



BRAND GUIDELINES

YACHT  WEEK

LOGOS

Navy blue is our default logo against lighter backgrounds (as per the examples). If we are using our logos against a darker background, then we will use our white logos. Please note, our logo shouldn't be cropped, slanted or changed in colour.

All logos must have the full spacing (margin) surrounding them as shown.

If we have to rotate the logo (for flags or sleeves) then please rotate it as shown.



Link to all logos can be found [HERE](#)

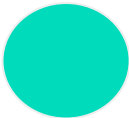


COLOUR PALETTE

Our colour palette embraces life at sea. Navy Blue is our hero colour and used most frequently.

Highlight sections should use our desaturated body primary colour, with highlights in navy. Secondary sections and callouts should use highlights with saturated secondary colour.

Primary Palette



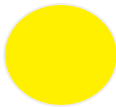
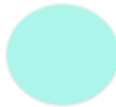
NAME
HEX
RGB

Navy Blue
#122F51
22, 26, 71

Sea Green
#00DCBB
0, 220, 187

Yacht White
#FFFFFF
255, 255, 255

Secondary Palette



NAME
HEX
RGB

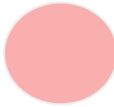
Coral 1
#FA7A7A
250, 122, 122

Sky Blue 1
#34B2FF
52, 177, 255

Seaweed 1
#ABF5EA
171, 245, 234

Sunset 1
#FFEAD9
255, 234, 217

Sunshine 1
#FFF000
255, 238, 0



NAME
HEX
RGB

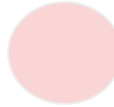
Coral 2
#FAAFAF
250, 175, 175

Sky Blue 2
#99D8FF
153, 216, 255

Seaweed 2
#C4F5ED
196, 245, 237

Sunset 2
#FFF1E5
255, 241, 229

Sunshine 2
#FFF780
255, 247, 128



NAME
HEX
RGB

Coral 3
#FAD5D5
250, 213, 213

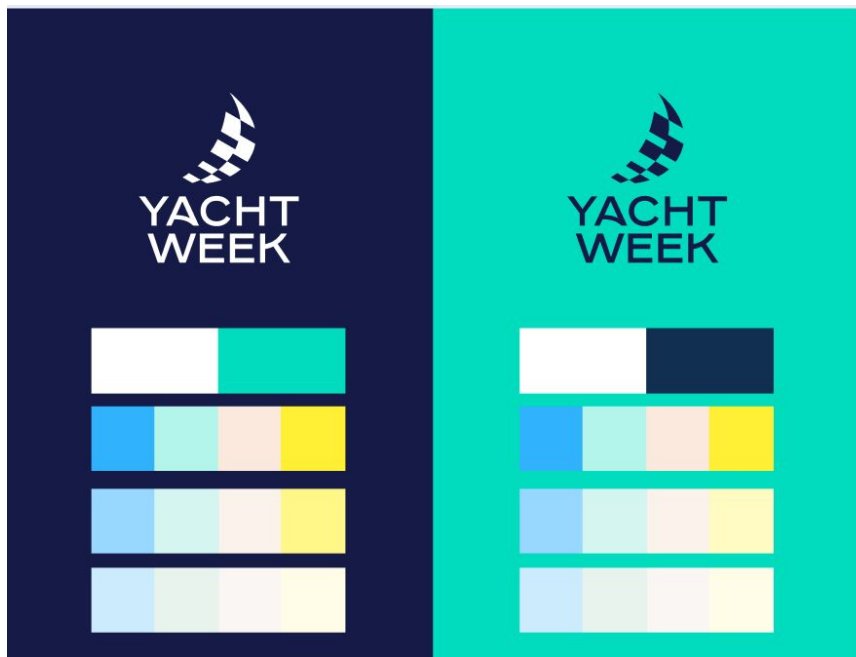
Sky Blue 3
#CCECFE
204, 236, 255

Seaweed 3
#DCF5F1
220, 245, 241

Sunset 3
#FFF8F2
255, 248, 242

Sunshine 3
#FFFAB2
255, 250, 178

COLOUR WEIGHTING



YW_LOG...

Use of Coral

To note, our coral colours are a recent addition which our is used for our Skipper uniform.



Coral 1
#FA7A7A
250, 122, 122



Coral 2
#FAAF AF
250, 175, 175



Coral 3
#FAD5D5
250, 213, 213

ORIGINAL FESTIVALS

CROATIA

Follows original route palette.

GREECE

Follows original route palette.

SARDINIA

Follows original route palette.

BVIS

Follows original route palette.



SPECIAL FESTIVALS

EXTERNAL

EDM / ULTRA

Out of pattern, but aligned with external festival. Leans on black rather than white.

HIP HOP / CASH MONEY

Out of pattern, but aligned with external festival. Leans on black rather than white.

HIP HOP / RHYTHM & WAVES

Colour change, but roughly in line with old palette.

DISCO HOUSE / TBC

Peche replacement.

COUNTRY HOUSE / TBC

New festival

VIBRAS

Close to existing palette choice.

REFINED

Follows original route palette.

INTERNAL

IMAGERY

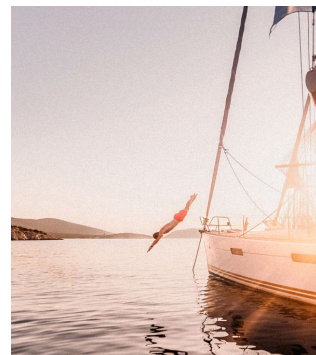
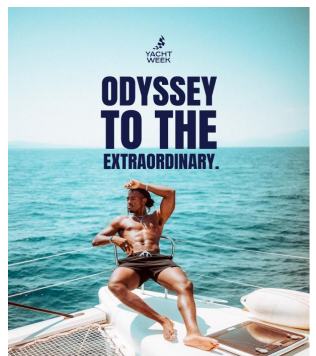
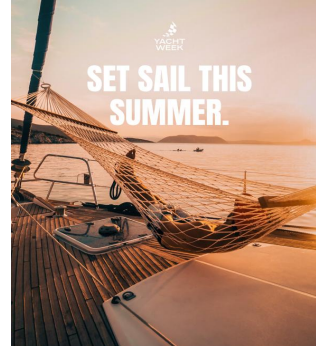
Showing the life on water that our audience dreams of

We are all about sky blues, yacht whites and sea greens. Every shot aims to capture the sea. We always use our brand filter - bringing out the blues, dialling up the brightness and adding a hint of grain for nostalgic sea-bliss.

Our focus is on people relaxing, reflecting and embracing life on the water. Alone or together. But always in style. We're intentional with movement and stillness. We reflect our values:

Revel. Live. Embrace.

Link to all images can be found [HERE](#)



TONE OF VOICE

Punchy. Pithy. And to the point.

We offer the trip of a lifetime. We don't need lengthy explanations to justify it. Our sentence structure might leave you breathless. But so do all the most exciting things in life. And we're not afraid of starting with 'And' either. We're all about the impact.

Be cool. Less is more.

YACHT
WEEK

**DROP
IN.**



TYPOGRAPHY

ANTON is always used in
block capitals and is
what we use for titles
and headings
(30/72 px)

Link to font can be found [HERE](#)

ANTON MAKES HEADLINES

**A typeface that grabs
attention.**

**Normal
Aa**

TYPOGRAPHY

Headings use **BLOCK CAPITALS** in inter bold

Large body copy uses all the inter font variations, from 18 / 26px

Medium body copy uses all the inter font variations, from 16 / 24px

Small body copy uses all the inter regular and medium from 14 / 22px

Extra small body copy uses all the inter regular and medium from 12 / 20px

Link to font can be found [HERE](#)

**I am Inter.
nice to meet you.**

A typeface for screen design.

Normal

Aa

Medium

Aa

Semi Bold

Aa

Bold

Aa

ICONS

Link to all icons can be found [HERE](#)



THANK YOU

ARCHIVE

Last year's brief [HERE](#).