Brand Identity Guide

Contents

Brand Identity Elements

Logo

Primary Signature (Word mark & Bolt)

The signature consists of two elements—
the Word mark and the Bolt. The Word mark can
appear with the Bolt or the tag line Surf Wake Ride. If
appearing with boat photography, the word "Boats" can
be removed.

The "S" with Bolt can be used separately, without the
Word mark. The Bolt may also be use with the tag line.
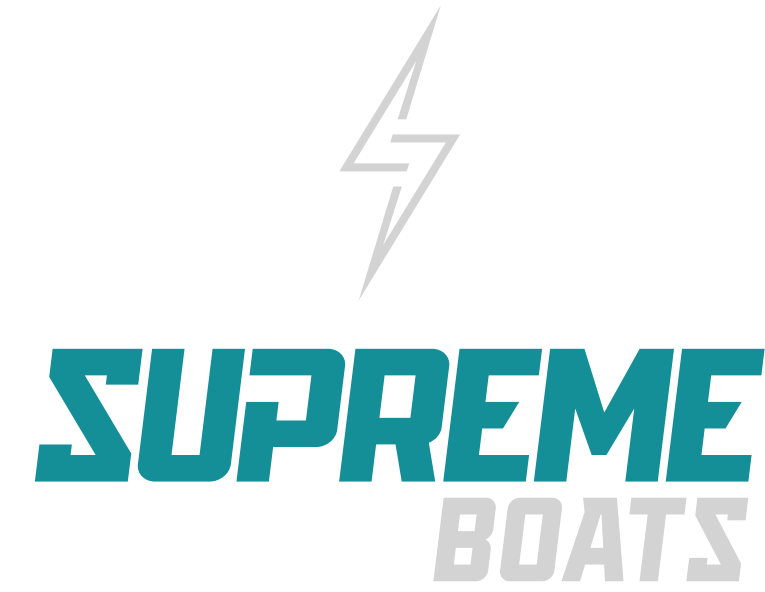Its main application is for social media and apparel.

Color on white background is the preferred application.

Word mark & Bolt

S with Bolt

SURF WAKE RIDE

Word mark with tag line
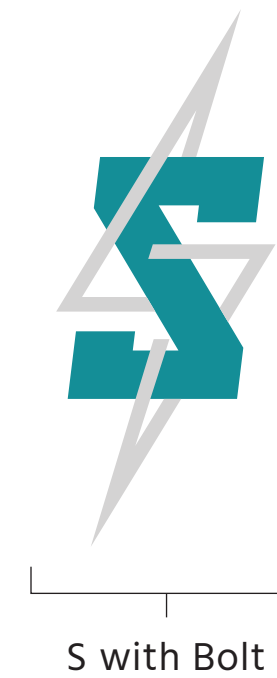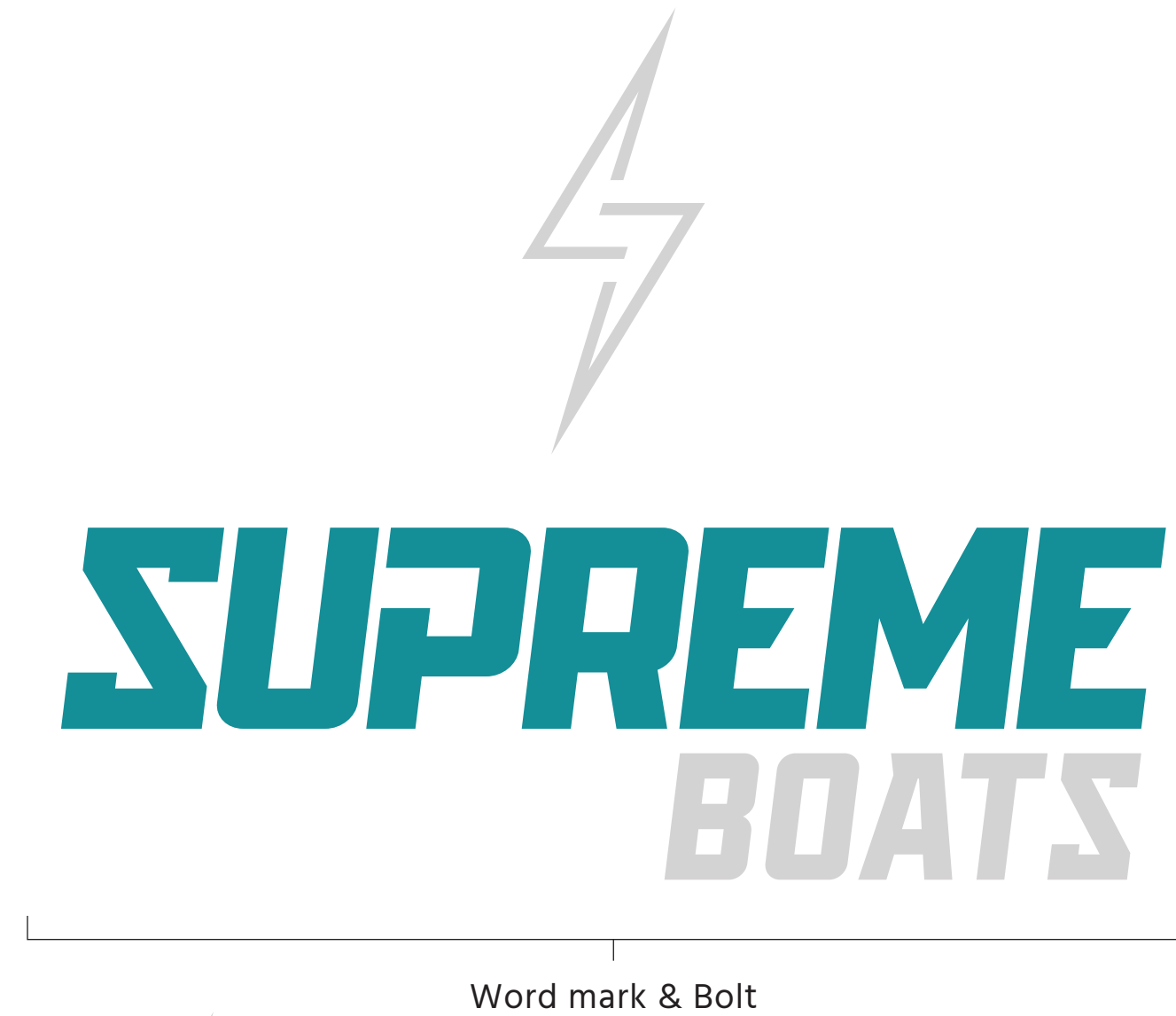
Approved Logo Variations
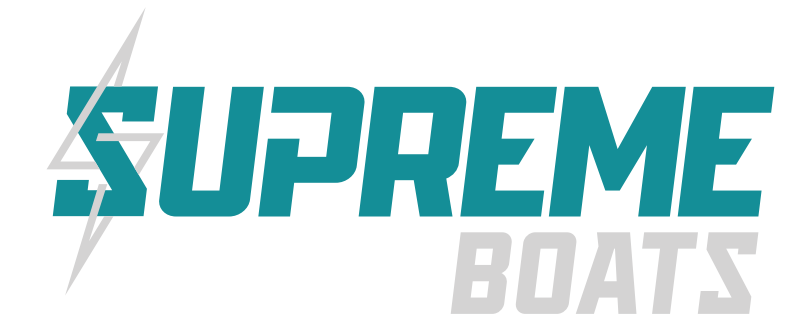
Primary Signature (Word mark & Bolt)

These are the approved variations of both the Word
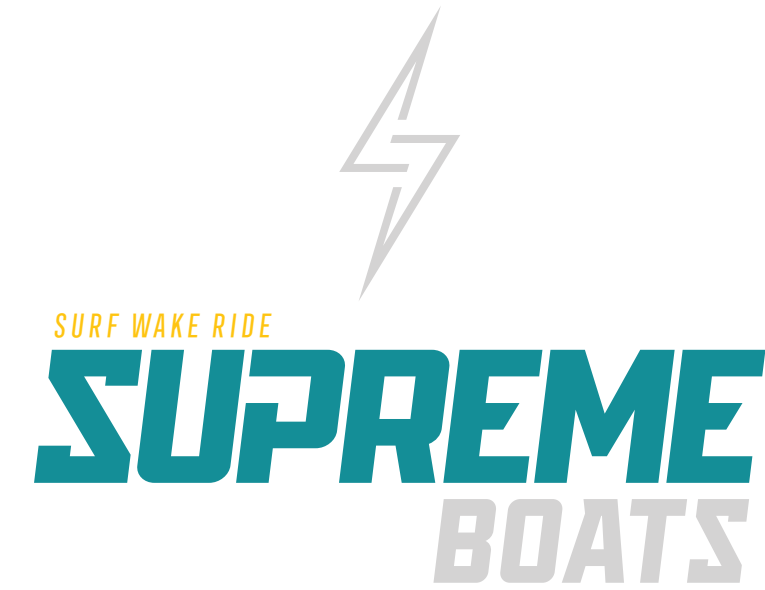mark logo and the Bolt. Do not alter these options
in any manor.

Word mark & Bolt (Preferred application)
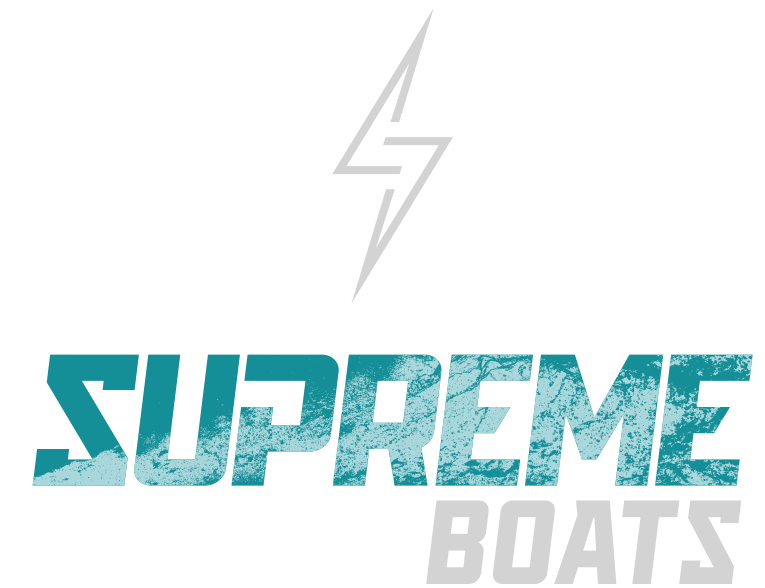

Word mark & Bolt with tag line

Word mark & Bolt with wave texture

Word mark with tag line and no Bolt

Word mark with S Bolt

S with Bolt (Preferred application)

Bolt   Bolt with tag line

Primary Colors

Secondary Colors
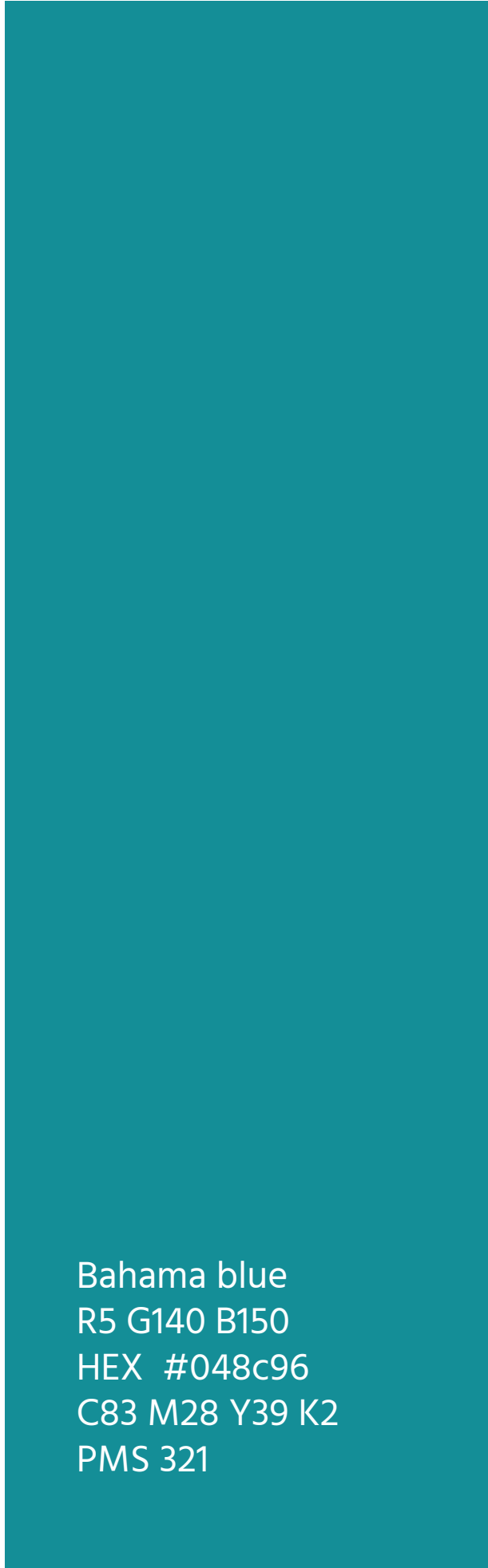
Color Palette

Use white type when using bahama blue, dark bahama, or coal backgrounds.

Use black or coal type when using light bahama, golden hour, aluminum or white backgrounds.

Do not use the automated color-conversion tools in your software. Each color has been optimized for print reproduction (PMS/CMYK) and on-screen (RGB/HEX).

Bahama blue
R5 G140 B150
HEX #048c96
C83 M28 Y39 K2
PMS 321

Light Bahama
R171 G214 B218
HEX #aad6da
C32 M3 Y13 K0
PMS 7457

Dark Bahama
R0 G98 B105
HEX #006168
C83 M28 Y39 K40
PMS 323

Golden Hour
R254 G196 B16
HEX #fec30f
C0 M24 Y99 K0
PMS 123

Coal
R68 G64 B62
HEX #43403e
C65 M61 Y62 K47
PMS Black 7

Aluminum
R212 G212 B212
HEX #d3d3d3
C16 M12 Y13 K0
PMS Cool Gray 1

The colors, CMYK, RGB, and hexadecimal breakdowns shown here have not been evaluated by PANTONE for accuracy and may not match the PANTONE Color Standard. Consult current PANTONE Color Publications for accurate color. PANTONE® is the property of Pantone LLC.

Approved Color Applications

The bahama blue and aluminum Word mark with the aluminum Bolt, placed on a white background, is the preferred application. Color formulas have been provided for process, web, hexadecimal, and Pantone applications.

The logo may also be reproduced in white on a dark or black background.

*Note   When using logo on a dark or black background, the tag line may be used in white, bahama blue, or golden hour (shown right).
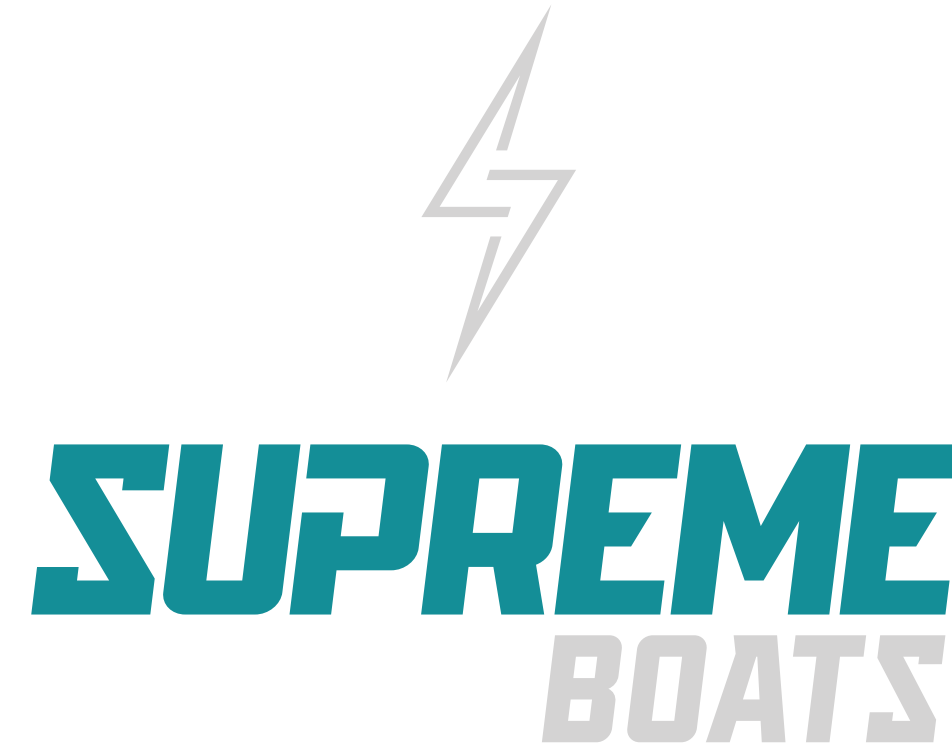
Color (preferred application)

Black

White on black or dark background

Word mark and tag line on black or dark background*

Clear Space

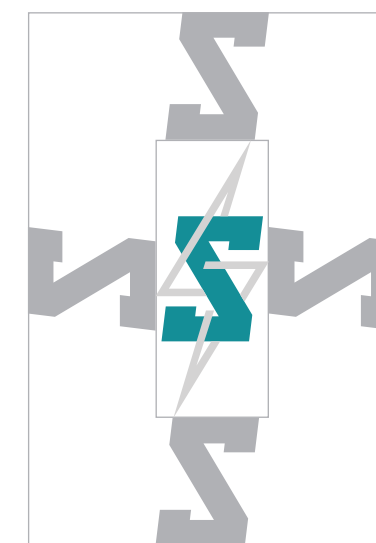## Minimum Size

Clear Space and Minimum Size

Do not place the logo close to graphics or margins. The area around the logo is referred to as "clear space." Refer to the measurements for the preferred amount of clear space.

*Note The Word mark & Bolt and S with Bolt must be reproduced no smaller than the minimum sizes displayed on this page.

Clear Space (preferred)

Word mark & Bolt
Print 1in / 25 mm
Screen 72 px
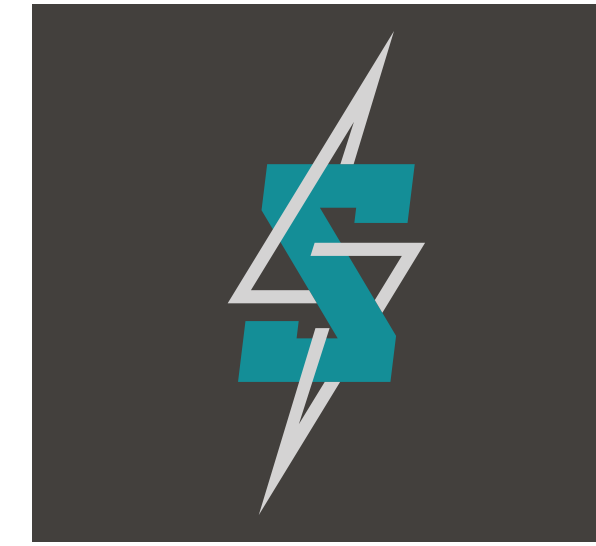
S with Bolt
Print .43 in / 11 mm
Screen 30 px

Approved Symbol Colors

The bahama blue and aluminum color Bolt, placed on a white background, is the preferred application.

The Bolt may also be reproduced in golden hour, bahama blue, coal, and black and white.

Color white background (preferred)

Color on dark background

Color on light background

One Color (S 50% tint)

White on Black (S 50% opacity)

White on colored background

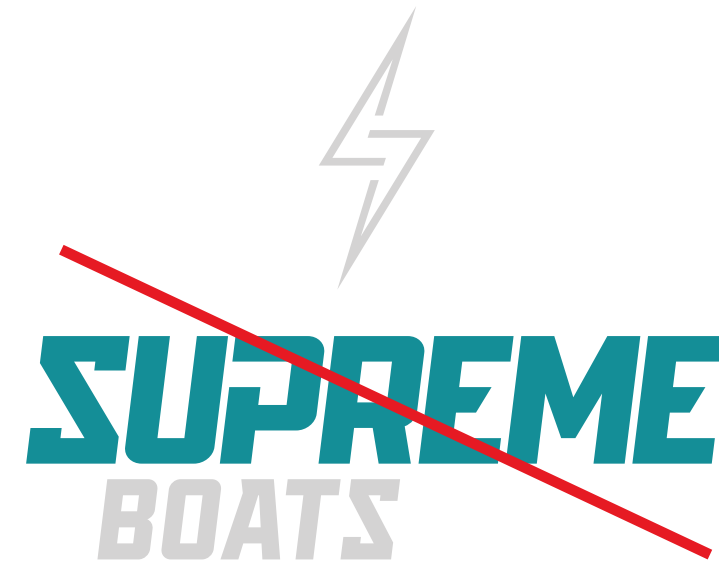Black (S 50% tint)

Coal on light background
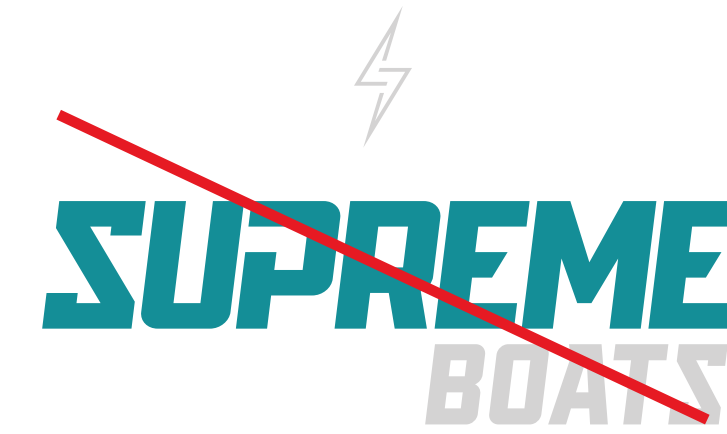

Bahama blue on colored background
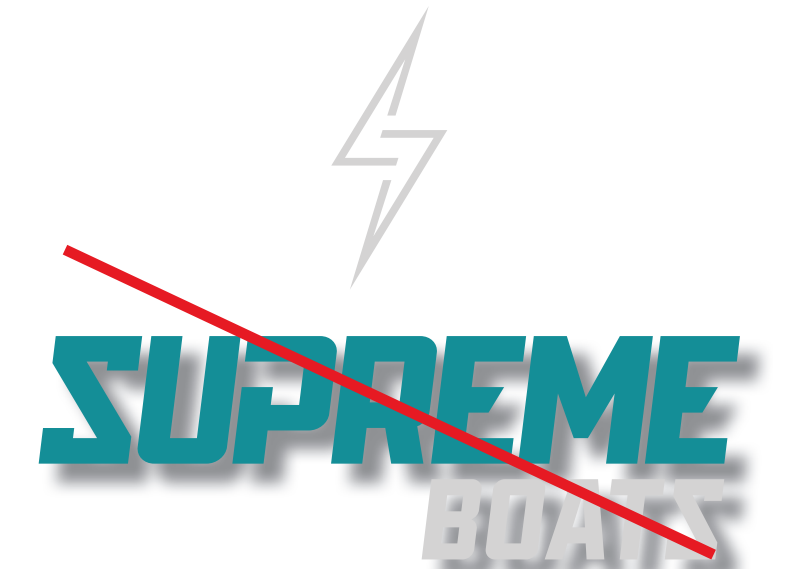
Misuse of the Identity

The integrity of the logo must be protected. Do not alter (stretch, condense, or modify) it in any way. If the logo you're applying does not look exactly like one of the versions on page four, it cannot be used.
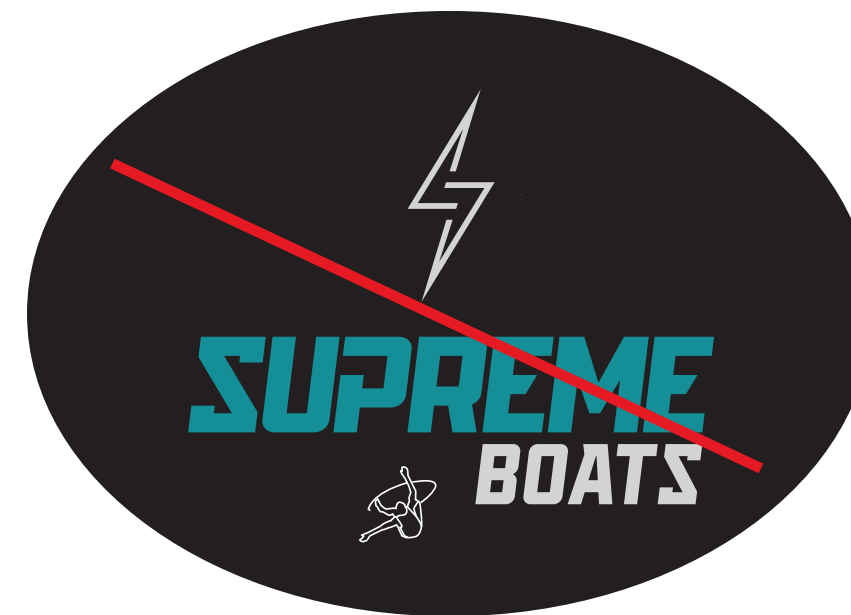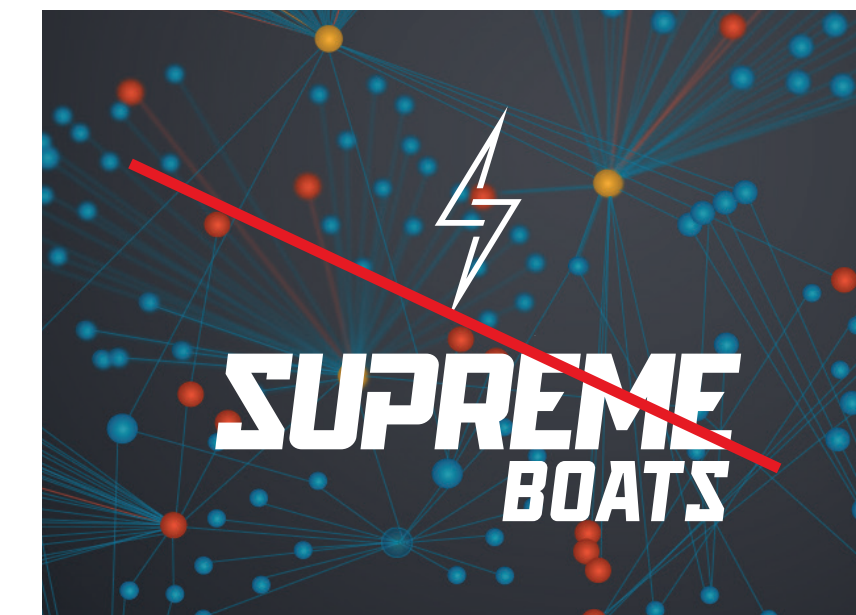

Do not move elements

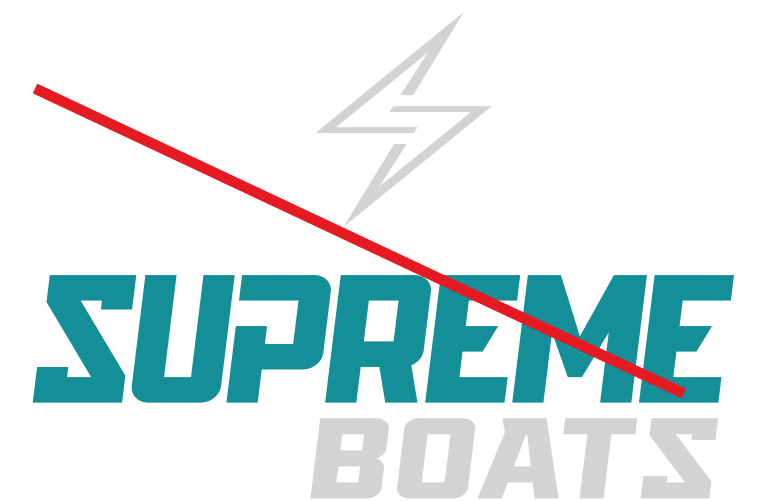Do not alter the size of elements

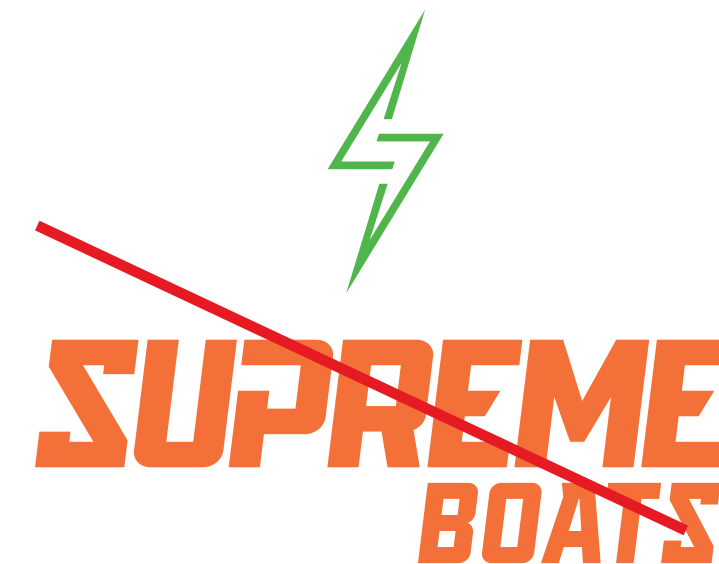Do not add drop shadows or effects
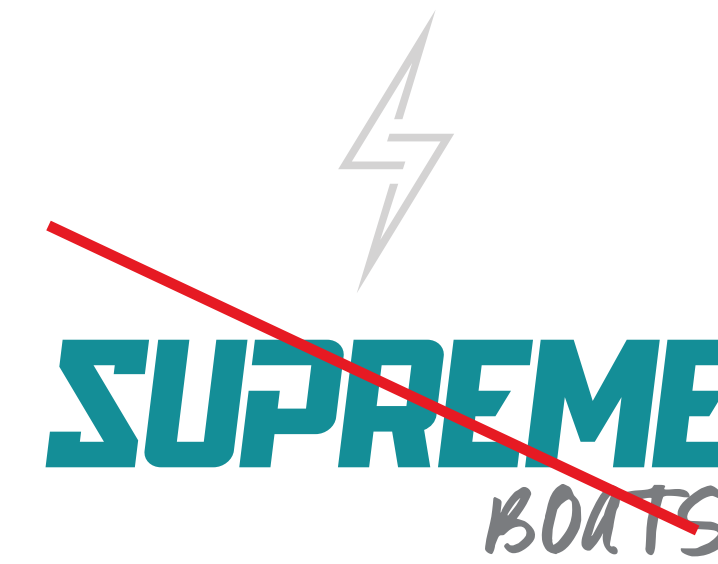

Do not add shapes, words, or graphics

Do not place on busy backgrounds

Do not stretch or condense

Do not change to a solid color that is not from the approved color palette

Do not change the logo type

Type

Typography is an integral part of the Centurion boats visual brand identity system. When used correctly and consistently, typography unifies the appearance of marketing communications. Texta Alt was selected as the primary print font family. Within the Texta Alt family, the preferred fonts are: Light, Book, Medium and Bold. Alternate Gothic Std No 1 was chosen for Headlines and Titles. Hind was selected as the primary web font family. Within the Hind family, the preferred fonts are Light, Regular, Medium and SemiBold. Oswald Regular was selected for headlines and titles.

Hind

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

FRONTAGE CONDENSED (HEADLINES ONLY)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Digital, Print & Web Usage

FRONTAGE CONDENSED REGULAR
Hind Light
Hind Regular
Hind Medium
Hind SemiBold

Additional Logos

These are the approved additional events and promotions logos.