Logo guidelines
Sustainable Shipping Initiative

Version 1 , August 6, 2020

Logo

Our logo is the primary way in which our various different audiences recognise our brand. It was created to echo the collaborative voice of SSI stakeholders, spanning across the shipping value chain. The form of the logo and its concentric rings bring with it a sense of movement—a propulsion forward—reflecting the SSI's positive ambitions for the future.

Primary logo

The logo is available in colour (SSI Navy) and also reversed-out white.

The concentric rings of the logo have varying levels of transparency—similar to ocean depths. The inner circle is 100% opaque followed by an opacity of 60%, 30% and 10%.

SSI COLOUR LOGO

SSI REVERSED-OUT WHITE LOGO

Logo suite

Primary logo (stacked)

This is the preferred version. Use wherever possible

Secondary logo (horizontal)

This logo is used in situations where vertical space is restricted. Use it whenever the stacked version will not work well.

Tertiary logo (acronym)

This logo is to be used sparingly, only when space is restricted to small formats.

Application examples include:

- Social media (profile logo)

Logo icon

The logo icon can be used as a stand-alone badge to reiterate the branding. It is not meant to replace the logo.
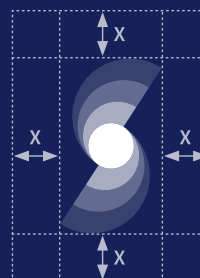
Application examples include:

- PowerPoint footer
- Business card branding presence on one side (the full logo on the other side)
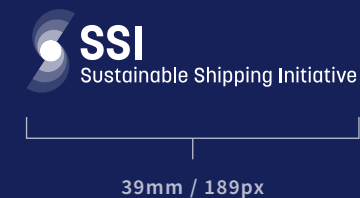
Clear space and minimum size

Clear space

These principles show the minimum clear space around each logo variant. Feel free to add more clear space when setting up page margins.

Minimum size

The mimium size guidance is to ensure legibility. Sizing for print and digital are indicated.

SSI
Sustainable
Shipping Initiative

SSI

SSI
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27.5mm / 135px

11.5mm / 51px

SSI
Sustainable
Shipping Initiative

SSI
Sustainable Shipping Initiative

39mm / 189px

4.5mm / 19px

Logo

Placement

The preferred placement for the SSI logo is in the top left corner or bottom right corner, but it can be placed in any of the four corners.

Where possible, leave equal distance between the logo and the two closest page margins.
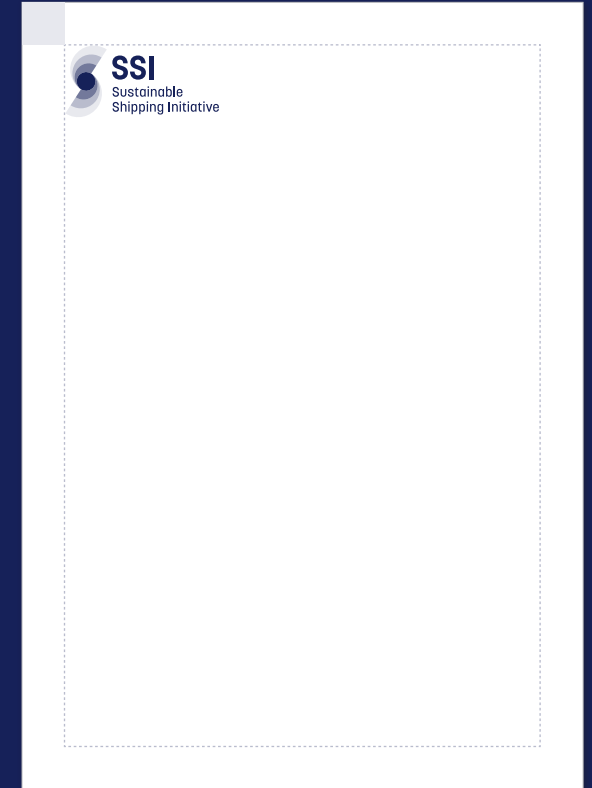
Busy backgrounds

Avoid placing the logo on very busy parts of the image or on highly textured areas. The aim is to ensure that the entire logo form is legible. If necessary apply overlays to the background image in Photoshop to reduce noise.