

# The BoatLife Brand - colour usage and imagery

## Brand colours

The BoatLife brand uses two main colours (Blue and Red), each of the three BoatLife elements has it's own secondary colour which compliment the BoatLife Blue; Community Purple, Digital Orange and Live Green.

## Brand imagery

There is also accompanying illustrations that have been created in the core colours to help support and enhance the elements and what they represent. The example below shows the BoatLife images, the Live image, for example, utilises the Live Green colour as its background.

To allow flexibility, the same image could also sit on the Brand Red background, for example when talking generally about the show but wanting to keep the strength of the main brand for awareness. In advertising, the images should retain their secondary colour, for example when showing all images.



Brand image



Community image



Live image



Digital image

## Brand colour swatches



**BoatLife Blue**

CMYK = 100/94/0/50  
RGB = 34/34/86  
Websafe Hex = 222256



**BoatLife Brand Red**

CMYK = 0/100/66/0  
RGB = 237/23/75  
Websafe Hex = ed174b



**BoatLife Community Purple**

CMYK = 29/84/0/11  
RGB = 168/72/144  
Websafe Hex = a84890



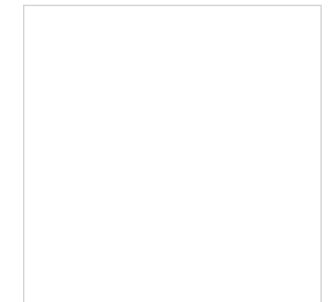
**BoatLife Live Green**

CMYK = 81/0/48/19  
RGB = 24/153/137  
Websafe Hex = 189989



**BoatLife Digital Orange**

CMYK = 0/64/84/0  
RGB = 224/123/61  
Websafe Hex = f47b3d



**White**

CMYK = 0/0/0/0  
RGB = 255/255/255  
Websafe Hex = ffffff

# The BoatLife Brand - fonts and usage

**Font usage** – print and when available online:

Exo 2 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Exo 2 Semi Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890**

Exo 2 Bold (if Semi Bold is unavailable)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890**

## Typography rules

When using BoatLife in a sentence always use initial caps, ie the 'B' and 'L' should be in capitals but the other letters in lowercase as shown.

Line spacing should be set at 50%, ie when using a font at 10pt the letter spacing should be 15pt.

There should be 1 line spacing in between each paragraph as shown here.

Exo 2 Light Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz 1234567890*

Exo 2 Semi Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz 1234567890***

Exo 2 Bold Italic (if Semi Bold Italic is unavailable)

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz 1234567890***

On headlines (see page 1 of this guidelines and the top of this page), the letter spacing (spacing in between characters) should be set at -10.

Italics should be only used when using quotes or to make text stand out when the bolder text is already in use.