



BRAND BOOK



WELCOME TO OKEANOS®

INTRODUCTION

Welcome to the Okeanos® visual brand guidelines. We are excited that you are joining us on our quest to reduce the amount of single-use plastic in our oceans. In this document, you'll find all of the tools that are essential to representing our brand and the important work we do.

The following pages will provide an overview of the brand's doctrine and serve as a foundation for the presentation of all Okeanos Brand-related materials, including treatments of logos, fonts, and colors. These elements may be modified within the context of specific campaigns, but in general, users should use these guidelines to answer any questions pertaining to the brand, its function, and its overall feel.

We strive to create a unified voice and aesthetic for Okeanos' full range of products and assets. We recognize that a cohesive look and tone is crucial for our wide range of branded content across media platforms, including print, digital, and social. Through our Brand Guidelines, we hope to educate you about the importance of a clearly defined brand, voice, and visual identity.

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BRAND STRATEGY

THE STORY OF OKEANOS

Okeanos was born from a passion for our ocean and a desire to protect its future. Rather than waiting for someone to come up with that solution, we took it upon ourselves to become that someone.

The work of our organization is rooted in biomimicry – innovation inspired by Nature. We work with calcium carbonate, a naturally-occurring compound, to emulate Nature’s own “packaging” (such as seashells and eggshells) recreating packaging and consumer goods without large amounts of petrochemical plastic. The result: a light and flexible material that is as structurally sound as plastic, but can degrade without harming the Earth.

The future of our world depends on the immediate reduction of plastic in our ocean. With innovation, education, and widespread adoption of Made From Stone technology, we can significantly reduce the amount of plastic found in single-use products and on our planet.

OUR PURPOSE

To reduce the quantity of single-use plastic around the world and thereby decrease brands’, manufacturers’, and consumers’ overall carbon footprint.

OUR PROMISE

We are committed to science-backed innovation, developed both transparently and ethically. We promise to work in tandem with our global partners around the world to ensure we are in compliance with all local regulations in each country where we operate. The Okeanos team pledges to remain culturally and racially diverse, socially aware, and committed to excellence both internally and externally. To read more about our Code of Conduct, please click [here](#).



BRAND STRATEGY

OUR PERSONALITY

Okeanos presents itself as the voice of eternal optimism, with a “can do” attitude that empowers people of all backgrounds to come together in pursuit of a common goal. We believe in the impossible, that there can be a solution that is “win-win” for all parties involved. Our mission is one that should inspire everyone. Our messaging is always warm, welcoming, appealing, and easy to understand, so that anyone can feel like they are part of the global Okeanos family.

OUR PROPOSITION

Okeanos has developed the first, immediate, verifiable, and scalable solution to the single-use plastic problem by creating technology that replaces harmful, petrochemical plastic at its source with naturally-sourced calcium carbonate. Substituting calcium carbonate for traditional plastic can result up to 69% reduction in plastic usage and significantly decrease our overall carbon footprint.

OUR MISSION

Plastic pollution anywhere impacts oceans everywhere. We believe that with innovation, environmental education, and widespread implementation of our Made From Stone technology, we can significantly reduce the amount of plastic used in manufacturing single-use products, lower our overall carbon footprint, and therefore make a measurable impact in our Okeanos today.

OUR GOAL

To create a global brand as powerful and as unique as the solution the business brings, secure our position as the most recognizable brand leading the charge against plastic pollution, and to raise consumer awareness by encouraging and educating buyers to choose brands that have adopted Made From Stone.

BRAND STRATEGY

OUR PILLARS

INNOVATION & TECHNOLOGY

Okeanos is constantly looking to evolve and improve our products while continually looking to Nature for inspiration. We work in tandem with leading scientists and cutting edge manufacturers around the world to create products that are as ingeniously designed as Nature's own structures.

CONSERVATION

The production and technology of Made From Stone are engineered to be sustainable from the minute the product is created to the minute it is disposed. Beyond the obvious benefits of rapid degradation, these products also have a much lower carbon footprint than products made of traditional plastic.

BRANDING

The consistency of Okeanos branding, from the use of Made From Stone logos on co-branded products to the inclusion of the "coral spiral" on consumer goods, allows brands and manufacturers to signal to consumers that they are choosing products that are less harmful to our environment, thereby increasing the overall brand presence and potential for positive impact.

EDUCATION

Okeanos is committed to supporting environmental education, clean-up, and marine-environment research projects worldwide. We arm the citizens of the world with the knowledge and resources they need to become activists for the ocean. Proceeds from brands bearing the Made From Stone peel logo will contribute to this support.

NAME & LOGO

OUR NAME

The ancient Greeks believed that the seas formed a singular river that encircled the entire world. They named this river Okeanos. Today, we've made this name our own. It symbolizes both the essential nature of the ocean to everyone on Earth and our commitment to becoming a worldwide presence preserving our seas. Together with our accompanying stone globe logo, Okeanos also demonstrates our position as a voice for the ocean itself. The entire human race owes its very existence to our ocean. The seas' sparkling waves have touched the lives of every person on earth, even those who have never personally looked out upon its splendor. It is only right that we come together and harness our collective power to heal and protect our Okeanos for generations to come.

NAME & LOGO

OUR LOGO

The single most identifiable element of our Okeanos is our logo. The stone globe symbol draws inspiration from our product and tagline, “Made From Stone®”. With its criss-cross markings across a globe, the logo interprets a world Made From Stone, and suggests a future in which the world’s production continues to draw inspiration from Nature and its gifts. Our logo also affirms the global essence of our movement and its mission, and should serve as an instantly recognizable symbol that consumers can look for when making sustainable purchasing decisions.

We have two versions of our logo (they do not always appear together):



Our Okeanos logo includes the company name – Okeanos, and the stone globe logo in place of the letter “O.” This version of the logo is meant to be used in corporate documents, co-branding efforts, and for corporate sponsorships.



Our Made From Stone globe logo includes our wordmark/web address www.madefromstone.com inside of our stone globe symbol with the text represented vertically. Our wordmark should appear in all Made From Stone™ packaging. This not only establishes our brand presence, but serves as a seal of approval to the consumer signifying that the product bearing this logo is safer for the ocean, and the environment. We hope that our logo will become as universally recognizable as the arrow recycling symbol. Most importantly, like the recycling arrows, our logo should encourage customers that choosing a product Made From Stone is the most environmentally friendly choice.

MASTER LOGO



Full Colored
For most application cases



White Logo
For dark / dark-colored background



Black Logo
For B&W and light-blue backgrounds

MASTER LOGO GUIDELINES

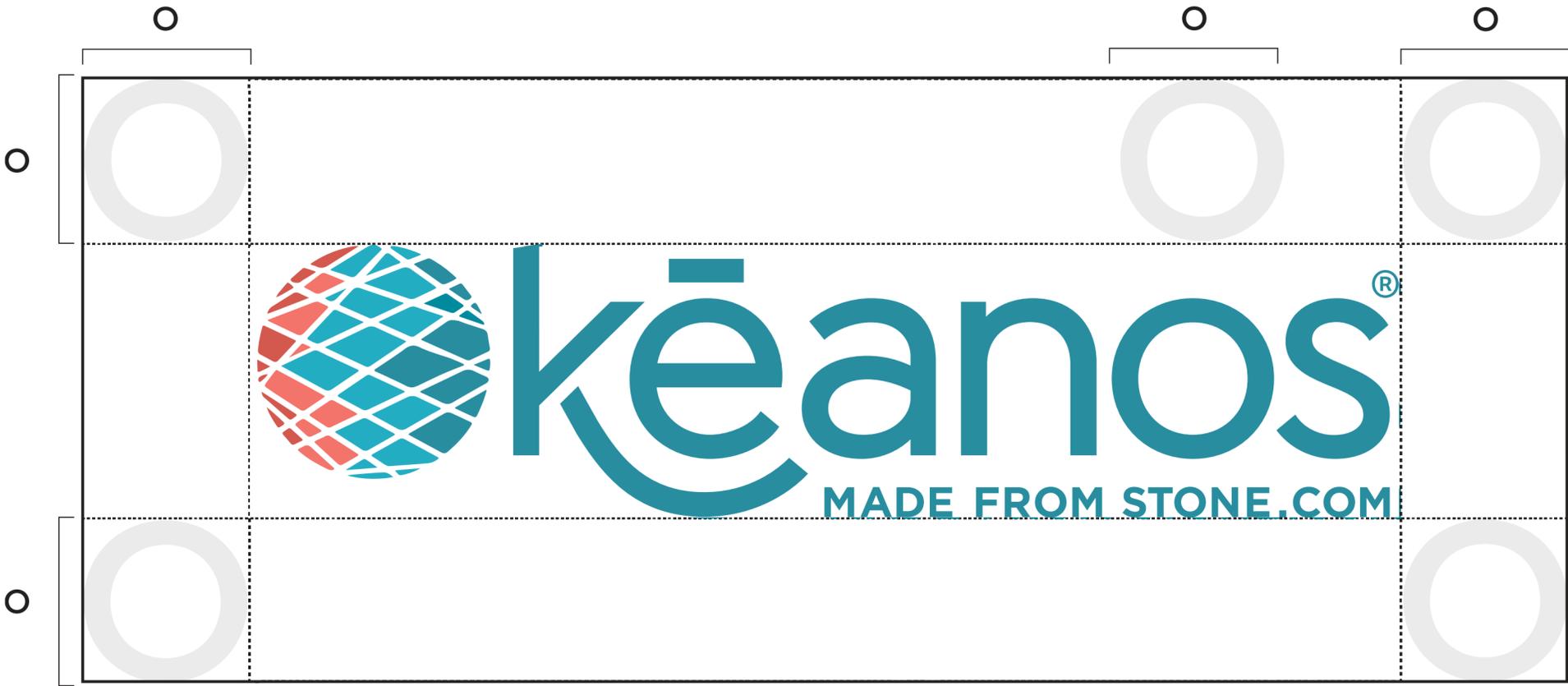


Clear space

Is the area surrounding our logo that must be kept free of any text or graphic elements. By leaving space around the logo, we make sure it stands out on all of our communications. The minimum clear space is 50% of the height of the entire logo. Our logo must be sized large enough to be easily read on every application. While minimum sizes are specified, it is preferred that the logo appears larger than the minimum size when possible.

	PANTONE 16-14725 TCX	CMYK C76 / M10 / Y23 / K0	RGB R0 / G171 / B192	HEX #00ABCO
	PANTONE 17-4735 TCX	CMYK C84 / M32 / Y34 / K3	RGB R0 / G135 / B153	HEX #008799
	PANTONE 16-1546 TCX	CMYK C0 / M71 / Y58 / K0	RGB R255 / G111 / B97	HEX #FF6F61
	PANTONE 16-14725 TCX	CMYK C76 / M10 / Y23 / K0	RGB R206 / G77 / B66	HEX #CE4D42

MASTER LOGO GUIDELINES: PRINT



Minimum clear space — Digital
 Maintaining a minimum 10 pixel clear space is necessary.

Minimum logo size — Digital
 Don't make the logo smaller than 200 px wide in digital executions.

Minimum size
 It is sometimes necessary to increase and decrease the logo depending on the print area. Always keep in proportion. Always ensure the text is legible.

Clear space — Print

In print materials, the required amount of clear space around the logo is equal to the height of the second “o”



MASTER LOGO: DO'S & DON'TS



Use the logo that has clear contrast with the background.



The full colored logo is used on white backgrounds or images with lighter contrast.



Don't change the color of the logo.



Don't use the black logo in places where it isn't visible.

Legibility – Print/Media

If the logo needs to be placed on top of an image, there should be a clear contrast between the name and the background. In this particular case, use white Okeanos® logo. Moreover, if a monotone image needs to be integrated with the logo, it should be a monotoned image using one of the brand colors.

MASTER LOGO: DO'S & DON'TS

Any changes to our logo diminish its integrity and the equity of our brand. The examples shown here are some specific “do nots” for our logo.



Do not modify the placement and the orientation of the text in relation to the mark.

Do not manipulate the colors as it is showing here.

Do not horizontally or vertically stretch any part of the Okeanos® logos.

MASTER LOGO: JOINT VENTURE PARTNERS

 **kēanos**[®] *Argentina*
MADE FROM STONE.COM

 **kēanos**[®] *Bangladesh*
MADE FROM STONE.COM

 **kēanos**[®] *Brasil*
MADE FROM STONE.COM

 **kēanos**[®] *CEE*
MADE FROM STONE.COM

 **kēanos**[®] *Colombia*
MADE FROM STONE.COM

 **kēanos**[®] *Europe*
MADE FROM STONE.COM

 **kēanos**[®] *Egypt*
MADE FROM STONE.COM

 **kēanos**[®] *Group*
MADE FROM STONE.COM

 **kēanos**[®] *Holdings*
MADE FROM STONE.COM

 **kēanos**[®] *Iberia*
MADE FROM STONE.COM

 **kēanos**[®] *India*
MADE FROM STONE.COM

 **kēanos**[®] *Innovation*
MADE FROM STONE.COM

 **kēanos**[®] *Middle East*
MADE FROM STONE.COM

 **kēanos**[®] *Ohio*
MADE FROM STONE.COM

 **kēanos**[®] *Pakistan*
MADE FROM STONE.COM

 **kēanos**[®] *Philanthropy*
MADE FROM STONE.COM

 **kēanos**[®] *Saudi Arabia*
MADE FROM STONE.COM

 **kēanos**[®] *Spain*
MADE FROM STONE.COM

 **kēanos**[®] *Vietnam*
MADE FROM STONE.COM

 **kēanos**[®]
MADE FROM STONE.COM

+

IsidoraSans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Medium Italic should be used as the secondary font for country's logo. The height of the capitalised letter should be the same as the globe.

TRADEMARKS LOGOS

Hydro*tterra*TM

Oxo*tterra*TM

*Coral Crew*TM

 **SETINSTONE**TM

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The list contains the most current information of trademarks owned, or used under license by Okeanos.

For more information click [HERE](#).

BRAND MARK LOGO



GOTHAM BOLD (ALL CAPS)

A B C D E F G H I J K L M N
 O P Q R S T U V W X Y Z
 1 2 3 4 5 6 7 8 9 0

Stone Globe logo:

Draws inspiration from our product and tagline, “Made From Stone™.” With its crisscross markings, the logo shows a world made from stone, and proposes a future in which the world’s production moves back in this natural direction. It also affirms the global nature of our movement and its mission. As we move forward, this logo will serve as our standard. It will adorn every Made From Stone™ product, becoming the new global symbol of “environmentally friendly” and spreading the word about this wonderful new innovation.

	PANTONE 16-14725 TCX	CMYK C76 / M10 / Y23 / K0	RGB R0 / G171 / B192	HEX #00ABCO
	PANTONE 17-4735 TCX	CMYK C84 / M32 / Y34 / K3	RGB R0 / G135 / B153	HEX #008799
	PANTONE 16-1546 TCX	CMYK C0 / M71 / Y58 / K0	RGB R255 / G111 / B97	HEX #FF6F61
	PANTONE 16-14725 TCX	CMYK C76 / M10 / Y23 / K0	RGB R206 / G77 / B66	HEX #CE4D42

BRAND MARK LOGO: MFS AROUND THE GLOBE



Amharic



Arabic



Bengali



Burmese



Bulgarian



Chinese



Czech



French



German



Hebrew



Hindi



Indonesian



Italian



Japanese



Polish



Portuguese



Russian



Slovakian



Spanish



Swahili



Thai



Turkish



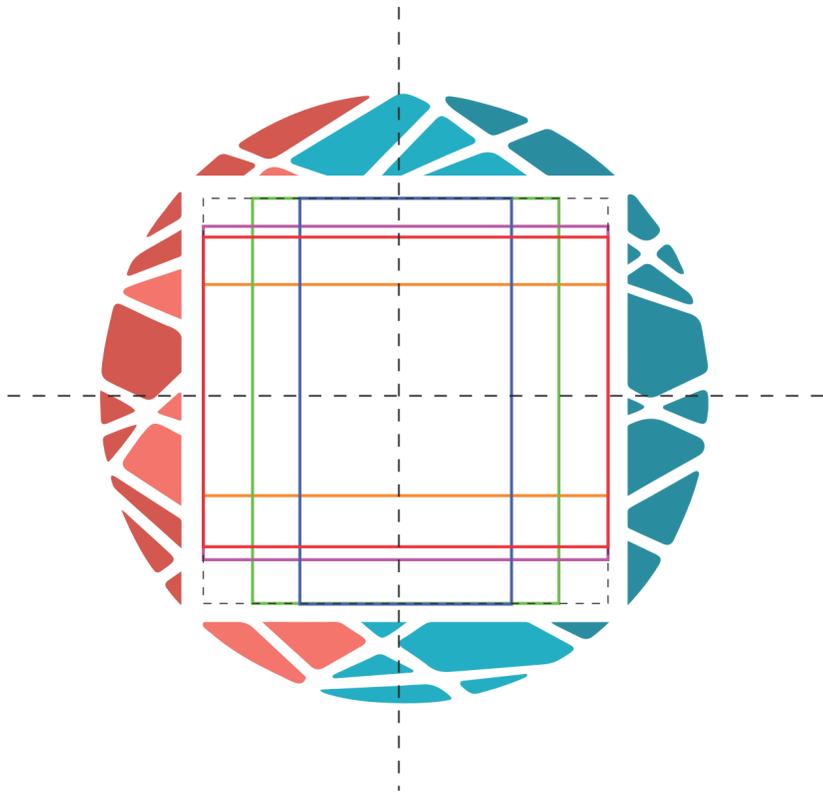
Urdu



Vietnamese

We want to be sure people from all around the globe understand the uniqueness of our brand and that the packaging is in fact Made From Stone™ which is why we have our branding available in every language.

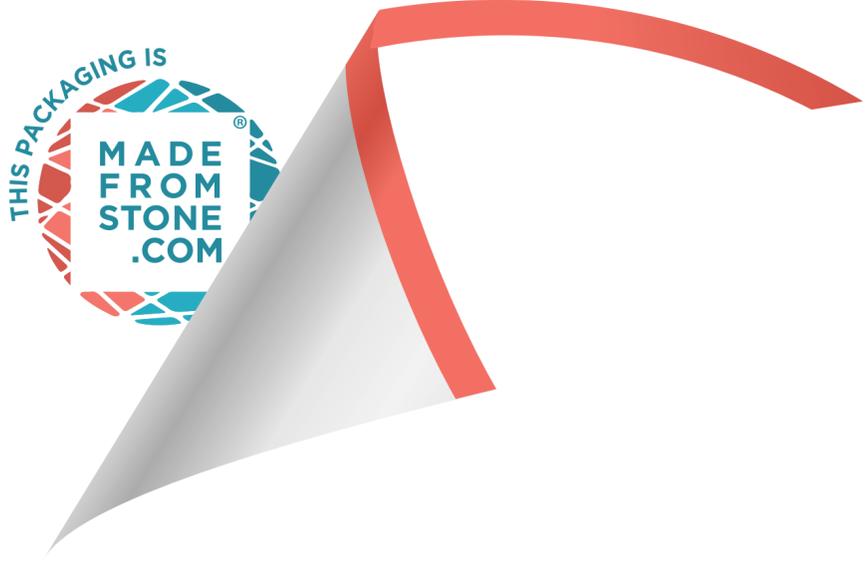
BRAND MARK LOGO: MFS AROUND THE GLOBE



Make sure the MFS translation is placed inside the dashed line margins in the interior of the globe.

BRAND MARK LOGO: CO-BRANDING & PEEL

Top Left



Bottom Left



Top Right



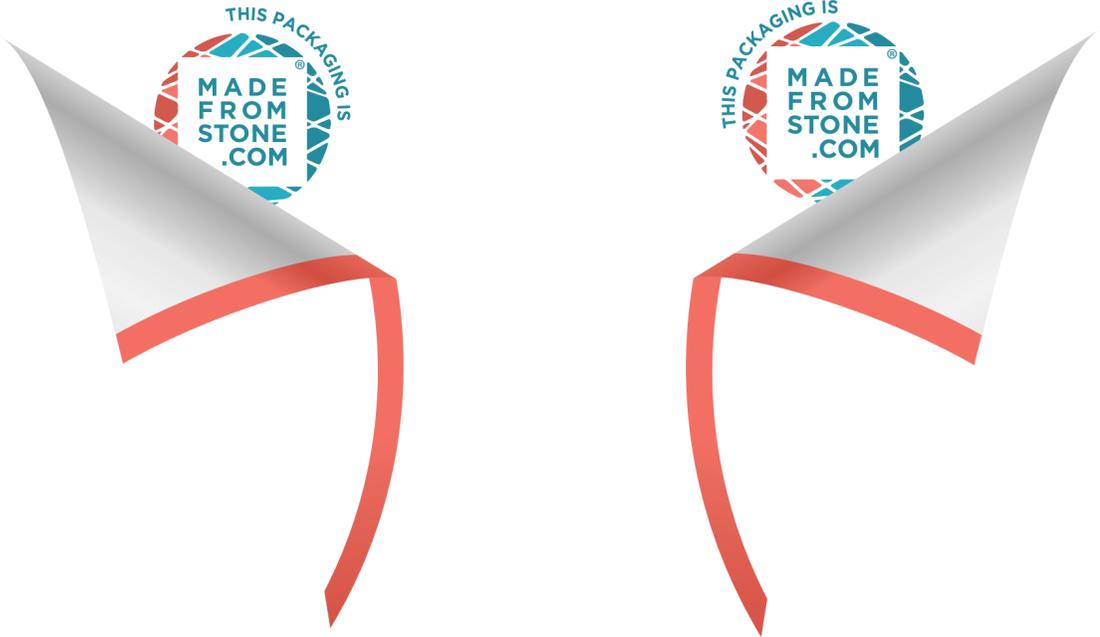
Bottom Right



We have strategically chosen to implement “this packaging is” around the globe to clear up any misunderstandings on whether the contents or packaging itself are Made From Stone™.

BRAND MARK LOGO: HALF SPIRAL PEEL

Half spiral



Okeanos' signature Made From Stone swirl and peel graphic signifies that the packaging that boasts this spiral is comprised of majority stone and plays a significant role in reducing the plastic content and carbon footprint of the product with the goal of bettering the environment. It's Nature's "Peel" of approval!

CO-BRANDING: PEEL & SPIRAL ON DIFFERENT SIZED PACKAGING

For items larger than 15 cm the peel will apply

Exceptions: items larger than 15 cm, but too narrow for the peel to apply will use assets for small items
Application: Either Front or Back Panel (Peel)
Icon: in local language + QR Code
Color: Four color process
Location: upper right corner, upper left corner, bottom left corner, bottom right corner



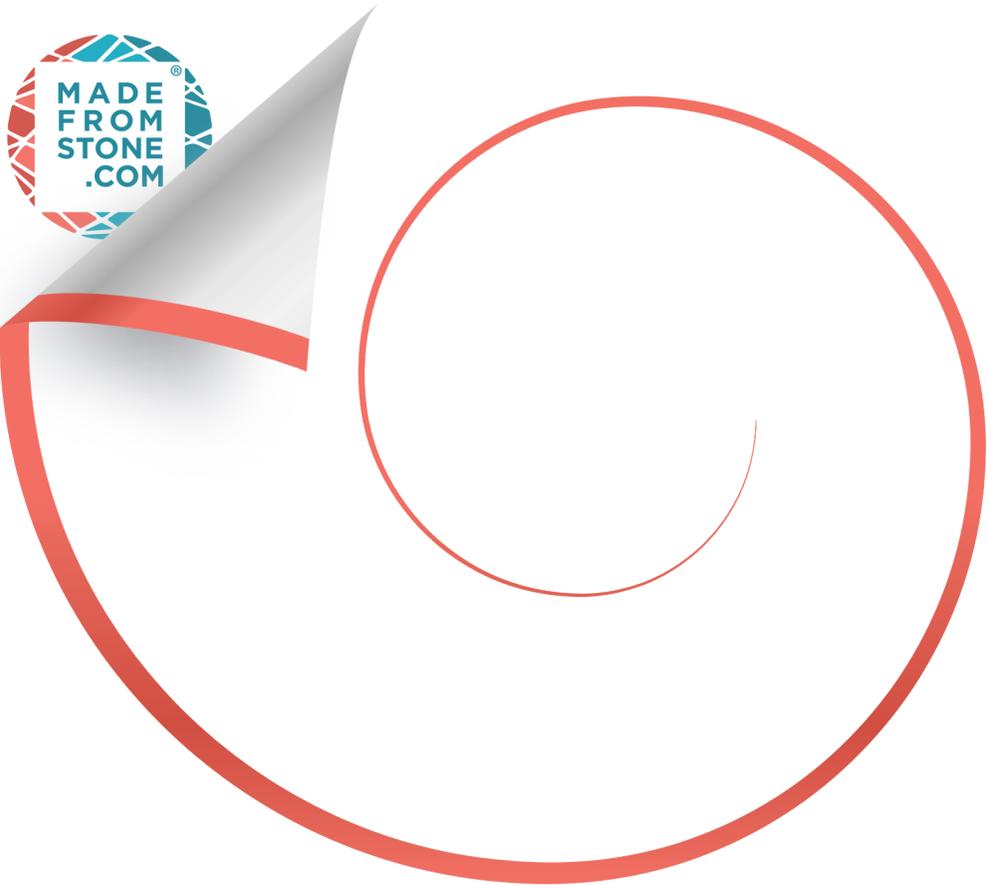
For items smaller than 15 cm the coral mark will apply

Application: Single Stripe
Icon: None
Color: Coral #FF6F61
Location: Front of packaging or on item itself



CO-BRANDING: GENERAL STORE ITEMS FULL SPIRAL

Full spiral



Okeanos will include a signature "peel logo" on the corner of product packages that are utilizing Made From Stone™ technology. The "coral spiral" (in the brand's signature Okeanos Coral™ hue) is a key component of this logo. The spiral draws inspiration from the gentle curve of the nautilus shell, one of Nature's most geometrically perfect designs. This subtle pop of color in conjunction with the peel logo will allow our branding to harmoniously integrate with the product's own branding and packaging. Most importantly, it is a clear visual indicator to consumers that they are choosing brands who are actively making sustainability a priority.

CO-BRANDING: GENERAL STORE ITEMS EMBOSSED LOGO

We use the embossed Made From Stone™ logo for all general store items in either the white or Okeanos Coral™ color logo. We would also make the packaging that holds the products. This would be used for items such as a packet of napkins, plates, to-go cups, and tableware.

Thermoformed / Full No Print / Embossed

- Application: Embossed MFS Icon
- Icon: in local language
- Color: None
- Location & Size: Realistic Space Decisions



Monochrome Printing Hierarchy

- 1st - Coral: #FF6F61
- 2st - Capri: #00ABC0
- 3st - White: #FFFFFF
- 4st - Black: #000000



CO-BRANDING: QR CODE ON PACKAGING



QR CODE Label

Each MFS product will have its unique QR code

*Patent Pending

Made From Stone is a trademark of Okeanos Group, LLC, FL, USA. © All rights reserved.

Notice: Back label

Each product will have a disclaimer

*Patent Pending

Spanish	Hecho De Piedra es una marca de Okeanos Group, LLC, FL, USA. © Todos los derechos reservados.	*Patente Pendiente
Français	Fait En Pierre est une marque déposée d'Okeanos Group, LLC, FL, USA. © Tous droits réservés.	*Brevet en Instance
Português	Feito De Pedra é uma marca do Okeanos Group, LLC, FL, USA. © Todos direitos reservados.	*Patente Pendente

CO-BRANDING: BACK LABEL ON PACKAGING

TRANSPARENCY & A CONVERSATION WITH THE CONSUMER

This technology helps the consumer to:

- Engage with their environmental footprint
- See the positive impact of their purchasing decision in real-time

...while also allowing the brand to engage with their consumers

Life Cycle Analyses play a key role in understanding the environmental impact of products Made From Stone. We're proud of our measurable reductions in:

- Plastic content
- Water usage
- Carbon footprint
- We want the consumer to feel proud of their contribution to these efforts too.



COLORS

UNDER THE SEA

The sea is a place of tranquil beauty as much as it is a place of power, and we aim to convey this feeling with our brand aesthetic. The ocean is bursting with some of the most vivid and beautiful colors seen anywhere in the natural world. From the spectrum of shades and hues found beneath the deep blue waves of the sea, we have singled out two to serve as our primary and accent colors, bringing the colorful inspiration of ocean life above the surface for all to see and enjoy.

Okeanos Coral™

Our accent color, Okeanos Coral, is a vibrant and warm color that communicates the nourishing qualities and abundant life of the ocean. Coral reefs are a crucial indicator of ocean health. Our use of Okeanos Coral conveys hope for a healthy future for our ocean.

Okeanos Breeze™

Okeanos Breeze is our primary color. Its soothing shade of blue-green is reminiscent of the ocean's glittering surface and of the gentle waves that ebb and flow along sandy shores.

Together, Okeanos Breeze™ and Okeanos Coral™ create a representative canvas of the ocean's varied and stunning colors. As a company dedicated to the preservation of this splendor, these shades represent how our purpose is interwoven into everything we do.

Secondary Colors

The secondary color palette also draws inspiration from the vibrant tones of oceanic life. These hues should complement and enhance our primary colors, adding richness and depth that is as visually appealing as the very reefs and organisms we strive to protect.

HERO COLOR



OKEANOS BREEZESM

PANTONE 17-4735 TCX

#008799

OKEANOS BREEZETM

Okeanos Breeze is our primary color. Its shade of blue-green is reminiscent of the ocean's glittering surface and the gentle waves that ebb flow along sandy shores.

ACCENT COLOR



OKEANOS CORALSM

PANTONE 16-1546 TCX

#FF6F61

OKEANOS CORALTM

Our accent color, Okeanos Coral, is a vibrant and warm color that communicates the nourishing qualities and abundant life of the ocean. Coral reefs are a crucial indicator of ocean health. Our use of Okeanos Coral conveys hope for a healthy future for our ocean.



MARINA

PANTONE 19-3940 TCX
#263056



WARM YELLOW

PANTONE 17-0000 TCX
#FFD100



SHELL ROSE

PANTONE 15-1624 TCX
#FC8F9B



SEA GREEN

PANTONE 16-6240 TCX
#0D9C88



FROST GREY

PANTONE 17-0000 TCX
#848283



NAUTICAL BLUE

PANTONE 19-4050 TCX
#1A5091

PRIMARY COLOR

Palette Hierarchy

Okeanos Breeze™	Pantone 17-4735 TCX	CMYK C84 / M32 / Y34 / K3	RGB R0 / G135 / B153	HEX #008799
Okeanos Coral™	Pantone 16-1546 TCX	CMYK C0 / M71 / Y58 / K0	RGB R255 / G111 / B97	HEX #FF6F61
Scuba Blue	Pantone 16-14725 TCX	CMYK C76 / M10 / Y23 / K0	RGB R0 / G171 / B192	HEX #00ABC0
Warm Yellow	Pantone 17-0000 TCX	CMYK C0 / M0 / Y100 / K0	RGB R255 / G209 / B0	HEX #FFD100
Nautical Blue	Pantone 19-4050 TCX	CMYK C100 / M75 / Y18 / K3	RGB R26 / G80 / B145	HEX #1A5091

SECONDARY COLOR

Palette Hierarchy

Limpet Shell	Pantone 13-4810 TCX	CMYK C34 / M0 / Y18 / K0	RGB R152 / G221 / B222	HEX #98DDDE
Marina	Pantone 19-3940 TCX	CMYK C99 / M85 / Y39 / K33	RGB R38 / G48 / B86	HEX #263056
Paprika	Pantone 17-1553 TCX	CMYK C13 / M84 / Y78 / K3	RGB R206 / G77 / B66	HEX #CE4D42
Sea Green	Pantone 16-6240 TCX	CMYK C92 / M0 / Y13 / K29	RGB R15 / G180 / B157	HEX #0D9C88
Açaí	Pantone 17-3938 TCX	CMYK C68 / M64 / Y2 / K0	RGB R102 / G103 / B171	HEX #6667ab
Beige	Pantone 7401 C	CMYK C3 / M2 / Y6 / K0	RGB R245 / G244 / B236	HEX #F5F4EC
Shell Rose	Pantone 15-1624 TCX	CMYK C0 / M57 / Y21 / K0	RGB R252 / G143 / B155	HEX #FC8F9B
Frost Grey	Pantone 17-000 TCX	CMYK C50 / M43 / Y42 / K6	RGB R132 / G130 / B131	HEX #848283

TYPOGRAPHY

Isidora Sans – Italic

Isidora Sans is the designated font for our name in our master logo. Our master logo should not be attempted to be replicated. This font should never be used in any instance where our logos appear. Like many great fonts, this is not free.

Gotham – Bold

Gotham is the designated font for our brand mark logo and our website in our master logo. Our brand mark logo should not be attempted to be replicated. This font should never be used in any instance where our logos appear. Like many great fonts, this is not free.

Source Sans Pro

Source Sans Pro is our brand typeface, it should be used in all instances where typography is required. It is a simple, clean and legible typeface that compliments our logo. Typography shouldn't be overlooked as a key element within our toolkit. It is important to adhere to the leading, tracking and text arrangement specified in this document to achieve brand consistency throughout.

Roboto Condensed – Bold

Roboto Condensed is a crisp geometric sans-serif typeface that's great for headlines and outside B to C ads.

Kaleidos – Rough

Kaleidos is our script font only used for mock ups.

Futura PT Heavy

Used for impactful & bold titles within our communication.

TYPOGRAPHY

OUR TYPEFACE USES

Social Media Examples



Roboto Condensed Bold
A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

Roboto Condensed Bold in all caps is mostly used for social media ads. Mixed with Roboto Condensed Regular and Light to emphasize hierarchy.

Kaleidos Rough
A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

Kaleidos is mostly used for callouts and generic product mock ups.



TYPOGRAPHY

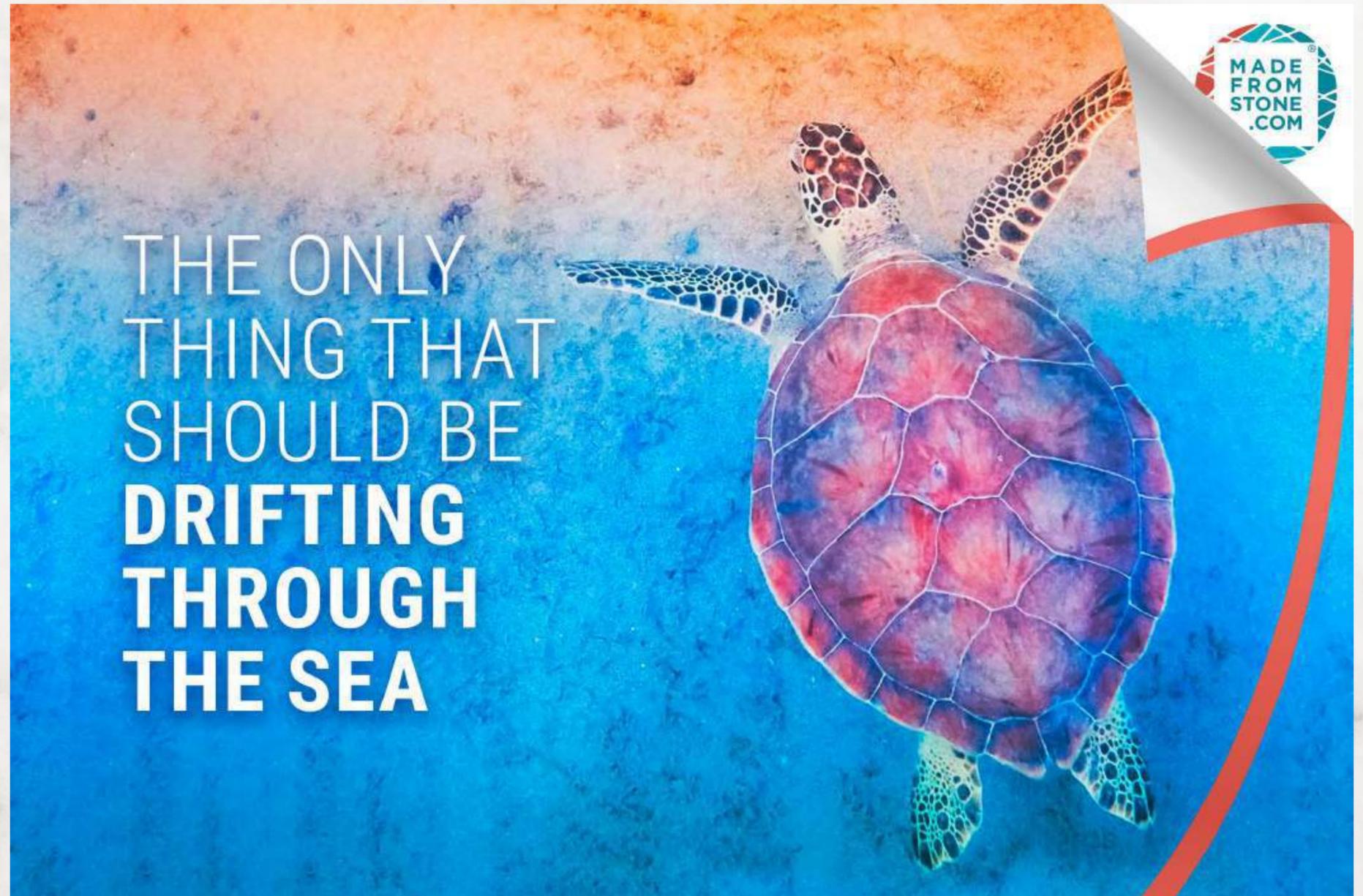
OUR TYPEFACE APPLICATION

- Roboto Condensed Bold 65 → **SECTION HEADERS / Ads**
- Source Sans Semibold 40 → **SECTION HEADERS ALL CAP SOURCE**
- Source Sans Semibold 39 → **SLIDE HEADER**
- Source Sans Regular 22 → SLIDE SUB-COMPONENT HEADER (if needed)
- Source Sans Semibold 18 → **Big statements or intro paragraphs**
- Source Sans Regular 14 → Sub-text following slide header or sub-header (part of a group)

PHOTOGRAPHY & IMAGERY

CALL TO ACTION

The images and photography we use are intended to inspire and evoke emotions in our audience. We utilize images that are bright and alive, including aquatic scenes, ocean organisms, and members of our global community, in order to emphasize the ocean's importance to every living being on the planet. These images are intended to create brand awareness and wonder at the splendor of the ocean in its natural, unpolluted state.

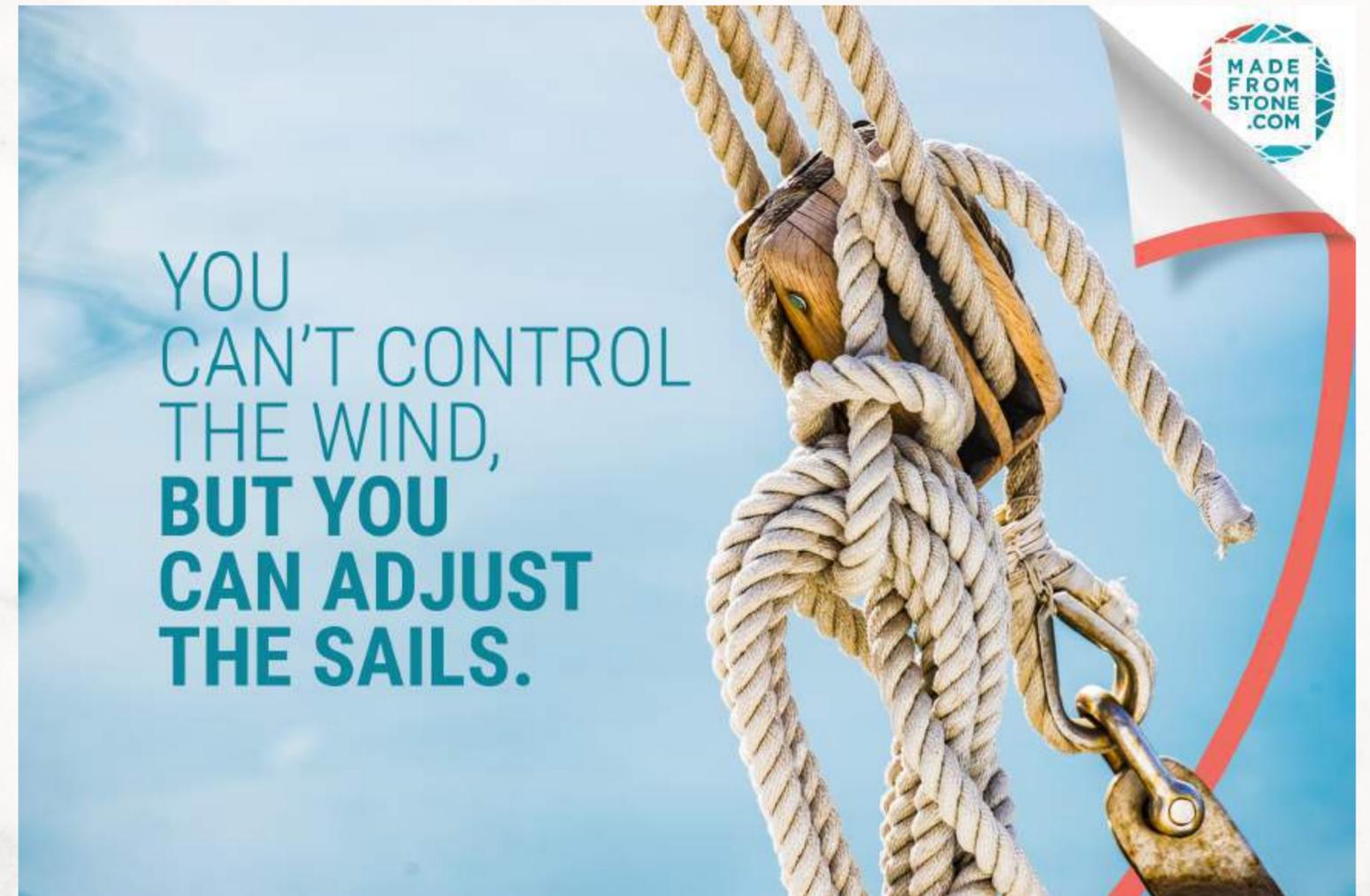


IMAGERY

We have two imagery styles;

Option A: with copy and the coral peel with the partial spiral.

See examples below:



IMAGERY

Option B: on this option we add a coral box behind the copy. The purpose of adding the coral box is to make the copy more evident on photos where it may be difficult to read, or when the image is too busy and the copy gets lost. The preferred style is without the coral box, but use your best judgement on whether it should be applied or not. It is best that the copy is legible. See examples below:



IMAGERY: DO'S & DON'TS

✓ Our imagery tends to be positive, uplifting, inspiring, and hopeful.



✗ We would never highlight any negative traits on images from nature.



CONSUMER AWARENESS ADS

These ads are intended to bring awareness of Okeanos | Made From Stone to our consumers through multi media channels such as TV, out of home, print, social media, articles and video. For example, these ads will feature one-liners about the capabilities of products which are Made From Stone, alongside interesting environmental facts. An example of one of these ads is shown here:





**THIS PACKAGING IS
MADE FROM STONE™
AND CAN DEGRADE
IN AS LITTLE AS
TWO YEARS.**

CONSUMER AWARENESS

SOCIAL MEDIA

Our social media presence will continuously feed content that inspires, empowers, educates, and engages our audience. We will build excitement around our brand and our products by creating a sense of belonging with people from all around the world.

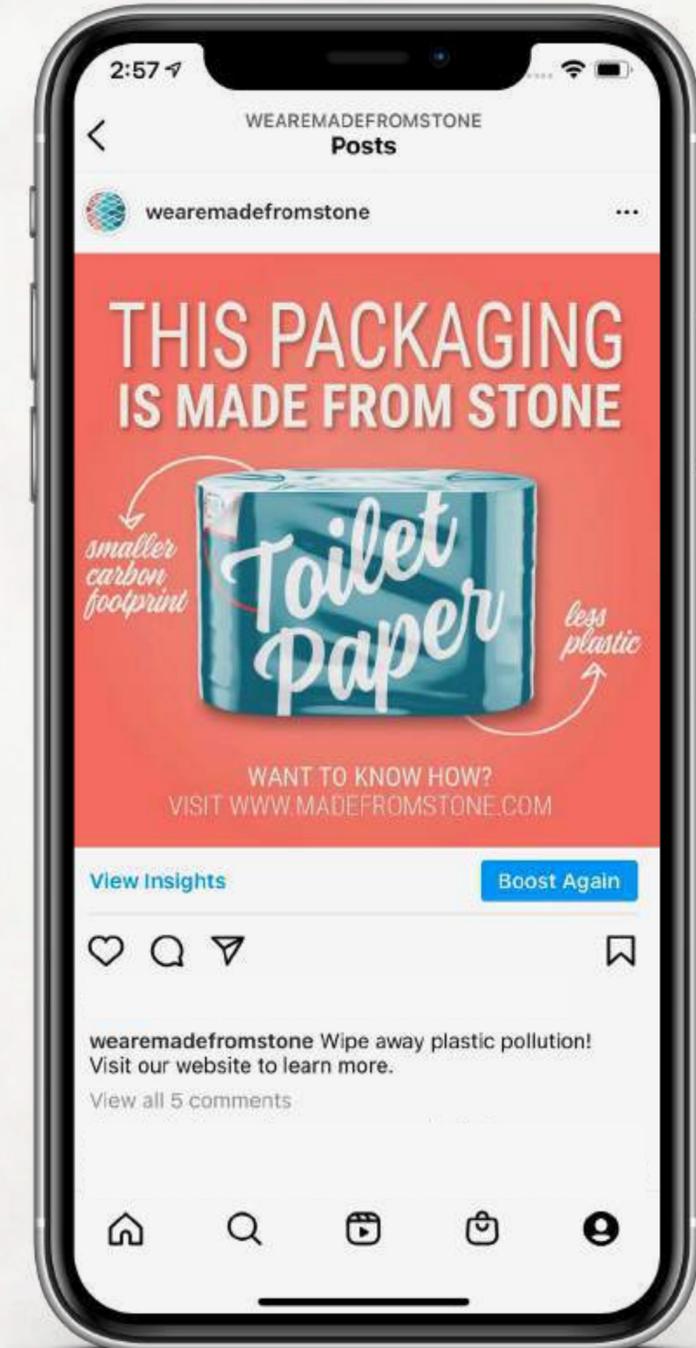
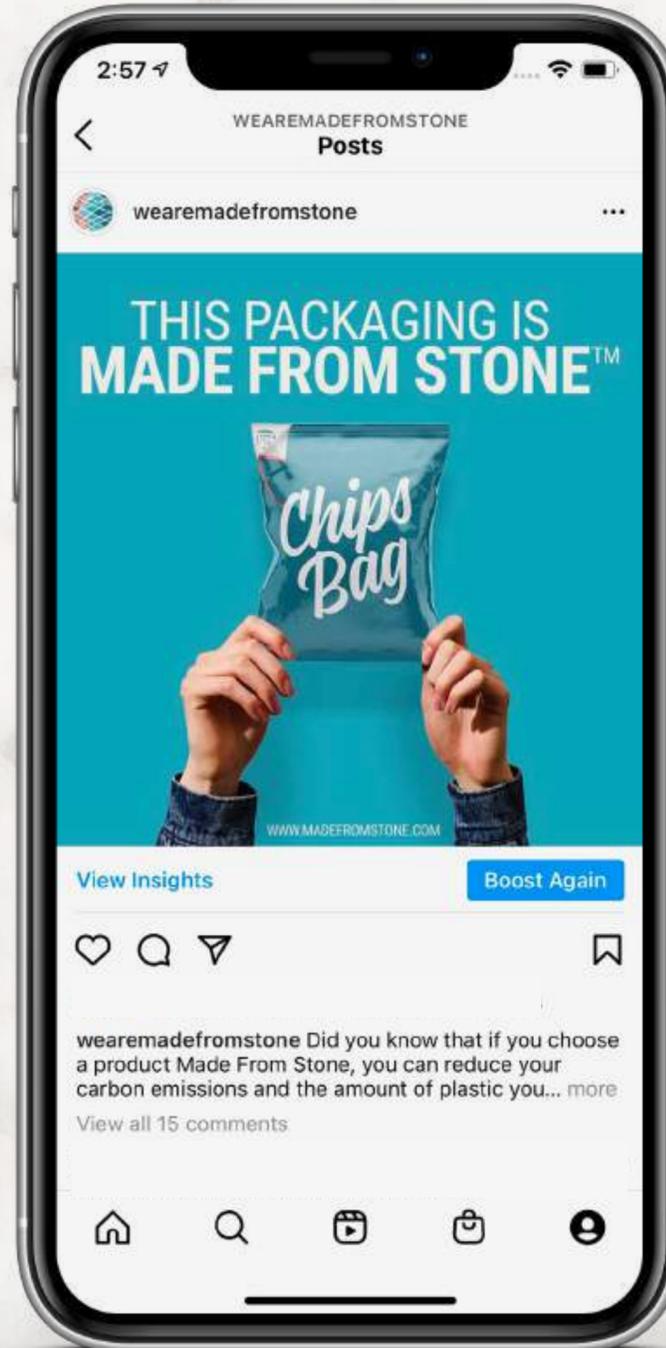
OVERVIEW

The tone of our posts will remain positive, excited, and/or humorous. We've found a way to significantly reduce plastic pollution and we're hyped about it; we're going to make sure everyone else is too. We avoid negativity except as it relates to plastic and pollution, though language regarding this should remain educational, general, or lightly witty without making it the center of attention.

Our social media accounts play a large role in informing our audience on our progress. We will release updates on new Made From stone™ products and new members to the movement. We will encourage engagement with individuals on these platforms as the movement is nothing without our consumers. These interactions should be, but are not limited to, shout-outs, reposts, and resharing content. We will also have a robust brand ambassador program to help us amplify our message!



CONSUMER AWARENESS



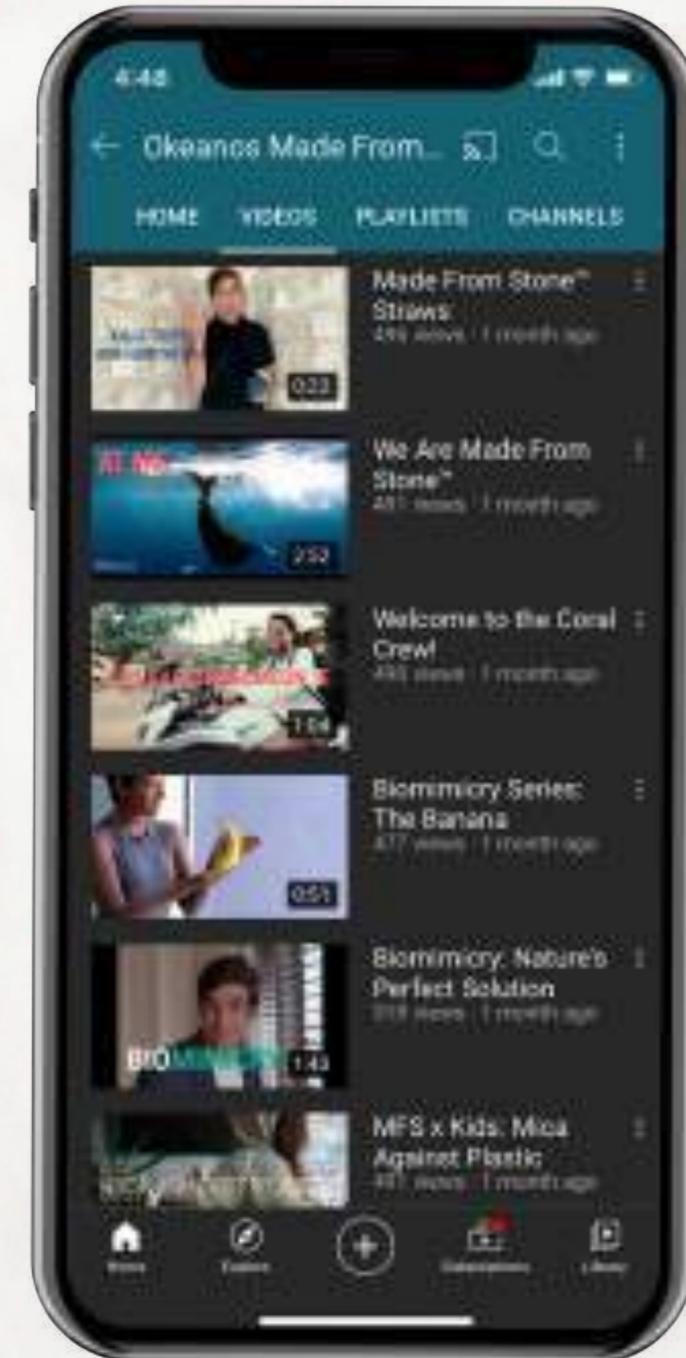
CONSUMER AWARENESS BANNERS

E-MAIL MARKETING

Utilizing banner ads in our email signatures which link to specific pages on our website we want to call attention to, we can highlight both company and product news with every communication.



VIDEO PRODUCTION



VIDEO PRODUCTION

OVERVIEW

Our videos range in style based off different categories and audiences we are trying to reach. We have videos series anywhere from global B2B to educational B2C. All of our videos incorporate beautiful imagery to help explain or educate the audience on the topic we're covering. We also implement key words, phrases, and statistics into big bold copy on the video when relevant. Our videos are always encouraging, using bright imagery and uplifting music to leave the audience ready to make a difference in the world!



VIDEO END FRAMES

Video end-frames should always be the Made From Stone logo contrasting with the background. For colorful or darker frames, the globe goes in white. For white or light frames, the globe goes in colors.

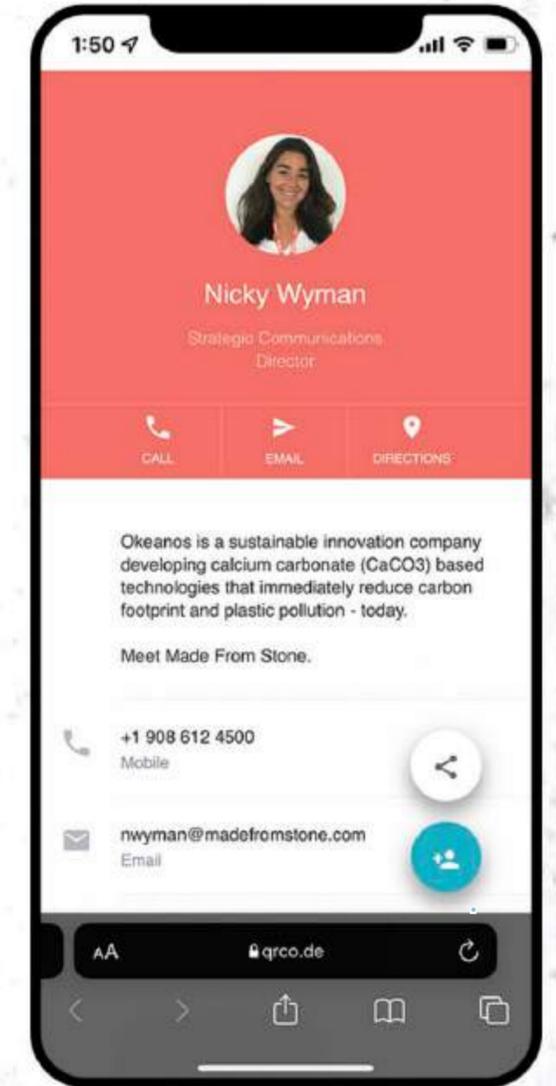
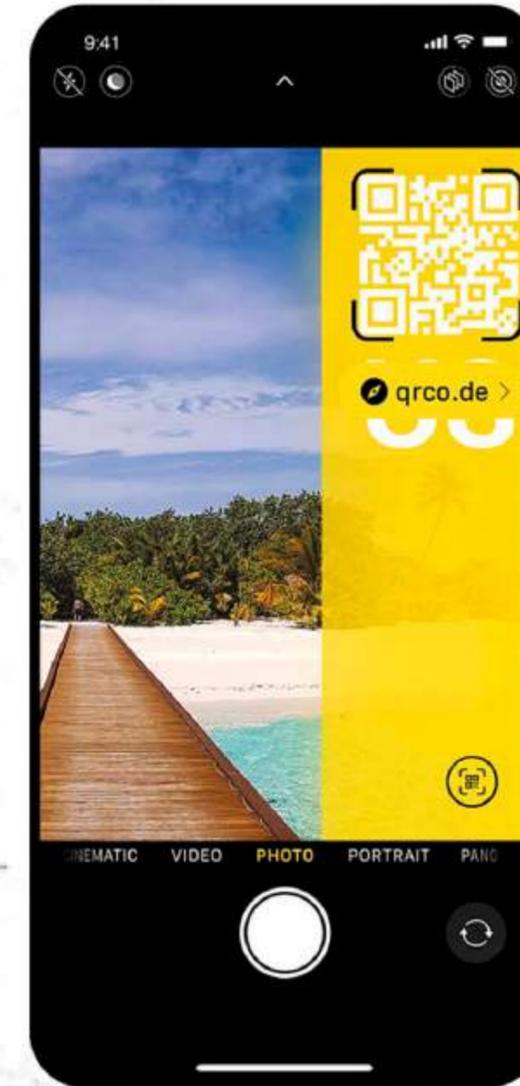


Same rule applies for videos containing the Okeanos logo.

CORPORATE IDENTITY

INTERNAL BADGES

Each employee has a badge identifying them by position and department - but these aren't just employee badges- they're contact cards too! Each of the badges boasts a custom QR code that will populate with the employee's contact information on a custom designed platform featuring a bite-sized company description, social media channels and contact information. A button easily allows the scanner to add the Okeanos team-member to their phone's contacts.

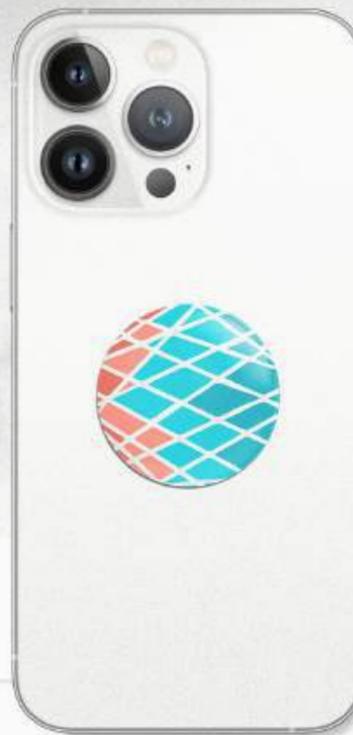


Okeanos takes sustainability seriously. It's at the core of everything we do - and is the thread that ties together our physical and digital presence as a brand. This is why Okeanos has adopted digital business cards!

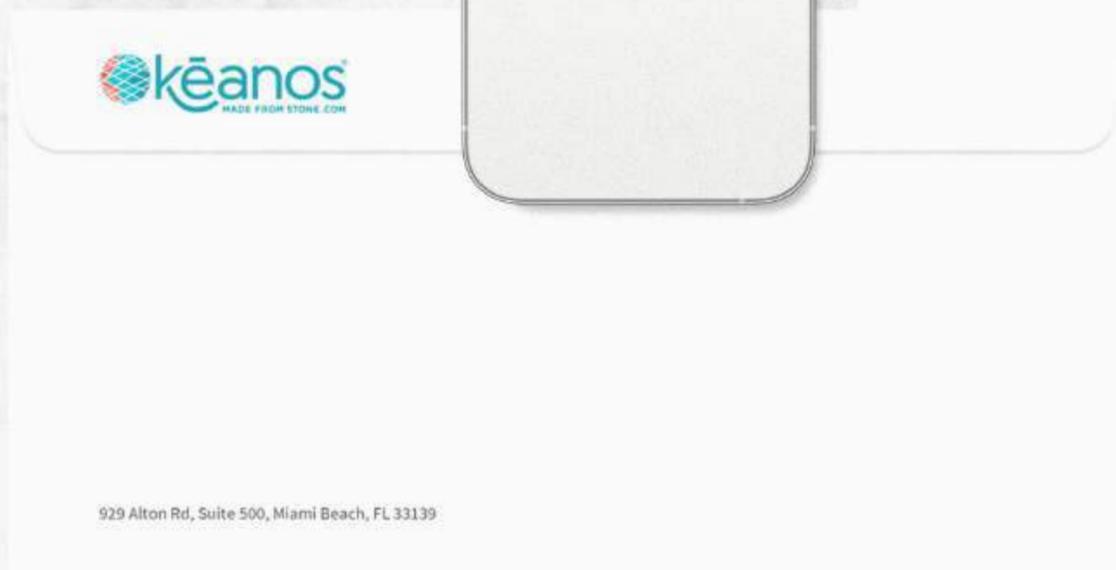
CORPORATE IDENTITY

LETTER HEAD

PHONE HOLDER



ENVELOPE



929 Alton Rd, Suite 500, Miami Beach, FL 33139



TECHNICAL MANUALS

INTERNAL OPERATING MANUALS

Each department in Okeanos has developed internal operating manuals otherwise known as Standard Operating Procedures (SOP). These documents detail the specific operations each department is responsible for and the process by which those tasks are completed. These documents have been created for reference by future employees of Okeanos, and establish a structure, process, and method for performing the tasks outlined therein.



TECHNICAL MANUALS

TECHNICAL DOCUMENTATION

Okeanos has developed a robust suite of technical documentation for use by manufacturers, compounders, and global partners of Okeanos. The final and most current documents are available in a web-based technical library, are updated regularly, and include Technical Data Sheets which outline the conditions in which Okeanos Compounds are processed, Material Safety Data Sheets which outline safety procedures and precautions those handling Okeanos compounds must adhere to, and Application Sheets which outline acceptable and approved applications which can be made by these compounds.



Coral Crew™

Recruited by the ocean, The Coral Crew is a global group of inspired, active do-ers with a shared passion for environmental conservation. We, the members of The Coral Crew, are educators, content creators, scientists, teachers, musicians, and activists bound together by a common thread - the desire to use our unique skillsets to amplify our voices, inspiring and creating meaningful change in our environment. We are answering the urgent call of the ocean by furthering Okeanos' efforts to eradicate single-use plastic through conservation, education, activism, communication, and research. Our worldwide network of motivated volunteers will work tirelessly to ensure that we leave our oceans better than we found them, and set future generations up with the tools they need to continue fighting this battle.

#WEARETHESOMEONE



**The World
Has Been Waiting
For Someone To
Create A Solution
To Plastic Pollution**

#WeAreTheSomeone

