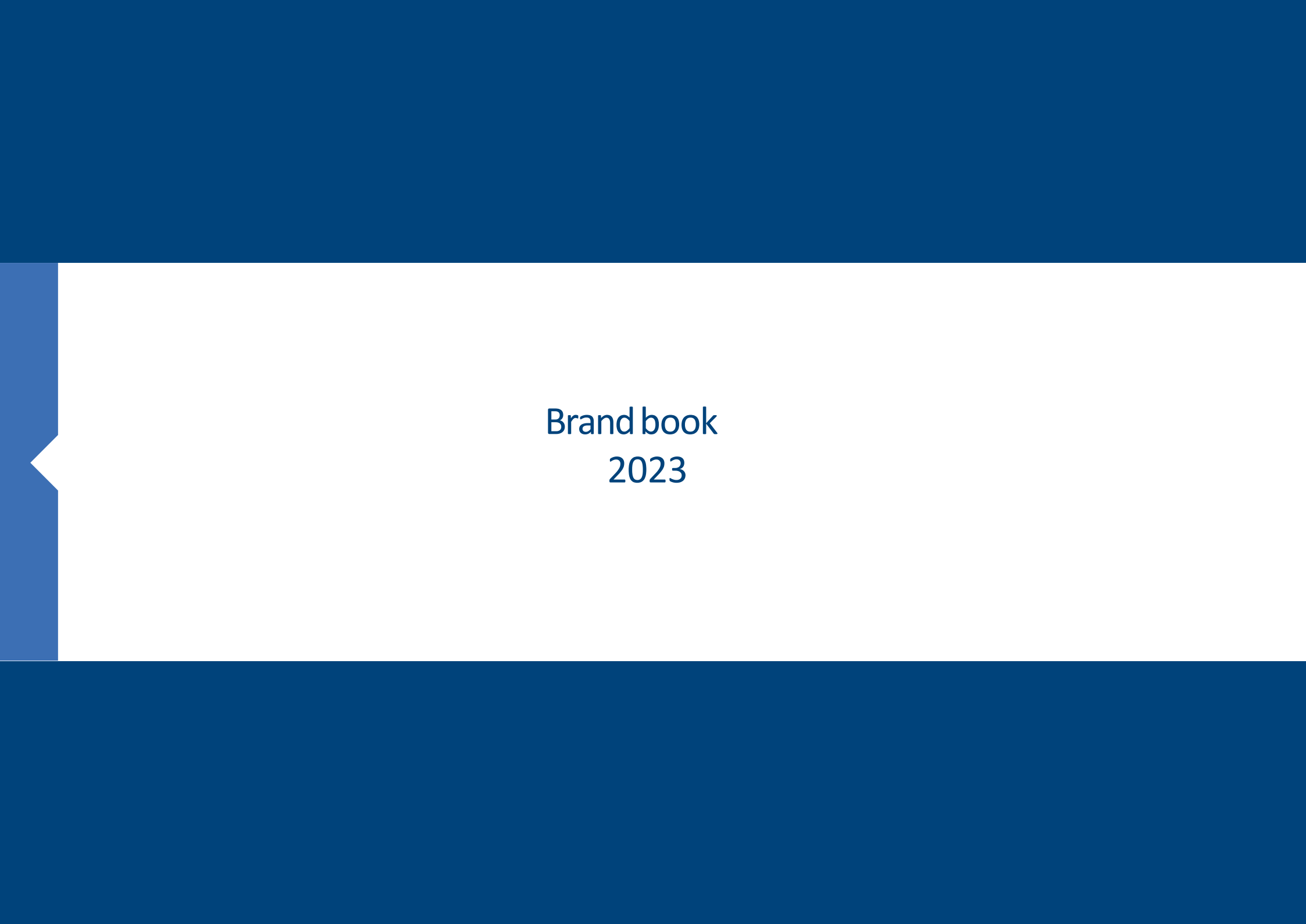




Seychelles
Made

BRAND BOOK

www.seychellesmade.sc



Brand book 2023

CONTENTS

INTRODUCTION	01
LOGO IDENTITY	02
BRAND COLOURS	04
LOGO COLOUR VARIATION	06
LOGO MISUSES	10
TYPOGRAPHY	12
LOGO APPLICATION ON PRODUCTS	16
PHOTO/VIDEO BRANDING	14
DESIGN ELEMENTS	15



INTRODUCTION

About Seychelles Made

The Seychelles Made brand is the property of the Seychelles Government. The logo is to be used by businesses producing authentic products made in Seychelles. The coco de mer logo is widely recognized as a trusted brand, and ensures that products have been certified according to criteria underlined in the Seychelles Made Policy.

As a national brand, strict rules are in place to ensure proper usage of the logo. This brand book has been designed to guide businesses on the use and application of the logo as part of their product packaging. The logo is a powerful sales and marketing tool for locally made products as it certifies that the country of origin is Seychelles.

Products branded with the Seychelles Made logo must be registered with the Enterprise Seychelles Agency (ESA).

01

LOGO IDENTITY

01.1

Final logo

The coco de mer is an endemic plant to the Seychelles. This serves as a unique print identity. The logo has been designed to represent the exotic aspects of the Seychelles islands.

The lines in the icon have been used in a multi-faceted way to depict the islands and the ocean. These lines form the coco de mer shape and support the Seychelles Made wordmark.



**Seychelles
Made**

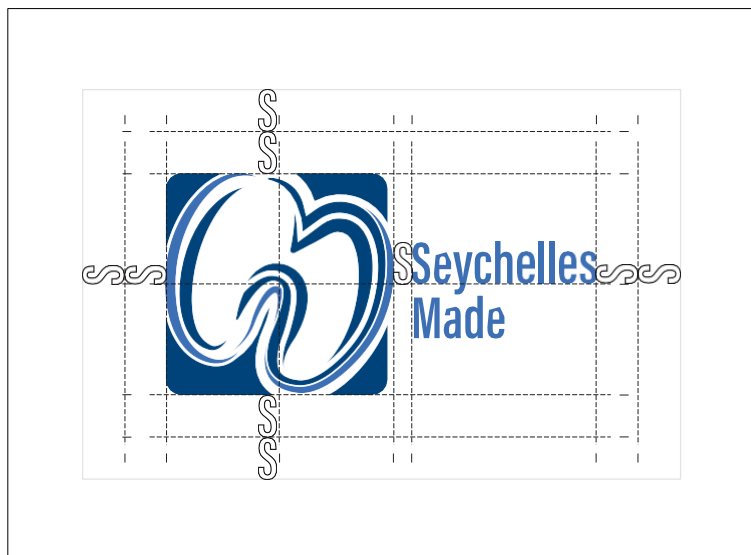
01.2

Clear space

It is important to have clear space around the logo to provide sufficient prominence. The exclusion zone is equivalent to the same size of the capital S in Seychelles as shown in the visual.

Minimum Size

There is no recommended minimum size for the logo, however it should be large enough so that the words are legible.



02

BRAND COLOURS

Color Usage

The Seychelles Made logo is designed to communicate trust, security, reliability, dependability, and high-quality. Tints of lighter blue (containing blue mixed with varying degrees of white) have been used to depict a cheerful, youthful appearance.

Deep blue

PANTONE: PMS 7687C

FOR WEB USE

HEX (HTML): #002F6C;

R: 0 G: 47 B: 108

FOR PRINTING USE

C: 100 M: 69 Y: 7 K 30

Second colour

PANTONE: PMS 7683C

FOR WEB USE

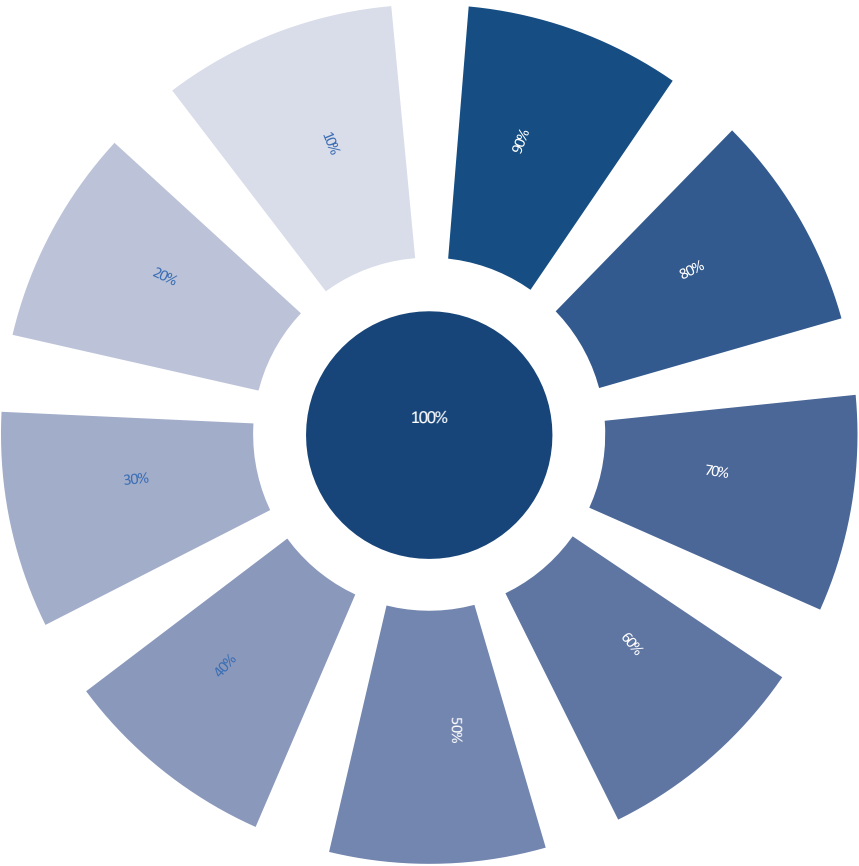
HEX (HTML): #3D6FB4;

R: 61 G: 111 B: 179

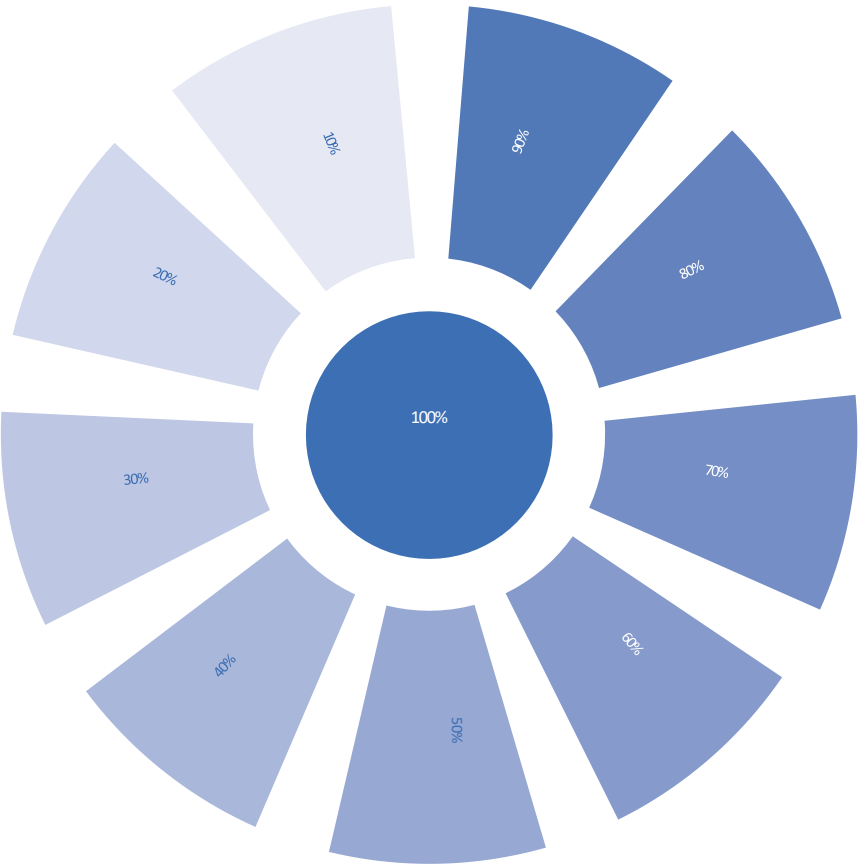
FOR PRINTING USE

C: 81 M: 56 Y: 1 K 0

Breakdown/Tints



Deep blue to black gradient



Deep blue to second blue gradient blue gradient



03

LOGO COLOUR VARIATIONS

Vertical
stack

Horizontal
stack

03.1 Logo primary color

The full colour logo should always be given priority during application.



03.2

Logo secondary color

The secondary logo is made up of two colours (white and light blue in the coco de mer). This logo may be used as a secondary option only if the background colour does not permit the full colour logo to be used.

Vertical
stack



Horizontal
stack



Vertical
stack



Horizontal
stack



The blue primary logo applied on the blue background in RGB, Multiply Mode.

03.3

Using logo in single colour

The colours follow solid principles of colour theory and should not be mixed or changed. The incorrect use of colour confuses consumers and moves them away from the values of the brand.

The single white/black logo may be used as long as it does not contrast with the background colour.

Please contact the branding team to discuss your requirements.

8



03.4

Logo in watermarks (full coloured logo with 3% transparency)

To watermark the logo, please refer to the secondary blue (for background) from the colour tint wheel on page 9.

04

LOGO MISUSES

Creative restrictions

For consistency and in respect of the brand's identity, the following set of guidelines must be adhered to:



Special effects



Hollow



Change font



Contrast logo on coloured background



Recolouring



Distort the proportion



Flip the icon



Clear space misuse



Rotate

05

TYPOGRAPHY

Acumin Variable
Concept- Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!"\$%& /() =?* '<> #|;@'«»{} +=×

Acumin Variable
Concept- Bold
SUBHEADINGS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!"\$%& /() =?* '<> #|;@'«»{} +=×

Acumin Variable
Concept- Light
BODY TEXT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!"\$%& /() =?* '<> #|;@'«»{} +=×

Acumin Variable
Concept- Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!"\$%& /() =?* '<> #|;@'«»{} +=×

Acumin Variable
Concept- ExtraLight
MAINHEADING- ALL CAPS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!"\$%& /() =?* '<> #|;@'«»{} +=×

Acumin Variable
Concept- Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!"\$%& /() =?* '<> #|;@'«»{} +=×





Seychelles
Made

Certificate

OF REGISTRATION

This certificate is proudly presented to

Company Name

Granting the use of the Seychelles Made trademark as a trusted
mark of authenticity for qualifying products, approved by the Enterprise Seychelles Agency (ESA).

00/00/00

ISSUE DATE

00/00/00

EXPIRY DATE

SC0001

CERTIFICATE NUMBER

NAME

CHIEF EXECUTIVE OFFICER



This is to certify that

Company Name

has been licensed by the Enterprise Seychelles Agency (ESA) to use the Seychelles Made on the products listed inline with the Seychelles Made Guidelines:

MEMBERSHIP NUMBER: SC0001

ISSUE DATE: 00/00/00

EXPIRY DATE: 00/00/00

Product Class	Product List
Product 1	Product List
Product 2	Product List
Product 3	Product List

NAME
CHIEF EXECUTIVE OFFICER

CERTIFICATE DRAFT

07

PHOTO/VIDEO BRANDING

16

Photo treatment

When branding photos and videos with the logo, the clear space must be respected.

Logo in white



Logo in white with (vignette) gradient filter



White logo (100%), black filter (80%)

The full colour logo may be used with a white horizontal or vertical background. The logo may be placed on the right/ left or centre edge depending on the angle of the picture.

08

DESIGN ELEMENTS

18

The Seychelles Made logo elements represent the exotic aspects of the Seychelles islands.

The rhythm of the lines portray the essence of island life, the movement of the waves between the islands and the energy of the people.







Contact Information

Enterprise Seychelles Agency (ESA)
CAMION HALL BUILDING,
Victoria, Mahe, Seychelles

Tel: +248 4289050
www.seychellesmade.sc