



SEAQUIP

BRAND GUIDELINES



01 Logo

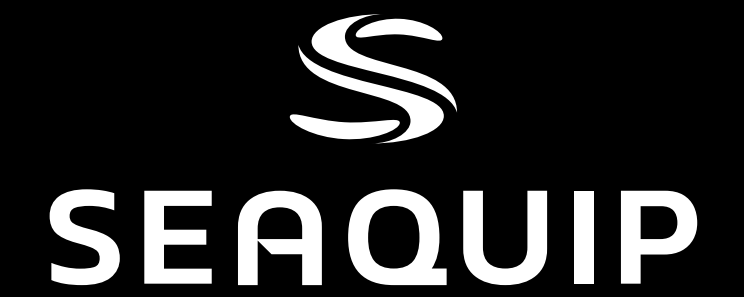
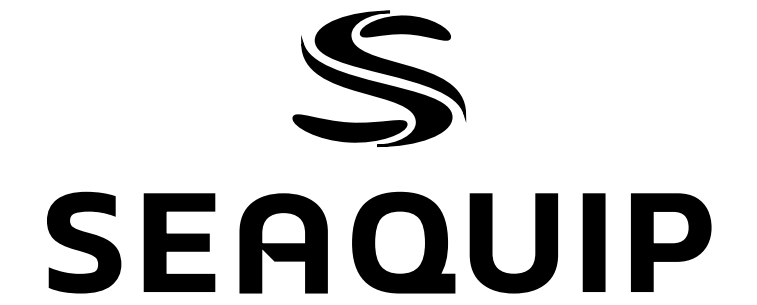
logo variations

V1_VERSION WITH INTEGRATED PAYOFF



logo variations

V2_CLEAR VERSION



logo variations

V3_BADGE VERSION



logo variations

V4_TEASER VERSION



logo variations

V5_HORIZONTAL VERSION



logo variations

V5_HORIZONTAL BADGE VERSION



logo usage

DO NOT



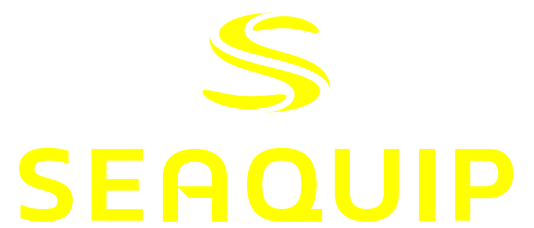
DO NOT APPLY ANY EFFECT
AS SHADOWS OR GRADIENTS



DO NOT STRETCH OR DISTORT



DO NOT PLACE ON
COMPLEX BACKGROUND



DO NOT USE COLORS OUTSIDE THE
CORPORATE PALETTE



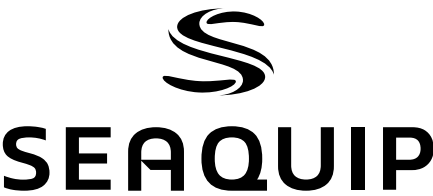
DO NOT ROTATE



DO NOT MODIFY THE SIZE RATIO
BETWEEN ELEMENTS

logo minimum size

50mm | 170px wide



30mm | 120px wide



15mm | 60px wide



logo minimum size

70mm | 200px wide



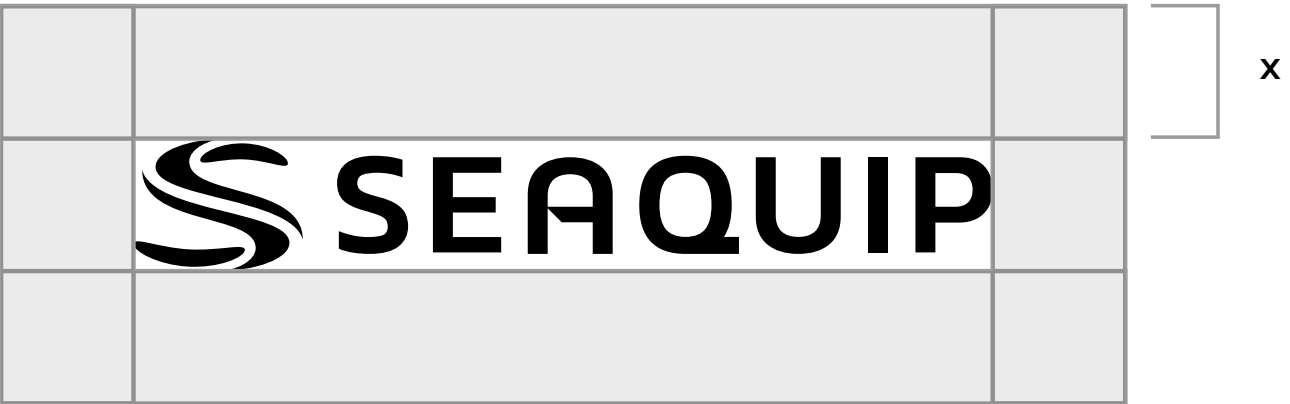
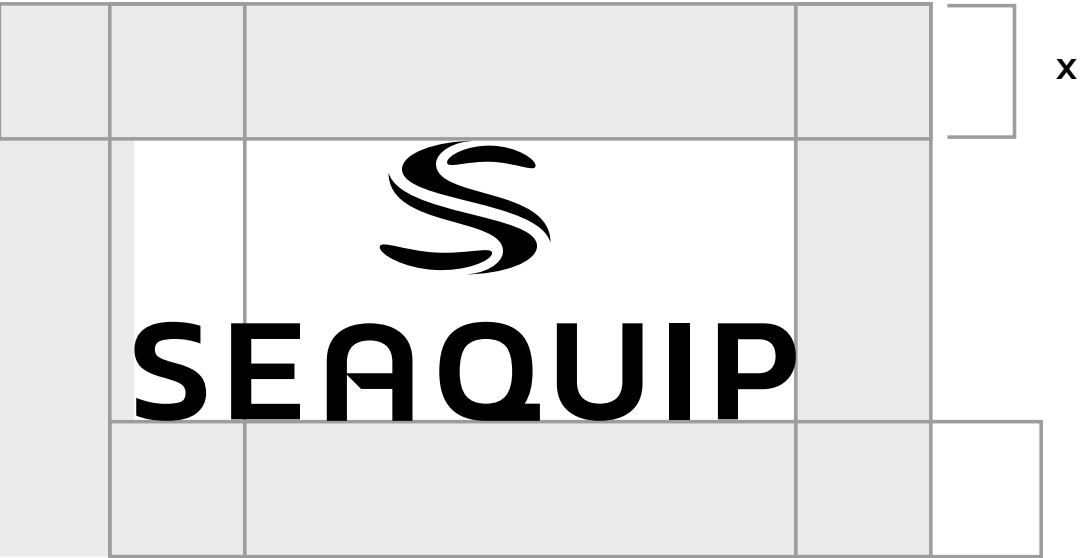
50mm | 140px wide

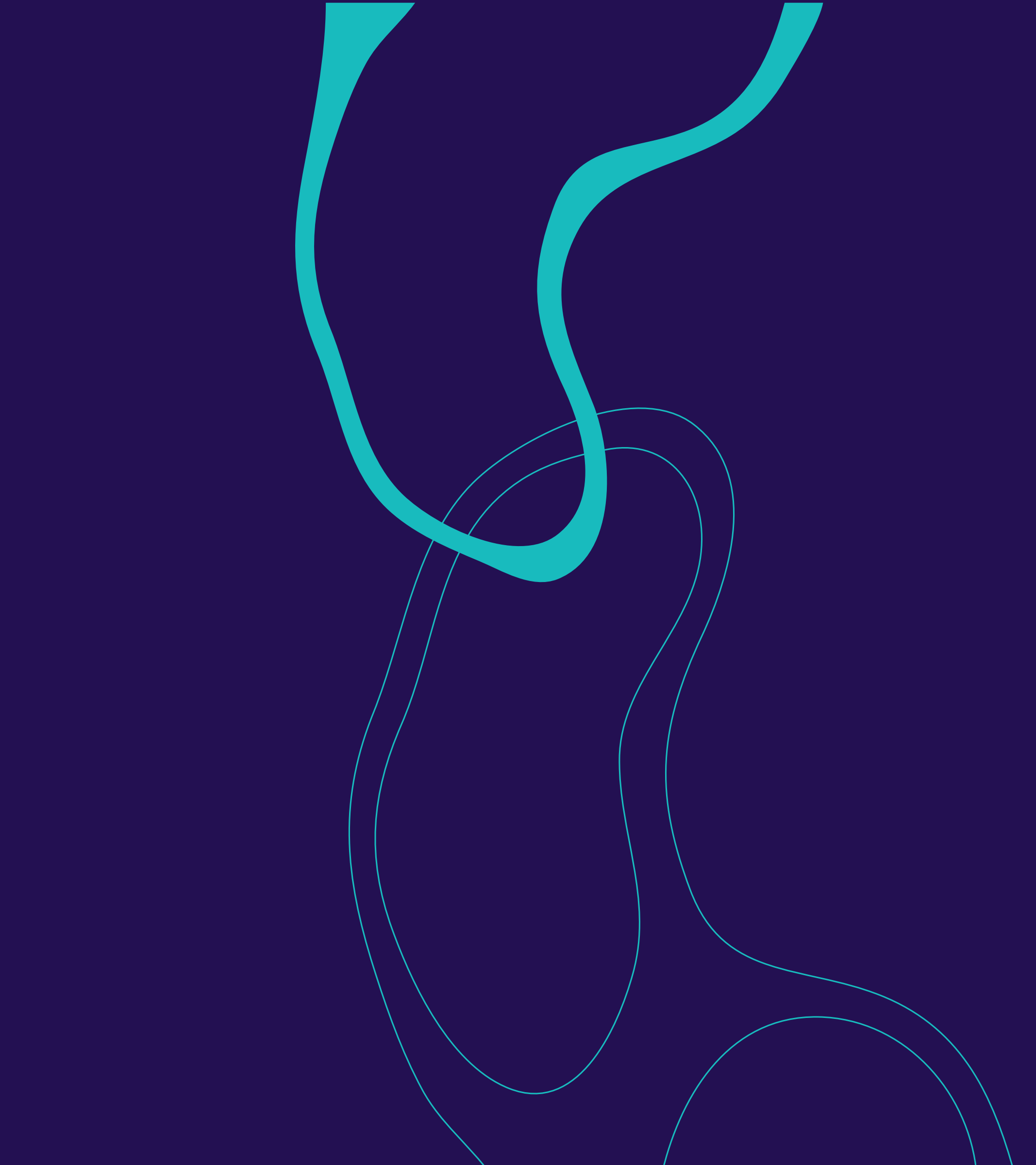


30mm | 90px wide



clear area





02 Palette

primary colors



PANTONE 274

CMYK
87.100.10.50

RGB
39.28.82

#261b51



PANTONE 2965 C
CMYK
100.100.42.55
RGB
18.10.56
#120a38



PANTONE 631

CMYK
71.0.27.0

RGB
107.186.188

#6bb9bc



PHANTOM WHITE

CMYK
3.3.0.0

RGB
248.248.255

#f8f8ff

An abstract graphic on the left side of the slide, featuring several overlapping, wavy, organic shapes in a teal color against a dark blue background. The shapes are fluid and dynamic, creating a sense of movement.

03 Typography

Standard typeface

Headlines

Use the Kanit font in its medium version to emphasize the headlines

Headline

Subhead

Body copy

Kanit medium	
A a	Bb Cc Dd Ee Ff Gg HhIi Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Standard typeface

Subhead

Use the Kanit font in its regular version to emphasize the subhead

Headline

Subhead

Body copy

Kanit regular	
A a	Bb Cc Dd Ee Ff Gg HhIi Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Standard typeface

Body copy

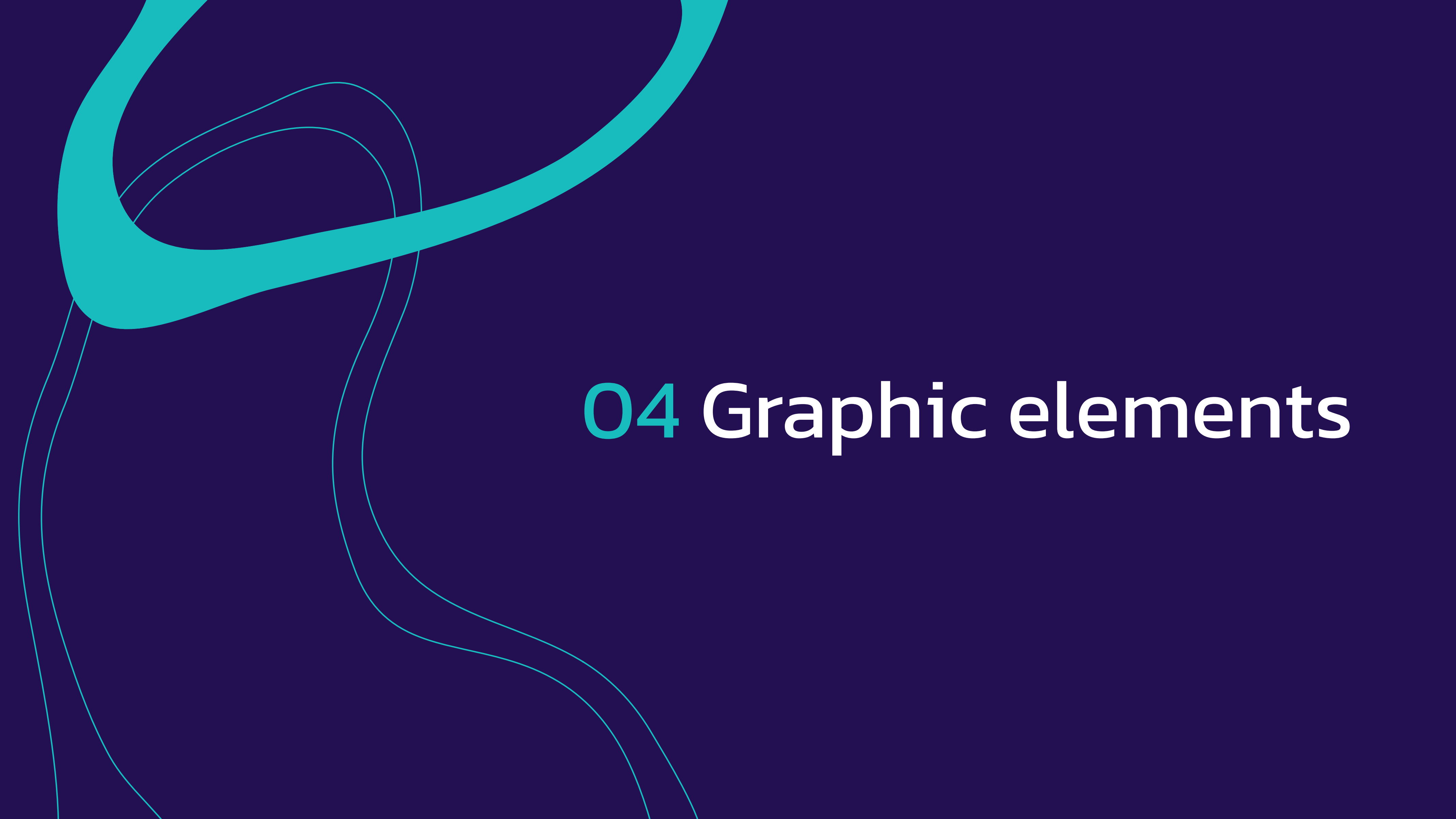
Use the Kanit font in its light version to emphasize the body copy

Headline

Subhead

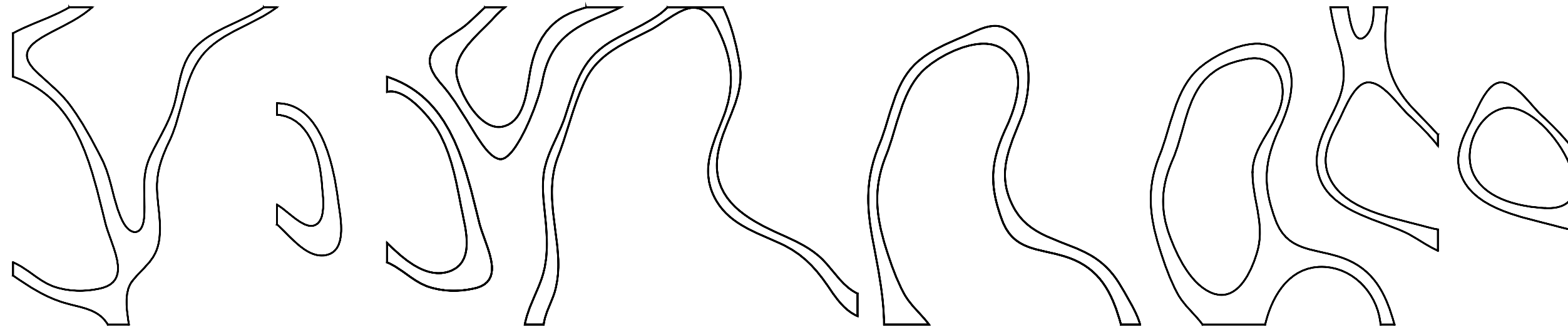
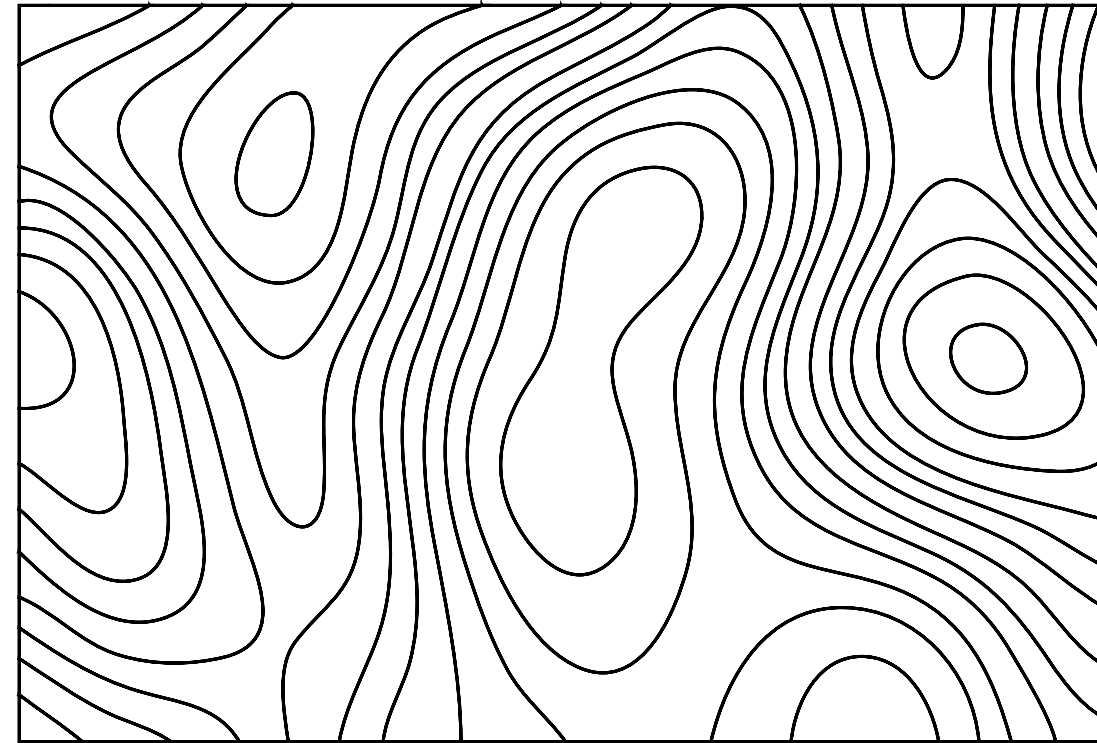
Body copy

Kanit light	
A a	Bb Cc Dd Ee Ff Gg Hhli Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0



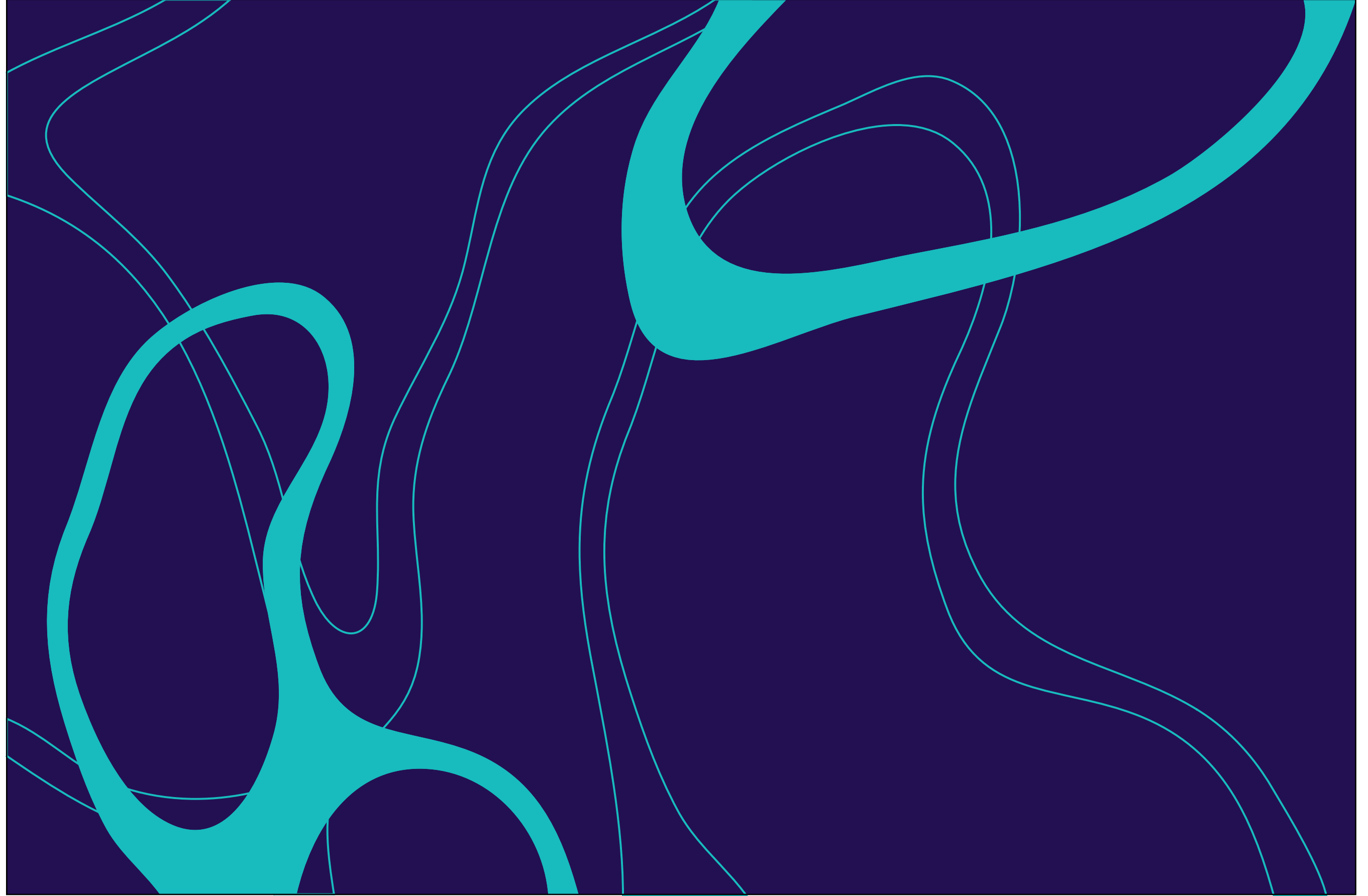
04 Graphic elements

create unique patterns



To create unique graphic elements that enhance the brand's memorability and emphasize its connection to navigation and the sea, we will use a scheme of elements that, when assembled in various positions and overlays, will form unique, versatile patterns for a wide range of applications. (See the following page for examples.)

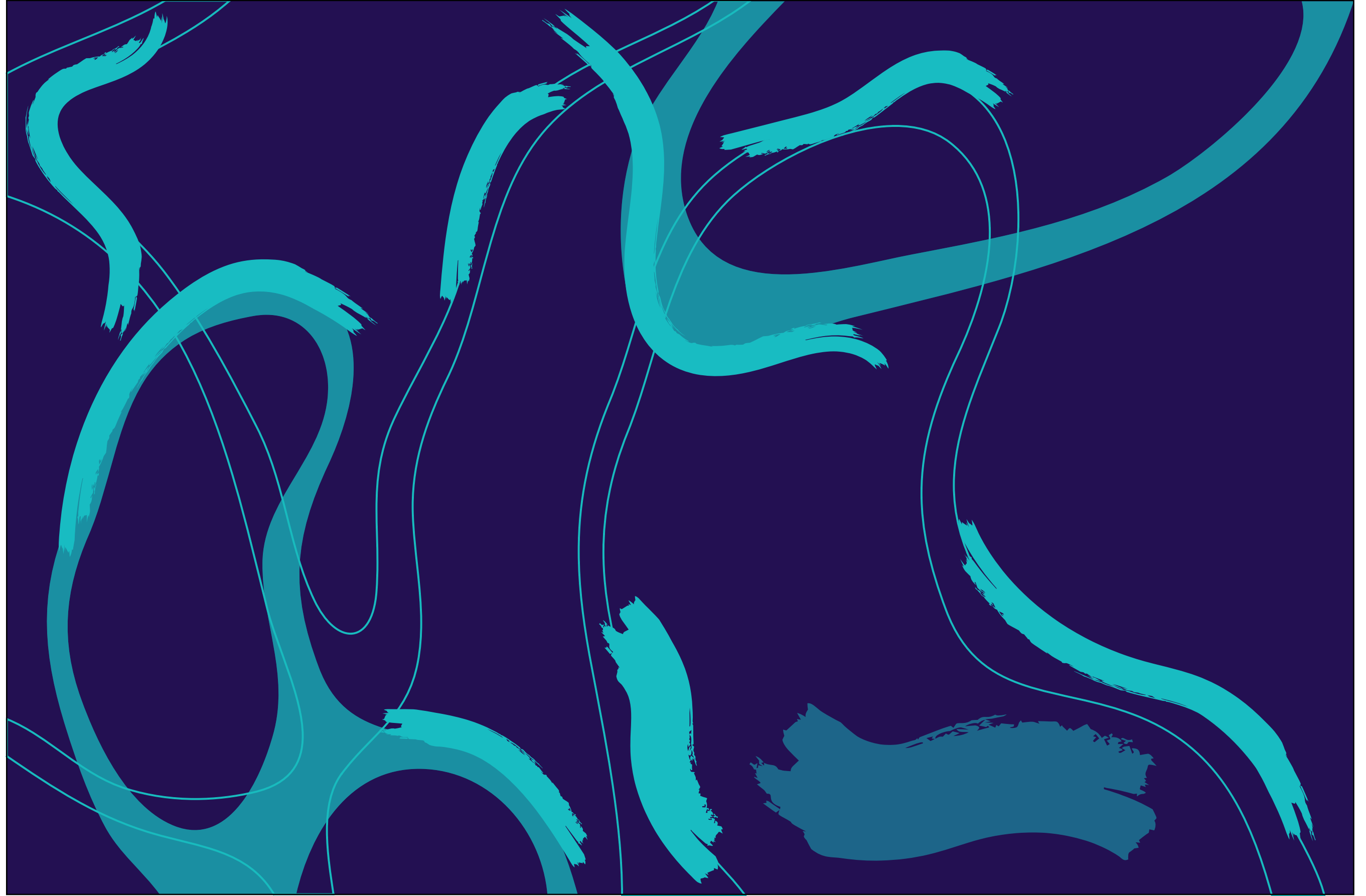
create unique patterns



create unique patterns



complementary patterns





05 Corporate

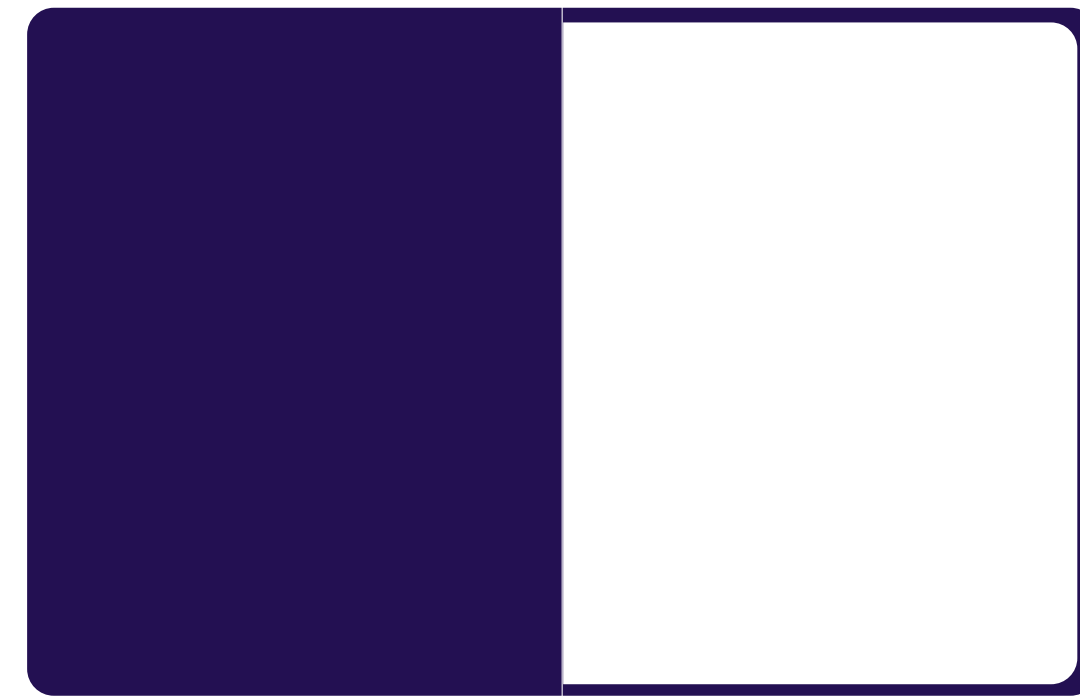
business card



envelope



notebook



shopper



badge





SEAQUIP

MEDITERRANEAN YACHT & MARINE
EQUIPMENT TRADE FAIR