Safe Boating Campaign
Brand Guidelines

Reference to any specific commercial product, process, or service, or the use of any trade, firm or corporation name is for the information and convenience of the public, and does not constitute endorsement, recommendation, or favoring by the U.S. Coast Guard.

www.safeboatingcampaign.com
The Safe Boating Campaign is a worldwide effort focused on responsible boating, encouraging boaters to always wear a life jacket while on the water.

The Safe Boating Campaign is led by the National Safe Boating Council, with support from boating safety advocates around the world. It is produced under a grant from the Sports Fish Restoration and Boating Trust Fund, administered by the U.S. Coast Guard.
OUR LOGO

There are two main iterations: a solid white background version and a transparent background version.

User discretion can determine which version to use but it should be noted that logo legibility is vital and therefore the transparent version should not be placed on a dark or busy background.
HORIZONTAL VERSION

There are two horizontal iterations: a solid white background version and a transparent background version.

ONE-COLOR VERSION

The one-color iteration is available in blue or orange, with a solid white background or with a transparent background.

CLEAR SPACE & MINIMUM SIZE

Keeping the logo clear of other elements is important in maintaining a clean brand image.

It is important to note that the “A program of the National Safe Boating Council” tagline has been removed on the minimum size version of the logo. The tagline should instead be reinforced through live text/copy on the accompanying layout.
LOGO LOCKUPS

The Wear It logo is designed to accommodate co-branded initiatives — be it state, city or other municipalities/groups.

Please note that on co-branded logos, the tagline has been modified to “In partnership with the National Safe Boating Council.”

It is important not to reproduce the Wear It logo with your entity, rather contact the National Safe Boating Council at outreach@safesboatingcouncil.org to request a custom logo.
LOGO MISUSE

Consistency is the key to a strong brand and as such it is important to remember to not reproduce or alter the logo or any element of the logo.

- Don’t alter the colors of the logo
- Don’t place the transparent version on a busy or dark background
- Don’t alter the typeface of the co-branded logo
- Don’t rearrange elements of the logo
- Don’t apply a heavy drop shadow to the logo
- Don’t apply a pattern or color to the background of the logo
- Don’t add elements to the logo
- Don’t outline the logo
- Don’t distort or stretch the logo
- Don’t add a shape behind the logo
- Don’t alter elements to the logo
- Don’t use the logo as a pattern
- Don’t apply a pattern or color to the background of the logo
- Don’t use an outer glow on the logo
- Don’t apply a pattern to the background of the logo
- Don’t add elements to the logo
- Don’t alter elements to the logo
- Don’t outline the logo
- Don’t rotate the logo
- Don’t use an element as a pattern
- Don’t use the life jacket badge without “Wear It” text and NSBC tagline.

Safe Boating Campaign Brand Guidelines
PRIMARY COLOR PALETTE

Our primary color palette has three main colors: dark blue, light blue and orange. Using tints of these colors is ok along as they’re used sparingly.

Orange is primarily used as an attention-grabbing color or calls-to-action.

SECONDARY COLOR PALETTE

Our secondary color palette is comprised of neutrals to help balance our bolder primary color palette.
TYPOGRAPHY

The typeface Proxima Nova is our brand font. It is friendly, modern and has many weights available.

While Proxima Nova should be used whenever possible, if for some reason it is not available for use, the typeface Montserrat is an acceptable substitute. It is available for free download on Google Fonts: https://fonts.google.com/specimen/Montserrat?selection.family=Montserrat
WAVE GRAPHIC ELEMENT

The wave graphic is an element of fun that can be used as an ornamental accent to layouts. It has three iterations; single line, stacked and staggered.

The wave element can also be used as a pattern element behind type or other content blocks. Waves and background color should be close in color tint as to preserve text legibility.

ICONOGRAPHY

Icons can add a special accent element to a layout without words. Icons should be used sparingly and always small, under 1/2”.

If possible, use nautical icons where appropriate. Nautical icons can be downloaded here: https://creativemarket.com/MadebyMade/1966769-Line-icons-%E2%80%93-Nautical
PUTTING IT ALL TOGETHER
This is an example of how some of our brand components can work together.
1. Transparent version of logo is placed on a non-busy photo background.
2. Large headline is set in Proxima Nova light.
3. Sub-headline is smaller than headline but larger than paragraph text. It is set in Proxima Nova Bold or Semi-Bold.
4. Paragraph text is small and line spacing is greater than 1.0.
5. Wave element is overlapping photo.
6. Single line wave element is used to anchor sub-headline.
7. Use of icons adds visual interest.
8. Orange color promotes the call-to-action on this layout.

Join us!

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DETAILS

Saturday, May 20, 2018
1pm – 3pm
123 Main St.
Anytown, USA
54321
RSVP to
email@email.com

Safe Boating Campaign Brand Guidelines
BRAND EXAMPLES

Our brand has many different applications and touchpoint opportunities. Here are a few examples of how to execute on our branding.