



Brand Guidelines

WhaleSpotter
February | 2026

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WHALESPOTTER

OUR BRAND PROMISE

Especially for those who seek to prevent marine mammal strikes from ships and ensure safe, responsible operations on the water,

WhaleSpotter

is the world's leading AI-powered, expert-verified, whale detection, noise impact mitigation, and awareness platform that delivers accurate, real-time whale presence alerts day and night, even in challenging sea conditions, helping teams make safer, more responsible operational decisions.

Our industry-leading, long-range, human-verified whale detection systems are proven to reduce strike risk and improve noise-impact avoidance. WhaleSpotter supports regulatory compliance, strengthens stewardship, and helps people and whales coexist.

We believe every voyage should protect both whales and vessels, and every offshore development site should minimize noise impacts, to preserve the marine mammals who share our oceans.

From mariners and developers, to regulators and conservationists, **we help people see what lies ahead, so they can protect what lives below.**

LOGO FONT:

Plus Jakarta Sans

WHALESPOTTER

WHALESPOTTER

WHALESPOTTER

WHALESPOTTER





See what lies ahead • Protect what lives belowSM



See what lies ahead • Protect what lives belowSM



See what lies ahead • Protect what lives belowSM



See what lies ahead • Protect what lives belowSM



This favicon/symbol works on both light and dark modes.

Would also make a great sticker.



Sample eSignature for emails

WHALESPOTTER

Daniel Zitterbart, PhD

Co-founder & Chief Scientist

WhaleSpotter



Primary Tagline

See what lies ahead. Protect what lies below.SM

Service Mark Phrase

Detect. Alert. Avoid.SM

A supporting phrase used in brand messaging to describe WhaleSpotter's core operational process. This phrase should always be presented with the SM designation on first references in formal materials.

Plus Jakarta Sans
light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
`1234567890-=\][';/.,~!@#\$%^&*()_+|}{:"?><

Plus Jakarta Sans
regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
`1234567890-=\][';/.,~!@#\$%^&*()_+|}{:"?><

Plus Jakarta Sans
medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
`1234567890-=\][';/.,~!@#\$%^&*()_+|}{:"?><

Plus Jakarta Sans
semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
`1234567890-=\][';/.,~!@#\$%^&*()_+|}{:"?><

Plus Jakarta Sans
bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
`1234567890-=\][';/.,~!@#\$%^&*()_+|}{:"?><

Plus Jakarta Sans
extra bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
`1234567890-=\][';/.,~!@#\$%^&*()_+|}{:"?><

Plus Jakarta Sans
light italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
`1234567890-=\][';/.,~!@#\$\$%^&*()_+|}{:"?><

Plus Jakarta Sans
regular italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
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Plus Jakarta Sans
medium italic

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abcdefghijklmnopqrstuvwxyz
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Plus Jakarta Sans
semibold italic

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abcdefghijklmnopqrstuvwxyz
`1234567890-=\][';/.,~!@#\$\$%^&*()_+|}{:"?><

Plus Jakarta Sans
bold italic

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Plus Jakarta Sans
extra bold italic

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The logo color collection includes colors for color logo version on light backgrounds, and color logo version on dark backgrounds:



HEX:
#0d1c40

RGB:
13 | 28 | 64

CMYK:
100 | 90 | 42 | 51



HEX:
#027299

RGB:
2 | 114 | 153

CMYK:
89 | 48 | 25 | 3



HEX:
#48c3cd

RGB:
157 | 190 | 220

CMYK:
63 | 0 | 21 | 0



HEX:
#aad1db

RGB:
170 | 209 | 219

CMYK:
32 | 6 | 11 | 0



HEX:
#ff8000

RGB:
255 | 128 | 0

CMYK:
0 | 61 | 100 | 0



HEX:
#ffffff

RGB:
255 | 255 | 255



The logo color collection includes colors for color logo version on light backgrounds, and color logo version on dark backgrounds:



HEX:
#000000

RGB:
0|0|0

CMYK:
0|0|0|100



HEX:
#6d6f71

RGB:
109|111|113

CMYK:
0|0|0|70



HEX:
#a7a9ac

RGB:
167|169|172

CMYK:
0|0|0|40



HEX:
#cacaca

RGB:
202|202|202

CMYK:
0|0|0|25



HEX:
#ffffff

RGB:
255|255|255



{person Person}
[Address]

[Date]

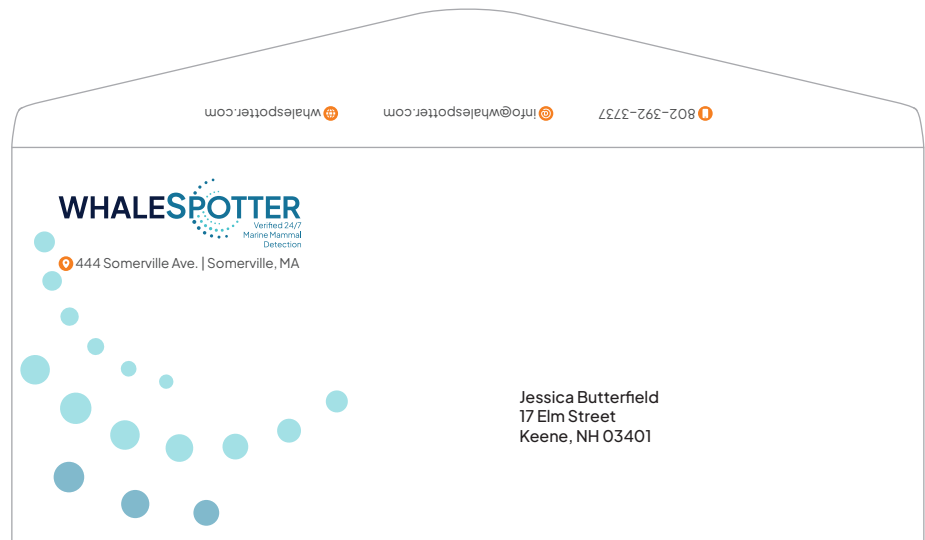
On comnis re nimus aut dolorectas re parchit odi blam quam voluptinet exerepel iniet animus nossimus etus esequ ipsandiatem ipis explam es expelisi test, cullorro veliquam, conesed millabo. Utassent provident et omnicab iilit, nonsedicatus rem audi blacipsum quae nobis pres min conse et ea vellaut alicit aut poreiumqui id qui ra voles ex et facil eniet que et quam et acearia sum fuga. Sum delignime latioriaecae et eaque debitio idem. Laborruntem volupta quamusto bea quid quam evelit rem. Itaquas assit que occatia dolor sit faccum nat.

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Regards,

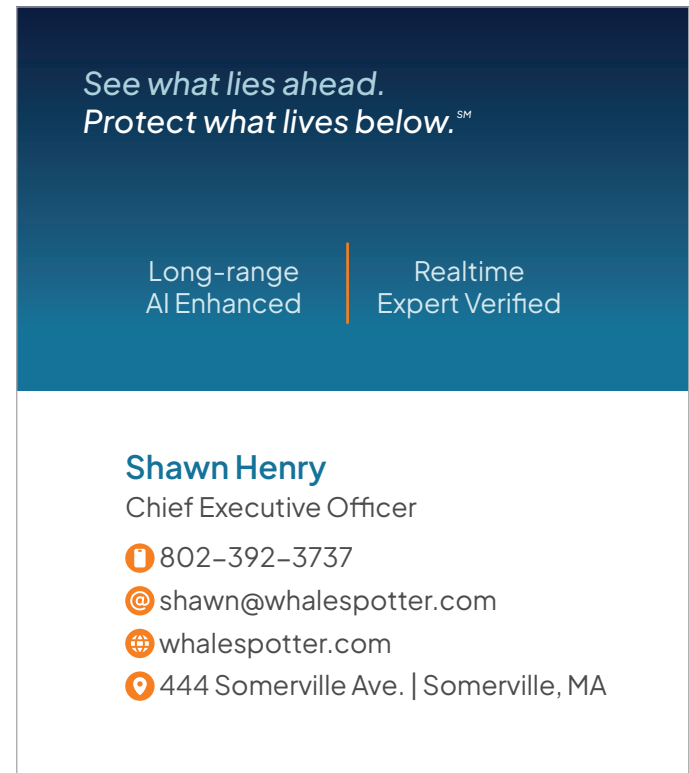
See what lies ahead.
Protect what lives below.™



Folded business card
3.5 x 4, folds to 3.5 x 2



Exterior



Interior



WHALES SPOTTER
See what lies ahead. Protect what lives below.™

Presentation Name

Here is where a subtitle could go.

FEBRUARY 2026

WHALES SPOTTER
See what lies ahead. Protect what lives below.™

Presentation Name

Here is where a subtitle could go.

FEBRUARY 2026

Here is a headline

On comitis re nimus aut doloretas re parchit odi blam quam volupienet exerepel iniet animus nossimus etus eseqe ipsandiatem ipis expliam.

WHALES SPOTTER

Daniel Zitterbart, PhD
Co-founder & Chief Scientist

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WHALES SPOTTER

Here is a headline

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WHALES SPOTTER

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WHALES SPOTTER

WHALES SPOTTER

Sample Chart

On comitis re nimus aut doloretas re parchit odi blam quam volupienet exerepel iniet animus nossimus etus eseqe ipsandiatem ipis expliam.

Category	Series 1	Series 2	Series 3
Category 1	4	7	9
Category 2	2	7	9
Category 3	5	5	8
Category 4	4	7	12

WHALES SPOTTER

PREPARED BY:

