



# Safe Boating Campaign Brand Guidelines



*Produced under a grant from the Sport Fish Restoration and Boating Trust Fund, administered by the U.S. Coast Guard.*

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](http://www.safeboatingcampaign.com)

An aerial photograph of a white motorboat moving across a vast, deep blue ocean. The boat is leaving a white wake behind it. In the distance, a thin, low-lying island or reef is visible, with a small structure on it. The sky is clear and blue.

**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.**

*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.*



# 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.



White background version

Transparent background version



## 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.



Horizontal logo version

# WEAR IT

A program of the National Safe Boating Council



 = height of “WEAR IT” type



Minimum size  
Up to 1/2" in diameter



## 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 to not reproduce the Wear It logo with your entity; rather contact the National Safe Boating Council at [outreach@safeboatingcouncil.org](mailto:outreach@safeboatingcouncil.org) to request a custom logo.



**Missouri**



**Palm City  
Beach**



**Scioto Boat  
Club**



## 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 use the life jacket badge without "Wear It" text and NSBC tagline



Don't rotate the logo



Don't use bevel/emboss/filters on the logo



Don't use an outer glow on the logo



## 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.

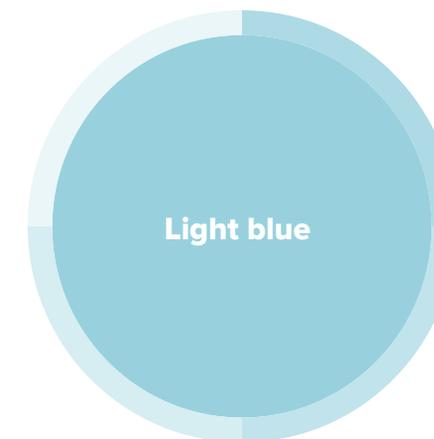
Orange is primarily used as an attention-grabbing color or calls-to-action.

## SECONDARY COLOR PALETTE

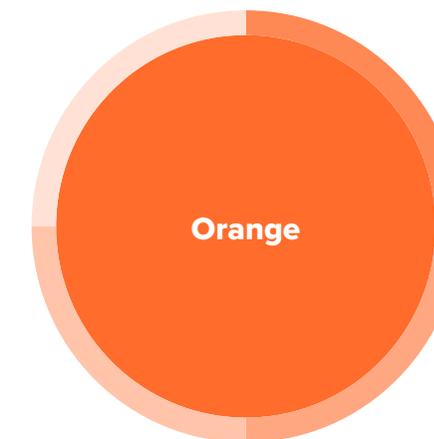
Our secondary color palette is comprised of neutrals to help balance our bolder primary color palette.



**Pantone 534 C**  
**RGB:** 16/73/111  
**CMYK:** 98/72/34/18  
**Hex:** #10496F



**Pantone 304 C**  
**RGB:** 151/209/221  
**CMYK:** 39/3/12/0  
**Hex:** #97D1DD



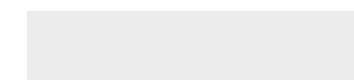
**Pantone 165 C**  
**RGB:** 255/108/43  
**CMYK:** 0/72/90/0  
**Hex:** #FF6C2B



**Black**  
**RGB:** 0/0/0  
**CMYK:** 0/0/0/100  
**Hex:** #000



**White**  
**RGB:** 255/255/255  
**CMYK:** 0/0/0/0  
**Hex:** #FFF



**Light Gray**  
**RGB:** 235/235/235  
**CMYK:** 7/5/5/0  
**Hex:** #EBEBEB



**Dark Gray**  
**RGB:** 86/86/86  
**CMYK:** 64/56/55/30  
**Hex:** #565656



## 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>

### Primary Typeface Family **Proxima Nova**

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo

Proxima Nova Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo

Proxima Nova Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo

Proxima Nova Bold

### Alternate Typeface Family **Montserrat**

AaBbCcDdEeFfGgHhIiJjKkMmNn

Montserrat Light

AaBbCcDdEeFfGgHhIiJjKkMmNn

Montserrat Regular

AaBbCcDdEeFfGgHhIiJjKkMmNn

Montserrat Bold



## 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>



Single line iteration



Stacked line iteration



Staggered line iteration



## 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!

**Duis ultrices eu odio ac pulvinar potenti varius natoque penatibus.**

Vivamus mi purus, iaculis sed libero quis, bibendum semper sapien. Donec cursus purus erat, ac mollis dolor maximus sed. Vivamus rhoncus eros ut nunc maximus semper. Fusce porttitor massa odio, vel consequat ligula egestas at. Maecenas ac arcu massa..

## DETAILS



**Saturday,  
May 20, 2018  
1pm – 3pm**



**123 Main St.  
Anytown, USA  
54321**



**RSVP to  
email@email.com**

# BRAND EXAMPLES

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





*Produced under a grant from the Sport Fish Restoration and Boating Trust Fund, administered by the U.S. Coast Guard.*

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](http://www.safeboatingcampaign.com)