



Seychelles
Made

BRAND BOOK

www.seychellesmade.sc



Brand book 2025

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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.



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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

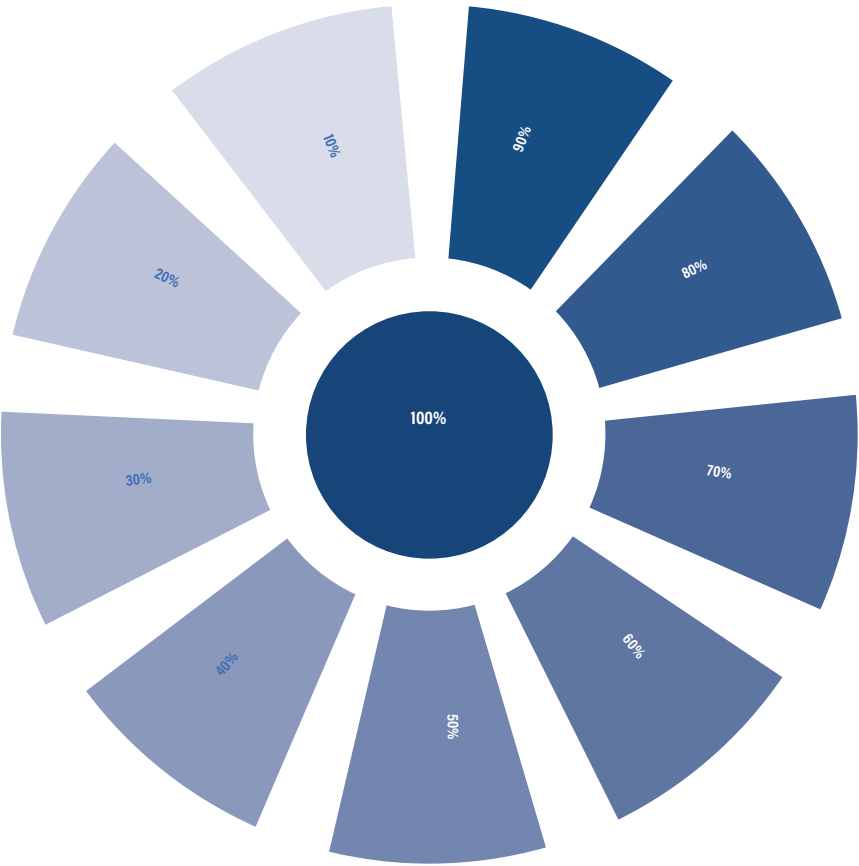
HEX (HTML): #3D6FB4;

R: 61 G: 111 B: 179

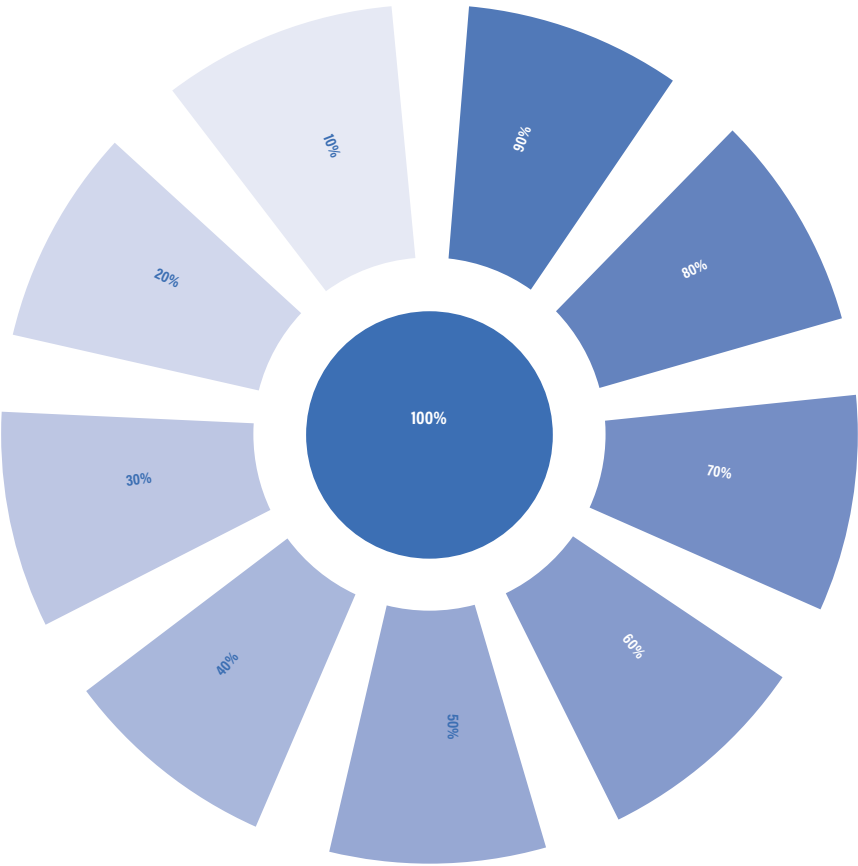
FOR PRINTING USE

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.



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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



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Horizontal stack



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Vertical stack



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Horizontal stack



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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.

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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
!"\$%& /() =?* '<> #|;@'«»{} +=×

06

LOGO APPLICATION ON PRODUCTS

12

Certification Number

Each applicant will be issued with a Certificate of registration with a unique certification number, granting the use of the Seychelles Made brand. The number should feature on registered products packaging as illustrated.







CERTIFICATE OF REGISTRATION

This certificate is issued to

authorising the use of the Seychelles Made trademark on the product(s) listed below by the Enterprise Seychelles Agency (ESA), in accordance with the Seychelles Made Label:

Product List	Product ID

SC0001
CERTIFICATE NUMBER

.....
NAME
CHIEF EXECUTIVE OFFICER

00/00/00
ISSUE DATE

00/00/00
EXPIRY DATE

Ministry responsible for Industry

07

PHOTO/VIDEO BRANDING

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



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.

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

08

DESIGN ELEMENTS

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

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