

# NAUTILUS SAILING

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BRAND VISUAL IDENTITY

GUIDELINES / COMPACT VERSION



NAUTILUS  
SAILING

# USING THIS BRAND IDENTITY DESIGN GUIDELINE BOOK

This guidebook contains the rules and guidelines as they relate to the correct visual portrayal of NAUTILUS SAILING as the brand identity. These are guidelines for the official brand logos, colors and typography and how they may be used in documents or communications.

Any reproduction or distribution of this guidebook is strictly prohibited. When this guidebook or any of its contents is given to an outside vendor, either digitally or hard copy, it is required to be deleted or returned immediately after the required job has been completed.

Any use of the NAUTILUS SAILING brand identity design guideline is subject to the rules and guidelines specified within this guidebook. It may not be used if it does not conform to these rules and guidelines.

Consistent application of these brand identity guidelines helps a brand maintain a strong and cohesive brand. Breaking the rules will fragment and compromise the brand.

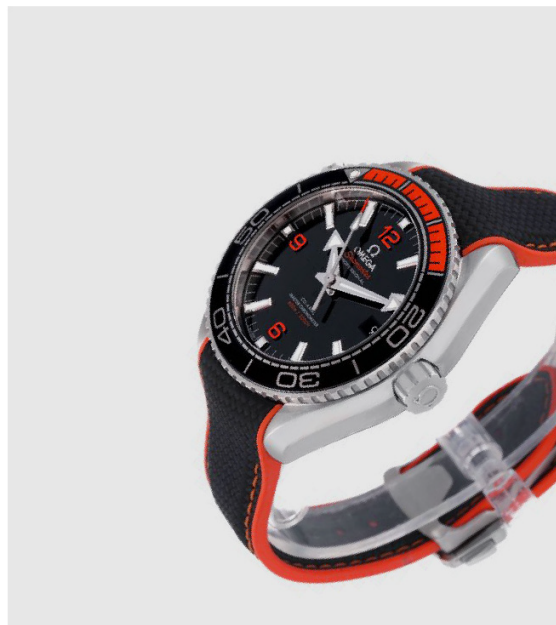
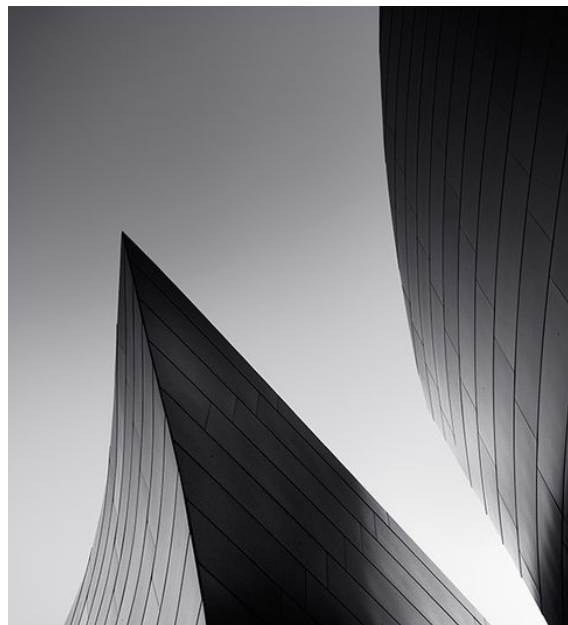
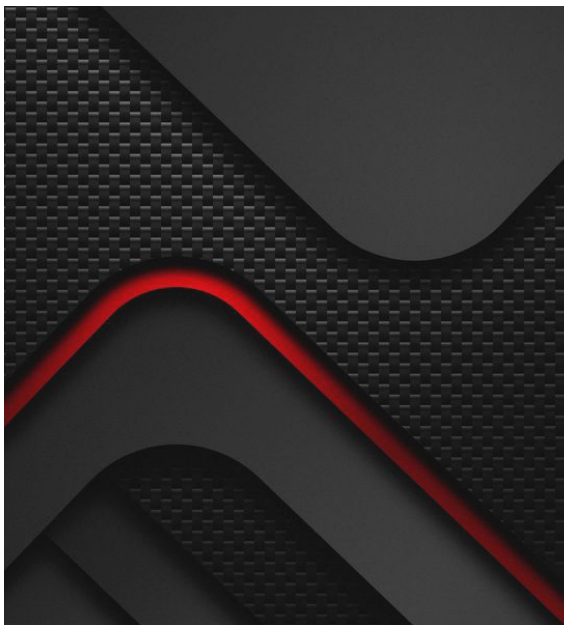
NAUTILUS SAILING	BRAND GUIDELINES	SONCREATIVE
	1.0 The Brand	Page 4
	2.0 Logo	Page 8
	3.0 Color System	Page 14
	4.0 Typography	Page 22
	5.0 Application	Page 26

# CONTENTS

1.1	Brand Visual Moodboard	Page 5
1.2	Brand Image Keywords	Page 6



BRAND  
VISUAL MOODBOARD



NAUTILUS  
SAILING

# BRAND IMAGE KEYWORDS

A moodboard is a succinct collection of visual assets that represents a brand's identity and sets up the visual direction for the brand.

NAUTILUS SAILING brand is characterised by the following keywords. These keywords drive the direction and vision of the brand design.

Photographs must embody the brand through connection with the brand visual moodboard and image keywords.

## BRAND IMAGE KEYWORDS



SLEEK

ENERGETIC

SHARP

ADVENTUROUS

PREMIUM

ASPIRATIONAL

CONFIDENCE

EXCITING

CLEAN

MODERN

NAUTILUS SAILING	BRAND GUIDELINES		SONCREATIVE
	2.1	Primary Logo	Page 9
	2.2	Logo Design Concept	Page 10
	2.3	Logo Creative Story	Page 11
	2.4	Logo Signature	Page 12
	2.5	Logo Collection	Page 13
	2.6	Logo Incorrect Usage	Page 14

2.0

LOGO



NAUTILUS  
SAILING

# PRIMARY LOGO

This is the Primary Logo. The brand logo usage in all internal and external communications must adhere to the scale specified. The brand logo must always be produced from original artwork based on the data supplied. It must not be altered in any way. For instance, do not edit, change, distort, recolor, or reconfigure it.



# LOGO DESIGN CONCEPT

The brandmark represents a sail symbol abstractly. The sail brandmark is created with sail, rope, and wave motif which are the main elements of sailing. The curvy lines, sharp edges and a dynamic shapes have adventurous and energetic images in a sleek and modern style.



Sailing  
(Epic)

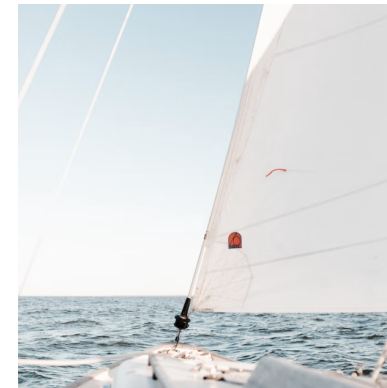


Wave  
(Dynamic)

+



Curve  
(Movement-Live)



Wave, Rope, Sail  
(Adventure)

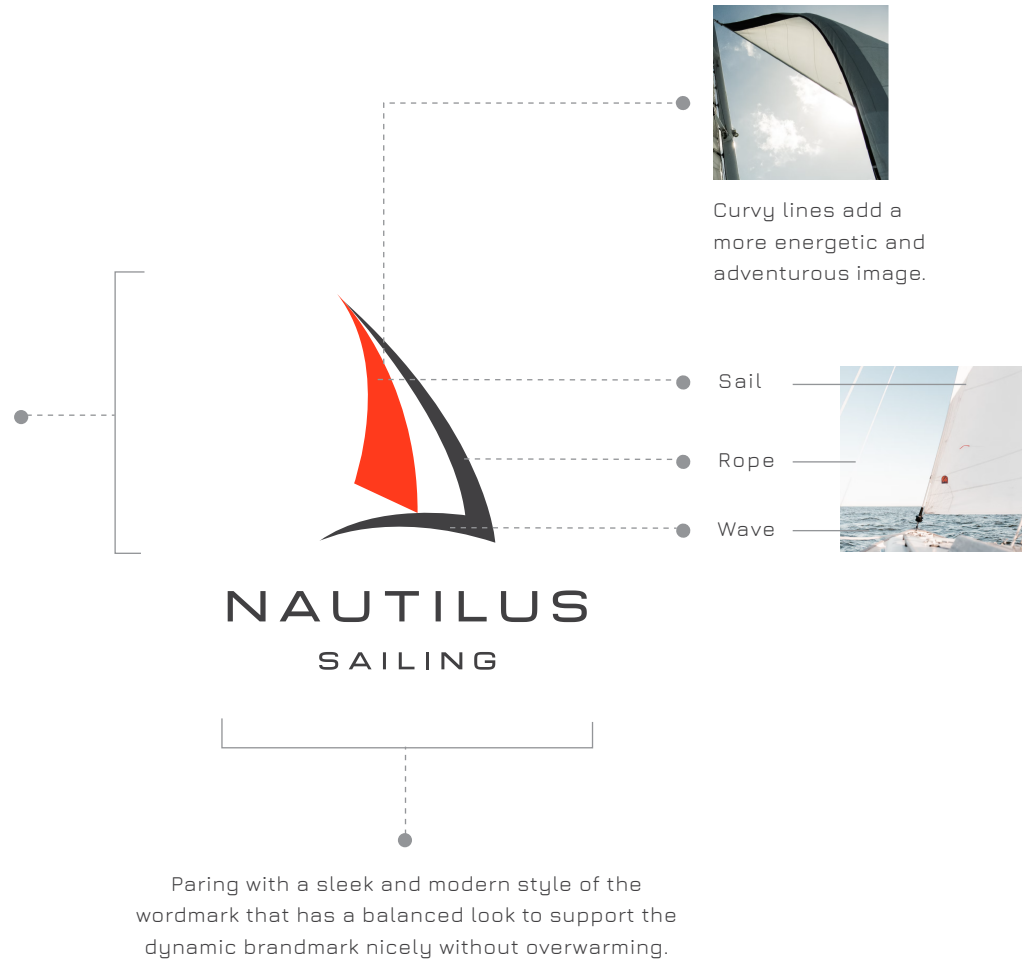
# LOGO CREATIVE STORY

The logo overall look and feel:

sleek, dynamic, approachable, clean,  
elegant, adventurous, lively



The brandmark is created with a dynamic style of sailing.



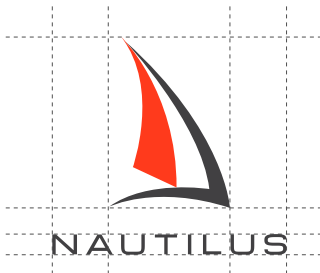
# LOGO SIGNATURE

A signature is the structured relationship between a logotype and brandmark.

PRIMARY LOGO  
Brandmark + Logotype + Tagline



SECONDARY LOGO  
Brandmark + Logotype



HORIZONTAL LOGO  
Brandmark + Logotype + Tagline





# LOGO COLLECTION

These brand logos are the symbol by which NAUTILUS SAILING is visually identified.

BRANDMARK



PRIMARY LOGO



SECONDARY LOGO



HORIZONTAL LOGO

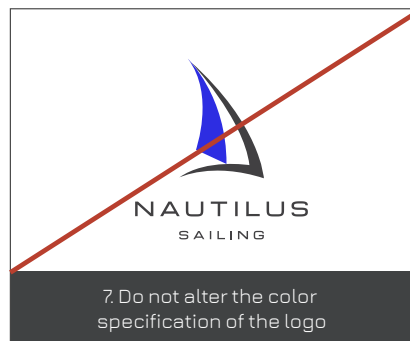
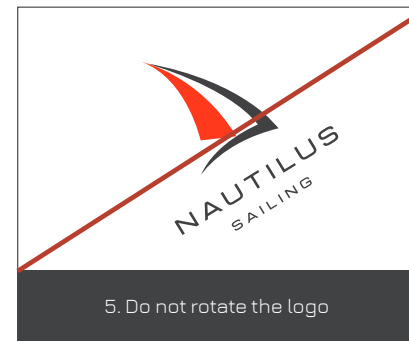
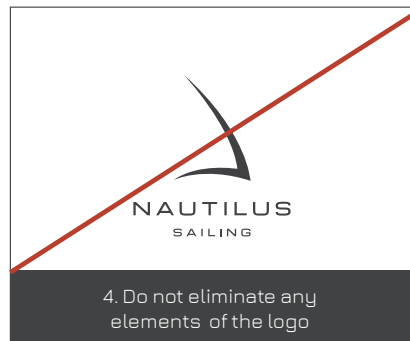
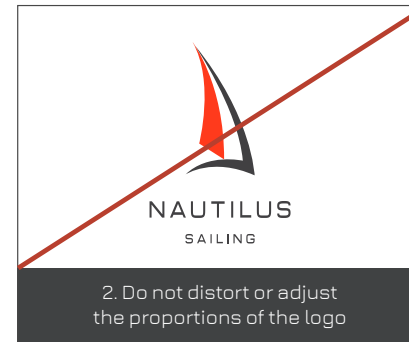


LOGOTYPE



# LOGO INCORRECT USAGE

The NAUTILUS SAILING logo must always be applied in its correct form, colors and sized as specified within these guidelines. Incorrect usage of the brand logo neglects its appearance and consistency.



NAUTILUS SAILING	BRAND GUIDELINES		SONCREATIVE
	3.1	Hero Color	Page 16
	3.2	Brand Colors	Page 17
	3.3	Story of Colors	Page 18
	3.4	Color Codes	Page 19
	3.5	Logo Colors	Page 20
	3.6	Color Proportion	Page 21
	3.7	Background Colors (Text)	Page 22
	3.8	Background Colors (Logo)	Page 23

3.0

COLOR SYSTEM

# HERO COLOR

DARK GRAY is the NAUTILUS SAILING's hero color. It is sleek and modern color that will set the right tone for the audience. Keeping the color consistent is a vital element to branding. Color is the way the brand differentiates and identifies in a crowded marketplace.

CMYK

C68 M62 Y58 K46

RGB

R65 G64 B66

HEX

#414042

# BRAND COLORS

The brand colors are one of the most prevalent elements in the visual identity for expressing the brand tone. As with the logo, through repeated and consistent use of the palette, the audience will begin to associate a combination of colors with the brand.

## PRIMARY COLORS

Logo  
Background  
Graphics  
Text



## SECONDARY COLORS

Background  
Text



## ACCENT COLOR

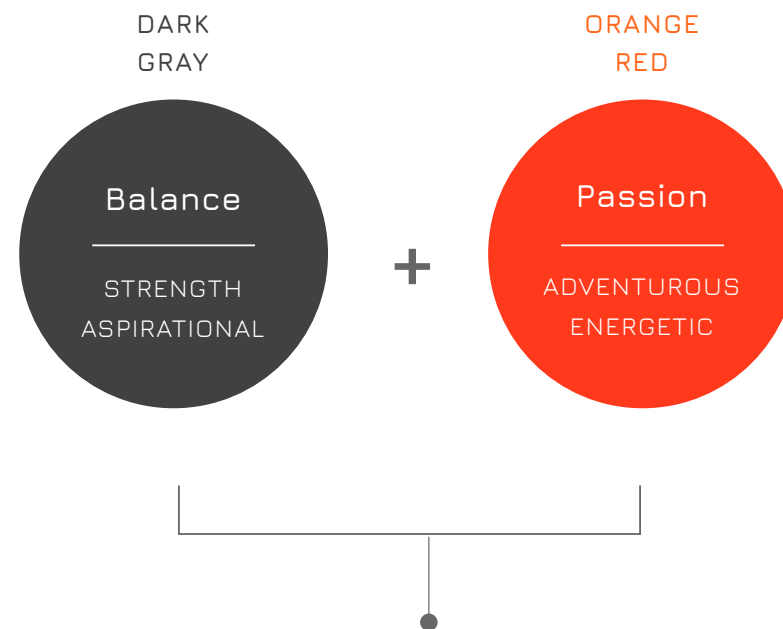
Logo  
Text  
Graphics



# STORY OF COLORS

The brand colors associate the brand value and story to have better communication with its audience.

Different combinations of these colors can dramatically change the tone and appearance of the brand so it is important to consider how they work together.



“ WITH THE NEW **ADVENTURE**  
COMES NEW STRENGTH ”

# COLOR CODES

The NAUTILUS SAILING brand colors are an integral part of the visual identity. Therefore always use the following color codes. This variation in tones will provide a range of colors for establishing levels of visual hierarchy.

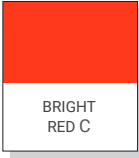
- USAGES
- Print:

Pantone and CMYK

Digital:

RGB and HEX

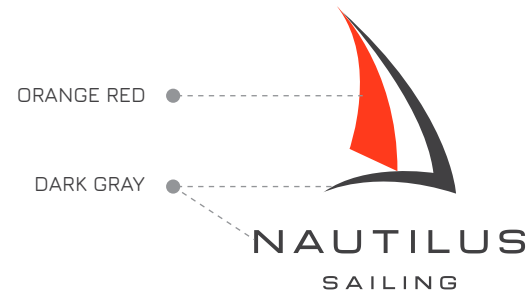
	CMYK	RGB	HEX	
PRIMARY COLORS				
A) DARK GRAY	C68 / M62 / Y58 / K46	R65 / G64 / B66	#414042	<div></div>
SECONDARY COLORS				
B) BLACK	C70 / M67 / Y64 / K74	R35 / G31 / B32	#231F20	<div></div>
C) MEDIUM GRAY	C52 / M43 / Y41 / K6	R128 / G130 / B133	#808285	<div></div>
D) LIGHT GRAY	C26 / M20 / Y20 / K0	R188 / G190 / B192	#BCBEC0	<div></div>
E) SILVER	C2 / M1 / Y2 / K0	R247 / G248 / B246	#F7F8F6	
F) WHITE	C0 / M0 / Y0 / K0	R255 / G255 / B255	#FFFFFF	<div></div>
ACCENT COLOR				
G) ORANGE RED	C0 / M90 / Y95 / K0	R254 / G59 / B31	#FE3B1F	<div></div>
PANTONE CODES				



# LOGO COLORS

The NAUTILUS SAILING logo colors are an integral part of the visual identity. Therefore, always use the following logo colors.

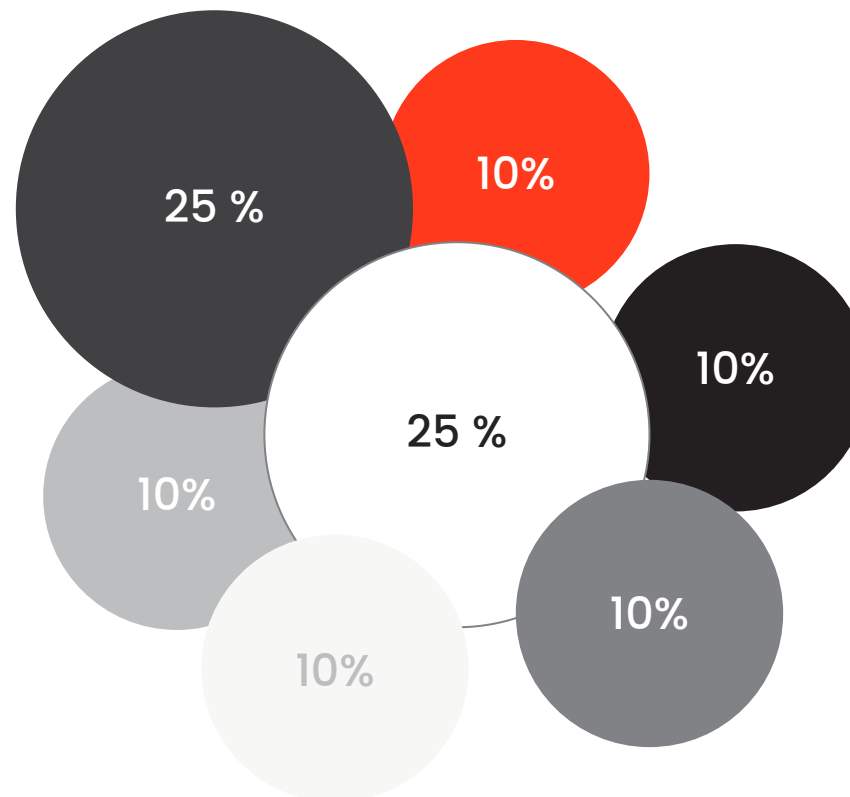
## PRIMARY LOGO COLOR





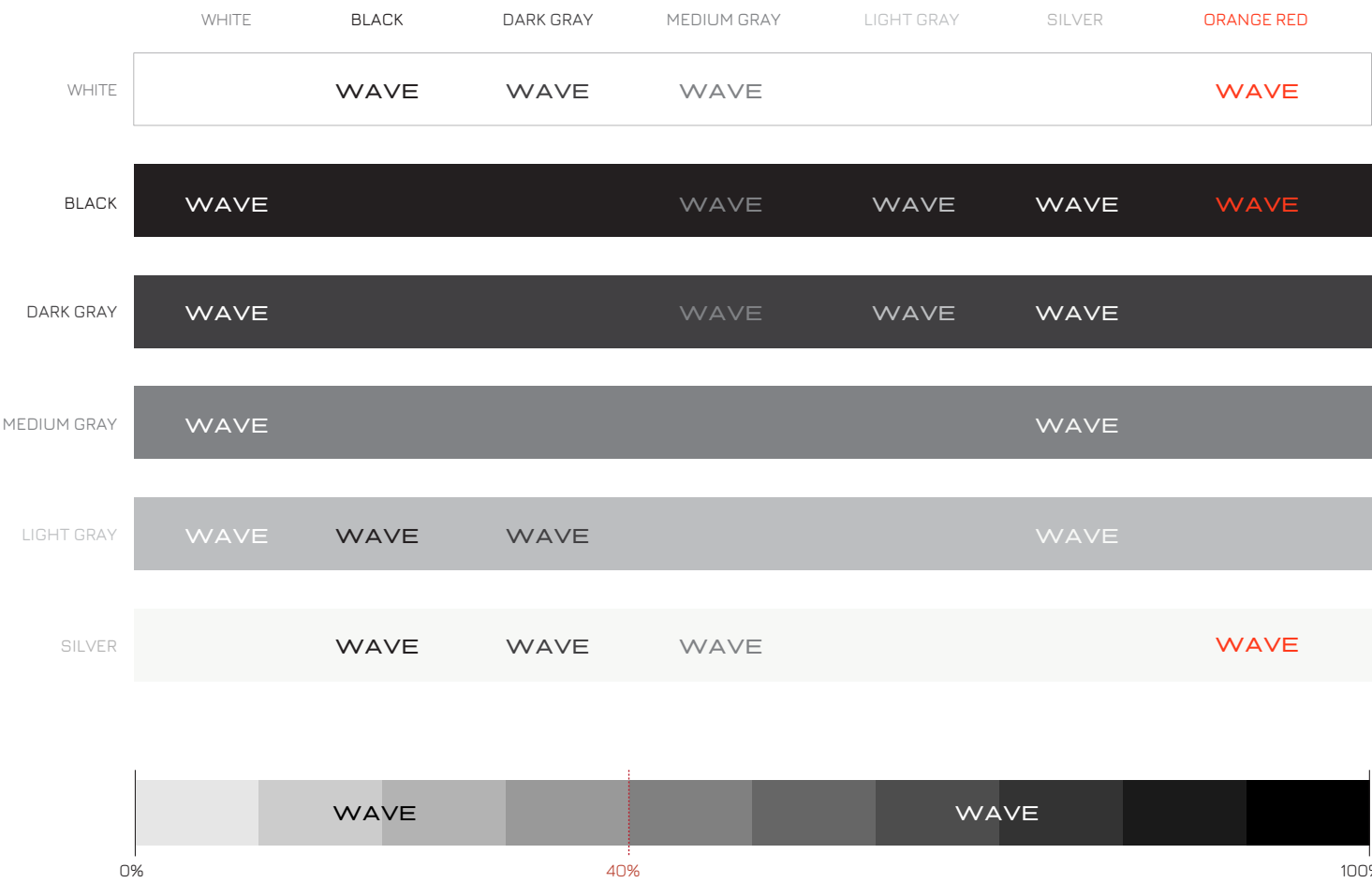
# COLOR PROPORTION

The circles showcase the proportion of main color usage within the overall branding.



# BACKGROUND COLORS (TEXT)

The background color sets rules for how NAUTILUS SAILING should look against different backgrounds and is an integral part of the visual identity. Therefore, always use the following guidelines.



\* If the brightness of the background color is more than 40 percent, then it is acceptable to use a negative color on text and logos.

# BACKGROUND COLORS (LOGO)

The background color sets rules for how NAUTILUS SAILING should look against different backgrounds and is an integral part of the visual identity. Therefore, always use the following guidelines.



4.1	Primary Typeface	Page 25
4.2	Secondary Typeface	Page 26
4.3	Use of type example	Page 27

# 4.0

# TYPOGRAPHY

# PRIMARY TYPEFACE

Hyperspace Race - Expanded is the NAUTILUS SAILING's primary brand typeface, it should be used in all instances where typography is required. It is a modern, minimalistic and clean san-serif typeface that compliments the logo. It is important to adhere to the typographic hierarchy specified in this document to help achieve brand consistency.

## USAGES

- Headline
- Accent
- Caption

## SUGGESTED WEIGHTS

- Expanded Light
- Expanded
- Expanded Bold

Hyperspace Race - Expanded

A B C D E F G H I J K L M

N O P Q R R S T T U V W X Y Z

à á â ã ä 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

! @ # \$ % ^ & \* ( ) +

Æ Ç È Ø £ × ß ã æ ç

N n

## SECONDARY TYPEFACE

Jura is the secondary brand typeface, it should be used in all instances where typography is required. It is a geometric, clean, sleek and legible typeface that compliments the logo and the primary typeface. It is important to adhere to the leading and tracking arrangements specified in this document to help achieve brand consistency throughout.

### USAGES

- Body Copy

### SUGGESTED WEIGHTS

- Light
- Regular
- Medium

Jura

À Á Â Ã 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  
à á â ã ä å 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 0  
! @ # \$ % ^ & \* ( ) +  
Æ Ç È É Ø £ × ß å æ ç

Ss

# USE OF TYPE EXAMPLE

One of the most important techniques for effectively communicating content is the use of a typographic hierarchy.

Typographic hierarchy is a system for organizing type that establishes an order of importance within the data, allowing the reader to easily find what they are looking for and navigate the content. It helps guide the reader's eye to where a section begins and ends, whilst enabling the user to isolate certain information based on the consistent use of style throughout a body of text. It is important to maintain these type pairings. This allows for clarity, consistency and a strong hierarchy for all communications.

---

Headline  
Hyperspace Race  
Expanded

---

Body Copy  
Jura  
Regular

---

Button  
Jura  
Medium



## THE WORLD'S FRIENDLIEST SAILING COMMUNITY

Nautilus is like no other sailing company, and our trips are serious fun. Of course you want the certs, but we offer so much more. We have an ever-growing list of passionate, outward bound, sailing fanatics who just love visiting new places and experiencing adventure. Every year we have several Alumni trips around the globe where past Nautilus graduates, and some of our team get together and just... you know. Sail. And Surf. And Snorkel. And Scuba...

[READ MORE](#)

NAUTILUS SAILING	BRAND GUIDELINES		SONCREATIVE
	5.1	Bag	Page 29
	5.2	Uniform Apparel	Page 30
	5.3	Water Bottle	Page 31
	5.4	Cap	Page 32
	5.5	Advertisement	Page 33

5.0

APPLICATION



# APPLICATION

This is an example of how our branding would be best applied to maintain consistency of look and feel on a bag.



# APPLICATION

This is an example of how our branding would be best applied to maintain consistency of look and feel on uniform apparel.



# APPLICATION

This is an example of how our branding would be best applied to maintain consistency of look and feel on a water bottle.



# APPLICATION

This is an example of how our branding would be best applied to maintain consistency of look and feel on caps.



# APPLICATION

This is an example of how our branding would be best applied to maintain consistency of look and feel on advertisement.



