DIGITAL YACHT BRAND GUIDELINES

Version one | August 2013

01 LOGO

PRIMARY

The logo is the heart of the brand and should be used to reinforce the values and aspirations of the brand. It should be used on all assets.

The logo should not be altered or distorted in anyway. It should stay the same on all applications to reinforce the brand.

The logo asset is the oldest part of the brand and therefore it is the most recognisable. It is important that its use is consistent.

The logo should not be used smaller than 7mm in height as it hinders legibility. The logo at this size serves no purpose.

SECONDARY

The primary logo is used in all cases unless the black will be lost against the background. For instance if the logo sits on a black background the secondary logo should be used.

The stroke around the logo sits outside the logo, it does not hinder the space inside. It allows the primary and secondary logo to look and feel the same.

The same rules apply to every subsidiary brand of Digital Yacht, for instance Digital Deep Sea.

02 COLOUR PALETTE

PRIMARY

The colours used within the Digital Yacht brand are designed to be bold, strong and standout amongst existing and new competitors.

To help achieve greater brand recognition it is important that our colour palette is applied consistently.

WHITE

C 0   R 255   #FFF
M 0   G 255
Y 0   B 255
K 0

To achieve the black we will get from print the RGB black must be darker.

BLACK

C 0   R 0   #000
M 0   G 0
Y 0   B 0
K 100

SECONDARY

The orange is the secondary colour. If colour is necessary for the design then the orange should be used. In certain cases to keep cost to a minimum black and white should suffice.

ORANGE

C 3	R 236	#EC7927
M 64	G 121	
Y 97	B 39	
K 0		

03 TYPOGRAPHY

HEADLINE

Futura Bold is our headline font. It should be used in all caps. This represents our strong, forward thinking image.

FUTURA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqurstuvwxyz
1234567890

It is important to adhere to the type choices to create a coherent image.

Typography is a key factor in the brand and should not be overlooked it gives Digital Yacht its personality.

We use only one weight of Futura ,Bold.

Rules (lines) can be used in various weights to highlight certain areas of interest or create structure in the design.

Consideration should be taken when setting type, appropriate leading and kerning should be applied.

Aa

03 TYPOGRAPHY

BODY COPY

Helvetica Neue is our body copy typeface. It aids the heading typeface and communicates a strong image.

Helvetica Neue Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqurstuvwxyz
1234567890

Helvetica Neue Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqurstuvwxyz
1234567890

Helvetica Neue Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqurstuvwxyz
1234567890

It is important to adhere to the type choices to create a coherent image.

Consideration should be taken when setting type, appropriate leading should be applied.

The italic weight should be used for comments.

Helvetica Neue Light is our main body copy but it may be necessary to use Helvetica Regular to draw attention to a particular element.

Body copy should generally be set left aligned. Any other way creates a different look and may hinder legibility.

If Helvetica Neue Light is not available, it is possible to substitute it for Helvetica Light or at a last resort Helvetica.

Typography is a very key factor in the brand and should not be overlooked it gives Digital Yacht its personality.

Aa

03 TYPOGRAPHY

APPLICATION

It is especially important to use manual leading and kerning when working with larger sized type.

NEW AIS
RECIEVER

Automatic leading
72.5pt Type
87pt Leading

Manual leading tightens up the heading type. This makes it more legible and creates a stronger impression.

Manual leading
72.5pt Type
69pt Leading

NEW AI
RECIEVE

Automatic Kerning

WLN10

When setting type on the Internet it is possible to substitute Futura bold for Open Sans, if Futura is not available.

WLN10

Manually kerning aids legibility.

BOATRANET

All Caps

When setting a title in capitals that has intentionally lower case characters, make sure they are put in small caps. This aids the brand recognition of the product.
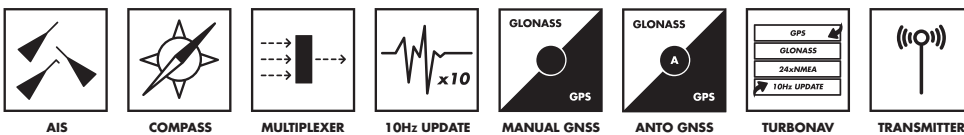
BOATRaNE

Small Caps

04 GRAPHIC DEVICES

ICONS

Icons are used across a number of media.
They give the audience a quick guide to
Digital Yacht products. They Inform a potential
customer on a number of things.

BOATS WE SUPPORT

SAIL BOAT	SPORT FISHING	SUPER YACHT	MOTOR BOAT	WORK BOAT	NAVAL	COMMERCIAL FISHING	COMMERCIAL SHIPPING

FUNCTION

AIS	COMPASS	MULTIPLEXER	10Hz UPDATE	MANUAL GNSS	ANTO GNSS	TURBONAV	TRANSMITTER

OPERATING SYSTEMS
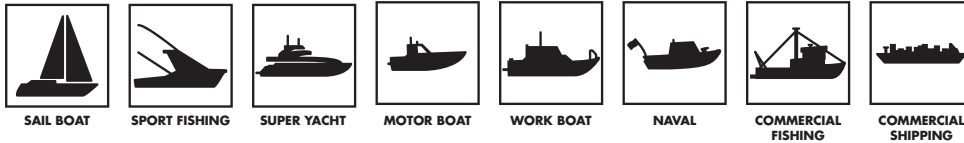
MAC	LINUX	WINDOWS 8	ANDROID	iOS

Although the icons are shown
in categories, if necessary they
can be mixed and matched for
specific purposes.

CATEGORIES
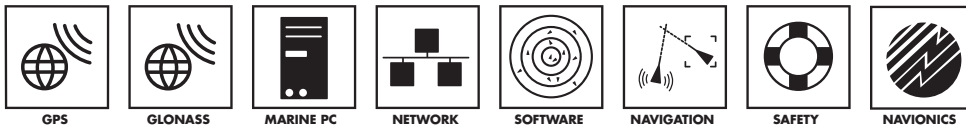
GPS	**GLONASS**	**MARINE PC**	**NETWORK**	**SOFTWARE**	**NAVIGATION**	**SAFETY**	**NAVIONICS**

CONNECTIVITY
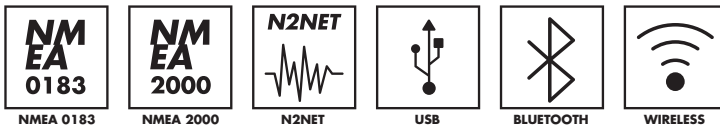
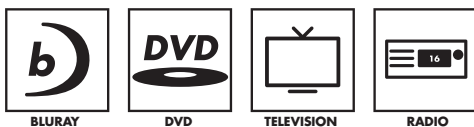|					
NMEA 0183	**NMEA 2000**	**N2NET**	**USB**	**BLUETOOTH**	**WIRELESS**

The icons should not be used to denote two different things. Apart from very special cases, for instance GLONASS and GPS, as they are the same technology but developed in different countries.

ON BOARD ENTERTAINMENT

BLURAY	**DVD**	**TELEVISION**	**RADIO**

COMPUTING
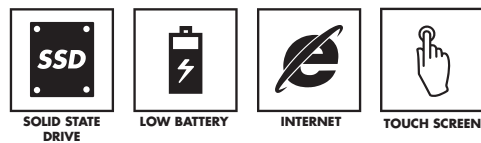
SOLID STATE DRIVE	**LOW BATTERY**	**INTERNET**	**TOUCH SCREEN**

COUNTRY
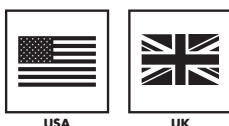
USA	**UK**

APPROVAL

IMO APPROVED

04 GRAPHIC DEVICES

SYSTEMS DRAWINGS

System drawings tell customers how to integrate the Digital Yacht products into their boats. They also aid less experienced boaters to find the correct products.

When showing multiple products it is important to keep all stroke widths the same. This keeps the design clean and clear.

Some products need specific connectivity, these can be shown with product icons placed over the connection line.

There is a drawing for every product manufactured to date. Therefore it is possible to create a system drawing for every product. Most have already been created.

System drawings should be as simple as possible. The idea is to make them clear and easy to understand for all.

When multiple system drawings are used in a document each can be expanded and fitted to the size allocated.

The strokes shown here are 2.5pt with a round join and round cap. This should be scaled as the drawings get bigger.
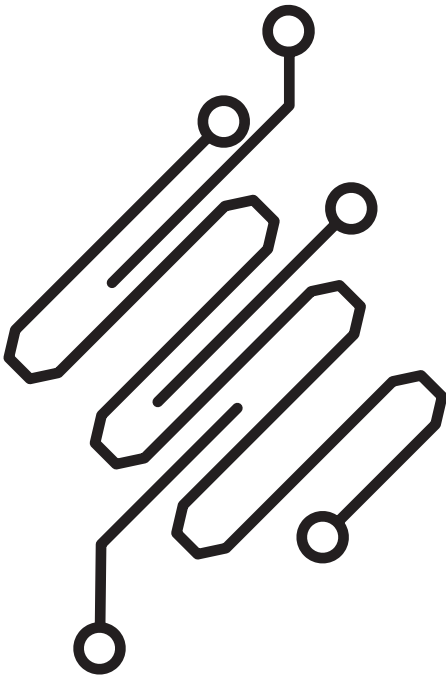
AIT2000

WLN10HS
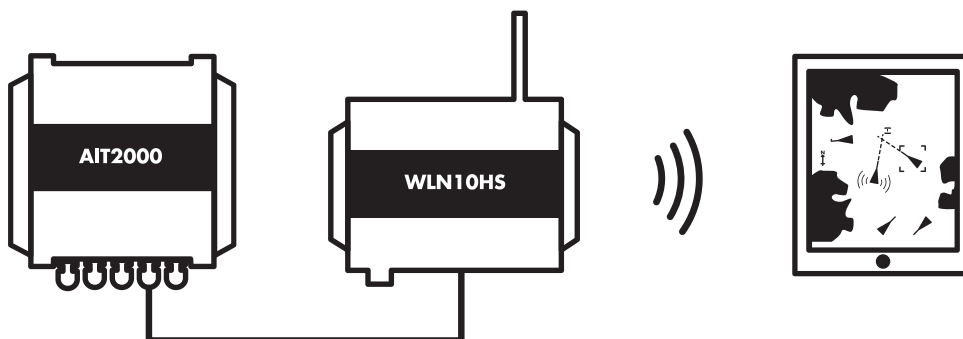
The connection between the products should be approximately the same width as the stroke line around products.

04 GRAPHIC DEVICES

CIRCUITS

The circuit drawings are used for a number of reasons. They remind the customer that we are an electronic company. Graphically they act in as content holders.

When multiple circuits are used in a document take care to keep the stroke weight the same.

The strokes are shown here at 4pt with a round join and round cap. This should be scaled as the circuit gets bigger.
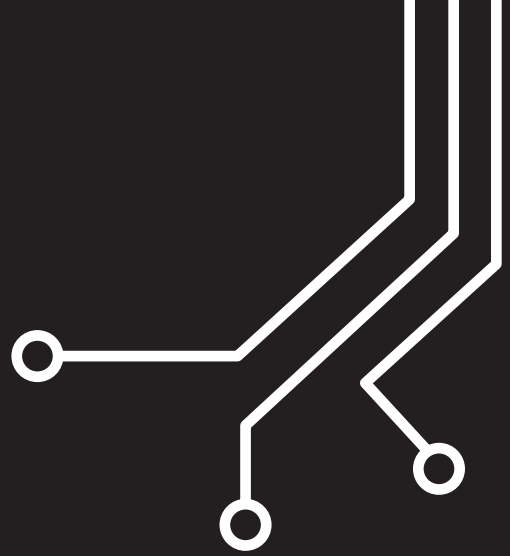
These can be
used as designs in
themselves.

They are often used as full bleed
images, please keep note of how
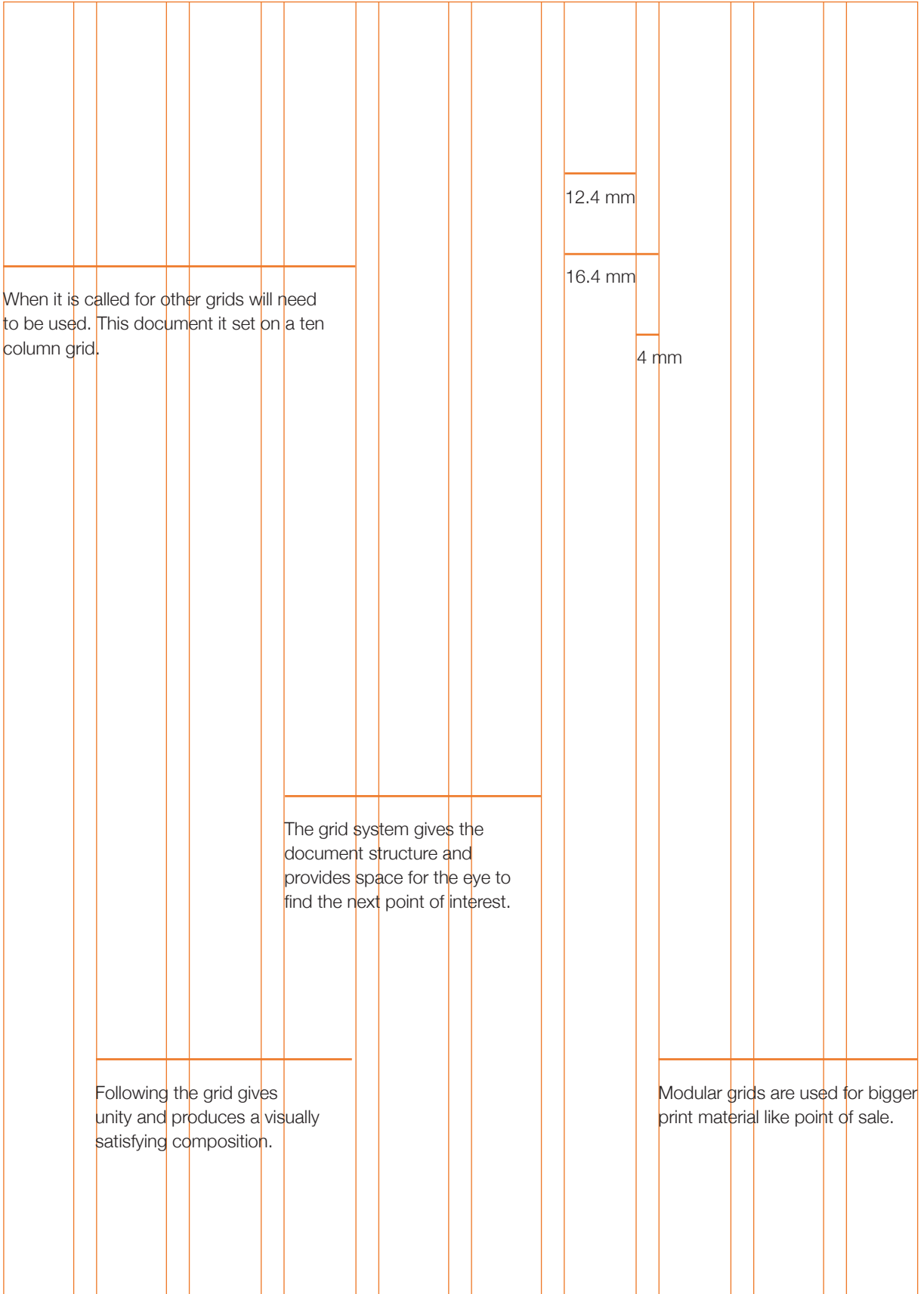the document will be printed.

05 GRIDS & HIERARCHY

GRIDS

The grid structure allows for countless design options across multiple media. The use of the grid will create a coherent look and ensure that all graphical elements line up correctly giving the brand its strong look.
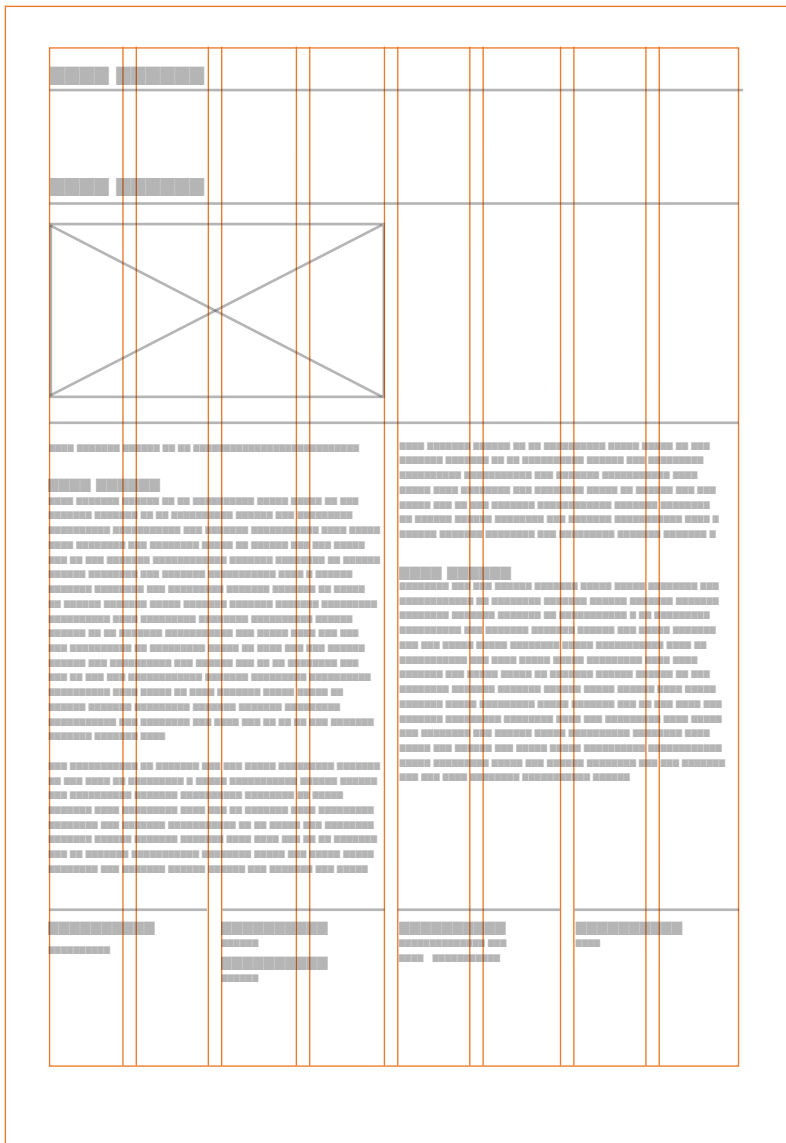
The grid shown here is used for all brochures and is at the heart of the identity.

It has been set using a eight column grid giving flexibility to the many elements used in the product guides.

When it is called for other grids will need to be used. This document it set on a ten column grid.

12.4 mm

16.4 mm

4 mm

The grid system gives the document structure and provides space for the eye to find the next point of interest.

Following the grid gives unity and produces a visually satisfying composition.

Modular grids are used for bigger print material like point of sale.

05 GRIDS & HIERARCHY

HIERARCHY

Once the grid is in place the arrangement of elements can begin. With the limited colour palette and type choices of the Digital Yacht brand it is important that scale and colour is used correctly.

When working on point of sale material it is advised to use black as the background as elements look stronger.

Take note how the contrast changes when using white on black elements.

The viewers eye is drawn to the top of the page, and then they work down the hierarchy.

There are four levels of hierarchy in use on this page. Main heading, sub heading, introduction copy and body copy. This is body copy.

36 PT FUTURA BOLD

27PT FUTURA BOLD

11pt Helvetica Neue Light

9pt Helvetica Neue Light

The arrangement of elements has as much to play in the hierarchy as colour does. We work from top to bottom.

The more elements on a page the harder it will be to create this bold look.

This page should demonstrate some of the subtle techniques used to create hierarchy within the brand.

06 APPLICATION

01.

TECHNICAL UPDATE

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02.

DIGITAL YACHT

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03.
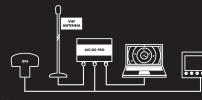
DIGITAL YACHT

WAKE UP YOUR PLOTTER WITH AIS

AIS100

This value priced, entry level AIS receiver is Digital Yacht's most cost effective solution for adding AIS to your boat. Featuring the same dual channel receiver as the AIS100Pro, but without the USB interface and multiplexer, there is no compromise on performance and the AIS100 will outperform all other, inferior, single channel receivers.

For use with existing AIS compatible chart plotters, such as the latest Garmin, Raymarine, Simrad, Lowrance, Standard Horizon and Furuno units. Typical AIS reception range is 20 – 30 NM for a mast top antenna.
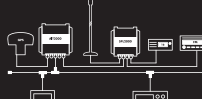
Digital Yacht - Light year's ahead!

Typical system

DIGITAL YACHT

CLASS B AIS TRANSPONDER SOLUTION WITH MULTIPLE OUTPUTS

AIT2000

The AIT2000 uses the latest AIS transponder technology to squeeze more performance and interfacing options in to a housing that is half the size of our previous generation transponder. This ultra-compact Class B Transponder has three outputs: NMEA 0183,NMEA2000 and USB connection,allowing it to work with every AIS

compatible chart plotter or software package on the market today. Featuring a remote silence button option, two NMEA 0183 inputs and outputs, four status LEDs and rugged vibration-proof mounting brackets, the AIT2000 is the ultimate Class B transponder.

Typical system

04.

05.

07.

06.