



# STREAM2SEA

— Reef-Friendly • Biodegradable —

**BRANDGUIDE**

# Earth is one awesome planet! Every inch is a work of wonder.

We just happen to be cosmetic chemists and environmentalists, too.

So when we considered the ingredients commonly used in our skin care products and what their effects were not only to our bodies but on our planet too, we realized we could do better: we could create eco-conscious skin care products.

BRANDSTORY



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# BRANDSYSTEM

The Stream2Sea brand is made of these 5 systems. When use correctly, these will impart the core values of the company.

EcoConscious  
Reef Friendly  
Explorative  
Safety Science  
Conservation





STREAM2SEA®

— Reef safe • Biodegradable —

### Original Logo

Featuring the icon centered above the wordmark, the full logo should be used whenever possible to officially represent the company.

# LOGO OPTIONS



Logo Icon

STREAM2SEA

Text-Only Logo



STREAM2SEA®

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Horizontal Logo

## From the Stream to the Sea

The Stream2Sea logo should be used only in these 3 color combinations:



### Original Colors

The original logo colors are as above and should be used as-is if the logo is placed on a white background.



### Filled in White

In the spirit of exploration, you can use an all white version when placing the logo on photos and multi-colored backgrounds.



### Reversed Color

On darker backgrounds, you may use a reversed logo version which swaps the navy blue colors of the logo with white.

## Don't Cramp Our Style

Please leave a space of "2" around the boundary of our logo.



## You Are Just My Type

A mixture of typefaces help maintain interest in large blocks of text, and create eye catching graphics. These are friendly, easy to read, and sit right in between serious and playful. We are fond of these fonts:

PARAGRAPH:  
STREET CORNER  
AKA THE CORPORATE FONT

Typography is a powerful brand tool when used correctly. Street corner has been chosen for its simplicity, legibility and uniqueness. It is easily recognizable and is used all over our packaging and marketing.

HEADLINES:  
BEBAS NEUE  
STACKED  
MULTI EFFECT

ALL CAPS  
COLOR

Secondary:  
Trocchi

Quotes:  
Square Peg

As a general rule of thumb: Do not use more than 3 different fonts on a single document. The “Street Corner” font should ALWAYS be included in all marketing materials.

## Sea What We Did There?

We have a few other icons and graphics which promotes our brand values and we hope you can use them!



### Tested & Proven Reef safe

Stream2Sea is the ONLY mineral sunscreen in the world that's tested and proven safe for fish and coral larvae!



### #dontoxybenzone

Remind everyone that some ingredients in sunscreen and skin care products may harm our reefs and waters. Choose ecoconsciously and hashtag #dontoxybenzone.



### Green Packaging

We don't like plastic either and we are making sure our packaging is as ecoconscious as possible. For example, our tubes are made from sugarcane resins and our bottles from recycled milk jugs.



# COLOR VALUES

## Pigments Of Our Imagination

We love the sun, sand and sea and the color palette below is a broad example of the colors and balance you can use in all materials.

TURQUOISE  
RGB 37, 202, 210  
#25CAD2  
CMYK 66, 0, 21, 0  
PMS 319 C

NAVY BLUE  
RGB 39, 86, 150  
#275696  
CMYK 92, 72, 11, 1  
PMS 293 C

SUNNY  
RGB 249, 177, 33  
#F9B121  
CMYK 2, 38, 100, 0  
PMS 130 C

WHITE  
RGB 255, 255, 255  
#FFFFFF  
CMYK 0, 0, 0, 0  
PMS -

NAVY

SAND

SKY BLUE

## Tested & Proven Safe for You & Safe For Our Waters

Keep our 5 core values in mind when designing any work for Stream2Sea:  
EcoConscious, Reef safe, Explorative, Safety Science & Conservation

All our materials should convey a sense of trust in the science.



**PROTECT YOUR SKIN & YOUR REEFS**

Stream2Sea®  
— Reef-Friendly • Biodegradable —

We encourage you to only use reef safe products when visiting marine sensitive areas. Please enjoy this gift of Stream2Sea reef safe sunscreen!

- Broad Spectrum UVA/UVB
- Non-Nano
- Water Resistant 80 mins
- Reef Friendly
- Non-Greasy

**NO** Marine Toxic Ingredients like Parabens, DEAs/ MEAs/ TEAs (diethanolamines/ methanolamines/ triethanolamines), SLS or SLES (sodium laurel or laureth sulfates), phthalates, dyes, cinnamates, benzophenones (BP-2), or camphor derivatives

Share our Journey @ Stream2Sea.com | 866-960-9513 | Made in the USA

Stream2Sea®  
— Reef-Friendly • Biodegradable —

**IT SAYS "REEF SAFE" BUT IS IT?**

HEALTH HAZARD	ECO HAZARD
Diazolidinyl urea	Benzophenones
DMDM hydantoin	Camphor derivatives
Homosalate	Cinnamates
Methylisothiazolinone	Clear or Nano Zinc
Oxybenzone	Cyclopentasiloxane / Cyclomethicone
Octinoxate / Octyl methoxycinnamate	Methylisothiazolinone
Parabens - propylparaben, benzylparaben, methylparaben, or butylparaben	Sodium lauryl sulfate
Quaternium-15	Octinoxate/dicyl methoxycinnamate
Rethyl pantoate	Oxybenzone
Sodium lauryl and lauryl sulfate	Parabens - propylparaben, benzylparaben, methylparaben, or butylparaben
Nano particles	Plastic microbeads

**ASK US HOW TO PROVIDE FREE MARINE SAFE SUNSCREEN FOR ALL YOUR GUESTS!**

Stream2Sea®  
— Reef-Friendly • Biodegradable —

keep exploring

1% FOR THE PLANET

Safe for you, safe for Mother Earth

Tested & Proven Safe For You and Our Reefs

**Sunscreens & Body Care**

## Good Vibes Happen On The Tides

At the heart of each member of the Stream2Sea team is an obsessive drive for discovery and love for nature. Scuba diving, kayaking, swimming, hiking, camping, skiing... these are all a necessary part of our regular day-to-day living. We have carefully considered the ingredients commonly used to make skincare products, while taking into account the effects they can have on our bodies and on our planet. We knew we could do better, so we did.



## FACT #1: WE ARE TRULY REEF FRIENDLY.

Up to 14,000 TONS of sunscreen reaches our coral reefs each year, most with ingredients that are highly toxic to marine life. However, simply removing banned toxins from a product and labeling it as 'reef safe' isn't enough.

\*Stream2Sea is the ONLY mineral sunscreen tested and proven safe for fish and coral larvae!



## FACT #2: OUR PACKAGING IS ECOCONSCIOUS.

We don't like plastic either! Our tubes are made from sugarcane resins, our bottles from recycled milk jugs, and our baggies with biodegradable and recyclable PLA film.

We are working hard to make our products safe for you, your family, AND the sustainability of our planet.



## BRAND TONE

All of our products are made from sugarcane resins, our bottles from recycled milk jugs, and our baggies with biodegradable and recyclable PLA film.

As products we regularly test to help create to change.

Together, we are doing



Stream2Sea Team Planting Corals in the Florida Keys

## DO Use These Tips

Choose photography with an emphasis on lifestyle, exploration, environment, animals, coral, and water. Products should always be clear in the foreground. Additional graphic elements should be simple, bold and vibrant with blue color tones being the predominant color, sticking to the explorative and bold theme with a minimalistic feel.

## Avoid These Mistakes!

- Overcrowding with lots of images or text
- Overlaying lots of white text with shadow on a complicated image
- Using too many fonts
- Childish, girly or floral elements or graphics
- Using colors outside of our brand colors. E.g. pink/purple & gradients

## FORMULATED WITH SAFE INGREDIENTS.

What we put ON our body has the potential to be absorbed INTO our body. Each of our ingredients is consciously chosen to do no harm, to us or our fragile environment. Every ingredient is consciously chosen for its safety and efficacy.

Oxybenzone-free  
Clear Zinc-free  
Nano-free  
Paraben-free  
SLS / SLES-free



## MINERAL SUNSCREEN APPLICATION TIPS

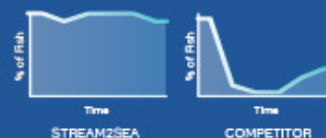
- 1 Start Small.** A pea-size amount will go a long way.
- 2 Work in Sections.** Dab a little sunscreen all over your face.
- 3 Rub in Well.** Spread the sunscreen evenly over your skin.

For more tips, please visit [stream2sea.com/how-to-apply](http://stream2sea.com/how-to-apply)

## ALL STREAMS FLOW TO THE SEA...

Modern wastewater treatments do not remove oxybenzone and other harmful chemical ingredients. We believe ALL water deserves to be protected, so our products have been tested for biodegradability, aquatic toxicity and coral reef safety in both freshwater and saltwater.

TEST RESULTS:  
SWIMMING BEHAVIOR OF FISH AT 3, 6, 24, 48, 72 AND 96 HOURS OF EXPOSURE



THE ONLY SUNSCREEN BRAND THAT IS TESTED & PROVEN SAFE\*

PROTECT WHAT YOU LOVE

Share our Journey @ Stream2Sea.com  
866-960-9513 | Wauchula, FL 33873



SAFE FOR YOU, SAFE FOR OUR WATERS.



## Download From the Cloud

All the resources you need to get creative:

Logo Files: <https://stream2sea.com/download/Stream2Sea-LogoFiles.zip>

Font Files: <https://stream2sea.com/download/Stream2Sea-Fonts.zip>

Supportive Logos: <https://stream2sea.com/download/Stream2Sea-Supportive-Logos.zip>

Press: <https://stream2sea.com/press>



## QUESTIONS?

email: [hello@stream2sea.com](mailto:hello@stream2sea.com)  
web: [stream2sea.com](https://stream2sea.com)



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