Brand Identity Guide

Contents

Brand Identity Elements

Logo

Primary Signature (Word mark) & Symbol (Warrior)

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

The Warrior can be used separately, without the Word
mark, but must accompany a photo of a boat. It 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 & Warrior

Warrior

Word mark with tag line

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Approved Logo Variations

Primary Signature (Word mark) & Symbol (Warrior)

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

Word mark with Warrior (Preferred application)

Word mark & Warrior with tag line

Word mark with tag line and no boats text
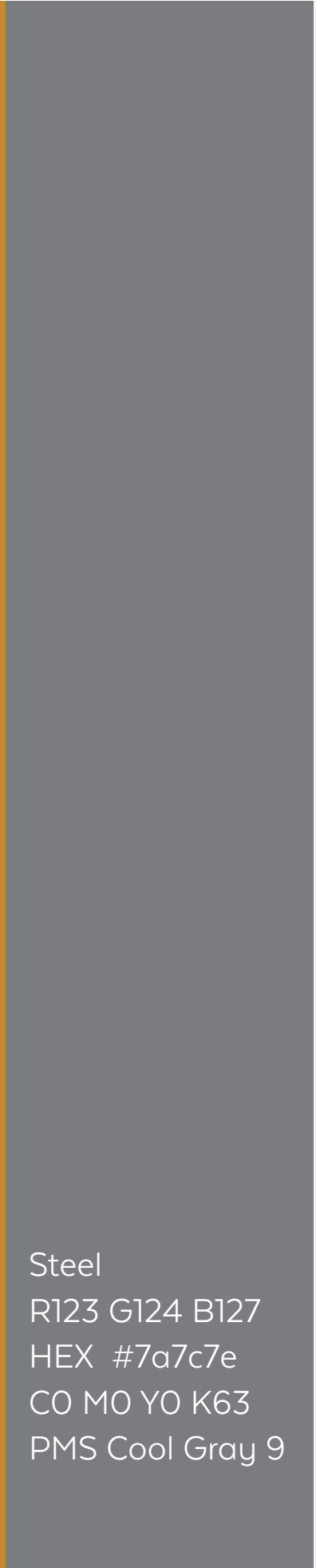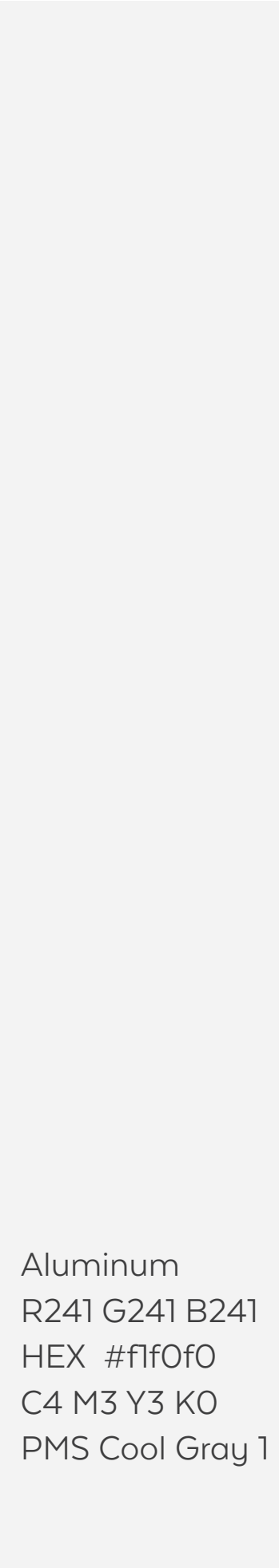

Warrior (Preferred application)

Warrior with tag line

Color Palette

Use white type when using midnight, crimson, gold, or steel backgrounds.

Use black, midnight, or steel type when using 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).

Primary Colors

Secondary Colors

Midnight
R65 G64 B66
HEX #414042
C0 M0 Y0 K90
PMS 426

Crimson
R158 G22 B26
HEX #9e161a
C15 M100 Y100 K29
PMS 187

Gold
R194 G138 B49
HEX #c28a2e
C23 M46 Y98 K4
PMS 1245

Steel
R123 G124 B127
HEX #7a7c7e
C0 M0 Y0 K63
PMS Cool Gray 9

Aluminum
R241 G241 B241
HEX #f1f0f0
C4 M3 Y3 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.

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Approved Color Applications

The midnight and steel Word mark with the crimson and gold color Warrior, 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, crimson, or gold (shown right).
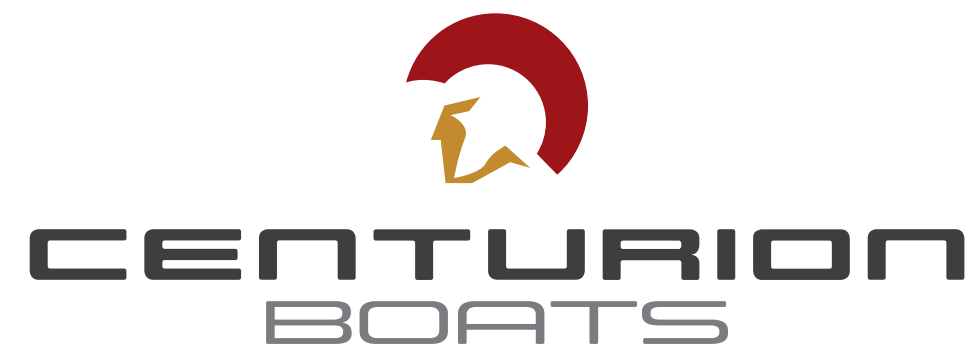
Color (preferred application)
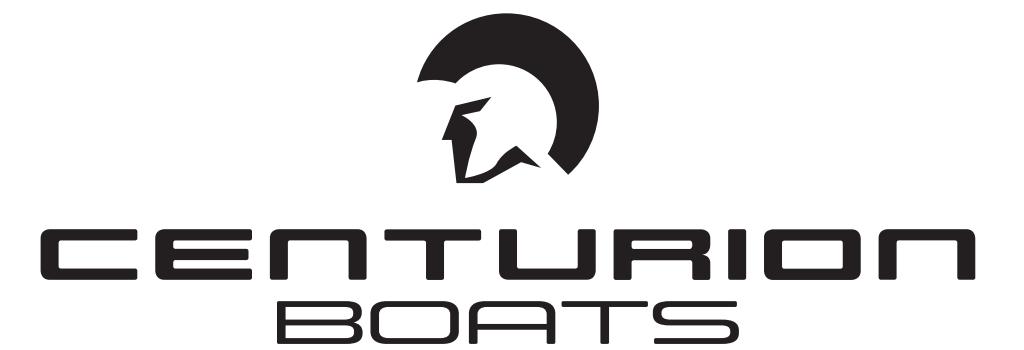
Black

White on black or dark background

Word mark and tag line on black or dark background*

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 and Warrior must be reproduced no smaller than the minimum sizes displayed on this page. At 2 in /144 px the Warrior may again be combined with the Word mark. Smaller than 2 in /144 px remove the Warrior from Word mark.

Clear Space

Clear Space (preferred)
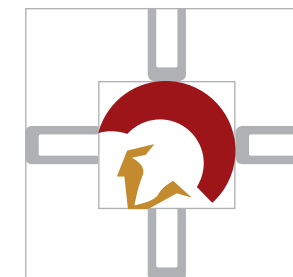
Minimum Size

Word mark
Print 1in / 25 mm
Screen 72 px

Warrior
Print .43 in / 11 mm
Screen 30 px

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Approved Symbol Colors

The crimson and gold color Warrior, placed on a white background, is the preferred application.

The Warrior may also be reproduced in crimson, midnight, black and white.

Color white background
(preferred)

Color on dark background
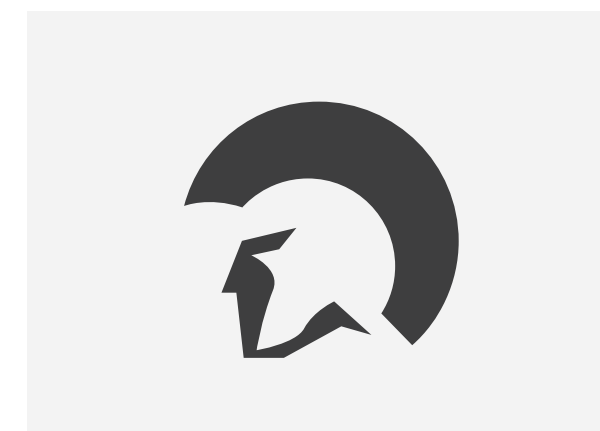
Color on light background

One Color

White on Black
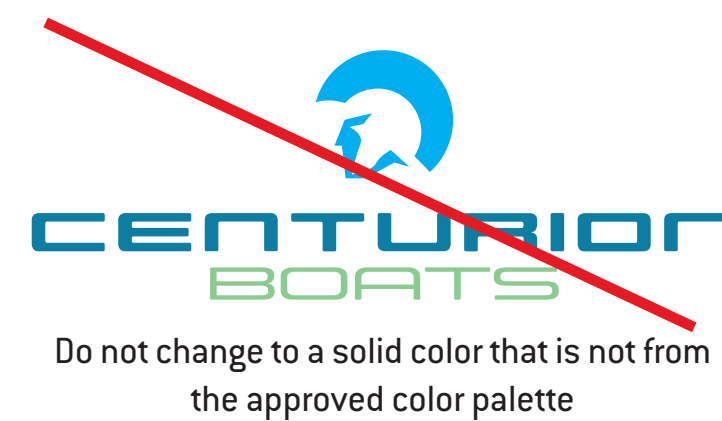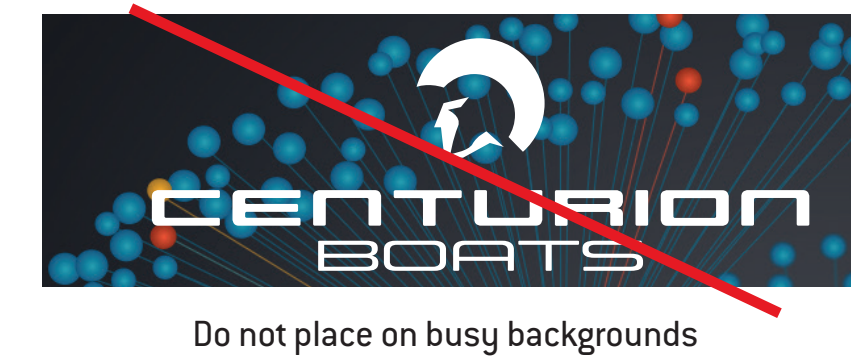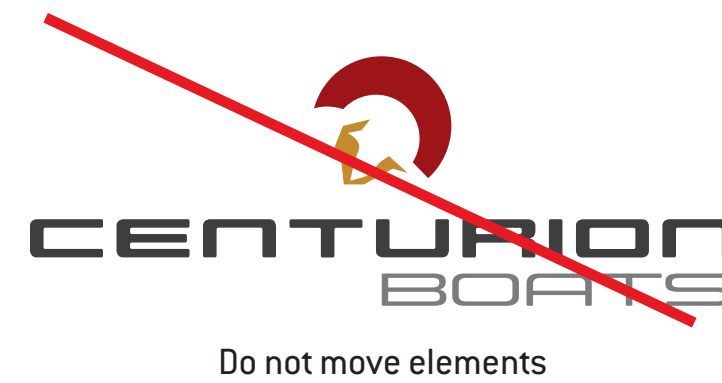
White on colored background

Black

Midnight on light background

Midnight on colored background

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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.

Texta Alt
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Alternate Gothic Std No 1 (Headlines only)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Digital & Web Usage	Print Usage
Oswald Regular	Alternate Gothic Std No 1
Hind Light	Texta Alt Light
Hind Regular	Texta Alt Book
Hind Medium	**Texta Alt Medium**
Hind SemiBold	**Texta Alt Bold**

Additional Logos

These are the approved additional events and promotions logos.