





Disclaimer

The use of the [Galápagos Life Fund](#) brand and its graphic elements is strictly limited to authorized applications. Any unauthorized modification, reproduction, or improper use of the brand is prohibited. All uses must comply with the guidelines established in this Brand Guidelines document to ensure the integrity and visual consistency of the brand.

June - 2024



Background

Galápagos Life Fund is an organization dedicated to the preservation and promotion of the unique marine biodiversity of the Galápagos Islands. Its mission is to protect marine ecosystems and foster a sustainable future for all the species that inhabit this extraordinary natural sanctuary.



Brand Identity



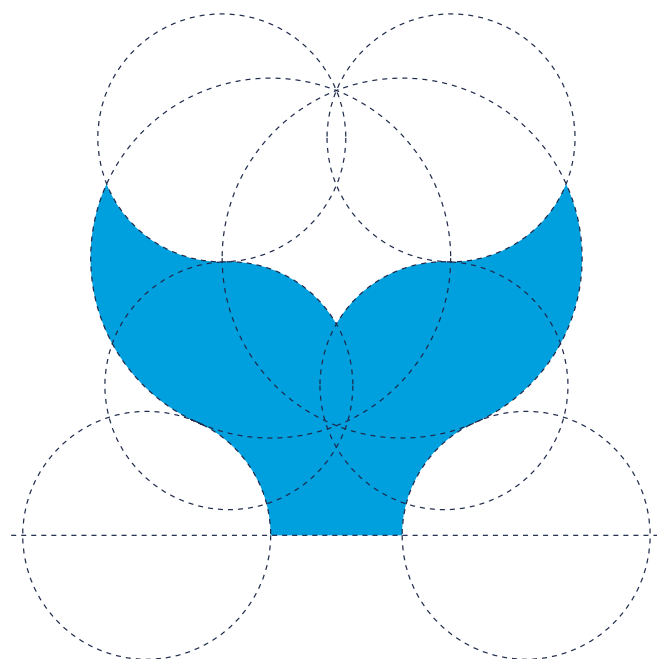
Whale Tail: The whale's tail symbolizes the majesty and vastness of the ocean, as well as the commitment to protecting the large and charismatic species that inhabit these waters. Whales are ambassadors of healthy marine ecosystems, and their presence in the logo highlights the importance of preserving their habitat.



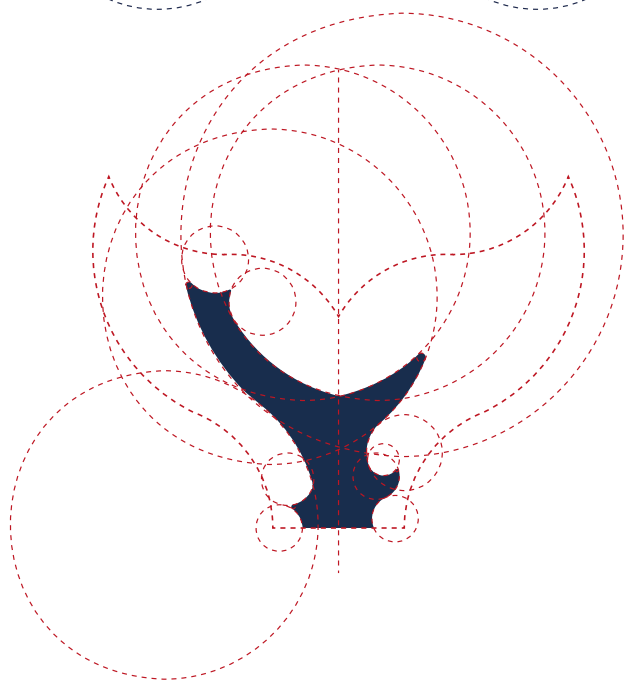
Hammerhead Shark: The distinctive shape of the hammerhead shark represents the diversity and uniqueness of Galápagos' marine life. With its unmistakable head, this shark is emblematic of the archipelago's unique marine biodiversity. Its inclusion in the logo underscores the commitment to protecting all species, especially those facing significant threats.



The **Galápagos Life Fund** visual identity is designed to reflect its deep connection to the marine life of the Galápagos Islands and its commitment to conservation. It does so through a visual synthesis of the distinctive tails of two iconic marine species—the whale and the hammerhead shark.



Whale Tail
Synthesis



Hammerhead Shark
Synthesis

The symbol is constructed using circles to create its curves and visual structure, resulting in a simplified representation of the brand concept.



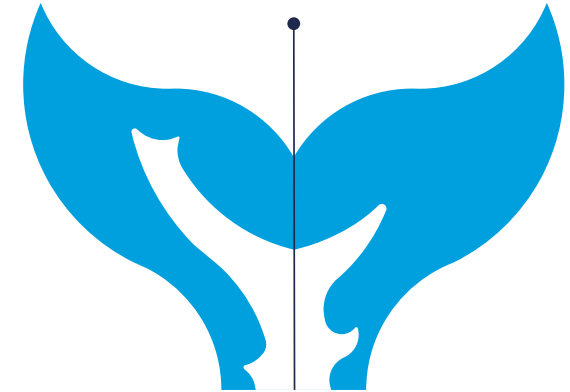
Whale Tail Synthesis



Hammerhead Shark Synthesis



Visual reference showing the alignment of the tail vertices, creating a unified composition.



Fusion of Symbolic
Visual Elements



Symbol

The symbol is a graphic representation that combines two iconic symbols of the Galápagos' marine biodiversity: the tail of a whale and the silhouette of a hammerhead shark. It uses the figure-ground principle to distinguish the two elements within a single visual composition.

Typeface Family

Cabin

A B C D E F G H I J K L M N Ñ O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n ñ o p q r s t u v w x y z

@ # # ¢ ∞ ¬ ÷ “ ” ≠ ! \$ % & / () = ? ¿ 1 2 3 4 5 6 7 8 9 0

Cabin bold

Cabin semibold



LOGO

Galápagos
life fund

Usage License

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<https://fonts.google.com/specimen/Cabin/>

The typeface used in the logo and throughout the brand's communications is modern and clean, reflecting professionalism and clarity. This typographic choice ensures that our messages about conservation and sustainability are conveyed with credibility and transparency.

Typeface Family

Arial

A B C D E F G H I J K L M N Ñ O P Q R S T U V W X Y Z

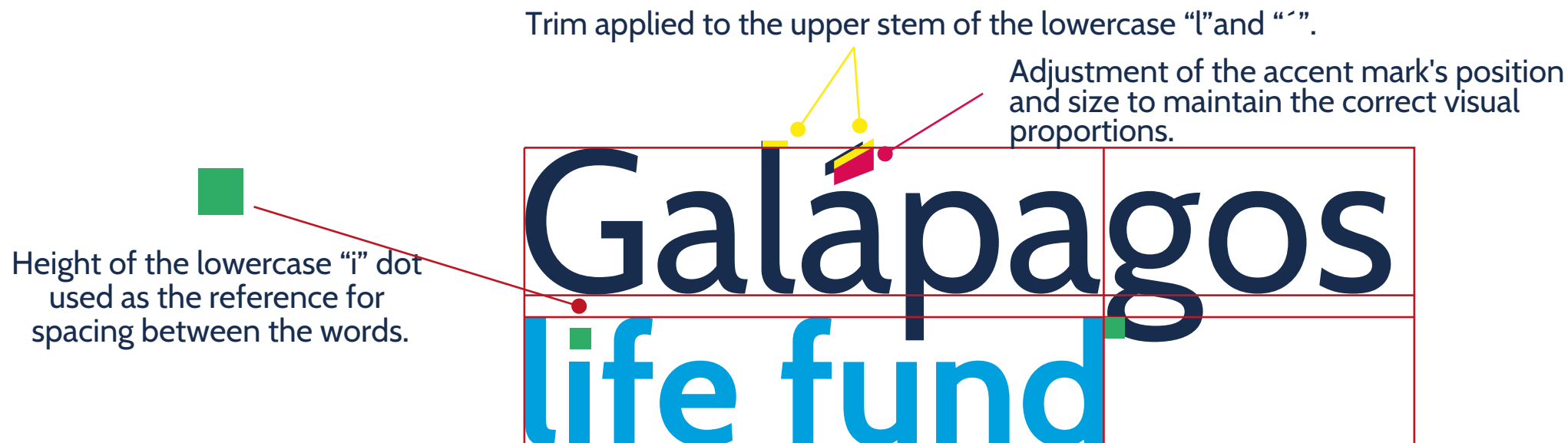
a b c d e f g h i j k l m n ñ o p q r s t u v w x y z

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Arial

Arial bold

To ensure readability and visual consistency across all written materials, including printed text and official documents, Arial serves as the secondary typeface. Arial is a modern, clean, and versatile sans-serif font. Its simple, professional design ensures clear and effective communication across a wide range of formats and sizes.



Galápagos
life fund

The spacing between the words in the logo is based on the height of the dot of the lowercase “i”, which serves as the reference measurement for the distance between **Galápagos** and **Life Fund**. Likewise, a subtle trim is applied to the upper stem of the lowercase “l” (equivalent to the width of the letter) to achieve improved visual alignment across the logotype.



Height of the lowercase “i” dot
used as the reference for
spacing between the logotype
and the symbol.



The combination of the symbol (icon) and the logotype (wordmark) creates the logo lockup, which represents the final Galápagos Life Fund brand mark.

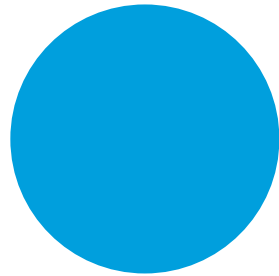
For the alignment and construction of the logo lockup, the height of the dot of the lowercase “i” in Life Fund is used as the reference unit. This measurement is repeated along the top and side to establish the spacing between the symbol and the logotype, ensuring visual balance and cohesion.

This arrangement must not be altered under any circumstances, as any modification would compromise the visual integrity and structural consistency of the brand.



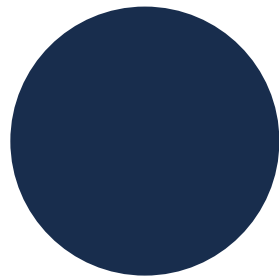
Color Palette

Primary Color Palette



PANTONE 299 C
#00a0df

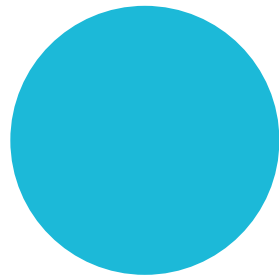
C	81	R	0
M	15	G	160
Y	0	B	223
K	0		



PANTONE 295 C
#002856

C	100	R	0
M	83	G	40
Y	41	B	86
K	39		

Secondary Color Palette



PANTONE 311 C
#00c1de

C	70	R	0
M	0	G	193
Y	14	B	222
K	0		



The color palette used in the visual identity is inspired by the natural environment of the Galápagos Islands:

Navy Blue: Symbolizes the depth and stability of the ocean, reflecting the organization's commitment to marine conservation with a sense of trust, seriousness, and resilience.

Deep Blue: Represents the richness and diversity of marine life, capturing the vitality of the Galápagos marine ecosystems.

Aquamarine: Evokes the purity and clarity of the marine environment, emphasizing the importance of preserving these pristine and healthy ecosystems.

Together, these colors create a visual identity that conveys a strong commitment to protecting marine biodiversity.

Primary



Alternative Versions



Positive



Negative



Neutral – Gray



The color application of the brand is limited to the use of the primary and secondary color palettes, either in their full or complementary versions, to ensure visual consistency and optimal legibility.

The brand is also available in different color variations to accommodate a wide range of backgrounds and formats. These versions ensure that the brand maintains its visual integrity, recognition, and readability across all applications.



Maintaining the visual integrity of the brand is essential. Therefore, any alteration to the brand's colors or form is strictly prohibited.

The logo may not be modified, distorted, stretched, compressed, or reproduced in proportions other than those defined in this Brand Guidelines document. Likewise, colors other than the approved brand palette must not be used.

These restrictions ensure consistency, recognition, and a cohesive brand presence across all applications and communication materials. Any unauthorized variation compromises the visual consistency and effectiveness of the brand identity.



Brand Usage



Height of the letter “G”
used as the reference for
the minimum clear space.



Height of the letter “G” used as
the reference for the clear space
when aligned with partner
or co-brand logos.



To ensure the brand remains clear and prominent, a minimum clear space must be maintained around the logo. This area must remain free of any graphic, typographic, or other visual elements.

The clear space is defined using the height and width of the capital letter “G” in the logotype as the reference measurement. This unit must be applied consistently on all sides of the logo to ensure maximum visibility, proper coexistence with partner brands, and strong brand recognition.



To preserve the legibility and visual integrity of the brand, a minimum reproduction size has been established. The logo must not be reproduced at a width smaller than 30 mm.

This minimum size ensures that all brand elements—including the symbol and the logotype—remain clear, recognizable, and visually balanced across all applications.

When space constraints require a size smaller than 30 mm, only the symbol (icon) should be used, without the logotype.

Primary Use



Arrangement of the
Symbol and Logotype



Reference Layout for Horizontal Proportions

Horizontal Application



Special Use – Symbol



For applications where a vertical layout is not suitable, a horizontal version of the logo is available. This version preserves the brand's visual integrity while providing greater flexibility in formats where a horizontal arrangement is more practical.

The horizontal logo should be used only in specific cases where the primary (vertical) version cannot be applied. The proportions and spacing established during the construction of the logo lockup must not be altered.

The symbol is also versatile enough to be used independently as a graphic pattern or texture in selected applications. This approach adds a distinctive and organic visual element to communication materials such as brochures, posters, presentations, and digital platforms. Using the symbol as a graphic texture reinforces the brand identity and creates a strong visual connection to the unique marine biodiversity of the Galápagos Islands.

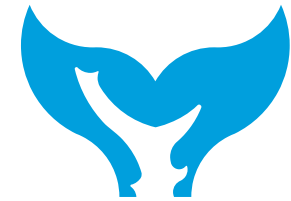
Primary Use



Horizontal Application



Symbol Only



Special Application*



A special version of the Galápagos Life Fund logo has been developed exclusively for exceptional circumstances. This version must not be used as the primary brand identifier under any circumstances.

Its use is strictly limited to specific applications where the brand initials (GLF) are required. This special version should only be used to complement the approved primary logo variations when the context specifically calls for the abbreviated form of the brand.



Applications



For the brand's business cards, a design is recommended that reflects the essence of the brand while conveying professionalism and a strong commitment to marine conservation.

Two business card layouts are proposed—horizontal and vertical—featuring the approved color variations and logo applications. Each version is designed to present the cardholder's essential contact information in a clear, consistent, and visually balanced manner.



For the corporate stationery system, white is used as the primary background color, symbolizing purity, clarity, and openness toward a sustainable future.

Minimalist design details are incorporated throughout the stationery to add a touch of elegance without distracting from the essential information. Each piece—whether a letterhead, envelope, or business card—has been carefully designed to communicate our commitment to conservation while maintaining a clean and timeless aesthetic.

The symbol is positioned subtly at the bottom of each piece as a decorative element, reinforcing the brand's connection to the unique marine biodiversity of the Galápagos Islands.



The ID badges have been designed with a minimalist and elegant aesthetic that reflects the essence of Galápagos Life Fund.

A combination of white, symbolizing purity and transparency, and blue, inspired by the colors of the ocean, reinforces the organization's connection to the marine environment. Subtle textures derived from the brand symbol are seamlessly integrated into the design, adding authenticity while evoking the beauty and richness of the Galápagos Islands' marine biodiversity.



The corporate folders have been designed with a minimalist and elegant visual aesthetic that reflects the identity of Galápagos Life Fund.

The front cover, featuring a white background, symbolizes purity, clarity, and transparency. In contrast, the back cover uses the brand's signature blue to evoke the depth, vitality, and richness of the ocean, reinforcing the organization's connection to the marine environment.

On the inside pocket, the brand symbol is reproduced in reverse (negative), creating a subtle yet distinctive visual element that strengthens brand recognition while maintaining a clean and sophisticated design.



This example demonstrates the use of the brand in printed publications, such as magazines and newspapers.

The logo is applied using an approved color variation over a photographic background, ensuring strong visibility and visual consistency. The design has been adapted for newsprint and other printed media, maintaining the brand's legibility and integrity across different printing processes and paper types.

Primary Application



Negative Color Version

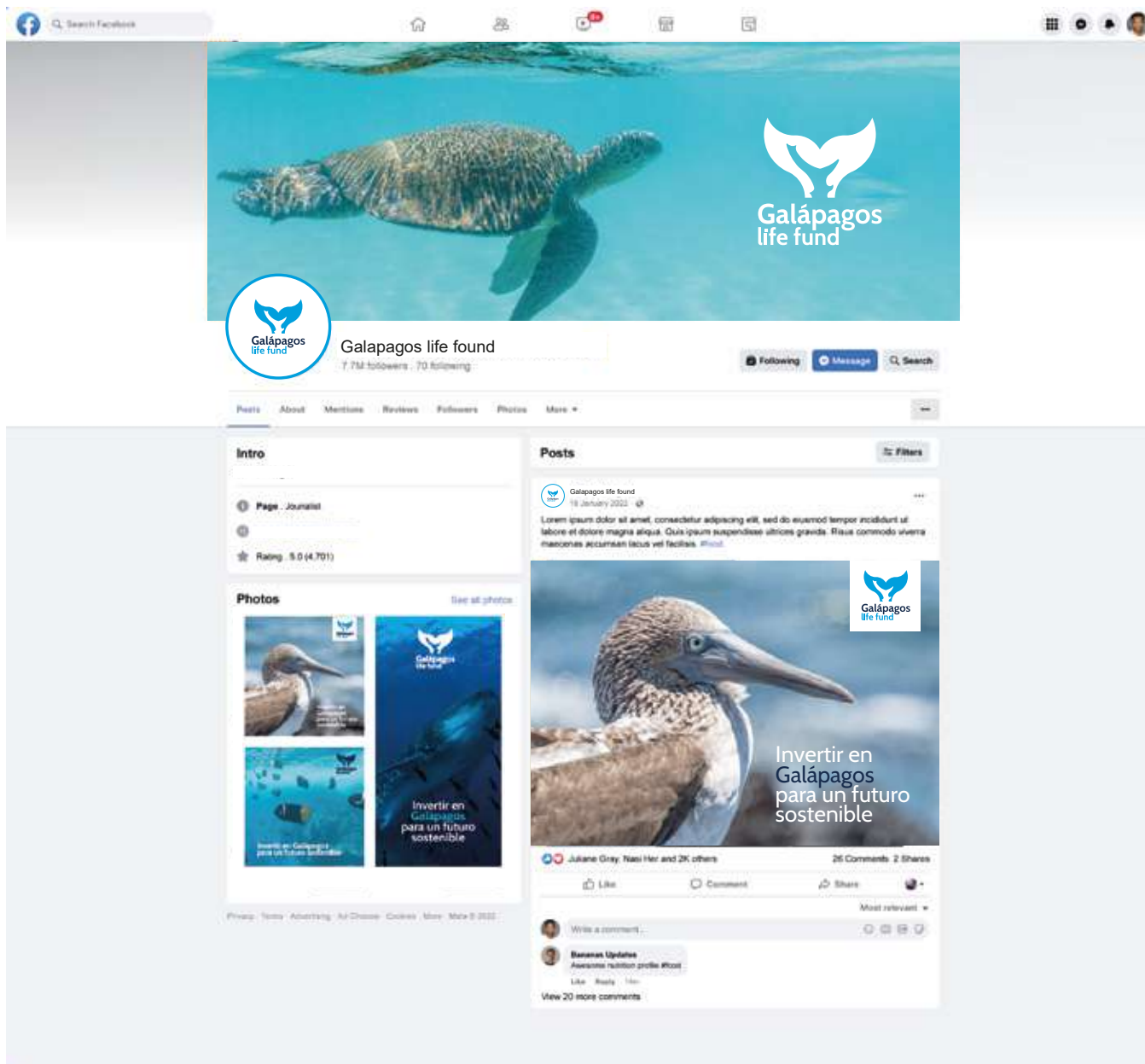




This example illustrates the application of the brand on event tents and roll-up banners.



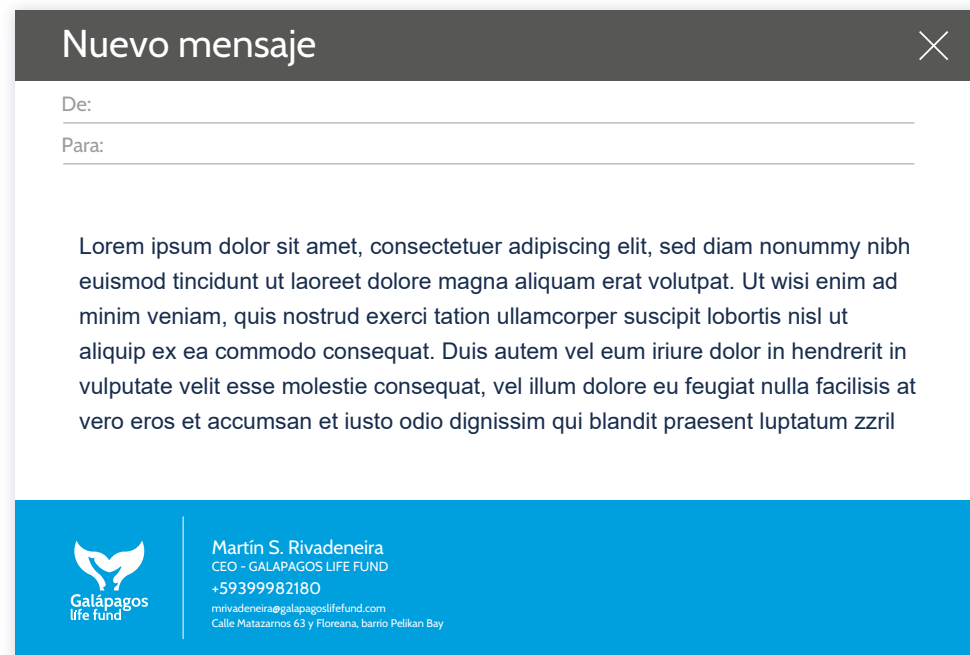
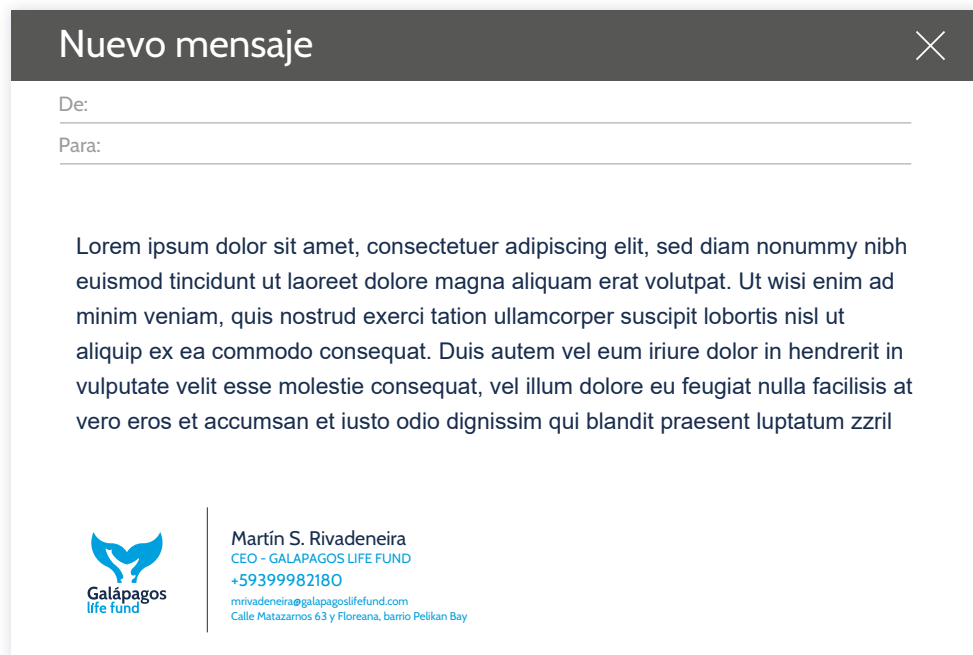
This example demonstrates the use of the primary brand identity in exterior signage for office facilities.



This example illustrates the application of the Galápagos Life Fund brand on Facebook.

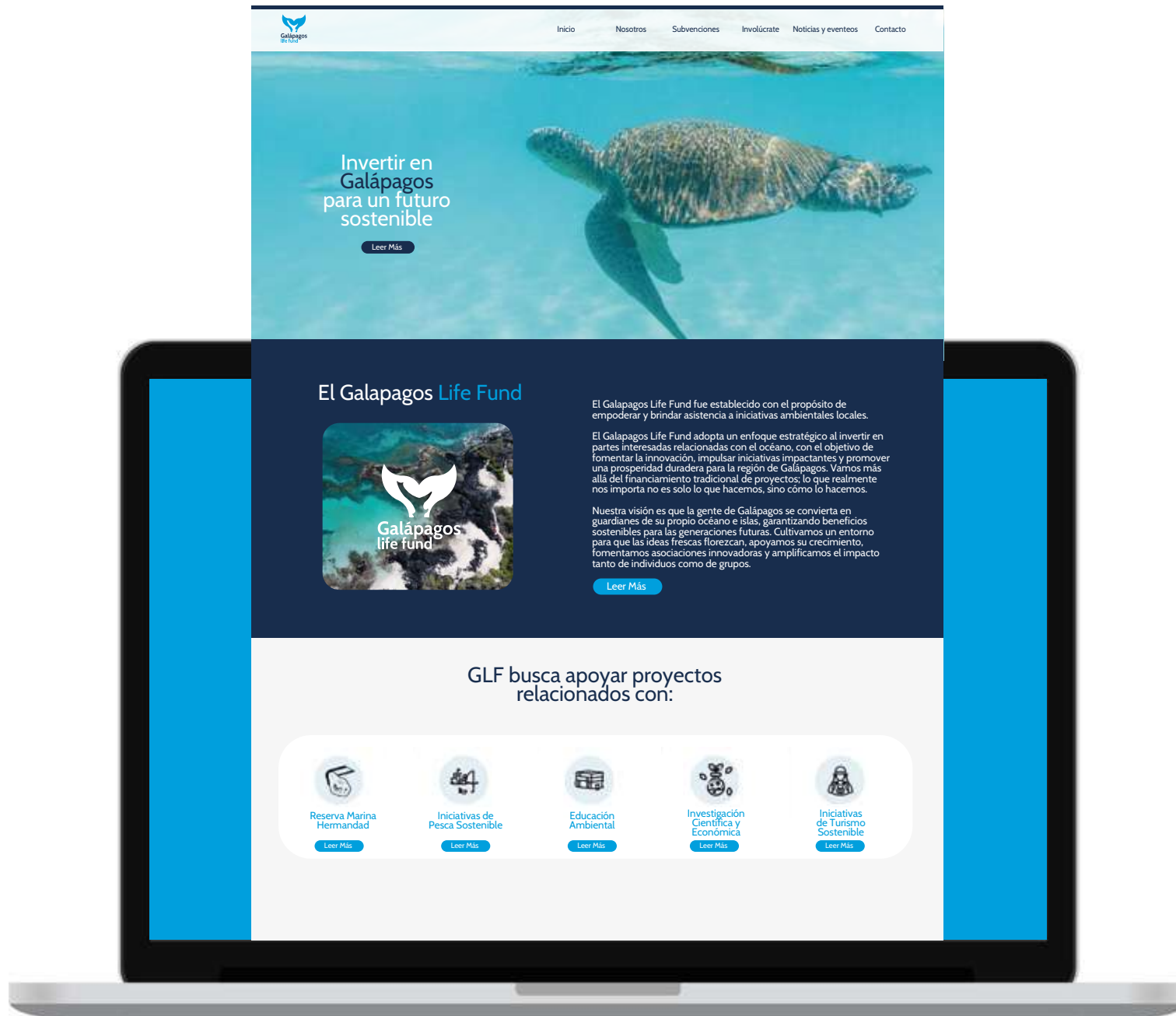


The examples demonstrate how the visual identity can be adapted consistently for social media graphics, roll-up banners, digital posts, promotional materials, and text-based layouts while maintaining the approved logo, color palette, typography, and overall brand standards. Each application is designed to ensure a cohesive and recognizable brand presence across both digital and print communications.



The email signature may be used with any of the approved brand variations, provided they comply with the visual identity guidelines and maintain the brand's consistency, legibility, and professional appearance across all digital communications.







Galápagos
life fund



Ecosistema marino de Galápagos



**Galápagos
life fund**