilience of marine invertebrates within the class Anthozoa of the phylum Cnidaria through international environmental standards for diving and snorkelling.	The Green Fins approach is based on sound science – but that doesn’t mean we need to use overly complex language that non-marine biologists might not understand.
By minimising local threats to coral, sustainable practices allow coral to become more resilient and better able to survive wider global threats.	Corals are facing many global threats and impacts from unmanaged tourism will just make it worse.	As a scientifically sound yet optimistic environmental management approach, we always focus on possible solutions to the threats faced by our oceans.
Together, we can all make simple changes to minimise the threats faced by corals and help protect them for future generations.	You need to make changes to your lifestyle to protect coral reefs from harm.	We’re all in this together and everyone is on a different stage of their sustainability journey. Working together will get us much further than pointing fingers.



THE GREEN FINS LOGO

The Green Fins logo is one of the most identifiable visual aspects of the initiative and represents the programme's identity. The logo received a major overhaul in 2022 to reflect the initiative's evolution and growth after 18 years.

A key element of the logo is its icon, the circular shape represents the accessibility and collaborative spirit embodied by the Green Fins network. The composition of the logo can vary in two ways, depending on the use. As a wordmark and icon, mainly present in educational materials and social media; and as a stamp used as a nod to the annual training, assessment and certification received by Green Fins Certified Members and the annual self-evaluation conducted by Green Fins Digital Members. This stamp will be used on member promotional materials such as certificates, badges, stickers, etc.

As an international initiative, which reaches people from a wide range of locations and backgrounds, the logo has been designed to relate to and be immediately recognisable by the marine tourism industry. As such, it represents some key aspects of the Green Fins mission statement:

- The coral represents the primary ecosystem Green Fins aims to protect, and it's not a visual element often seen in scuba diving logos so we believe it differentiates Green Fins as a conservation initiative.
- The green used for the name and the border surrounding the icon illustrates the environmental protection Green Fins provides to both people and the ocean.
- The fins represent all types of marine tourism stakeholders, and bringing the fins underwater illustrates the close relationship between Green Fins stakeholders and the sea.

All the elements of the programme's visual identity have been carefully crafted so Green Fins materials are immediately recognisable and accurately represent the programme. These have been explained in further detail throughout these branding guidelines.

For consistency, and to protect the programme's visual identity, the Green Fins logo should always be used correctly, as outlined in the following sections.



LOGO USAGE

There will be some instances where the main Green Fins logo is not suitable, which is why some variations have been created. However, please use the primary versions of the logo, as outlined below, wherever possible.

Uses

Wordmark and icon (full colour)



This version of the logo should be prioritised wherever possible and should ideally be placed against a white background. This version of the Green Fins logo is most used across all materials. The use of the wordmark keeps the name at the forefront of the brand. The icon provides more context by illustrating the ecosystem and stakeholders involved in the initiative.

Stamp



For brand consistency, the icon is kept as the central feature in both compositions. The stamp was created as a seal of approval of Green Fins environmental standards. This version will be adapted according to the initiative's needs (e.g. member listings on the Green Fins website, rankings, etc) currently the only colour variations to be used are: gold, silver, bronze and Green Fins primary dark blue. Please note, only The Reef-World Foundation can create these variations.

Reef-World & Green Fins logos together:



This logo should be used when explaining Reef-World's relationship to the Green Fins initiative

Colour

The three possible colour uses of the logo are outlined below. Please note, while alternative versions have been created to account for lack of contrast or technical difficulties, and are available when needed, the full colour logo should be used without alterations wherever possible. Make sure that the green border surrounding the logo is **always visible**, it is an essential element of the composition.

Full colour:

preferably used over a white or light background so this main version of the logo is clearly visible and legible.

Full colour with white wordmark:

this version was created for use over dark backgrounds to ensure the contrast is still high enough for the letters to be fully visible

Monochrome:

this simplified version is available for use in designs when colours available for printing are limited. This logo may be rendered in black, white, and all of the Green Fins primary and secondary colours. It can be used over images only if the contrast is high enough for the logo to remain clearly visible.

Full colour:



Full colour with white wordmark:



Monochrome:



Backgrounds

Wherever possible, the full colour logo should be used against a white background. If this is not possible, the following options are available.

White backgrounds (preferred)

Wherever possible, the Green Fins logo should be used against a white background only. Please make every attempt to do this

Dark or coloured backgrounds

If the Green Fins logo must be placed on a dark or coloured background, the full colour with white wordmark must be used. Making sure there's enough contrast to show the green border surrounding the logo.

Against image backgrounds

- Where the Green Fins logo must be placed over photo or image backgrounds, either the full colour with white wordmark or the white monochrome logo may be used
- There must be a strong enough contrast between the logo and the background for the logo to remain fully and clearly visible



Sizing and exclusion zones

The Green Fins no touch policy doesn't just apply to marine life! To make sure the Green Fins logo can always be clearly seen and is fully legible, please give it plenty of space and make sure it is never touching – or too close to – other design elements by following these guidelines.

Minimum size

- The logo should not be reproduced smaller than 35mm (1.4 inches) wide in print or 100 pixels wide for digital versions. The resolution of the logo should never be so low it appears pixelated

35mm



Exclusion zone

- The exclusion around the logo is equal to the cap height of the G in 'Green Fins'.
- The exclusion zone is the area around the logo which must remain free from other logos, images or copy to ensure the logo is not obscured in any way.

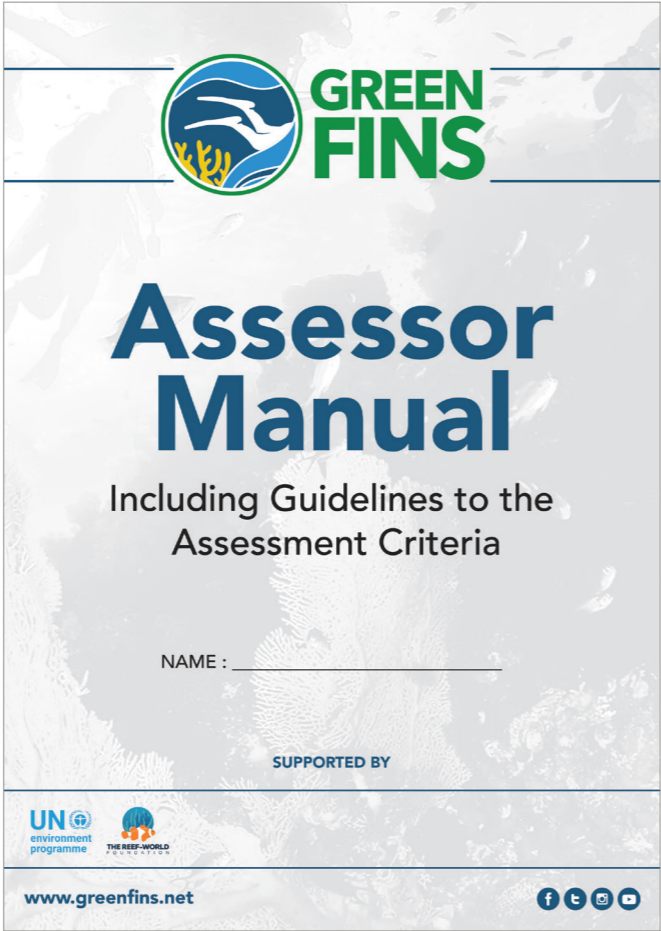


Application (dos and don'ts)

Just like the Green Fins environmental standards, there are a few dos and don'ts when it comes to using the logo correctly and making sure it's not changed or edited in any way:

✓ **DO** keep the correct proportions and colours and use a hi-res version to ensure proper resolution

✓ **DO** ensure the logo is properly centred when being added to other materials



✗ **DON'T** stretch or compress the logo or change the proportions in any way



✗ **DON'T** create your own variation or stylise the logo with visual effects (such as outlines, glows, embossing or shadows)



✗ **DON'T** flip, rotate or skew the logo



✗ **DON'T** move or edit any elements of the design, including the 'Green Fins' text



✗ **DON'T** change the colours or transparency



✗ **DON'T** use a low-resolution version of the file if this causes the logo to pixelate



✗ **DON'T** remove, omit or change any elements or sections of the logo



Use of the logo by members of the Green Fins network

The Green Fins network is made up of collaborative partners from around the world and from all segments of the marine tourism industry. In order to recognise appropriate stakeholders, it is sometimes necessary for various logos to be used on one material. When doing so, please follow these guidelines.

The Green Fins logo can be used by itself. However, when it is used with partner logos (e.g. government bodies, funders etc) it must always be accompanied by The Reef-World Foundation and UN Environment Programme logos. Where several logos are used, the Green Fins, UN Environment Programme and Reef-World logos should be placed together on the left with the additional logos added to the right of these.



Green Fins Certified Members

Green Fins Certified Members are able to use the stamp with the rank achieved during their last assessment to demonstrate their membership. This stamp may be used with the members' company logo without The Reef-World Foundation and UN Environment Programme logos.



Green Fins Digital Members

Green Fins Digital Members are able to use the following stamp to demonstrate their membership. This stamp may be used with the members' company logo without The Reef-World Foundation and UN Environment Programme logos.



* Please note that Green Fins Members may not say they have partnered in any way with the UN Environment Programme.

COLOUR PALETTE

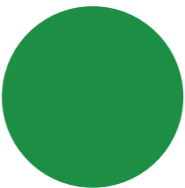
Like Reef-World, the Green Fins initiative uses a specific colour palette in all its communications.

Green Fins is all about finding low-cost, practical solutions to the different problems faced by the diving industry, covering issues from land (illustrated by the yellows and oranges) to sea (blues and greens). The wide range of colours used within the Green Fins palette represent the many possible solutions that can be found to different environmental challenges and shows the programme’s reach and impact, from land to sea, around the world.

These are the only colours that should be used when visually representing Green Fins.

Primary colours:

It probably will not come as a surprise that green is the hero colour of the Green Fins initiative: representing sustainability and balance. This green is used as the dominant colour in all materials, accompanied by tones of blue and complemented by yellow.

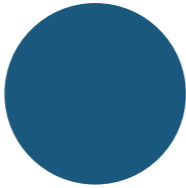


**Green Fins
primary green**

C: 85
M: 19
Y: 100
K: 5

R: 29
G: 143
B: 69

#1d8f45

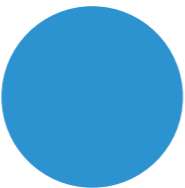


**Green Fins
primary dark blue**

C: 93
M: 64
Y: 31
K: 12

R: 26
G: 88
B: 125

#1a587d



**Green Fins
primary blue**

C: 75
M: 31
Y: 0
K: 0

R: 45
G: 146
B: 208

#2d92d0



**Green Fins
yellow**

C: 7
M: 17
Y: 100
K: 0

R: 240
G: 203
B: 23

#0cb17

Secondary colours:

These supporting colours should be used to balance Green Fins’ bright primary colours. In general, blues should be used for water-related subjects or more formal messages, greens for sustainable practices and the warmer orange to create contrast or call for attention; generally, when highlighting what not to do. Together, they represent the relationship between water and land; and how all the earth’s ecosystems are closely interconnected.



**Green Fins
light blue**

C: 61
M: 12
Y: 0
K: 0

R: 81
G: 180
B: 230

#51b4e6



**Green Fins
dark green**

C: 83
M: 38
Y: 99
K: 33

R: 39
G: 94
B: 48

#275e30



**Green Fins
light green**

C: 40
M: 0
Y: 100
K: 0

R: 166
G: 206
B: 57

#a6ce39



**Green Fins
orange**

C: 0
M: 49
Y: 98
K: 0

R: 248
G: 149
B: 33

#f89521



**Green Fins
gold**

C: 18
M: 28
Y: 95
K: 0

R: 213
G: 175
B: 52

#d5af34



**Green Fins
silver**

C: 47
M: 39
Y: 41
K: 4

R: 140
G: 140
B: 138

#8c8c8a



**Green Fins
bronze**

C: 20
M: 80
Y: 100
K: 3

R: 196
G: 85
B: 42

#c4552a

Tertiary colours:

These supporting colours were selected for the ranking system for the Green Fins Certified Members. They can only be used on materials related to each particular rank.

TYPOGRAPHY

As well as the colour palette and visual style, the Green Fins font has been carefully chosen to ensure instant recognition of the programme’s materials.

Primary typeface: Avenir Next LT Pro

Avenir Next LT Pro is the main typeface for Green Fins materials and other design collateral. This font is well suited because it is modern, approachable and easily legible. As the main typeface for Green Fins logo, materials and other design collateral, Avenir Next LT Pro should be used wherever possible: particularly for headings and large text. This font is used in all Green Fins materials, from posters to social media, except for materials translated into languages with a non-Latin alphabet (which is covered below).

Please only use the following versions:

Regular: for body text. **Bold:** for titles.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

The examples below illustrate how the ‘tracking’ – i.e. the space between the letters – has been altered from -25 to -100 to offer stylistic variation to the font. To ensure the text is always fully legible, please only change tracking in headers or for large text.

Tracking 0: used in the body of the text
Avenir Next **LT Pro**

Tracking -25: used in secondary headers
Avenir Next **LT Pro**

Tracking -100: used in headers only. Please make sure it is legible
Avenir Next **LT Pro**

Supporting typeface: Arial

Arial is used for larger amounts of text (such as heavy text documents and presentations) or for text that needs to be produced at a small size. It was chosen because it is a clean, modern and easy to read font that works in all types of software. All weights of Arial can be used.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Supporting typeface for web: Lato

Lato is used for all Green Fins digital platforms, such as the website, due to Green Fins online font licensing. This is the only case where Avenir is not used, however a font that has the same characteristics was chosen to maintain brand consistency as much as possible.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Non-Latin alphabets: Various

The purpose of the Green Fins initiative is to educate, encourage and inspire people from around the world to protect coral reefs. For this reason, many of the Green Fins materials are translated into different languages, some of which don’t use Latin alphabets. As such, the following fonts are used for translated materials:

- **Arabic:** Geeza Pro
- **Chinese – both traditional & simplified:** PingFang TC
- **Japanese:** 源ノ角ゴシック (Noto Sans CJK)
- **Korean:** Nanum Gothic



* Please always ensure you have the appropriate licence for any fonts used when developing materials.



GREEN FINS IMAGERY

The imagery used to represent Green Fins should visually illustrate responsible and sustainable behaviours, both in and out of the water.

The purpose of the Green Fins initiative is to educate, inspire and empower people around the world to protect their coral reefs. This is also true of the imagery used in relation to the initiative, which should depict the different actions people can take to reduce their negative environmental impact in a way that will resonate with them. Any images used should exemplify the Green Fins Code of Conduct and serve as a visual inspiration for people who want to adopt sustainable tourism practices.

It is important to remember that, while some of these situations might not be the most naturally aesthetically pleasing, they should be composed to look as attractive as possible. As such, the images should be eye-catching, inspiring and authentic: representing the wide range of Green Fins Members around the world and the different approaches they are taking to overcome environmental challenges. Wherever possible, please avoid staged images that look like stock photos.

Most Green Fins-related imagery will fall into the following categories:

- **Corals and marine life:** usually with divers in the shot to communicate the importance of sustainable tourism to these ecosystems. The divers and snorkellers pictured should be clearly following [Green Fins standards](#).
- **Marine tourism best practices:** illustrating policies the dive industry can implement to protect coral reefs. This might include: proper waste disposal and recycling, such as having appropriately sized bins with lids; removing waste from boats; delivering pre-dive briefings; mooring buoys in use; reef-safe sunscreen being provided for guests; permanent tank caps in use instead of masking tape; or sustainable souvenirs (non-marine life) on sale.
- **Underwater best practice:** illustrating the responsible behaviours divers and snorkellers should adopt when visiting coral reefs. This might include: divers with good buoyancy and trim with their equipment tucked in and no dangling gauges; divers swimming high and clear of the reef and never touching, chasing or harassing marine life; snorkellers wearing life jackets; or dive guides correcting guests or supporting photographers.
- **Irresponsible practices:** should only be depicted in a context when it is clear these actions are being advised against. This might include: shell souvenirs or jewellery for sale or being worn; fish feeding; littering; masking tape in use as a tank separation system; or irresponsible disposal of waste or chemical products etc.
- **Green Fins materials in use:** exemplifying ways dive professionals use the Green Fins materials to educate guests. This might include: the Green Fins certificate or posters on display in dive shops; environmental briefing cards in use during a pre-dive briefing; dive professionals taking the Green Fins Dive Guide e-Course; and the multitude of other ways dive professionals might display and use the Green Fins materials.
- **The Green Fins community in action:** showing the positive impact of people from around the world coming together to protect their oceans. This might include: beach and underwater clean-ups; marine monitoring; or awareness raising presentations about sustainable tourism etc.

Images used to illustrate the work of the Green Fins network should NOT:

- | | |
|---|--|
| ✗ Be taken by photographers known not to follow environmental standards | ✗ Ever damage, harm or stress any marine life in order to capture the shot |
| ✗ Show people breaking the Green Fins Code of Conduct | ✗ Focus only on one demographic |
| ✗ Evidently show manipulation of marine life | ✗ Be low-resolution or blurred |
| ✗ Show people touching the reef or marine life – with hands, feet, fins or dangling equipment | ✗ Be used without permission or appropriate credit |

Images used to illustrate the work of the Green Fins network should:

- ✓ Be taken by photographers who follow environmental standards
- ✓ Promote environmental best practice by illustrating good behaviour
- ✓ Show divers following environmentally friendly behaviours (i.e. following the Green Fins Code of Conduct): in good trim, with neutral buoyancy, swimming high and clear of the reef with their fins up and no gauges dangling
- ✓ Represent the diversity of people around the world working to protect coral reefs (age, gender, ethnicity)
- ✓ Remain neutral by not promoting one brand or member over others in an image/series of images
- ✓ Be high resolution
- ✓ Always credit the photographer



GRAPHIC STYLE

The Green Fins graphic style aims to make the message of sustainable diving clear and accessible for a variety of audiences around the world.

Being exposed to Green Fins materials should make people feel informed, empowered and motivated to help protect coral reefs whether or not they are an active Green Fins Member. For this reason, the initiative's graphic style has been designed to speak to many different audiences and show sometimes complicated subjects in a clear and simple way. These elements should be used consistently throughout all Green Fins materials:

- **The Green Fins Illustrations:** Illustrations are used across the Green Fins posters, materials and social media channels to convey the Green Fins message in a way that can be clearly understood by the audience; whatever their background and whatever language they speak. These illustrations use a simple, light-hearted style and bright colour palette to bring the 15-point Green Fins Code of Conduct to life by explaining sometimes complicated subjects in an encouraging and inspiring way. Being able to visualise how they should behave (and why!) also helps Green Fins Members feel more confident in following the Green Fins guidelines.
- **The illustrations play a leading role across the Green Fins materials and are supported, where appropriate, by high-quality photography of the Green Fins network demonstrating sustainability in action.**
- **Photography:** should depict the communities around the world working to protect coral reefs and accurately illustrate the actions everyone can take to minimise their environmental impact.
- **Overlays:** sometimes photographs – particularly those of responsible divers enjoying stunning coral reefs – are used to clearly illustrate the important work of the Green Fins network. Often, these inspiring underwater images can be full of texture, which can interfere with the legibility of the overall design. When this is the case, be careful to ensure any overlaying text is legible. Blocks of colour – usually Green Fins' primary green (depending on the photo) – should be used with an opacity of 80–90%.

CORAL REEFS
- ONE OF THE WORLD'S MOST VALUABLE ECOSYSTEMS – ARE HOME TO A QUARTER OF ALL MARINE SPECIES AND SUPPORT THE LIVELIHOODS OF MILLIONS OF PEOPLE AROUND THE WORLD. THEY ARE SEVERELY THREATENED BY THE IMPACTS OF CLIMATE CHANGE.

IRRESPONSIBLE TOURISM PRACTICES CAN CAUSE SIGNIFICANT DAMAGE TO CORAL REEFS.

BUT TOURISM CAN ALSO BE A FORCE FOR GOOD
If we each make simple choices, we leave reefs healthier and more resilient to climate change.

So, it's vital tourists who visit the ocean are aware of how they can reduce their negative impacts by following environmental best practice

Green Fins offers simple guidelines to help tourists play an active part in protecting the marine biodiversity hotspots they visit.

EACH OF US CAN MAKE **SIMPLE CHANGES** THAT WILL PROTECT CORAL REEFS, KEEPING THEM **HEALTHY & THRIVING** FOR YEARS TO COME.

YOU CAN PROTECT CORAL REEFS
BY FOLLOWING A FEW SIMPLE GUIDELINES, AS OUTLINED BY

THE REEF-WORLD FOUNDATION & UN environment's programme

GREEN FINS

Photo credits: Coral Reef Image Bank (Beth Watson, Jett Britnell)

www.reef-world.org www.greenfins.net

GRAPHIC ELEMENTS

The Green Fins Icons

The icons, which are based on original designs by the Green Fins Association (Thailand), were created to help dive professionals and their guests easily understand and follow the Green Fins Code of Conduct. These eye-catching symbols were designed as a clear, simple and friendly way to illustrate complicated subjects in a way anyone can understand and relate to; no matter their age, background, where they are from or what language they speak.

A little like road traffic signs, the symbols are easily understood across language barriers and cultures. However, as Green Fins is not a regulatory body, they aim to be a little more fun and less severe, so as to be accessible to everyone. The icons can be adapted to different formats to suit the needs of each country. Their ease of use and the clarity with which they convey their message make them extremely popular with the global Green Fins community.

Colours of the icons

- **On white**
 - For Don'ts: use orange border
 - For Dos: use blue border
 - Text in black
- **On green**
 - For Don'ts: use orange border
 - For Dos: use blue border
 - Text in black



Do not anchor on coral reefs



Use mooring buoys



Do not anchor on coral reefs



Use mooring buoys



Printing the icons

The Green Fins icons are most commonly printed in A4 or A3 size and waterproofed to be displayed around dive centres and on boats; this allows them to be used as a reference by dive staff. Government bodies and local authorities also often choose to print large versions in billboard format and display them in high-footfall tourist areas, such as in airports, ferry ports or the entrance to marine protected areas. The icons also work well individually – both in digital and printed versions – to communicate a specific point.

We understand that printing options may be limited in your location. However, where possible, due to the nature of the Green Fins initiative, the materials you print on should be durable and, preferably, waterproof. Please also take care to consider the sustainability of creating your materials by only printing the posters or icons you require and choosing sustainable materials.

Borders and logo application

The Green Fins materials have been designed to be easily adapted if logos of partners or supporting organisations need to be added. For this reason, the header and footer of documents (such as guidelines, posters, information packs, presentations, infographics and other materials) have a predetermined space for logos to be included.

Green Fins border: usage guidelines

- The Green Fins logo must be placed in the centre of the width of the lines following the indicated centre marks of the logo
- Spacing between the two lines must be equal to 60% of the height of the logo
- Logos may be placed between the two lines as needed
- Where there are not enough resources to properly reproduce the full colour border, it can be printed in greyscale
- The footer (with the Green Fins website URL and social media icons) must be present in all public materials (printed or for presentations).

When including additional partner logos, please use the predetermined space in the header or footer of Green Fins documents. Please ensure partner logos remain separate from the UN Environment Programme and Reef-World logos, which are located at the left-hand top or bottom corners, by always placing them in the right-hand top or bottom corners. Whether logos are placed in the top or bottom corners will depend on the design of that material. Usually, partner logos will appear in this order from left to right: national government, national partners (e.g. NGOs) and other logos as appropriate.

Header



Footer



APPLICATION OF THE GREEN FINS GRAPHIC STYLE

A variety of different formats can be used to communicate the work of the Green Fins network to promote sustainable diving: from social media to posters, presentations and more. To ensure consistency across all materials, Green Fins assets should follow these guidelines.

The Green Fins posters, infographics and guidelines should only be developed by The Reef-World Foundation (as international coordinator of the Green Fins initiative) and should not be created by members of the wider network unless they have received explicit permission to do so. All new materials must be approved by Reef-World's Communications team before public use. If you see the need for a new poster, please contact the Reef-World team via info@greenfins.net.

Posters

The Green Fins posters are key materials in helping dive and snorkel operators educate both staff and guests about sustainable practices that should be followed. They use the illustration-based graphic style and a range of colours (based on the Green Fins palette) to attract attention and bring the message to life. Each poster focuses on communicating a key aspect of the Green Fins Code of Conduct in a clear and straightforward way: some simply communicate a call to action while others include more text to act as guidelines that explain the environmental reasons for actions in more detail.

- Header includes the Green Fins logo (top left)
- Direct, concise title communicating your call-to-action in capital letters (Avenir Bold in Title Case)
- All other text in Avenir Regular
- Short copy with a clear call-to-action below the illustration or, if there is lots of text, above and below the illustration

- Key messages capitalised or in bold
- Large, simple illustration that communicates a clear message using Green Fins' graphic style and colourful designs
- Colour scheme based on the Green Fins palette with complementary and contrasting colours added to bring the illustrations to life.
 - Purple, red and brown hues are often used and provide consistency across the suite of posters
- In the footer, the Reef-World and UN Environment Programme logos should always be included in between the green lines (left corner) with any additional logos of supporting partners on the right (see page 68 for logo usage). Below, include the Green Fins URL (left) and social media icons (right) to encourage supporters to find out more.



**GREEN
FINS**

NO
OF MARINE LI

If it's found down there, it should stay

Many of these souvenirs play vital roles in maintaining the reef by providing a habitat for many different species as well as becoming **NATURALLY RECYCLED**.



Don't support the trade; if the buying stops, the killing and collecting stops.
Do not take shells or coral from the beach. If you find them, please help support marine conservation by reporting them to the authorities.



www.greenfins.net | [f](#) [t](#) [@GreenFins](#) [e](#) [@Green_Fins](#)



**GREEN
FINS**

**NE PAS
TOUCHER**

LES CORAUX SONT DES ANIMAUX TRÈS FRAGILES

CERTAINS RÉCIFS CORALLIENS SONT ÂGÉS DE 10.000 ANS

ILS METTENT LONGTEMPS À POUSSER. LE CORAIL NID D'ABEILLE MET JUSQU'À 20 MOIS À POUSSER DE SEULEMENT 1CM

SURVEILLEZ VOS PALMES ET VOTRE FLOTTE
UN COUP DE PIED PEUT FACILEMENT LES BRISER
OBSERVEZ MAIS NE TOUCHEZ PAS



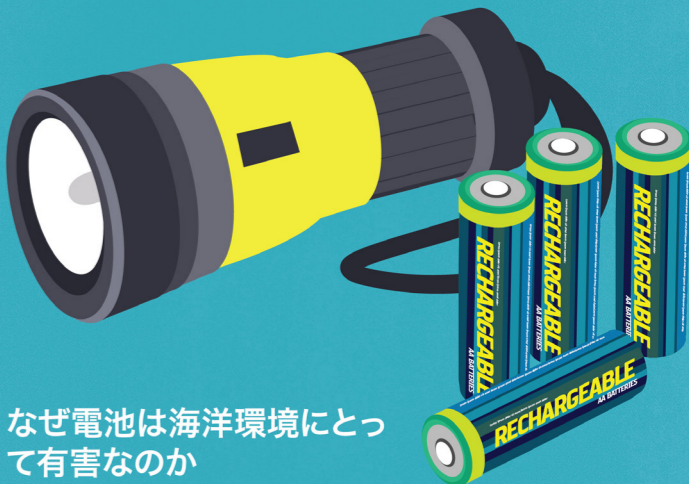
www.greenfins.net



**GREEN
FINS**

使用済みの電池は適切な方法で廃棄しましょう

なるべく使い捨て電池を使わないようにし、再充電が可能な電池を使用するようにしましょう



なぜ電池は海洋環境にとって有害なのか

1. 正しく廃棄されないため (埋立や海洋投棄など)
2. 電池が分解される際に、鉛や水銀等の化学物質が土や海に流れ込むため
3. これらは最終的にすべて海に流入し、海を汚染し、海洋生物に害を与えます



www.greenfins.net | [f](#) [t](#) [@GreenFins](#) [e](#) [@Green_Fins](#)




Infographics

Infographics are used when it is necessary to cover a complex topic in more detail than can be clearly communicated in a poster. They can be particularly useful for visually explaining complicated scientific information in more depth. For this reason, they are used in Green Fins resources which explain topics requiring a deeper understanding of context, such as the impacts of fish feeding and the potentially harmful effect of some chemical compounds in sunscreens.

The Reef-World team might create Green Fins infographics for print or web with online versions having more space for in-depth explanations.

- Header includes the Green Fins logo (top left)
- Direct title communicating your call-to-action in capital letters (Avenir Bold).
 - Infographic titles may be more expansive than poster titles
- Content split into clear and concise sections; each explaining a key point
- Use illustrations, in the usual Green Fins graphic style, to illustrate relevant points
- Plenty of clear space around illustrations and captions
- Arrows or numbering can be used to help explain a sequence of events, if necessary
- Variations in text size, thickness and style can help draw attention towards certain elements
- The Green Fins colour palette used throughout; additional secondary colours can be used as long as they are in line with previous designs
- Footer includes the Reef-World and UN Environment Programme logos (left) as well as Green Fins URL and social media icons (right) – see page 68 for borders and logo application.



GREEN FINS

WHY DON'T WE FEED FISH?

1

Divers or snorkellers use bread/rice/food scraps to feed fish.

2

Reef fish rush to the diver/snorkeller leaving their territory and nests vulnerable to predators

3


Feeding causes unnatural group predatory behaviour in normally solitary species making unguarded nests vulnerable.

4



Fish that normally eat algae are now being fed by humans. This may allow algae to grow and smother coral.



5

Normally, while grazing upon algae, fish accidentally eat the eggs of coral predators like crown-of-thorns seastars. Feeding stops this grazing and allows predator populations to increase and damage the reef.



Most marine animals have a very specific diet, and a very specific range of digestive bacteria. Being fed the wrong food can lead to the wrong type of bacteria to become dominant in their stomachs and they can no longer digest their natural food and could starve to death.




www.greenfins.net |  @GreenFins  @Green_Fins

Green Fins guidelines

For certain topics, dive and snorkel operators need a higher level of detail to walk them through relevant processes step-by-step. In these instances, guidelines clearly outline environmental best practice. Depending on the content, these might be a one page poster or an informative booklet.

Poster-style guidelines:


- Header:
 - **Option 1:** Reef-World and UN Environment Programme logos in the header (top left). In this case, partner logos should be placed top right. Green Fins logo (top and centre – see page 68)
 - **Option 2:** Green Fins logo (top left) with headline on the right
- Direct, concise headline communicates the call-to-action in Avenir bold (Title Case for Option 1, all caps for Option 2)
- Subheader or short introductory paragraph as appropriate to explain the poster’s main purpose
- Illustrations to complement the text should follow the standard Green Fins graphic style
- How the information is displayed (e.g. two-column vertical format / horizontal) will vary depending on the content.
- Green Fins colour palette used throughout (see page 56)
- Text in Avenir Regular, always making sure it is legible.
- Footer:
 - **Option 1:** Green Fins URL (left) and social media icons (right).
 - **Option 2:** Reef-World and UN Environment Programme logos (left) as well as Green Fins URL and social media icons (right) – see page 68 for borders and logo application.





ENVIRONMENTAL BEST PRACTICE FOR UNDERWATER PHOTOGRAPHERS


As an operator that cares about our ocean, we ask all underwater photographers to help protect the beautiful underwater ecosystems they visit by following these best practices:




DO

 Secure your equipment (e.g. gauges, regulators etc.): so they do not trail over reefs and cause damage

 Assess the situation before approaching: and position yourself and your camera without touching the reef

 Don't fixate over a particular species: you'll have better dive experiences and guides may feel pressured to move or touch marine life if they think you're only interested in specific creatures


 Don't touch, manipulate or chase marine life: don't use hands or other equipment (e.g. sticks) to move marine life for a better shot. Any manipulation can cause stress





Guidelines to the Code of Conduct


As a Green Fins member this dive centre is committed to protecting the marine environment by following this best practice. If you notice lack of compliance to any of the following practices please report to info@greenfins.net.


GREEN FINS: Best Practices for the Dive Operation


1 Display Green Fins certificate and posters in centre and on boat


2 Identify and train someone as your "Green Fins Champion"

3 Educate all dive staff on The Environmentally Friendly Diving and Snorkelling Guidelines annually


4 Adopt "minimum discharge" and "responsible garbage" practices through safe collection and disposal of hazardous waste. E.g. use eco-friendly cleaning products, recycle, no littering and no fish feeding


5 No spear fishing or sale and display of corals / marine life


6 Promote good buoyancy, species ID, and marine monitoring courses (e.g. Reef Watch) and teach careful finning and photography skills


7 Ensure inexperienced swimmers wear life jackets when snorkelling


GREEN FINS: Best Practices for the Dive Staff


1 Be excellent role models and follow The Environmentally Friendly Diving and Snorkelling Guidelines


2 Always provide briefings and enforce a strict "no touch" environmental policy

3 Always use mooring buoys and install and maintain where possible

4 Know and tell guests about environmental rules and where relevant, marine protected areas

5 Participate in regular beach and underwater cleanups


6 Participate in reef and marine life monitoring and offer ID books and posters of marine life


7 Prohibit the collection, sale and display of marine life and do not support the shark fin trade


GREEN FINS: Best Practice for Customers


As a Green Fins member we are committed to protecting our marine life, we ask our customers to please help us by following these simple guidelines.


7 THINGS DIVERS MUST DO


 Report marine life & shoot photos without disturbing the environment


 Support conservation & champion Green Fins


 Practice buoyancy control & photography skills


 Practice advanced finning techniques


 Only touch rock or coral if necessary


 Avoid diving up and down by keeping your distance



 Do not feed the fish

 Do not touch, touch, poke, poke or capture marine life

 Do not collect marine life specimens or keep on boat


 Do not place cameras on reefs or marine life to capture a better shot

 Do not touch or step on coral

www.greenfins.net |  @GreenFins  @Green_Fins

Option 1

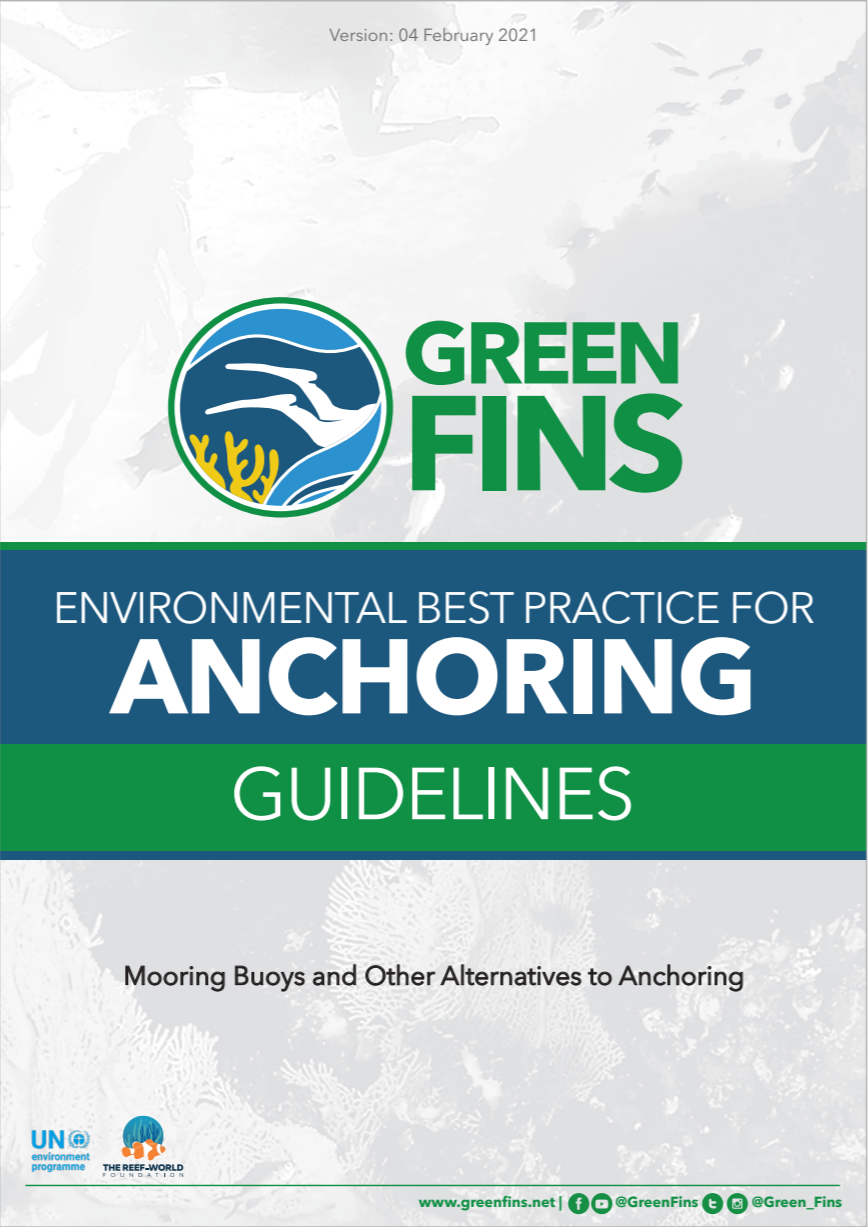
Option 2



73

Booklet-style guidelines:

- Front cover
 - Version date at the top and centre of the document
 - Green Fins logo, centred
 - Large clear headline in Avenir Bold
 - Subject headline in white (all caps, mainly bold or combined with regular) over a chosen primary or secondary Green Fins colour block
 - Secondary headline, ‘Guidelines’, in white (all caps, regular) over a Green Fins primary green colour block
 - Descriptive subhead in black (title case) if required
 - Footer should always include the Reef-World and UN Environment Programme logos (left) as well as Green Fins URL and social media icons (right). See page 68 for borders and logo application.
- Throughout guidelines
 - Clear section header delineated by a block of Green Fins primary green
 - Simple icon illustrates the section’s content
 - Section titles in Green Fins primary green, Avenir bold (30pt)
 - Subheaders in black, Avenir Regular (bold, 10.5pt)
 - Main text in black, Avenir Regular (10.5pt)
 - Add links where appropriate
 - If relevant, add supporting illustrations in the Green Fins style
 - Footer contains the Green Fins monochrome icon and name of the guidelines in primary green (bottom left) and page number (bottom right)
 - On the last page, a primary green colour block is placed above the footer with Reef-World’s contact information and the Reef-World and Green Fins combined logo.



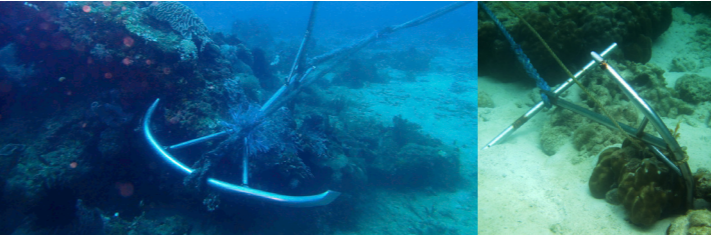
Front cover

ANCHORING & THE ENVIRONMENT

The environmental threat

Anchors are heavy and often have a long chain attached. When dropped onto a fragile coral reef, they cause great destruction.

All contact between anchors and the organisms living in the bottom of the seabed results in physical damage, dislodgement or increases in sedimentation. If done incorrectly, damage can occur during the placing, retrieval and while at anchor.



In addition to the anchor being a hazard to the environment, the cables and chains can also increase the damage. Even if the anchor is carefully placed, the cable can stay in contact with the reef. If the wind or current causes the boat to change direction, the anchor and chain will drag and cause even more damage to our valuable coral reefs.

The extent of the damage caused by anchoring will be affected by a number of factors, such as the number of boats, their size, weather conditions and substrate firmness. Even a small amount of damage can be devastating for coral reefs because corals are fragile and, often, slow growing animals. Did you know honeycomb coral takes up to 20 months to grow just 1cm?

An anchor can impact an average of 7.11% of the coral at a frequently used site each year. At this pace, it won't take many years to destroy any of our favourite dive sites.

The importance of minimising anchor damage

There are many different types of corals and anchoring affects all of the family groups. The extent of the damage can vary from complete to partial destruction and it can take a long time for reefs to recover from this damage:

- Soft corals: lack a hard skeleton and so are highly susceptible to physical damage
- Branching corals: are brittle due to the branching morphology of its calcium carbonate skeleton and so highly susceptible to damage.
- Massive corals: With their calcium carbonate skeleton, these have important reef-building qualities and are somewhat more resistant to physical damage than other types of corals.

Inner pages

INSTALLING MOORING BUOYS FOR SMALL BOATS (speedboats, outrigger boats etc. for approx 6 people)

To build and install inexpensive yet long-lasting mooring buoys, please follow these steps:

MATERIALS:

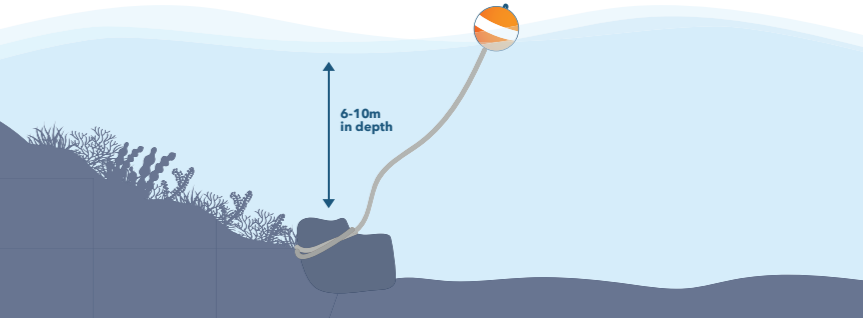
- **Tyre-rope:** A strong, durable rope-like material can be made from old car tyres sliced into strips (4-5cm wide x 10-15cm long). This is a good alternative to rope and allows you to upcycle car tyres in the process too!
- **The buoy:** Old canisters, water tanks or anything that floats and has somewhere a rope can be attached to can be used as your buoy.
- **Rope:** You will also need 1-3m of rope which will tie the buoy to the tyre rope
- **Nylon string**

HOW TO ATTACH THE BUOY TO THE REEF

Attach your buoy to the reef without causing damage by following these steps:

1. Attach your buoy to the 1-3m length of rope
2. Find large rocks or boulders along the reef slope that have minimal marine life growing on them
 - a. The rocks should be approximately 6-10m in depth
 - b. If the bottom is sandy, and there are no rocks or boulders, you can create your own weight by making a concrete block with a steel ring or filling a wooden crate with rocks
 - c. The size and weight of the rocks/blocks will depend on the boat size. Ideally, two blocks should be connected to each other to prevent drifting
3. Feed the tyre-rope around the rock and tie it off securely
4. If needed, use the nylon string to help hold the knots in place
5. Make a loop at the other end of the tyre-rope and attach your rope and buoy/float
6. Add an additional rope tied to the buoy with a loop at the other end (for crews to connect their boat)
7. Make sure you check on your mooring regularly and undertake maintenance to prevent any wear-and-tear

Make sure there are no excess loops or lengths of rope in the mooring to prevent megafauna entanglement



Green Fins letterhead

For working documents, branding is kept to a minimum to avoid it becoming distracting. The design follows the basic Green Fins border usage guidelines on page 68 for the header and the footer. Arial is used for the content, using the regular version (10pt) for main body text, subheaders in bold (12pt) and Green Fins primary green. The main header should be centred, black and bold (18pt).



UN
environment
programme



THE REEF-WORLD
FOUNDATION



**GREEN
FINS**

Green Fins Membership Form

MISSION STATEMENT

"To protect and conserve coral reefs by establishing and implementing environmentally friendly guidelines to promote a sustainable diving and snorkelling tourism industry."

- 1) Adopt the Green Fins mission statement
- 2) Display the adopted Green Fins agreement for the public to see
- 3) Adhere to the Green Fins Friendly Diving and Snorkelling Guidelines and act as a responsible role model for guests
- 4) Participate in regular underwater cleanups at dive operator selected sites
- 5) Participate in the development and implementation of a mooring buoy program and actively use moorings, drift or hand place anchors for boats
- 6) Prohibit the sales of corals and other marine life at the dive operation
- 7) Participate in regular coral reef monitoring and report coral reef monitoring data to a regional coral reef database
- 8) Provide adequate garbage facilities on board facility's vessel and deal with responsibly
- 9) Operate under a 'minimum discharge' policy
- 10) Abide by all local, regional, national and international environmental laws, regulations and customs
- 11) Provide guests with an explanation of Green Fins Friendly Diving and Snorkelling Guidelines in pre dive briefings
- 12) Provide training, briefing or literature for employees and guests regarding good environmental practices for snorkeling, diving, boating, marine wildlife interaction and other marine recreational activities
- 13) Provide staff and guests with public awareness and environmental materials (ID books, pamphlets etc)
- 14) Provide guests with information on local Marine Protected Areas, environmental rules and regulations
- 15) Promote a strict 'No Touch' policy for all reef diving and snorkelling.

I agree to abide by the Green Fins Code of Conduct and understand that my company will allow trained Green Fins Assessors onboard to carry out environmental assessments. I realise that a failure to adhere to these guidelines may result in a warning being given and after several warnings it may lead to my removal from the scheme.

NAME _____ COMPANY _____

SIGNATURE _____ DATE _____

EMAIL _____ TEL. NO. _____

ADDRESS _____

NAME AND TYPE OF BOATS: _____

Adapted from The Coral Reef Alliance (CORA) "Environmentally Friendly Standards for Dive Operations"

An initiative of the United Nations Environmental Programme and supported by The Reef-World Foundation

www.greenfins.net





[@GreenFins](#)




[@Green_Fins](#)

Green Fins email signatures

When assessor or other national team members are signing off from any of the Green Fins email addresses, please follow this format:

- Name: 'Sans Serif'/ Arial, 'Normal'/ 11pt size, bold and the closest shade of green as the Green Fins primary green.
- Job title: 'Sans Serif'/ Arial, 'Normal'/ 11pt size, bold and italic, grey.
- Mobile: 'Sans Serif'/ Arial, 'Normal'/ 11pt size, regular, grey.
- Green Fins logo
- Adapt this text as appropriate: "Green Fins is managed by [ORGANISATION] in [COUNTRY] and globally coordinated by The Reef-World Foundation" 'Sans Serif' font, 'Normal' size, regular, grey
- Green Fins website, Facebook and Twitter handles: 'Sans Serif'/ Arial, 'Normal'/ 11pt size, regular, hyperlinked

New Message


Recipients

Subject

Name Lastname

Green Fins Assessor

Mobile: 1234 567 890



GREEN

FINS

Green Fins is managed by [ORGANISATION] in [COUNTRY] and globally coordinated by The Reef-World Foundation

www.greenfins.net | [Facebook](#) | [Twitter](#)

Green Fins Member certificates

Green Fins Certified Members will receive a certificate denoting the rank achieved (Gold, Silver, Bronze) after each assessment that can be proudly displayed to promote their involvement. The certificates may vary slightly depending on the country the member is located in and the ranked achieved but the design follows this overall format:

- Size and format: A4, landscape
- Reef-World and UNEP’s logos (top left) and partner logos (top right)
- Green Fins logo (top and centre – see page 68)
- Illustration of coral reef at top left hand corner and bottom right hand corner. Using a combination of Green Fins primary green, primary dark blue and primary blue with gradients and transparencies.
- Title of certificate in Avenir Next LT Pro Bold, all caps, -60 tracking between letters (the colour will vary between ranks, so it will be either the Green Fins gold, silver or bronze)
- Recipient’s name in Avenir Next LT Pro Bold, all caps, -60 tracking between letters (black)
- All other text in Avenir Next LT Pro Regular (black)
- Green Fins primary green block is positioned in the centre under the description to highlight the validity of the certificate and QR code. Text is in Avenir Next LT Pro Bold (white)
- Relevant signatures at the bottom left and right corners
- Green Fins Certified Gold, Silver or Bronze Member stamp is positioned at the bottom left corner with a slight drops hadow
- “Supported by the UN Environment Programme” at the bottom of each certificate



Green Fins Digital Members will receive a certificate denoting they have completed their annual activities that can be proudly displayed to promote their involvement. The format for this certificates is:

- Size and format: A4, portrait
- Green Fins logo at the top centre
- Illustration of coral reef at the top right hand corner and bottom left hand corner (Green Fins primary dark blue and primary blue)
- Title of certificate in Avenir Next LT Pro Bold, all caps, -60 tracking between letters (Green Fins primary dark blue)
- Recipient’s name in Avenir Next LT Pro Bold, all caps, -60 tracking between letters (black)
- All other text in Avenir Next LT Pro Regular (black)
- Green Fins primary green block is positioned in the centre under the description to highlight the validity of the certificate and QR code. Text is in Avenir Next LT Pro Bold (white)
- Relevant signature at the bottom centre
- Reef-World and UNEP’s logos below the signature, bottom centre
- Green Fins Digital Member stamp is positioned at the bottom right corner with a slight drop shadow
- “Supported by the UN Environment Programme” at the bottom of each certificate



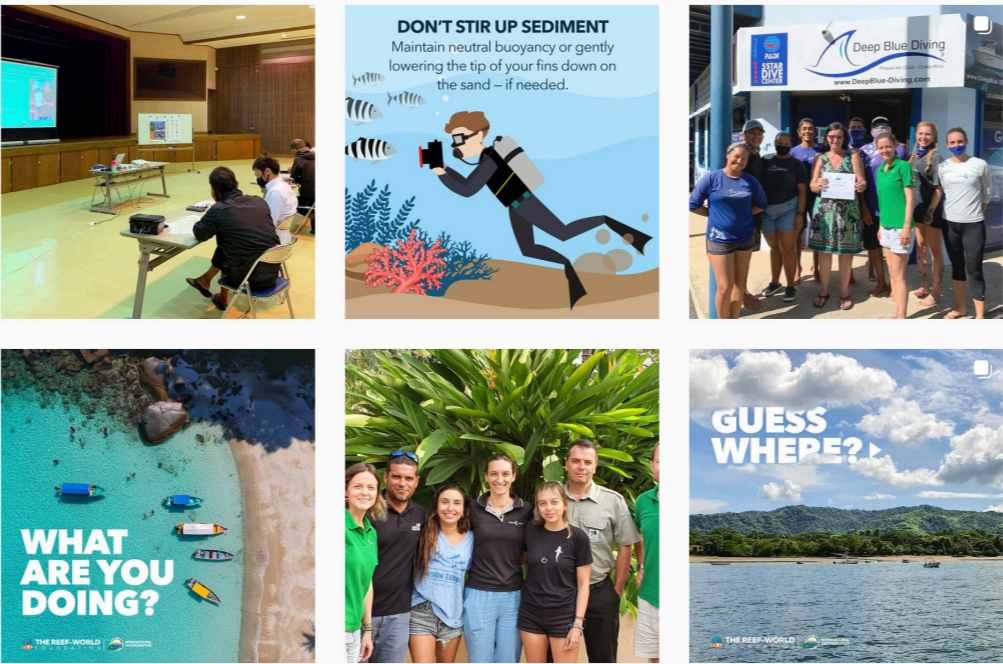
*Please note: only Reef-World staff, with relevant font licences, can create and/or edit Green Fins certificates.

Social media

Social media (Facebook, Instagram and Twitter) is an important way of keeping the Green Fins network (of national teams, dive and snorkel operator members, recreational divers, partners and supporters) up-to-date and informed. Posts usually contain a mixture of updates from the field, tips and resources to help the network improve their sustainability, practical and accessible information about the protection of coral reefs, case studies and other content to engage members and inspire them to actively support the Green Fins initiative.

Green Fins social media content showcases the network in action through posts that follow the Green Fins style as outlined in these branding guidelines. Photos used on our social channels (whether taken by the Reef-World team or someone from the wider Green Fins network) should always comply with the initiative’s photography guidelines (see page 60). When creating new assets or adapting designs for social media, ensure consistency by following these tips:

- Always follow the general branding guidelines and use the Green Fins colour palette and font
- Ensure any adapted materials are resized correctly for the relevant channel
- As with other Green Fins designs, social media assets should be clear, simple and uncluttered
- Choose a background with limited texture, or a solid colour, to ensure text is clearly legible
- Make sure images are organised in a way that they do not interfere with any text
- Where possible, use templates to ensure consistent messaging and fresh, new content or imagery
- When creating content for Instagram or Facebook Stories, always ensure enough space is left in the design for interactive elements (questions, stickers, polls, gifs, emoji, etc.) to be added
- Where appropriate, use a series of posts (in a gallery or Story format) to bring a topic to life or to go into more detail than is possible in one image

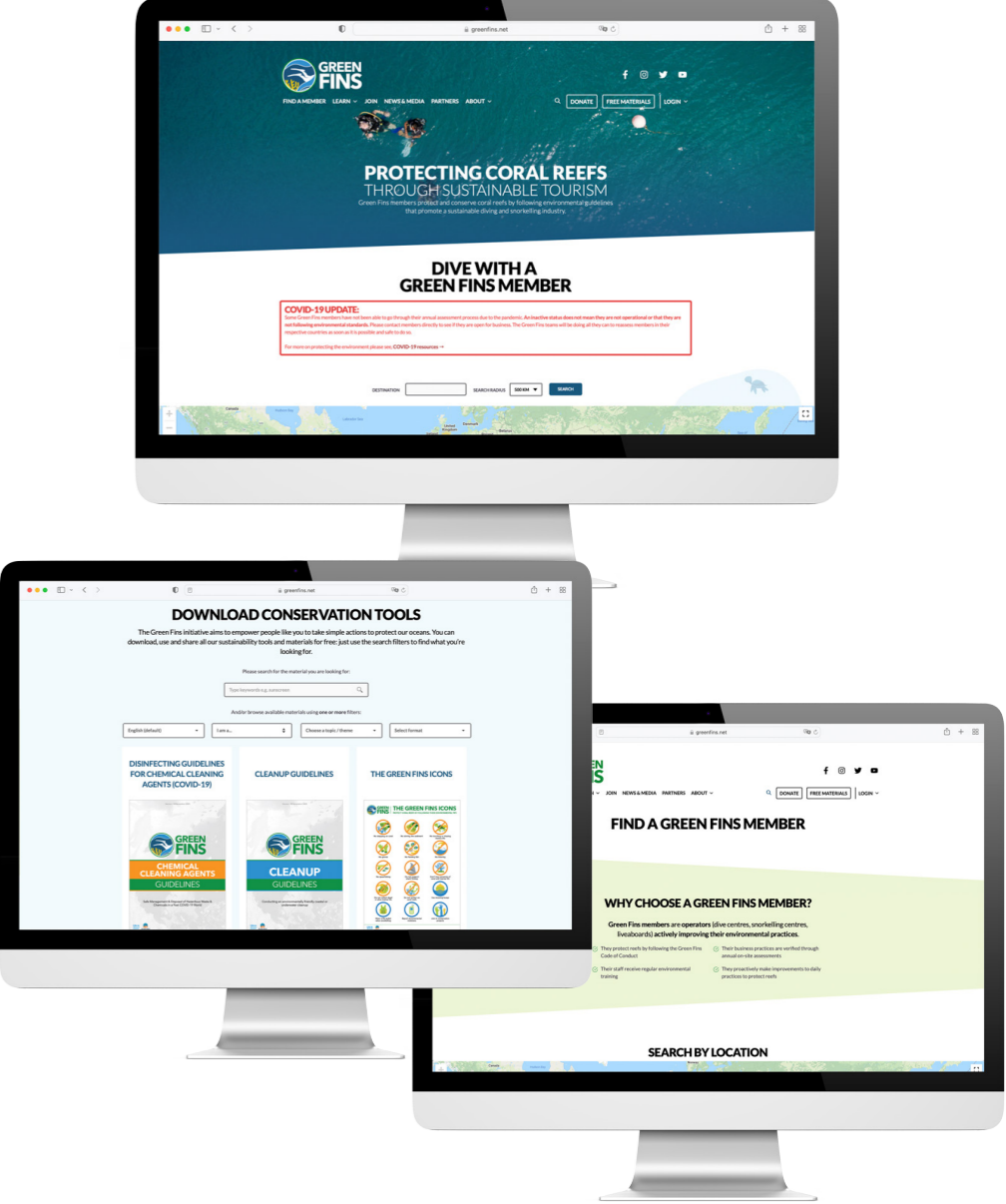


The Green Fins website:

www.greenfins.net

The Green Fins website brings together all of the main elements of the brand. Being the primary platform accessed by all of the audiences, it was designed to make the brand clear and relatable. Practicality and easy access to the vast member community of Green Fins was central when thinking of the design, making the global member map one of its main features. The design revolves around the use of:

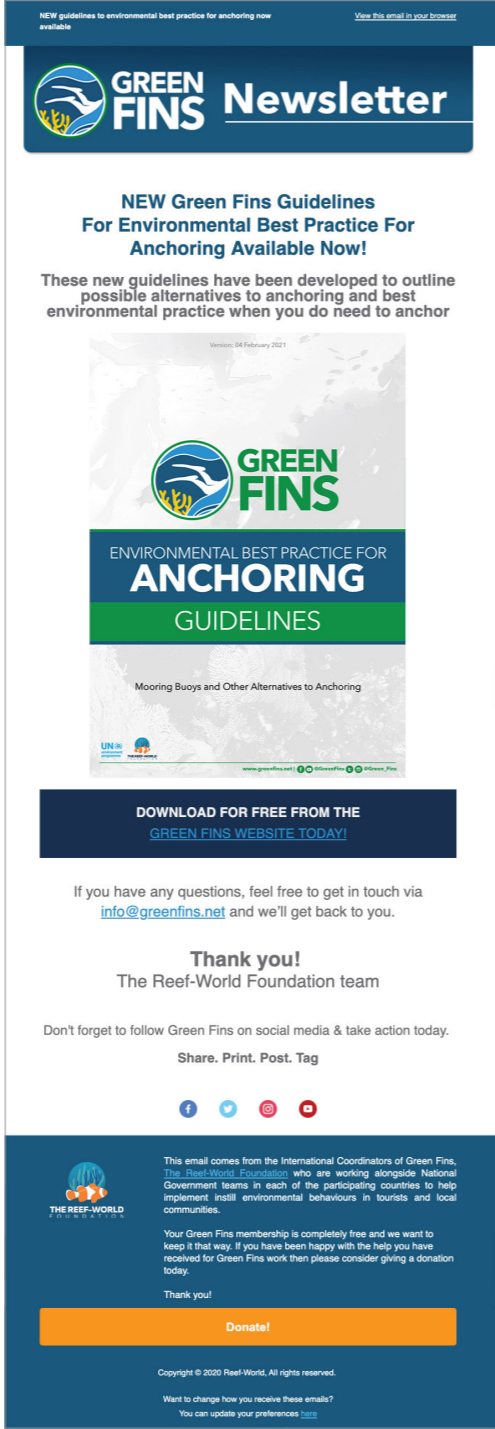
- **Illustrations:** used to highlight specific aspects of the content where we want to capture the users’ attention
- **Images:** used as part of the main banners, to bring life to the specific sections of the site. Also, used throughout the content, news and blogs to contextualise what’s been said and give a face to the Green Fins community
- **Colour transparencies on the background and angled lines:** used to separate sections, give life and movement to the design
- **Online font:** Lato is used on the website due to Green Fins online font licensing. This is the only case where Avenir is not used, however a font that has the same characteristics was chosen to maintain brand consistency as much as possible



The Green Fins newsletter

The Green Fins newsletter is managed by the Reef-World team and is used to communicate key updates to national partners and members of the initiative. For example, this might be when a new Green Fins resource becomes available or when assessment criteria are updated. Newsletters are clear, brief and to the point:

- Header with Green Fins logo & ‘Newsletter’
 - Version 1: Green Fins green is used for messages closely related to the Green Fins Code of Conduct, materials or network of members
 - Version 2: Green Fins dark blue is used for information not directly related to the Green Fins approach (such as information about partners, general marine conservation news etc.)
- Clear headline
- Short introductory sentence
- Concise copy explaining key points
- Text split into short blocks to make it easy to read
- Links for further information or downloads if required
- Images and colour blocking used to highlight important sections
- Contact information for more details
- Signed off by The Reef-World Foundation team
- Social media links to encourage shares
- Footer colour aligns with chosen header

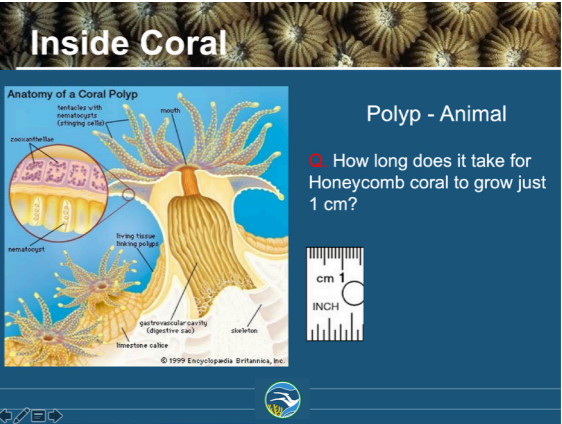


Presentations

The Green Fins programme, coordinated internationally by The Reef-World Foundation, is supported by many organisations in several countries around the world. While the Green Fins network is made up of many passionate individuals and organisations, it is important for any presentations or awareness raising sessions to have a consistent look and feel; no matter who is presenting. For this reason, Green Fins presentations follow this format:

- Main title slide:
 - Blue textured background with the Green Fins logo version of full colour with white wordmark
 - Title in Arial, bold, 44pt, white
 - Subtitle Arial, regular, 22pt, white
 - Footer with white banner for logos, Reef-World and UNEP left and partner logos on the right
 - Website and social media handles
- Direct, concise headline
- Clean template ensures the focus remains on the message communicated by pictures and text on the slides
- Background should be solid colour (white, Green Fins light green, dark blue or light blue) with the Green Fins icon at the bottom (the Green Fins icon should never be used on its own, here it is used because it is under the Green Fins brand in an official presentation)
- All text in Arial black or white (recognised by all operating systems)
 - Titles 44pt maximum
 - Subtitles from 22–32pt
 - Main text 18–22pt

If you are developing a presentation on behalf of Green Fins, and need a template or a pre-prepared awareness raising presentation, please contact The Reef-World Foundation.



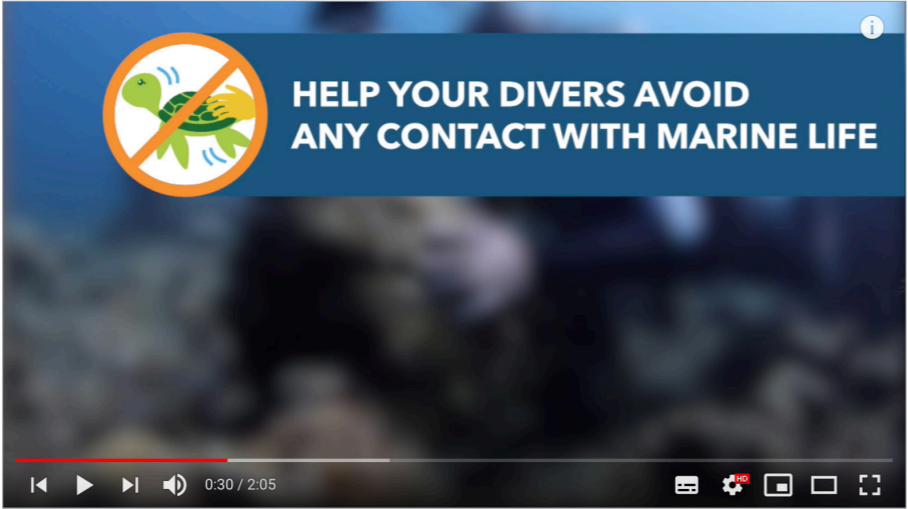
Videos

In addition to the Green Fins posters, guidelines and other printed or online materials, videos are used to clearly explain how certain elements of the Code of Conduct should be implemented. This is particularly true of sustainability policies which need a little more explanation or step-by-step examples of how something can be done, such as giving an environmental briefing, making permanent tank caps or how to manage your guests underwater. They can also be used to show what Green Fins Members and partners are doing to improve their own environmental policies in line with the Green Fins Code of Conduct.

When creating videos for the Green Fins network:

- Use the Green Fins full colour logo or wordmark in white to provide contrast against the moving background
- Always use the Green Fins official colour palette
- Length will vary depending on the purpose of the video:
 - Educational videos, such as the How Tos, are usually between 1–2 minutes
 - Videos intended to be shared online or on social media should not be longer than 30 seconds (1 minute maximum)
- Any text that is part of the video itself should be in Avenir Next LT Pro and positioned over a solid colour shape with 70–80% opacity so it can be read clearly over the background footage or against an area without much texture
- Subtitles, if necessary, should be in Arial (white) against a dark background (70–80% opacity)
- Any music or audio files used must be royalty free, not copyrighted and properly credited at the end of the video
- Add any logos (e.g. of partners or collaborators) at the end of the video against a black or white background

If you are developing a presentation on behalf of Green Fins, and need a template or a pre-prepared awareness raising presentation, please contact The Reef-World Foundation.



Brochures, flyers and banners

Brochures, flyers and banners are helpful in spreading the word about Green Fins to professionals across the diving industry as well as members of the general public. These materials can be particularly useful at events, expos, dive shows and conferences; however, wherever possible, it is important for sustainability reasons to develop materials that can be reused and repurposed (for example, a flyer that includes the name and date of a dive show becomes immediately redundant once that dive show has finished and any leftover flyers are more difficult to distribute because they seem out of date).

Materials such as brochures, flyers, panels and banners should:

- Follow the Green Fins branding and photography guidelines
- Be clear and legible (even from a distance)
- Avoid placing text over heavily textured backgrounds as this can be difficult to read
 - Instead, place text over a white background, blocks of colour or over strategic sections of photos with minimal texture
- Be attractive and visually interesting – often, they will need to capture the audience’s attention in an environment with lots of visual competition
- Communicate the message clearly and effectively – you might only have a short window of time to grab your audience’s attention and tell them what they need to know
- Include a clear call to action – know who your audience is and what one action you want them to take as a result of seeing your materials

Please make every effort to create any materials in as environmentally friendly a way as possible. For advice, refer to our printing guidelines [here](#).



The Green Fins online courses

Green Fins Dive Guide e-Course

The Green Fins Dive Guide e-Course is a free online course designed to teach dive professionals about the marine ecosystems in which they work and to help build on their existing scuba diving knowledge to conduct more environmentally friendly dives.

As an important product within the programme’s suite of educational resources, the Dive Guide e-Course has its own dedicated logo. To ensure it is clear that this is a Green Fins product, the initiative’s icon is showcased at the top; the other elements of the course’s logo are in black and white for a clear visual contrast. The Dive Guide e-Course logo is built over a rectangular shape. Each module follows this same shape and uses the monochrome version of the icon (in white) to follow the course’s overall identity. Each module uses a different colour from the Green Fins palette and has a simple icon to show a visual representation of its content. All other elements of the course follow the usual Green Fins visual guidelines.

The primary typeface is used with a slight reduction of -60 in the tracking between letters.



Green Fins Diver e-Course

The Green Fins Diver e-Course is designed to help recreational divers protect coral reefs by learning how to conduct more environmentally friendly dives. It also provides recreational divers with the capacity to identify and demand sustainable services from their dive operators

As an important product within the programme’s suite of educational resources, the Diver e-Course has its own dedicated logo. To keep in line with the identity created for the online courses, the Diver e-Course shares similar characteristics to the Dive Guide e-course. The initiative’s icon is showcased at the top, the other elements of the logo are in black and white for a clear visual contrast. The differentiating aspect is that this logo is built over a circular shape. Each module follows this same shape and uses the monochrome version of the icon (in white) to follow the course’s overall identity. Each module uses a different colour from the Green Fins palette and has a simple icon to show a visual representation of its content. All other elements of the course follow the usual Green Fins visual guidelines.

The primary typeface is used with a slight reduction of -60 in the tracking between letters.





CONTACT INFORMATION

The Reef-World Foundation leads the global implementation of the UN Environment Programme's Green Fins initiative, which focuses on driving environmentally friendly scuba diving and snorkelling practices across the industry globally.

Please visit www.reef-world.org to learn more about the charity or follow us on **social media**.

You can get in touch on info@reef-world.org

To find out more about Green Fins, please visit www.greenfins.net or follow the initiative on **social media**.

Contact the Green Fins teams on info@greenfins.net

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 [@reef_world](#) | [@green_fins](#)  [@GreenFins](#)

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