



Bluewave Pontoons
Identity Guidelines

May 2011

Identity: Full colour logo

The bluewave pontoons logo represents the brand for the our range of pontoons.

Applying the rules of the new identity uniformly and consistently across all media will ensure the brand is perceived effectively.



Logo in full.

Bluewave Pontoons full colour logo.

Identity: Reversed logo

Wherever possible the full colour version of the logo should be used. If this is not possible the reversed coloured background version should be used.



p o n t o o n s
bluewave

Logo in full.

Bluewave Pontoons reversed logo.

Identity: Mono logo

Wherever possible the full colour version of the logo should be used. If this is not possible the mono version here should be used.

p o n t o o n s
bluewave

Logo in full.

Bluewave Pontoons mono logo.

Minimum Clearspace

When using the logo, allow it to “breathe” and have maximum impact by preserving a minimum clear space zone around it. The minimum clear space is equal to the width of the letter u, as illustrated.

Maintaining the clear space zone between the logo and other graphic elements such as type, images, other logos, and the edge of pages, helps to ensure that the logo retains a strong presence wherever it appears. Where possible, allow even more space around the logo.



Colours

Two swatches have been chosen for the Bluewave Pontoons logo and this must be strictly adhered to throughout all media.

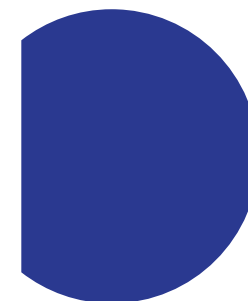
CMYK is the print industry standards for colour match and RGB and Web (Hex) colours are included for digital and online work.

SWATCH 1

Web: #2A3990

RGB: R42 G57 B144

CMYK: C100 M95 Y5 K0



SWATCH 2

Web: #939508

RGB: R147 G149 B152

CMYK: C15 M100 Y90 K10

