

SOUTHAMPTON
INTERNATIONAL
BOAT SHOW

16-25 SEPTEMBER 2022

BRAND
GUIDELINES



INTRODUCTION

In this document we provide clear guidance on how key elements of our brand should be used.



Logo usage

We have two logos we use on collateral.

The main version is used on white backgrounds.

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A white out version is used on teal or purple coloured backgrounds.

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Colour palette

We have a wide palette of colours that bring energy and elegance to our brand.

Our primary colours are:

White

C:0 M:0 Y:0 K:0
R:0 G:0 B:0

Teal

C:64 M:0 Y:25 K:0
R:124 G:189 B:196

Purple

C:99 M:95 Y:23 K:10
R:45 G:45 B:109

Borrow A Boat teal

C:67 M:0 Y:31 K:0
R:67 G:185 B:187

Our secondary colours are:



C:0 M:68 Y:100 K:10
R:193 G:100 B:26



C:91 M:73 Y:43 K:44
R:46 G:56 B:77



C:39 M:80 Y:28 K:14
R:135 G:72 B:110



C:6 M:17 Y:56 K:0
R:234 G:211 B:136



C:80 M:23 Y:20 K:3
R:80 G:145 B:179



C:80 M:58 Y:0 K:0
R:81 G:104 B:172



C:30 M:8 Y:18 K:0
R:196 G:212 B:211



C:3 M:55 Y:30 K:0
R:214 G:142 B:148



C:59 M:21 Y:20 K:2
R:130 G:166 B:187



C:0 M:44 Y:88 K:0
R:225 G:158 B:57

Our typefaces

We have two typefaces that we use for collateral.

WE USE CONTINUO
FOR HEADLINES

CONTINUO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Azo Sans Medium
for subheadings

Azo Sans Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Azo Sans light
for body text

Azo Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**Azo Sans bold can also be used to
highlight key benefits**

Our illustration

We have two versions of our illustration.

One version has been coloured to sit on a white background and the other has been coloured to sit on a teal background.

Our illustration has been designed so that individual elements can be taken from it and used on other collateral such a social media and sponsorship decks.



Example of individual
element use

TRY
SOMETHING
NEW

Find yours.



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