

Brand Guidelines

Communication
Brand Assets
Usage Across Media



LEGEND
BOATS®



Who we are

Our Mission is to Create Memories. That's what we're all about. Whether we're working on a cool new design, adding an innovative feature, or squeezing in that extra bit of value, all we're thinking about is providing you with the ultimate boating experience that creates memories that will last a lifetime.

Communication

Brand Values
Voice and Tone
General Guidelines
Think in terms of AIDA



Brand Values

WOW Everyone

We believe in going out of our way to not only meet but exceed the expectations of everyone we deal with.

Focus on Value

We only offer features or services that offer a far greater perceived value to a customer than perceived cost.

Teamwork

We treat one another with respect and communicate openly. We treat everyone like family. We encourage the best ideas to surface from anywhere within the organization. We appreciate the value of multiple perspectives and diverse expertise.

Accountability

We focus on results, measure what matters and set clear goals that make the responsibility of providing that ultimate boating experience, personal. Our rewards are measured in memories.

Innovation

We seek innovations and ideas that will enhance our customers' experience through added features, increased functionality, or simpler operation. We are not discouraged by those who tell us it cannot be done, but motivated to prove them wrong.

Frugality

We invest our money in things that really matter and we believe that frugality breeds resourcefulness, self-sufficiency and invention.

Fun

We believe that a good sense of humour is essential to success. We encourage people to have fun in the workplace, but never at the expense of productivity or customer satisfaction.

Voice and Tone

If Legend Boats was a person, we'd be known as friendly, helpful, and passionate. We're not pushy, and we don't brag. As much as possible, we avoid talking about ourselves and instead talk about the customer.

Good example:

"You love to fish almost as much as you love your family. So you need a real do-anything boat that lets you fish like a pro, but also gives you the flexibility to pull the kids around on the tube, teach them how to waterski, enjoy a relaxing sunset cruise or just lounge in the sun. Welcome to the X Series."

Why it's good:

- > We don't talk about ourselves at all. It's entirely about the customer.
- > We're friendly.
- > We're not talking down to the customer in any way. We use simple language.
- > We're making it clear who the product is for: If you match this description, you'll like this product. If you don't, we probably have something better suited for your needs.
- > We're painting a picture of what life would be like with an X Series boat.

Bad example:

"Legend Boats is the single greatest boating company on the planet, bro. We've got killer boats for killer fishermen. You'd be an idiot to not buy from us."

Why it's bad:

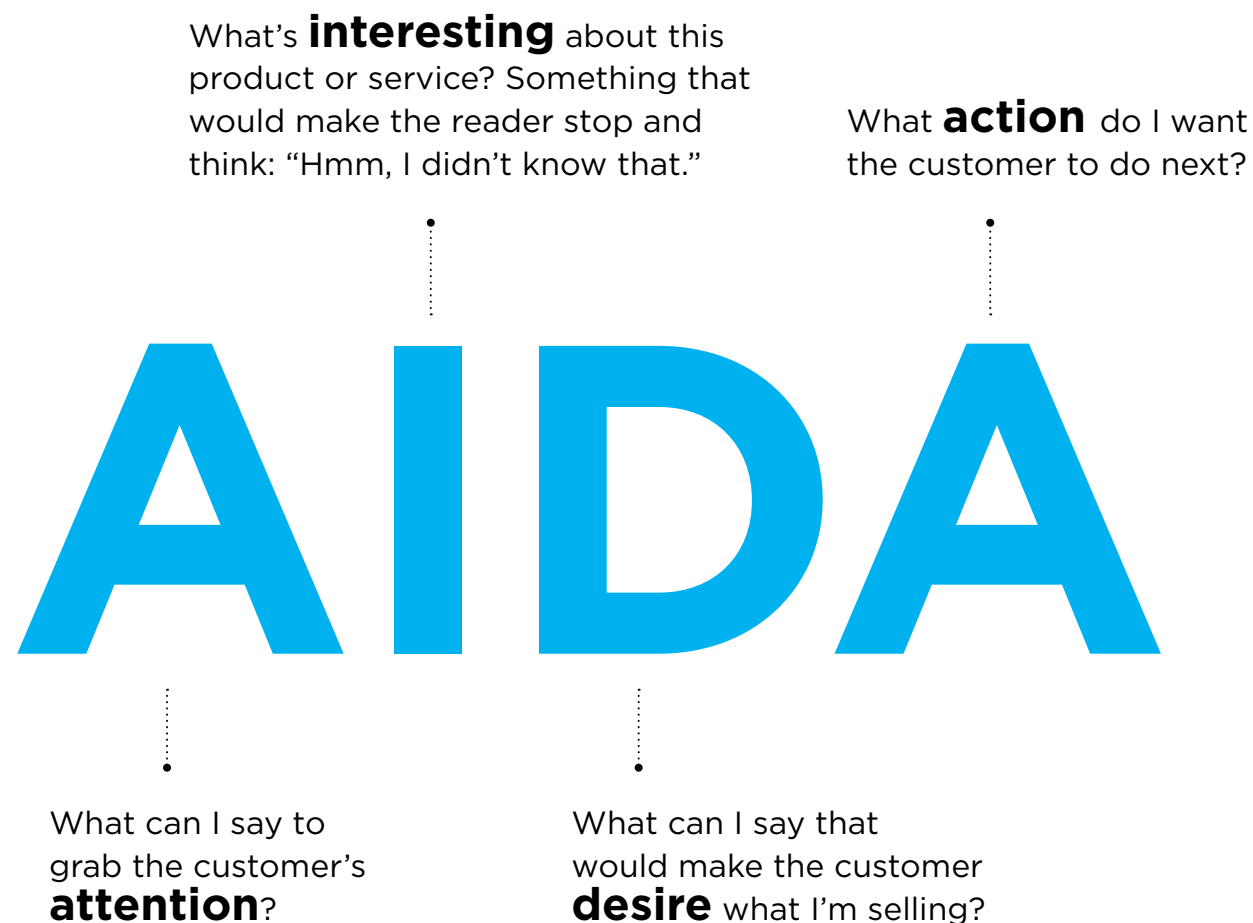
- > It's phony... it's trying too hard to be hip and with it.
- > It's aggressive. Passion attracts people, aggression turns them away.
- > It's potentially sexist with its references to "bros" and "fishermen". Our products are for everyone, not just the fishing bros.
- > It doesn't say anything useful or helpful. The fact that Legend Boats considers Legend Boats to be the "greatest" is not persuasive.
- > It's all about us. No one wants to read about us. They want to read about themselves, to picture what life might be like for them if they had one of our boats.

General guidelines

- 1 Be real.** Write like you talk. Read what you write out loud to see if it sounds natural or not.
- 2 Talk about the customer, not ourselves or our products, as much as possible.** Most things we'd like to say about ourselves can be flipped around to be about the customer. For example, instead of saying "our 150HP motor is blazingly fast", we can say "you'll be travelling at blazing speeds with a 150HP motor on the back of your new X20." Same message, flipped around.
- 3 Get to the point.** If you're writing for the sake of filling up space, stop. Every word and every sentence should be leading the reader to an inevitable conclusion, each one building upon what came before it.
- 4 Have a point!** Why are you writing this today? What's your goal? What does a successful outcome look like? It can be as simple as getting the reader to click a link so that they can continue their journey, or as direct as asking for their information so that our sales team can reach out to them.
- 5 Beware of jokes.** It's good to be lighthearted, but even the best jokes will turn away people who don't share the same sense of humour. There's little upside, and too much at stake.
- 6 Place yourself in the customer's shoes:** What would you want to hear if you were in the market for a boat? What would be useful and valuable for you to know.
- 7 Never criticize the competition.** It makes us look petty, and no one thinks we can be objective on this subject anyway. Stick to the facts.
- 8 Have fun with it.** If you're bored reading your own copy, what are the odds our customers will be interested?

As a general framework, think in terms of AIDA:

Try it in everything you write from now on, including internal communications. The more you practice this style of writing, the more natural it will become for you.





Brand Assets

Our logo

Safety margins & minimum sizes

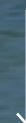
Usage on backgrounds

Incorrect usage

Color palette

Corporate typeface

Typographic restrictions



Our Logo

All versions

Primary logo



Horizontal alignment



Vertical alignment

Secondary logo

The Legend “L”.

This logo is used for specific applications when the primary logo treatment may not be necessary. For example, social media icons, and favicons could utilize this visual element.

Usage of this logo depends on situational circumstances and is to be used on a case-by-case basis.

For all public advertising and marketing, usage of primary logo is required.



Social media icon (when circle) / Favicon



Social media icon (when square)

Safety margins and minimum size

Safety margins

The minimum clear space around the logo is equal to the height of the logo itself.

For a greater visual presence, allow even more space around the logo. Do not allow photos, typography, or other graphic elements to enter the minimum clear space area.

This also applies to the French and bilingual logo versions.



Minimum size

The minimum width of the logo is 150 pixels.



Usage on backgrounds

Using the Coloured Versions

The usage of the logo in its two coloured versions is designed for any application over a white background.



Full color version



Black version

Using the White Version

The white version is to be used when placing the logo over a coloured background such as our Legend blue. This version is also to be used when placing the logo over an image.



White version

Incorrect usage

Here are examples of mistakes to avoid when applying the Legend Boats® logo:



Stretching and/or distorting elements



Changing element positions



Applying one corporate colour to all logo elements



Changing element colours to non-corporate colours



Black version on corporate blue background



Full color version on corporate blue background

Color palette

Legend Corporate Colours

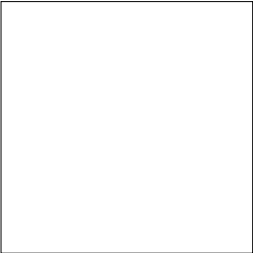


Legend Blue
Pantone Solid Uncoated:
298 U
#00B1F0
C=93, M=0, Y=0, K=0
R=0, G=177, B=240

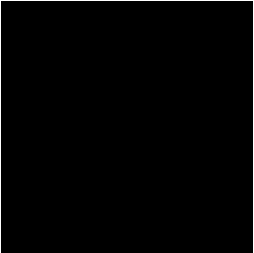


Legend Grey
C=0, M=0, Y=0, K=90
R=65, G=64, B=66

Secondary colours



White
#ffffff
C=0, M=0, Y=0, K=0
R=255, G=255, B=255



Black
Pantone Solid Coated Black 6 C
#000000
C=100, M=35, Y=0, K=100
R=0, G=0, B=0

Corporate typeface

Gotham HTF

Our corporate typeface is Gotham HTF. We use a variety of font weights, the main weights being Light, Book, Bold and Black.

Gotham HTF Light
Gotham HTF Book



rior to 1987, people used to have to piece together
air boat, motor and trailer separately, pricing each
m individually. This was difficult, time-consuming
d often frustrating for the customer. Legend made it
sy by putting the entire package together and
fered it at one simple, low price. Although package
icing has become an industry standard, Legend
mains the only Canadian boat company that shares
of their pricing; in their catalogue and on their

These font weights are usually
used for **body text** in our
advertising, branding, and other
marketing materials.

Gotham HTF Bold
Gotham HTF Black



V-Series Lounge

\$122 PER WEEK | **\$73,999***

With Mercury 115 EXLPT 4-Stroke

See the V-Series



These font weights are used for
any sort of **title or call-out text** in
our ads that we need to emphasize.
(e.g: Pricing and Headlines)

Corporate typeface
Gotham HTF

Text formatting

Standard body text formatting for worded documents, internal and external:	Font Size: 9 pt Leading: 12 pt
Minimum body text formatting for advertising and marketing applications	Font Size: 7,5 pt Leading: 9 pt
Standard text formatting for titles in worded documents, internal and external	Font Size: 17 pt Leading: 20 pt

Using other typefaces

In our advertising and marketing, the use of non-corporate typefaces is permitted only when designing the titles and graphics for specific promotions or sales events.

The choice of font for these purposes requires administrative approval before implementing. Fonts that complement the corporate typeface are encouraged for better visual harmony.

Typographic restrictions

Here are examples of mistakes to avoid when using the corporate typeface:

***Legend Boats offers another industry-first
in its pontoon boats, its SmartDeck;***

Skewing, false italicizing

**Legend Boats offers another industry-first
in its pontoon boats, its SmartDeck;**

False condensing

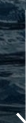
**Legend Boats offers another industry-first
in its pontoon boats, its SmartDeck;**

Improper leading



Usage Across Media

Logo placement in ads
Social media ad templates
Google banner ad template
Logo usage in video
Email design template
Stationary



Logo placement in ads

1200x1200 px example

Logo version

vertical aligned version.

Placement

The logo is placed inside a corporate blue box.

Blue box placement

The logo box is always placed on the right side of the ad, respecting a breathing margin. (approximately 6% of the total width of the ad).

Adjust, if necessary, in order to achieve the visual effect presented on the right.

A top margin doesn't apply.

The blue box should always be extended until the top edge of the image.



6% of the total width of the ad
Adjust, if necessary, in order to achieve this visual effect.

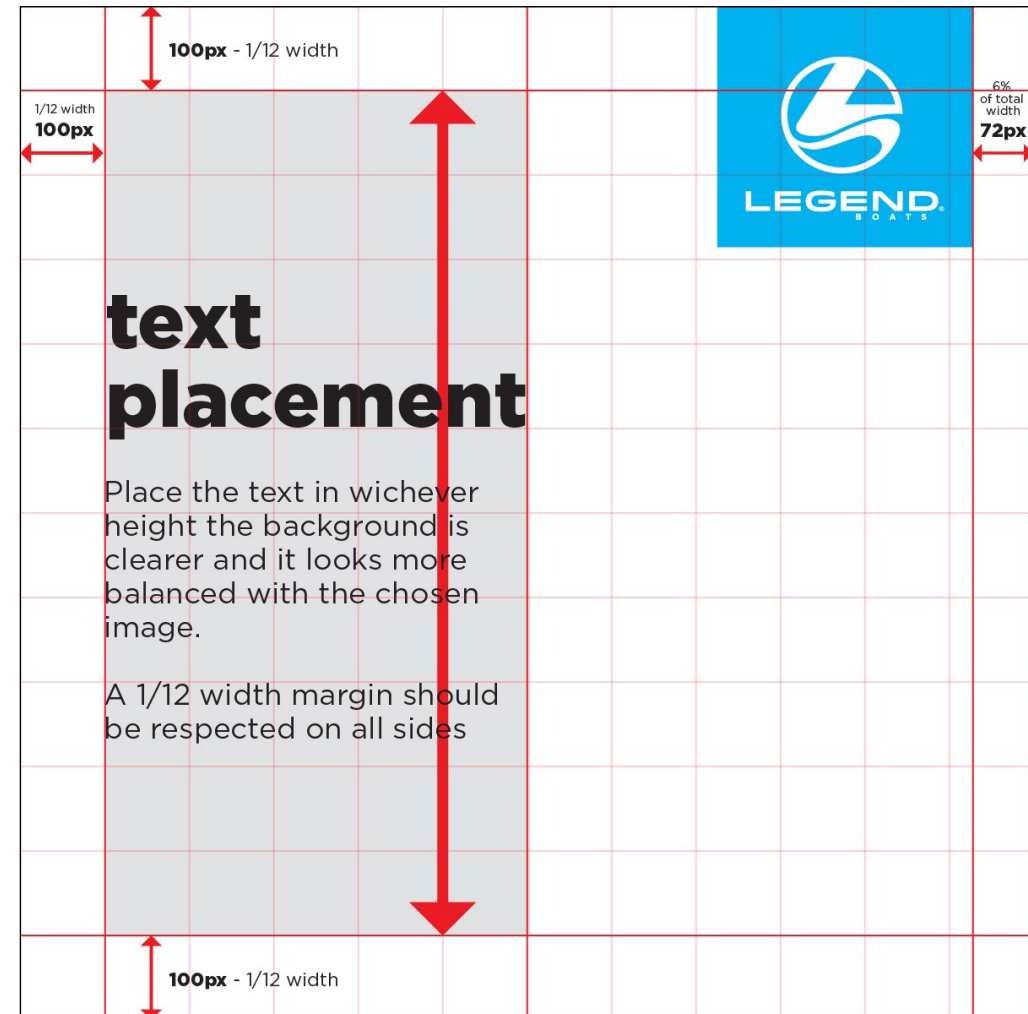
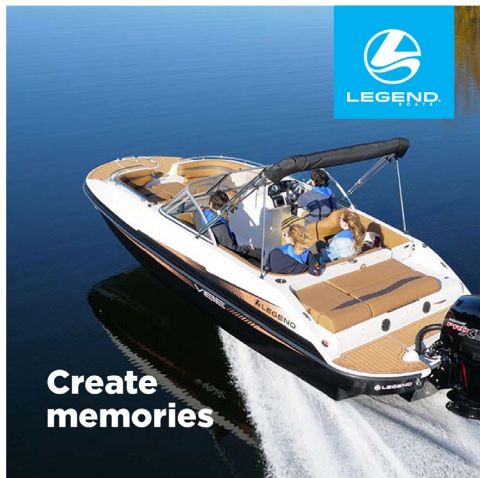
Social media ad templates

1200x1200 px example

Formats are aligned with Facebook and Instagram requirements although they can be adapted to other proportions for use in other social media platforms.

Headlines: Gotham HTF Black

Body text: Gotham HTF Book



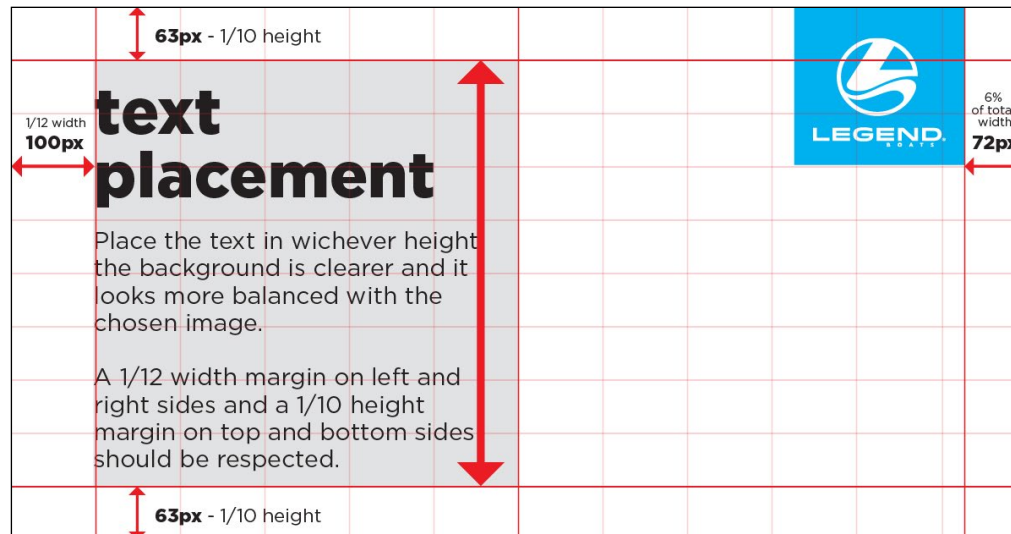
Social media ad templates

1200x630 px example

Formats are aligned with Facebook and Instagram requirements although they can be adapted to other proportions for use in other social media platforms.

Headlines: Gotham HTF Black

Body text: Gotham HTF Book



Social media ad templates

Adapting to all formats

Margins adjustments

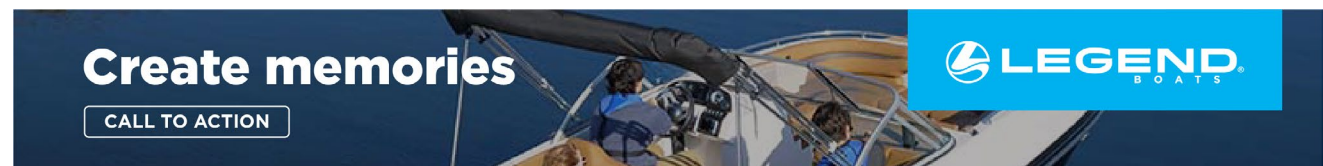
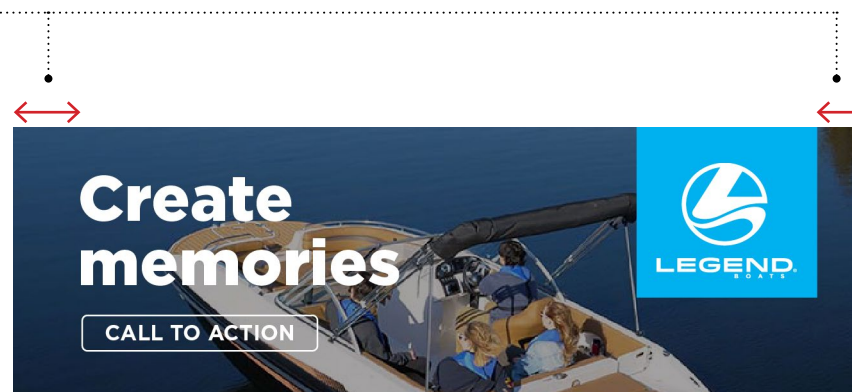
When adapting to other formats or proportions, adjust the margins, if necessary, in order to achieve the visual effect presented on the previous ad examples.

Background layer

In case there isn't enough contrast between the background image and the text, a black filled layer can be added above the background layer, with the transparency set to "multiply" and the opacity set to the minimum that allows text readability.

Horizontal logo version

When the ad format is horizontal and short, the vertical version of the logo may be replaced by the horizontal version.



Google banner ad template

Here you can find some of the most common Google ad sizes.



Leaderboard (728x90 px)



Half Page (300x600 px)



Large Rectangle (336x280 px)



Large Mobile Banner (320x100 px)

Logo usage in video

1920x1080 px example

Logo version

Vertical aligned version
- white.

Placement

The logo is placed on
the top left corner.

Margins

Allow enough clear space
for the logo to breath.


Left margin: 70px
↔


Top
margin:
53px
↕



Email design template


Content blocks can be added or removed in order to better showcase the chosen content.





Hi Name!

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet [This is a link](#) dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.









Check this out

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

CALL TO ACTION

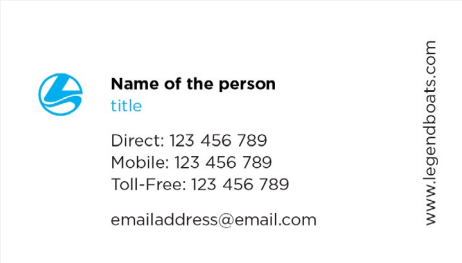
Name of the sender
Title
emailaddress@email.com





www.legendboats.com

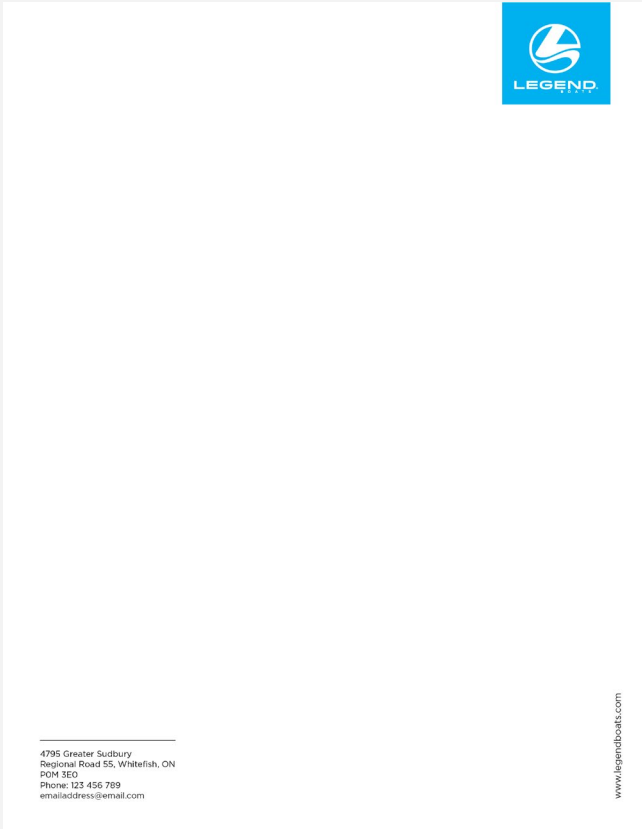
Stationary



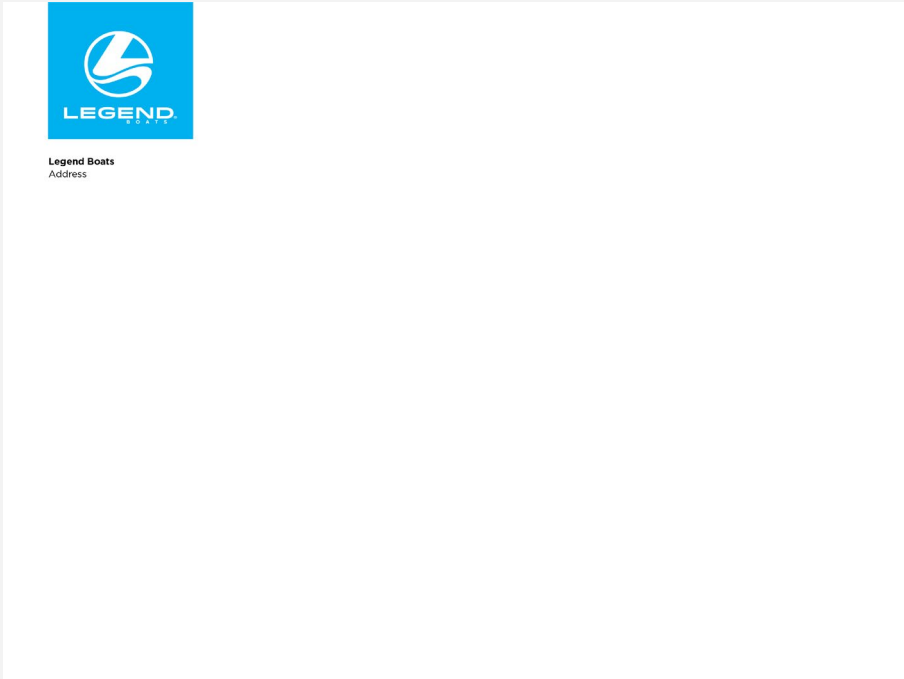
Business card - 2 sides - 3.50”X2”



Business card - 1 side - 3.50”X2”



Letterhead - 8.5”X11”



Large envelope - 12”x9”



Small envelope - 4.125”X9.5”



LEGEND
B O A T S[®]

www.legendboats.com