

# BRAND GUIDEBOOK

VERSION 2 JAN 2022



# Overview

Developing and maintaining a strong Mercury brand starts with boaters like you. This brand guidebook shows how to write about Mercury Marine products and how to visually depict Mercury as a brand. It's for Mercury employees, dealers, boatbuilders and creative partners. By following these guidelines you're helping us maintain a strong, consistent Mercury brand.

Many of the assets in this Brand Guidebook are available for download on the Mercury Digital Asset Manager (DAM) website.

[MercuryMarine.com/Images](https://MercuryMarine.com/Images)

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# 01 WHO WE ARE

We engineer and manufacture the most powerful, reliable and intuitive marine propulsion systems. Because when you have confidence on the water, the world becomes yours to explore.





**We believe that time on the water  
is sacred.**

As a marine industry leader,  
our true business is to instill  
confidence, so boaters have the  
tools to Go Boldly.

**WHAT THIS SAYS TO BOATERS:**

I trust that Mercury Marine will bring  
me and my loved ones the comfort  
and confidence to unlock a whole new  
world of water. They have designed and  
engineered their products to ensure  
that my on-water experiences feel like  
adventures every day.

## BRAND PURPOSE

# Everyday experiences become adventures when you Go Boldly.

We believe memories made on the water are what nourish every boater's soul. When you have the confidence to pursue your ultimate on-water experiences, you'll understand what it truly means to have freedom.

Mercury products give you the confidence to go faster and farther, and to go anywhere and anytime you want. When you step off land and step onto a Mercury-powered boat, ideas or restrictions about what's possible are silenced, and the water becomes yours to explore. It invites you to Go Boldly.

## WHAT WE MAKE

The finest, most powerful, reliable, innovative and efficient prop-to-helm solutions in the world

## HOW WE MAKE IT

With people, technology, user-centricity and sustainability at the forefront of every decision

## WHY WE MAKE IT

To empower boaters to Go Boldly in pursuit of their on-water adventures.



# Earning commitment

Boaters count on Mercury Marine. They trust the brand, have confidence in its products and feel inspired knowing that Mercury is behind them each time they take to the water.

The Mercury brand is committed to boaters. Committed to their safety, confidence and joy. We strive to earn each boater's commitment in return.

When boaters reflect on what Mercury stands for, we strive for them to feel **“this is a brand I trust”** and that Mercury is **"for boaters like me."**

## OUR BRAND PROMISE

To Go Boldly is to discover the best version of yourself, to feel inspired and to connect more meaningfully with the water and the people who matter in life. Whether you go fast, fishing or exploring, Mercury Marine elevates your on-water experiences. It is the brand to trust, whose products instill confidence. The one which tells you and every boater like you, "Yes, you can."

# BRAND PILLARS

The Mercury brand is built on three pillars that help to inspire boaters to explore the joys of life on the water. These are deep-seated values that we embrace and practice every day. The pillars are at the heart of everything we say and do and are fundamental in setting us apart from our competitors.

While campaigns and initiatives may come and go, these brand pillars and their integral values form a solid foundation for the life of the Mercury brand.

## HERITAGE

We live for the boater. For more than 80 years, across 700+ patents and innumerable marine industry awards, Mercury has solidified its reputation as a company with a philosophy and history of innovation.

## PERFORMANCE

We deliver leading performance for any on-water activity. With a history of exciting engineering advancements and industry-leading innovations, Mercury has established itself as an undisputed leader in marine power.

## CONFIDENCE

We engineer complete propulsion systems with intuitive, easy-to-operate designs and unparalleled reliability, inspiring boaters with the confidence to venture farther and stay out longer in pursuit of their adventures.





# 02 WHO WE SUPPORT

Mercury Marine powers boaters, builders and dealers from all corners of the water. Professionals. Weekend warriors. And anyone who chooses to Go Boldly.



## Boatbuilders (OEM)

Mercury helps power the marine industry through valuable relationships with dedicated boatbuilders. By working directly with the builders, Mercury Integration Engineers can ensure that our engines and components seamlessly integrate with the boats where they're installed. These relationships also drive innovation. Mercury leverages boatbuilder feedback to create technologies and products that make boating activities easier and more enjoyable, while builders often craft their boats around the features and functions of Mercury products. Ultimately, this collaboration helps provide a premium on-water experience for boaters.



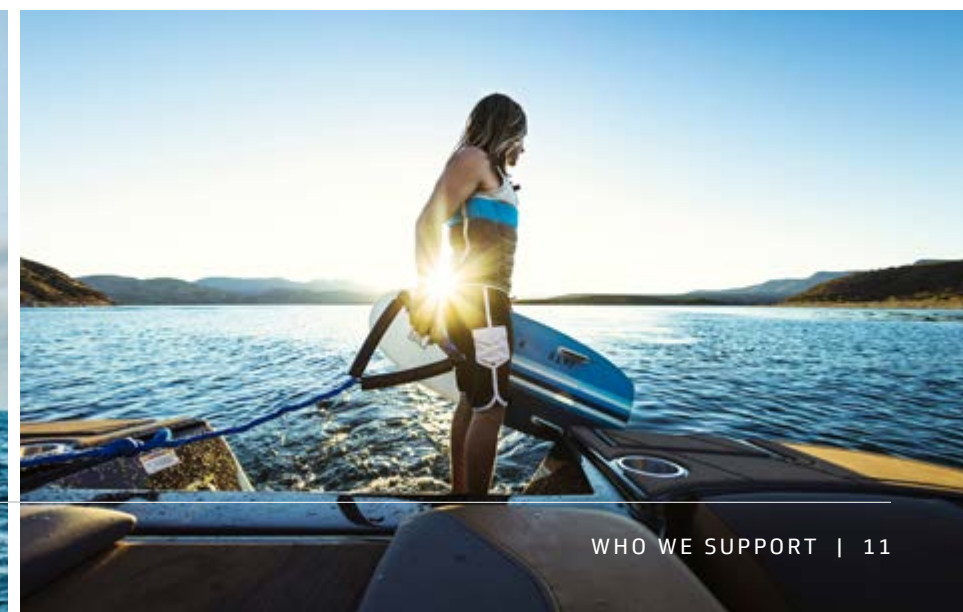
## Dealers

Mercury dealers form a vital connection between the brand and boaters. They're ambassadors for Mercury and for the water, and their expertise allows them to build relationships with boaters that extend far beyond an initial sale. From product selection and rigging to technical service and routine maintenance, the support offered by our dealers gives boaters the confidence to pursue their adventures with Mercury. Beyond our premium product lines, we support Mercury dealers through certified training programs and other business tools that empower them to help more boaters Go Boldly on the water.



# Recreational Boaters

For many Mercury-powered boaters, time on the water is the escape from the doldrums of 9-to-5 life. Boating provides them an opportunity to chase a personal best or reconnect with a best friend. To explore beyond the horizon or anchor beneath a sunset. Whether they surf, they swim or they simply pull the kids on a tube, they can count on Mercury to help make lasting memories possible.







# Professional Boaters

The hardest-working boaters turn to Mercury to power their careers on the water. They're the folks who stay out longer, protecting our communities and wildlife in the toughest conditions. They're professional anglers racing back to weigh-in, or fishing to feed our families. And they're the commercial operators around the world whose engines help move the people who power our lives.



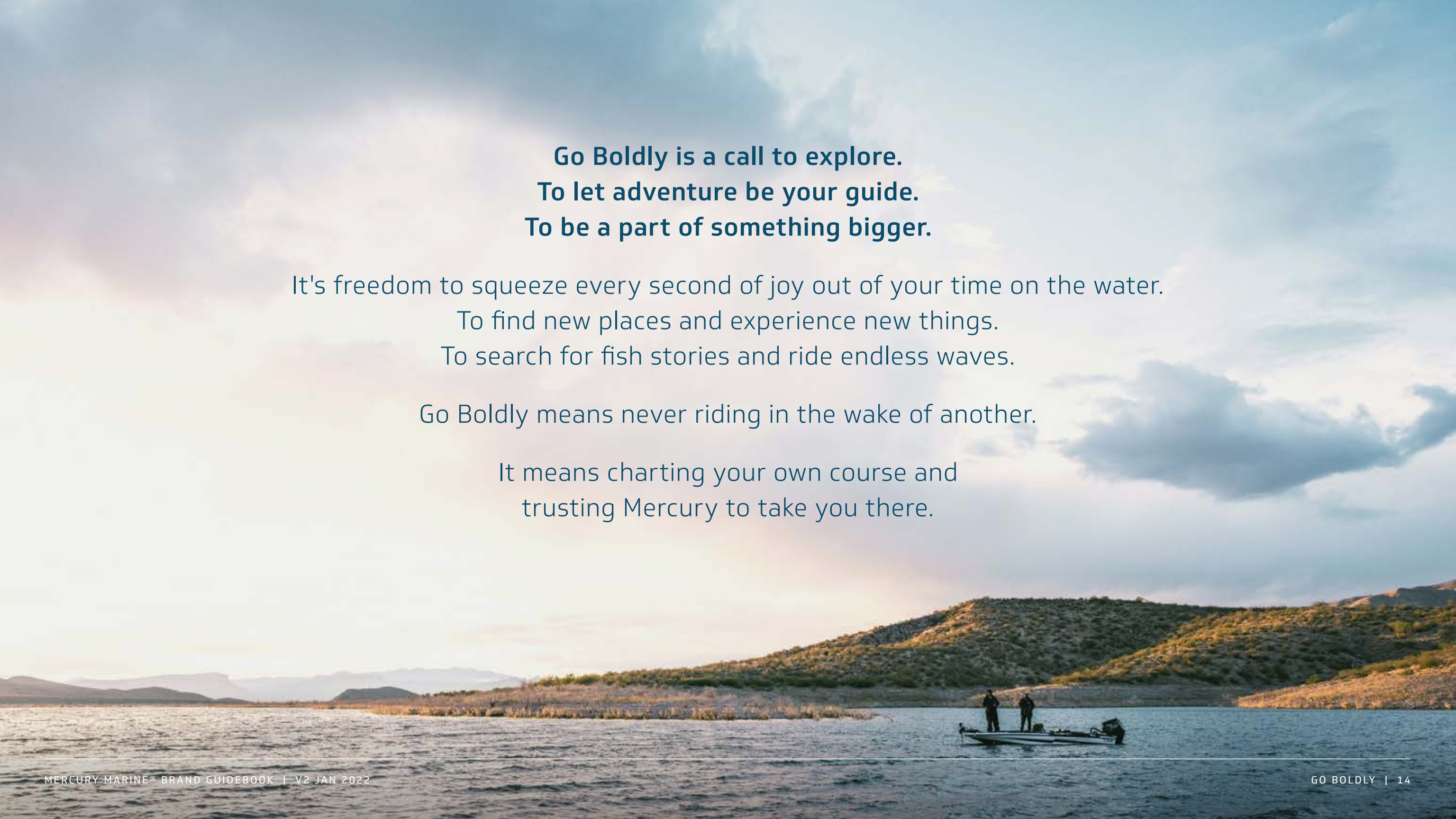


03

# GO BOLDLY

The Mercury Marine brand slogan is about more than who we are. It's about what we do, and what we make possible for all boaters.





**Go Boldly is a call to explore.  
To let adventure be your guide.  
To be a part of something bigger.**

It's freedom to squeeze every second of joy out of your time on the water.  
To find new places and experience new things.  
To search for fish stories and ride endless waves.

Go Boldly means never riding in the wake of another.

It means charting your own course and  
trusting Mercury to take you there.





# Go Boldly is:

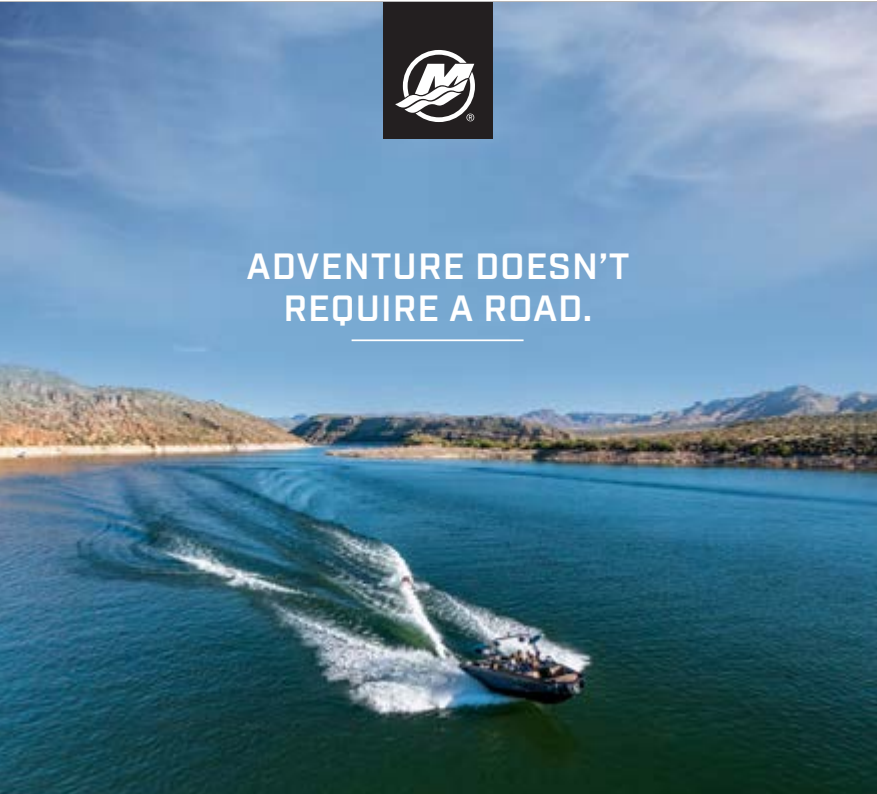
PASSIONATE	ADVENTUROUS	EXPERIENTIAL
SPONTANEOUS	CURIOUS	FREE
CONFIDENT	EVOCATIVE	OPTIMISTIC

# Go Boldly is not:

RECKLESS	EGOTISTICAL	ANTAGONISTIC
DANGEROUS	EXHIBITIONIST	OVERLY TECHNICAL

# Tell a story

At the heart of the Mercury brand look and feel is the objective to tell a narrative. To go beyond just showing off our product benefits, and to leave the observer understanding the feeling you get when you take a Mercury-powered boat out on the water. A macro-micro approach to photography leaves you feeling inspired at the possibilities and adventure ahead of you. It gives you a visceral, emotional understanding of what it is like to boat with Mercury.



ADVENTURE DOESN'T  
REQUIRE A ROAD.



MercuryMarine.com

Hidden beaches softened by a million years of waves. The most perfect sun that's ever set. Trophy sea monsters and tiny curiosities. They're all out there waiting to be discovered, ready to make us feel alive. We don't know exactly where it all is, but we know how to get you there.

MERCURY ENGINES ARE MADE FOR EXPLORING.  
SO ARE YOU. GO BOLDLY.®



ADVENTURE DOESN'T REQUIRE A  
ROADMAP. OR A ROAD. OR A MAP.

3.4L V6 175-225HP FOURSTROKE


Hidden beaches softened by a million years of waves. The most perfect sun that's ever set. Trophy sea monsters and tiny curiosities. They're all out there waiting to be discovered, ready to make us feel alive. We don't know exactly where it all is, but we know how to get you there.

Mercury engines are made for exploring. So are you. **Go Boldly.®**



EXPLORE THE LINEUP AT [MERCURYMARINE.COM](https://www.mercurymarine.com)





**MOST PEOPLE SEARCH  
THEIR WHOLE LIVES FOR  
A LIFE LIKE THIS.**

**4.6L V8 200-300HP PRO XS®**

Every day on the water is a blank canvas. An invitation to drop the hammer, to float in place, to climb adrenaline highs and dive to deep sea lows. There's a big, wet world out there full of infinite possibilities, and we're here to power the journey.

Mercury engines are made for exploring. So are you. **Go Boldly.®**

**MERCURY**  
GO BOLDLY.®



**EXPLORERS NEVER QUIT.**

Every cast is a lottery ticket and a silent prayer. The water is full of trophies, world records and bragging rights. Cold-blooded, unpredictable brutes ready to put your line and your heart to the test. It's an unending quest. And we've still never met an angler who was willing to settle for the fish of a lifetime.

**MERCURY**  
GO BOLDLY.®

**MERCURY ENGINES ARE MADE FOR EXPLORING.  
SO ARE YOU. GO BOLDLY.®**

MercuryMarine.com

The typography is simple and thoughtful. Not yelling, but rather crafted and important. Our headlines are meant to feel big and aspirational. An invitation to discover and explore.

Imagery includes traditional Mercury colors such as black and red, which represent some of our most popular products, as well as select shades of blue and green that resemble the natural tones of the water. This approach allows boaters to feel connected both with Mercury and the boating environment.

Go Boldly means something different to every boater. For some it means going fast, and for others going slow. But no matter how you Go Boldly, Mercury will take you there.



An aerial photograph of a coastal landscape. In the foreground, there are sandy areas and shallow water. In the middle ground, there are green marshes and a winding waterway. In the background, a lighthouse is visible on a small island, and a city skyline is visible on the horizon under a cloudy sky.

# 04 TYPOGRAPHY

Consistent use of typography is important for delivering a clear and consistent Mercury Marine brand message. The following are the preferred Mercury fonts for use in marketing communications.



## Brand fonts

Strong not rigid. Clean without being ordinary. Crafted, but free of frill. Engineered and forward-thinking without chest-beating. The characteristics of our brand fonts, "Industry" and "Soleto," were designed to visually represent who the Mercury brand is and what we stand for.

### HEADLINE FONT: **INDUSTRY**

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789.,?!"\*\$%#@

### AVAILABLE FONT WEIGHTS

Industry Book  
Industry Medium  
Industry Demi  
**Industry Bold**

### BODY COPY FONT: **SOLETO**

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789.,?!"\*\$%#@

### AVAILABLE FONT WEIGHTS

Soleto Light  
Soleto Regular  
**Soleto Medium**  
**Soleto Bold**

# Typical headlines

Every layout is unique. Headlines should be carefully assessed for best results. Use these guidelines to best lay out your message.

**FONT** – Headlines should always be set in "Industry."

**WEIGHT** – For short, punchy headlines use Bold or Demi weight. For longer, multi-line headlines use Medium weight.

**TRACKING** – Headlines are typically tracked 20-40 pts.

**LEADING** – Headlines should have a line leading space of about 2/3 the cap height. This will ensure enough space for any ascenders and descenders as well as give it a nice compact feeling.

**CAPITALIZATION** – We have two headline styles that serve different purposes: all-caps and sentence case. Use all-caps for hero marketing messages that need to stand out the most. Use sentence case caps for longer form messages as well as for secondary headlines on a page.

**LENGTH** – All-caps headlines should be no longer than 15 words. Longer headlines should be set in sentence case. Sentence case headlines can be any length.

**SIZE** – The size of a headline will vary based on application. Generally we keep our headlines medium to small. We don't want to yell our message.

**JUSTIFICATION** – Headlines can be set left or center justified depending on each individual layout.

HEADLINE SET IN INDUSTRY DEMI OR BOLD  
TRACKING SET BETWEEN 20-40 PTS  
CAP HEIGHT  
2/3 CAP HEIGHT LEADING

**EXAMPLE OF AN ALL-CAPS HEADER  
FOR BIGGER MESSAGES.**

LONGER HEADLINE SET IN INDUSTRY MEDIUM  
TRACKING SET BETWEEN 20-40 PTS  
CAP HEIGHT  
2/3 CAP HEIGHT LEADING

Example of a sentence case  
headline used for longer messages  
or secondary headlines on a web  
page or catalog.



## Short headlines

Short headlines make a big impact and are great when used as a wayfinding system or title system. Use these short headlines to increase visual hierarchy. Don't use these headlines to tell a story or message.

**FONT** – Headlines should always be set in "Industry."

**WEIGHT** – For short headlines use Bold or Demi weight

**TRACKING & LEADING** – Follow the same rules set on previous page.

**CAPITALIZATION** – These short headlines should always be set in all-caps.

**LENGTH** – Short headlines should be 1-4 words.

**SIZE** – The size of a headline will vary based on application, but unlike our typical headline, these are meant to be large and bold.

**JUSTIFICATION** – Headlines can be set left or center justified depending on each individual layout.

HEADLINE SET IN INDUSTRY MEDIUM, DEMI OR BOLD

TRACKING SET BETWEEN 20-40 PTS

# SHORT HEADLINE

# Eyebrows, floating callouts & subheads

Every layout should be carefully assessed for best results. Use these guidelines to best lay out your message.

**EYEBROWS** – Eyebrows live above headlines. Each is a short phrase introducing or giving context to a headline. They should be set in all-caps, "Soleto Bold," tracked out at about 20-40 pts. They should be between 1/3 and 1/4 the size of the headline.

**SUBHEADS** – Subheads are used to lead into longer form body copy to introduce and set up what readers will read next. They should be set in all-caps, "Soleto Bold," tracked out at about 20-40 pts at roughly the same pt size as the body copy.

**FLOATING CALLOUTS** – Floating callouts are unattached to body copy or headlines and should be self-contained bits of information. These are sometimes used to call out URLs, product specs or important information. They should be set in "Soleto Bold" or "Soleto Medium" in all-caps but at a size similar to or slightly larger than a subheadline. Think of these as very little headlines.

EYEBROW SET IN SOLETO BOLD  
TRACKING SET BETWEEN 20-40 PTS

EXAMPLE OF EYEBROW 1/3 SIZE OF HEADLINE

## SAMPLE HEADLINE TO SHOW EYEBROW USAGE.

SUBHEAD SET IN SOLETO BOLD  
TRACKING SET BETWEEN 20-40 PTS

EXAMPLE OF A SUBHEADING.

This is an example of body copy. Res aut que ped et voluptatu. Quis qui voluptatur. Lest, aspit quatatio. Nisti culluptam la aut voloreh enduntia inveles due que saperem. **Go Boldly®.**

CALLOUT SET IN SOLETO BOLD  
TRACKING SET BETWEEN 20-40 PTS

EXAMPLE OF A FLOATING CALLOUT



# Body copy and in-text callouts

Every layout should be carefully assessed for best results. Use these guidelines to best lay out your message.

**BODY COPY** – Long-form body copy should be set in "Soleto Light" or "Soleto Regular." On rare occasion, when set over a background with less contrast, you can use "Soleto Regular" for a slightly heavier weight and improved legibility.

The copy tracking should not exceed 20 pts, and the line leading should be roughly a 1:1 ratio of cap height to line spacing.

The size will vary based on application, but a rough guideline is: Print should be 8-12 pts and web should be 14-18 px.

**CALLOUTS** – In-copy callouts such as taglines, URLs or information that needs specific highlighting should be treated the same as body copy except two weights heavier. For example, if copy is set in "Soleto Light," then the callout should be in "Soleto Bold."

BODY COPY SET IN SOLETO LIGHT

BODY COPY TRACKING SET AT 0-20 PTS

LEADING HEIGHT SHOULD APPROX. MATCH CAP HEIGHT

IN-COPY CALLOUTS SET IN SOLETO BOLD

This is an example of body copy. Res aut que ped et voluptatu. Quis qui voluptatur. Lest, aspit quatatio. Udae et endeles et optatem quid magniet ea derspe doluptasi odi tet volore vel idis et lam quis molori.

Inis elesto moditatur, nisti culluptam la aut voloreh enduntia inveles due que saperem. **Go Boldly®.**

# Web usage

"Industry" and "Soleto" are both web-friendly fonts due to their clean, simple lines that provide strong legibility at every size. The flexibility offered by the range of font weights and widths provides a deep toolbox to bring typographic hierarchy to your web designs.

# International language support

**"INDUSTRY" AND "SOLETO" PROVIDE A DIVERSE FONT FAMILY WITH BIG AMBITIONS FOR INTERNATIONAL APPEAL.**

- |           |            |
|-----------|------------|
| Catalan   | Maltese    |
| Czech     | Dutch      |
| Danish    | Norwegian  |
| German    | Polish     |
| English   | Portuguese |
| Spanish   | Slovenian  |
| French    | Swedish    |
| Hungarian | Turkish    |
| Italian   |            |



# Parts and accessories fonts

The Mercury Precision Parts®, Precision Lubricants and Precision Care product lines utilize two typefaces in their packaging designs. “Vitesse” for headlines and “Din” for body copy. These typefaces are reserved for use on Mercury Precision product packaging and should not be used in Mercury marketing collateral.

## HEADLINE FONT: VITESSE

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789.,?!”\*\$%#@

## AVAILABLE FONT WEIGHTS

Vitesse Book  
Vitesse Medium  
**Vitesse Bold**  
**Vitesse Black**

## BODY COPY FONT: DIN

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789.,?!”\*\$%#@

## AVAILABLE FONT WEIGHTS

Din Light  
Din Regular  
**Din Medium**  
**Din Bold**  
**Din Heavy**



An aerial photograph of a vast, dark lake surrounded by a dense, green forest. A thick layer of white mist or smoke rises from the water's surface, creating a dramatic, ethereal atmosphere. The sun is low in the sky, casting a warm, golden light across the scene and highlighting the textures of the forest and the mist.

# 05 COLOR GUIDE

Consistent use of color is important for maintaining a clear and consistent Mercury Marine brand. The following are the preferred Mercury colors for use in marketing communications.



# Primary brand color palette

Black, white and gray are at the core of all Mercury Marine brand touch points, from product design to web design to marketing materials.

Red is used on packaged Mercury Precision products and is an accent on select engines (see page 89). Red is also acceptable as an accent color in sales event advertising.

Clean, simple and timeless, these core colors are able to anchor the Mercury brand in its rich history while also leading it into the future. These colors should make up the bulk of all Mercury branded elements no matter the application.

**Black**  
PMS Black C

C:0 M:0 Y:0 K:100  
R:0 G:0 B:0  
#000000

**Mid Gray**  
PMS Cool Gray 5 C

C:28 M:21 Y:18 K:1  
R:182 G:185 B:191  
#b5b8be

**Gray**  
PMS Cool Gray 1 C

C:10 M:7 Y:5 K:0  
R:226 G:227 B:231  
#e1e3e7

**White**

C:0 M:0 Y:0 K:0  
R:255 G:255 B:255  
#ffffff

**Red**  
PMS 485 C

C:0 M:100 Y:95 K:0  
R:237 G:28 B:41  
#ed1c28

## Secondary color palette

At its core, Mercury is about connecting people to the water. And so, we believe that the colors of water should be reflected in our visual brand language. While there are endless hues and tones of water and the surrounding environment represented in our photography and videography, these four colors are our main accent tones used for marketing and branded communications.



**Blue**  
C:95 M:65 Y:35 K:25  
R:12 G:76 B:107  
#0c4c6b



**Dark Blue**  
C:95 M:65 Y:40 K:45  
R:0 G:58 B:81  
#003a50



**Teal**  
C:55 M:10 Y:30 K:10  
R:105 G:168 B:167  
#69a8a6



**Green**  
C:69 M:32 Y:53 K:57  
R:43 G:77 B:70  
#2a4d45





# 06

# BRAND GRAPHICS

Consistently using ownable graphic elements beyond logos, fonts and colors is an important component to creating visual brand recognition within our marketing communications.

It is important to note that not all graphic elements need to be used on every piece of communication. Only use when appropriate.



# Mercury Flag

The "Mercury Flag" has been a branded graphic element for several years. This simplified update is intended to create a subtle accent that helps call attention to other important elements on the page, such as logos, URLs or even small subheadlines.

The flag should be anchored to the right side of a composition, and should bleed off the edge of a print layout. It should never overwhelm or dominate a design.

The flag is not intended to be used apart from the logo or a CTA. Nor should it be used to reverse out an image.

**23°** – The angle of the flag should be 23° to match the slope of our Mercury Marine logo. It can be used either direction.



**Logo Lockup** – The flag works great as a way to anchor the logo and draw attention to the mark.



**CTA Anchor** – As a way to draw attention to a key CTA, try using a small flag to anchor your line.

**EXPLORE THE LINEUP AT [MERCURYMARINE.COM](https://www.mercurymarine.com)**



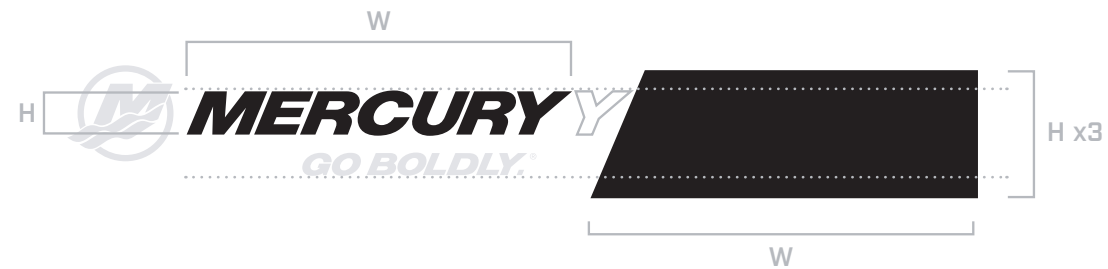
# Mercury Flag Usage

The flag should utilize defined primary or secondary brand colors: black, white, red, blue, dark blue, teal and green. Use of the flag should be complementary to the colors and composition, supporting the overall feel of product or lifestyle images portrayed. The flag is not to be used as a disruptive violator.

Use the horizontal or stacked logo with the flag based on the composition and available space.

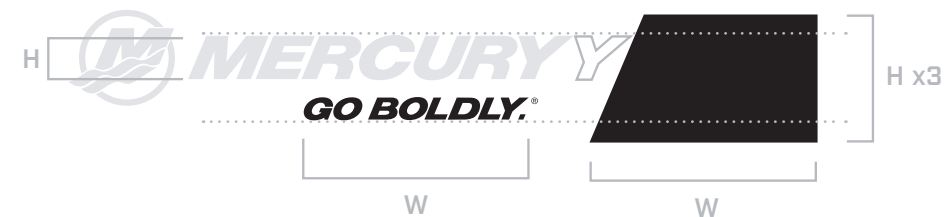
A call to action should never be placed in the flag. The copy should always precede it.

See page 60 for logo usage rules.



**Long Flag** – In compositions where the logo is in a wide space, the flag can be long. The long flag is the width of the "MERCURY" wordmark. The height is three times the height of the "MERCURY" wordmark.

The flag should be one "Y" width away from the logo, and the logotype should be centered vertically.



**Short Flag** – In tall and narrow or confined spaces, the flag should be short. The short flag is the width of the "GO BOLDLY" tagline. The height is three times the height of the "MERCURY" wordmark.

The flag should be one "Y" width away from the logo, and the logotype should be centered vertically.



**CTA Flag** – When using the CTA flag, it should equal 1/3 of the width of the text. The height is three times the height of the text.

The flag should be one character width away from the text, and the text should be centered vertically.

# Mercury Tag

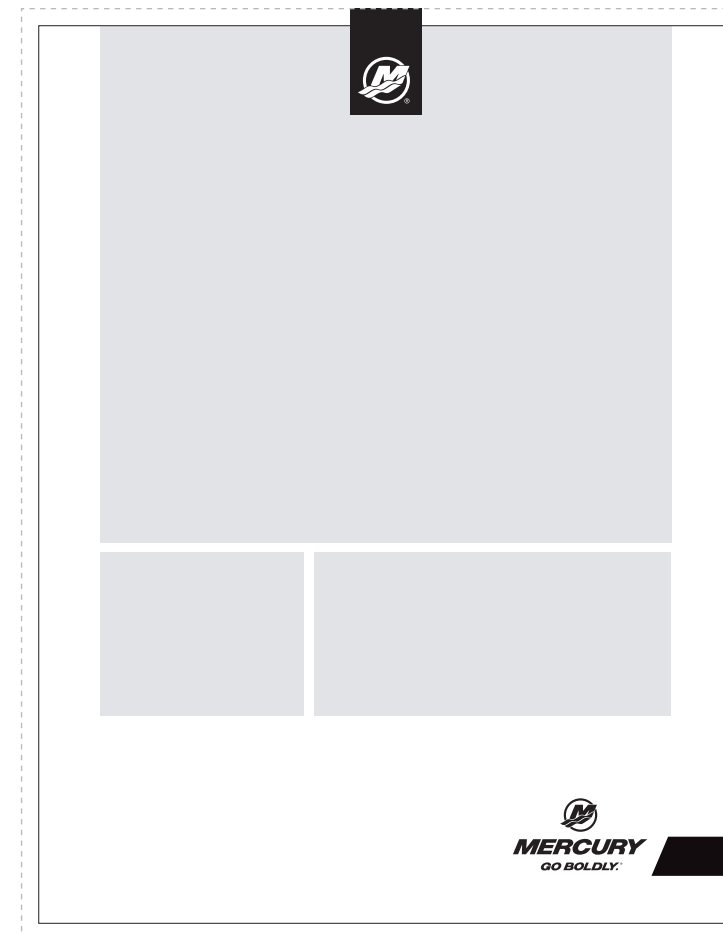
The "Mercury Tag" is a branded graphic element that features a white Circle M badge in a black band. It should appear in a composition with the Mercury logo or the words "Mercury" or "Mercury Marine." The tag should never be used without one of those three elements.

When used on marketing and brand collateral, this graphic element should be anchored to the top edge of the composition. It can shift from left to right side but should never touch the vertical boundaries. Placement of the tag should always be over a color or an image that is not dark in tone, allowing the tag to stand out.

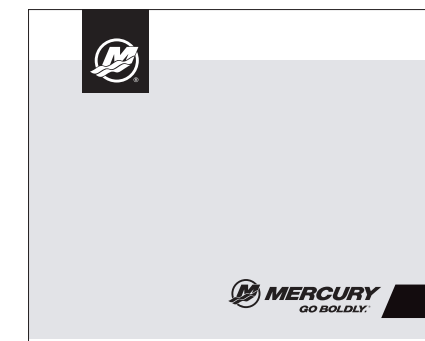
**The color band of the tag should always be black and the Circle M always white.**



**Mercury Tag** – The tag should be 0.875" wide and 1.09" high when it appears on a letter-sized page (8.5 x 11). When scaling the tag up or down in different uses, the tag width should match the width of the "MERC" letters in the logo that appears in the same context. Its width and height ratio should remain consistent.



**Tag Bleed** – On printed material, the tag should bleed off the top edge. An additional bleed area will need to be added to the tag. DO NOT shift the tag upward to create a bleed. It has been carefully sized, and its width and height ratio should not be altered.





# Mercury Flag in packaging design

The original "Mercury Flag" and the color red remain as integral elements in the packaging design of Mercury Precision Parts, Precision Lubricants and Precision Care products. The black on the left of the flag is used to designate Mercury while the red to the right identifies this as a Mercury Precision product.

Though the original flag is no longer being used in marketing and branded communications, it provides a recognizable graphic element to packaged goods and aids in easily identifying Mercury products on dealer showroom shelves.



## Horizontal and vertical graphic line overview

We use horizontal and vertical lines around headlines and important typographic elements to create hierarchy, visual intrigue and anchor points. They should never distract or draw attention away from the message, but instead serve to increase visual hierarchy.

**FREQUENCY** – These graphic lines are designed to be used minimally, for hero headlines and important callouts. Do not overuse.

**WHERE** – Only use these graphic lines with our all-caps hero headlines, short headlines and the occasional floating callout.

**COLOR** – These lines can be created in any of our brand approved colors.

**SIZE** – Line width and height adjust according to the location and headline size.

## EXAMPLE OF A CENTERED ALIGNED HEADLINE

### SHORT HEADLINES

**SAMPLE HEADLINE  
EXAMPLE HERE**  
WITH SUBHEAD LOCKUP

**SAMPLE HEADLINE  
EXAMPLE HERE**

**THIS IS AN EXAMPLE OF A FLOATING  
CALLOUT SHOWN HERE**

**EXAMPLE OF A LEFT JUSTIFIED SUBHEAD**



## Vertical line usage

We use vertical lines when dealing with left or right justified stacking headlines, subheadlines, callouts and CTAs.

The height of the line should be roughly the same height as the stacked type.

The width of the line varies based on the size of the headline block.

**Do Not** use on single-line headlines.

**Do Not** use for centered aligned type.

**Do Not** use vertical and horizontal lines together.

**Do Not** use with title or sentence case.

### LINE HEIGHT AND WIDTH ON LARGE HEADLINES

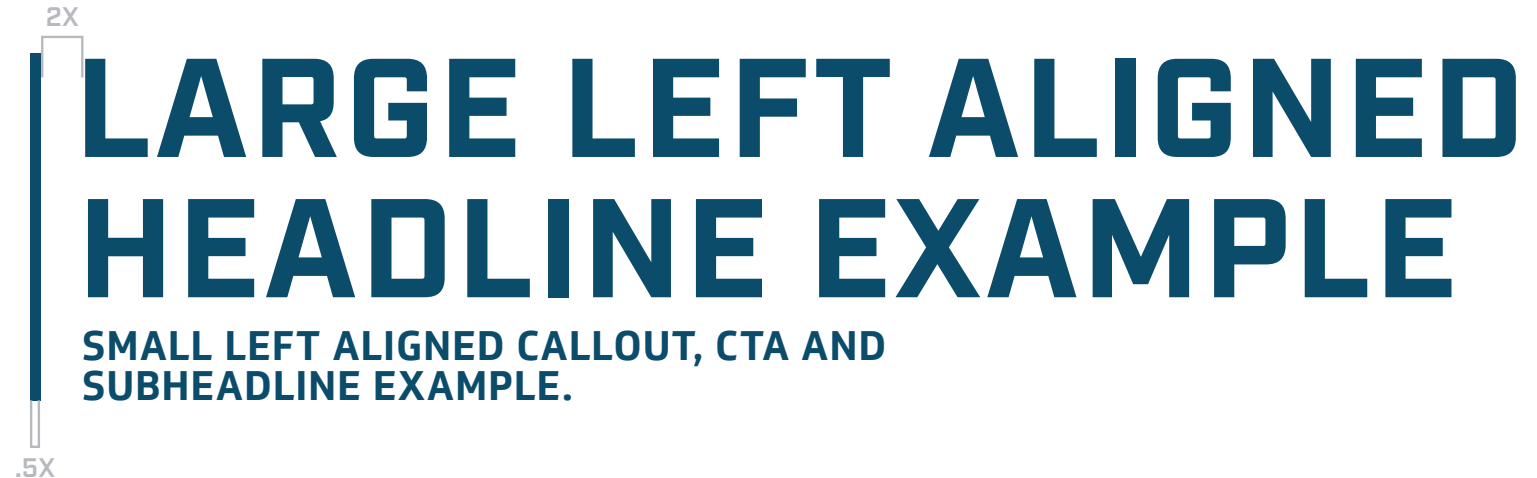
Vertical lines should be roughly half the width of the character weight (x) on large headlines. And roughly 2x away from the headline.

X = WIDTH OF LINEWEIGHT IN LETTER FORM



### LINE HEIGHT ON LARGE HEADLINES WITH SUBHEADLINES

Proper use of extending the vertical line beyond the headline is when locked up with a left aligned callout, CTA or subheadline



### LINE WIDTH ON SMALLER SUBHEADLINES, CTAS OR CALLOUTS

Vertical lines should be half the width of the letter form (x) on these smaller type elements. And roughly 2X away from the headline.

X = ROUGHLY THE WIDTH OF STANDARD LETTER FORM



# Horizontal line usage

We use horizontal lines when dealing with center justified headlines or very short single-line headlines or callouts.

The height of the line follows the same formula as the vertical line, except horizontal.

The width of the line varies based on the size of the headline block. If it is a long, stacked centered headline it should be roughly 33% the width of the copy it sits under. If a short (few words), single-line headline it should extend to match the width of the headline.

**Do Not** extend a horizontal line beyond the headline

**Do Not** use a vertical and horizontal line together.

**Do Not** use with title or sentence case.

## HORIZONTAL LINE SIZE

Horizontal lines should be half the height of the character weight (x) on headlines. And roughly 2x away from the headline.



## HORIZONTAL FULL WIDTH LINES

Under short, single-line headlines, the horizontal line should extend the full width of the copy block.

## HORIZONTAL LINE UNDER SUBHEAD

Under short, single-line sub-headlines, the horizontal line should extend to the first three characters of the subhead.

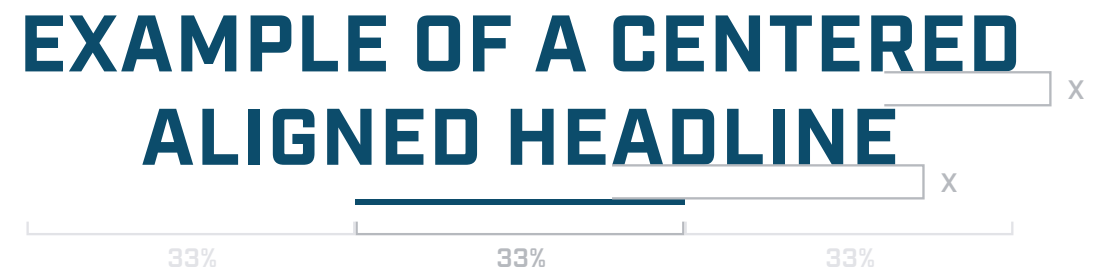
## EXAMPLE OF LEFT JUSTIFIED SUBHEAD



## CENTERED LINE UNDER A LONG HEADLINE

Horizontal lines under stacked, centered headlines should follow roughly the same line leading as the headline - see (x) for reference.

The width is determined by the width of the copy block. It should be roughly 33% of the total width of the copy block.





An aerial photograph of a tropical coastline. The water is a vibrant turquoise, transitioning to a deeper blue further out. A narrow, sandy beach curves along the shore, dotted with small green trees and shrubs. A small white boat is anchored near the beach, and a few people can be seen on the sand. The overall scene is serene and idyllic.

# 07

# OUR VOICE

The Mercury Marine brand voice builds consistency across global communications, including advertising, marketing, social media, broadcast and more.





# WHAT WE SAY

Mercury does more than manufacture engines. We deliver products that power boaters' experiences. A marine engine is a tool, and its singular purpose is to give boaters the freedom to go in whichever direction adventure takes them.

Everything we do and say should be a reflection of what our audience loves about boating. As a marine engine brand, products and specs will always be important, but the way they're referenced should ladder back to the experiences we power.



Everything Mercury says should be evocative and emotive. We are a storytelling brand.

Our tone of voice is positive, expressive and reflective. We speak with thoughtful enthusiasm. We illustrate authentic boating insights, but our words and messaging should be accessible for boaters of all levels.

Mercury doesn't have to scream and shout, because we are already a leader. We speak with confidence. Our message and tone should stir emotions. We are about sunsets and sand castles, ocean spray and adrenaline, trophy fish and treasured moments. Our goal is to tell stories that awaken fond memories, energize the senses and celebrate the world of boating.



# HOW WE SAY IT

SAMPLE WRITING STYLE

# General brand headline and body copy

## THERE ARE PLACES TO GO. THINGS TO DISCOVER. PEOPLE TO SPLASH.

Days off work are best spent with sandy feet and smiles so bright you need to up your SPF. Someday you'll catch yourself daydreaming about the good old days and start to smell sunscreen. Work can wait. Your only job today is making memories worth remembering.

Mercury engines are made for exploring. So are you. **Go Boldly.®**

## ADVENTURE DOESN'T REQUIRE A ROADMAP. OR A ROAD. OR A MAP.

Hidden beaches softened by a million years of waves. The most perfect sun that's ever set. Trophy sea monsters and tiny curiosities. They're all out there waiting to be discovered, ready to make us feel alive. We don't know exactly where it all is, but we know how to get you there.

Mercury engines are made for exploring. So are you. **Go Boldly.®**

## MOST PEOPLE SEARCH THEIR WHOLE LIVES FOR A LIFE LIKE THIS.

Every day on the water is a blank canvas. An invitation to drop the hammer, to float in place, to climb adrenaline highs and dive to deep sea lows. There's a big, wet world out there full of infinite possibilities, and we're here to power the journey.

Mercury engines are made for exploring. So are you. **Go Boldly.®**

## IN THIS LIFE, THEY'RE ALL FISH OF A LIFETIME.

Every cast is a lottery ticket and a silent prayer. The water is full of trophies and bragging rights. Cold-blooded, unpredictable brutes ready to put your line and your heart to the test. It's an unending quest when you're unwilling to settle for just one fish of a lifetime.

Mercury engines are made for exploring. So are you. **Go Boldly.®**



#### SAMPLE WRITING STYLE

# Technology and product-focused headline and body copy

Mercury adheres to Associated Press style guidelines for most North American communications. In other regions, use the style guidelines that are most widely accepted among regional news organizations.

## EVERY GREAT JOURNEY DESERVES A PROPER BIOGRAPHER.

Mercury SmartCraft Connect documents every last detail of your engine's vitals. It tracks VesselView performance data from up to four engines and integrates it into existing displays at your fingertips. Because every engine and every trip has a story to tell.

Mercury SmartCraft unlocks the power of your engine to do more. **Go Boldly.®**

## SOME GREAT JOURNEYS BEGIN BY SIMPLY PRESSING A BUTTON.

No matter who's on the other end of the tow rope, Mercury SmartCraft features customizable Smart Tow profiles to launch at their preferred speed with the simple touch of a button. No fuss. No blame game. Just a thumbs up.

Mercury SmartCraft unlocks the power of your engine to do more. **Go Boldly.®**

## FILL YOUR DAYS WITH TWISTS AND TURNS. WITHOUT THE UPS AND DOWNS.

Mercury Active Trim adjusts automatically to find ideal trim levels, adapting on the fly to wide-open throttles and tight turns. It ensures smooth, efficient trips from one adventure to another. Ideal for perfectly unpredictable days on the water.

Mercury SmartCraft unlocks the power of your engine to do more. **Go Boldly.®**



# 08 PHOTOGRAPHY

Brand photography is one of the most important elements to a brand's look and feel. Follow these guidelines to help keep our visual brand messaging consistent and beautiful.





# SAFETY FIRST

As a leader in the marine industry, Mercury Marine takes pride in promoting safe boating practices in our photography and videos. In order to ensure that photography and video from around the world can be used appropriately, it is extremely important to adhere to the following guidelines.

# Personal Flotation Devices (PFDs)

If the photography or video clearly shows that the boat is underway, all passengers must be shown wearing a personal flotation device (PFD). Additionally, all children 12 and under must wear a PFD regardless of whether the boat is in motion.



## APPROVED PFDs (FOR NORTH AMERICA; FOLLOW FEDERAL REGULATIONS IN YOUR REGION):

### **Type I: Offshore Life Jackets.**

Geared for rough, open or remote water where rescue may take a while. These PFDs are bulky, but they provide the best buoyancy, are bright-colored and will turn most unconscious people face-up in the water.

### **Type II: Near-Shore Vests.**

Calm inland waters, where a fast rescue is likely, is the intended environment for these PFDs. They will turn some – but not all – unconscious wearers to the face-up position. They are bulky, but less bulky than Type I PFDs.

### **Type III: Flotation Aids.**

Suitable for various sports activities, these provide freedom of movement and are most comfortable for continuous wear. They are appropriate for locations and situations where a quick rescue is probable. They allow wearers to put themselves in a face-up position, though wearers may have to tilt their head back to avoid being face-down in the water.

*Note: Most current Mercury photography utilizes Type III PFDs. Commonly referred to as “suspenders” or “fanny pack” PFDs, these are generally less obtrusive and still allow the model(s) in the boat freedom of movement and comfort.*

*Please refer to your region's rules and policies on this matter.*



## EMERGENCY STOP SWITCH & LANYARDS

Equally important as all boaters wearing a PFD is connecting the engine stop switch to the driver. This is mandatory in all photography and video shoots when boats are in motion.

## 1ST MATE® MARINE SAFETY & SECURITY SYSTEM

Boaters featured in Mercury photography can also be shown using the 1st Mate system in place of a traditional mechanical engine stop switch and lanyard. The innovative system is an approved alternative to a corded switch that makes boating more convenient. In photography, be sure the 1st Mate wearable fob is visible on the driver, either in the included wristband or carabiner clip.

## UNSAFE BOATING PRACTICES

Photography or video depicting unsafe boating practices, including (but not limited to) the following, will not be used in any Mercury communication:

- Unattended helm while engine is in operation
- Wake jumping (unless you are specifically shooting wakeboarding activity)
- Swimming near the engine and/or swim platform while the engine is running
- Sitting on the gunwales or inflatable tube while the boat is underway
- Possession of or drinking alcohol on the boat
- Overloading a boat beyond its passenger or weight capacity



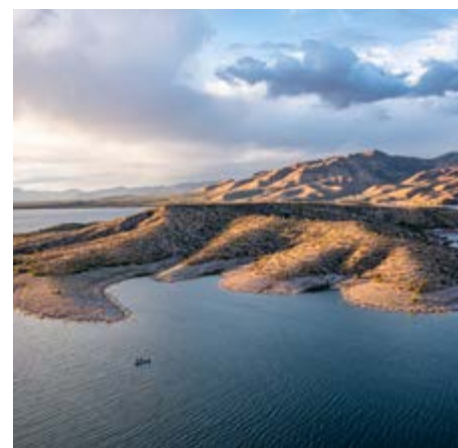
We strive to capture the essence and experience of boating in our photography. To go beyond capturing a single moment or showing off a cool feature, and to tell a visual narrative that can be felt by the viewer. Huge, dramatic, quiet landscapes that bring scale and aspiration to the story. Intimate, visceral moments of raw energy, action and emotion. We use these ranges in scale to depict the full Mercury-powered boating experience.

This principle of telling a story through a series of lenses allows us to reach our many audiences and tap into what makes our boaters Go Boldly.

And while the product is always included, it is not always the center of the action or the largest subject of an image. We are trying to go beyond product-focused photography and showcase Mercury as a brand that enables the best on-water experiences.

# PHOTOGRAPHY STYLE





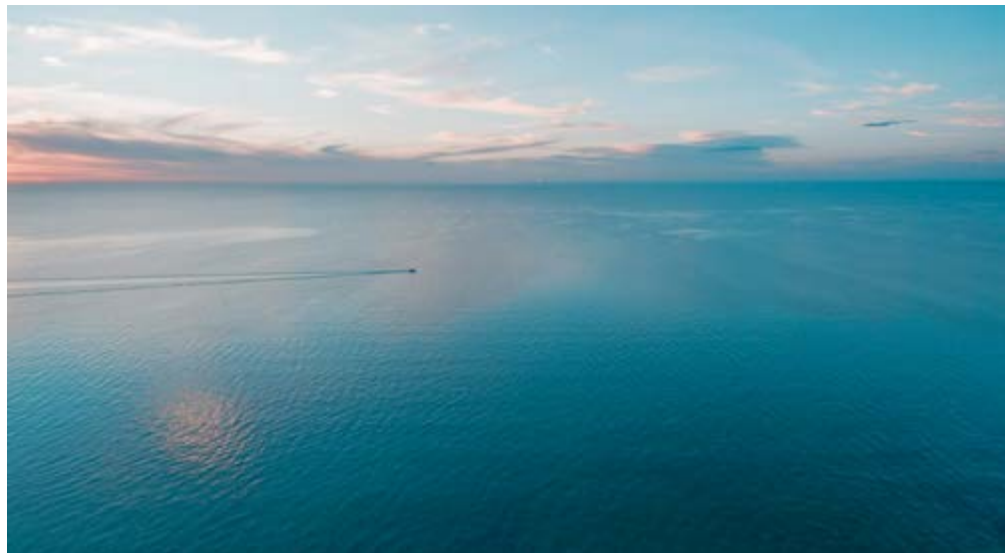


## EXPANSIVE WATERSCAPES

# Discover the beyond

Superwide, remote landscape photographs paint a picture and provide an escape. A place to imagine. A way to feel what it is like to be on the water, free to explore, with endless opportunity.

These aspirational landscape photos should show off boating in its most ideal state. Landscapes should be beautiful and tranquil. Framing should be extremely wide. And the boat should be in the distance. Use higher elevations to provide a sense of scale. When possible, avoid all other signs of human life, allowing a very small boat to become the focus.







MEDIUM-DISTANCE ACTION

# Power the passion

These medium-distance photos are best for capturing engine performance and appealing to recreational passions.

Framing should be close enough to see details of the boat and experience, but not so close to lose context of the environment. This will show off the high-end speed, agility, handling and tech features of our products. Find a mix of unique, dynamic angles and compositions to best show off the appropriate product attribute.



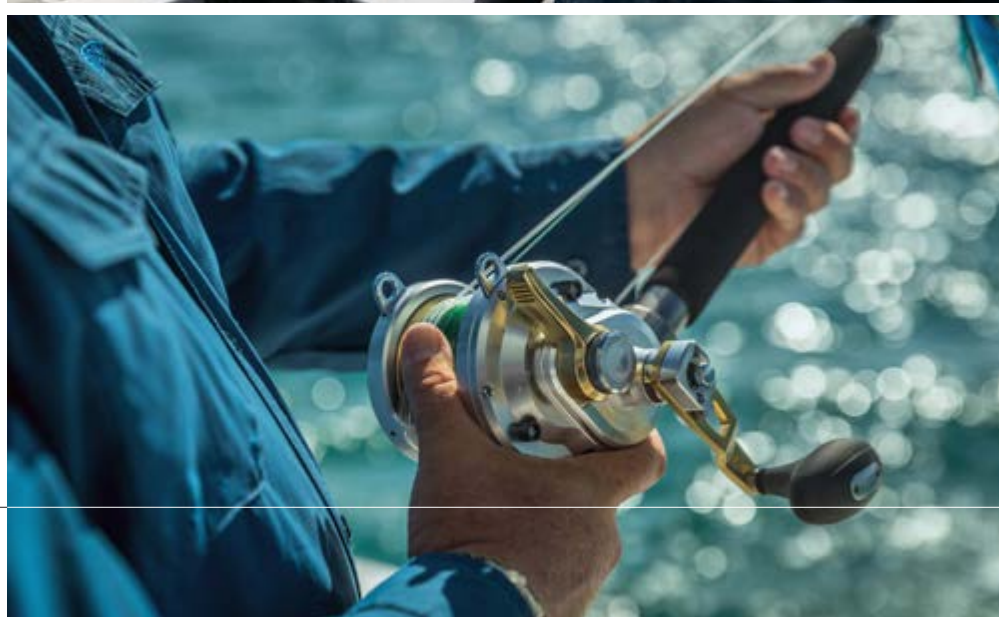
CLOSE UP AND INTIMATE

# Emotion of the moment

This is where we get so close you can smell the water and feel the spray. These close-up photos are best for high-energy moments that elicit feelings of joy, excitement, passion and triumph. Our previous shots should feel like they were all building to this moment.

These should be very tight and close. Don't be afraid to crop off sections of boats, body parts and equipment. We are trying to singularly focus on one moment.

Try using a shallow depth of field to further focus our attention. This is a great time to show off specific product attributes as well as the character of hands and expressions of faces.





# Photo editing considerations

When choosing images, keep in mind the Go Boldly message, the objective and location of the image, as well as the overall look and tonality of the campaign. These images should elevate and breathe life into the Mercury brand.

Also keep in mind the use of the image. High-visibility images for advertising or marquee web use should be given special attention.

**Here are a few things to look for:**

- Check to see if the horizon is level.
- Make sure the image is not too dark or overly bright.
- How does the color feel? Make sure not to oversaturate the image.
- Can water and sky tones be improved? Is there opportunity for decreasing vibrancy?
- Clean up any busy elements in the background that may distract from the image. For example: birds, buoys, other boats, houses, powerlines or other objects on shore.
- Remove any debris or grime on the boat or engines.





09

# VIDEOGRAPHY



# Video capture

Video content represents one of the most powerful ways Mercury can connect with current and potential boaters. Each video should be approached with a clear understanding of the purpose, its audience and where it’s going to live.

Footage captured for video assets should reflect the Mercury brand promise and capture the essence of Go Boldly. All video content should elevate the Mercury experience with an aspirational look and feel, and reflect the tone of the campaign.

## **BOAT FOOTAGE:**

Favor dynamic shots with unique angles that show off the athleticism of the boat and engines. Generally, lighting should be warm and directional. That said, not every day on the water is sunshine and warmth. Sometimes the activity set or story benefits from gray skies or cooler temperatures.

Exactly like our photography section, capture a wide variety of distances, including extra-wide landscapes that highlight the freedom you have with Mercury, medium distances to show off the precision boating and speed of the boat, as well as super-tight, high-action moments to show off power and craftsmanship. Capture a mixture of high-speed, slow-motion footage and standard frame rate footage to add drama and allow for flexibility in the edit.

## **LIFESTYLE FOOTAGE:**

Depict moments in a stylized, cinematic way. Capture people almost candidly and voyeuristically. Stay away from silly and bring potency to all moments. Lighting should be warm, directional and energetic, avoiding anything that looks like a studio. Moments should feel natural – not staged or overly composed – and dynamic in movement. Capture close-up intimate moments and distant cinematic moments that show the world around us.

## **LIGHTING:**

When possible, favor morning and late afternoon lighting for video footage. The soft, warm light creates an ideal shooting condition. Harsh midday light reflects off the water and creates hard shadows on people and products. Instead, use the strong midday light to capture bright, underwater footage.

## **STABILIZE THE VIDEO:**

When shooting on a moving boat, use a Gimbal as a way to stabilize your video and create a smooth experience.

## **DIVERSITY:**

The water is for everyone - all ages, genders and races. Mercury branded content should be representative of all groups of boaters and should portray boating as the inclusive activity that it is.

# Video editing considerations

When editing video content, choose footage that best embodies Go Boldly. When piecing footage together, avoid predictable patterns. Include a variety of wide, medium and close-up shots. Vary the pacing of the shot lengths and frame rate. Be mindful of the video's overall energy and flow. All these things will help it feel dynamic.

## **VIDEO LENGTH:**

Keep the audience and placement in mind when determining the length of the video. Be mindful of a viewer's typical attention span based on placement. Content should remain focused and engaging.

## **END CARDS AND GRAPHICS:**

Every video should end on the Mercury logo + Go Boldly tagline lockup and MercuryMarine.com when possible. Brand typography should be referenced when creating any graphics or end cards.

## **COLOR:**

The aesthetic approach to color and lighting we use for photography should be replicated in video. Focus on creating a mixture of warm, rich blue tones and occasionally use soft black-and-white footage to break it up.

## **MUSIC:**

Music is an instrumental part of telling a narrative and bringing emotion to a video. Music can add a distinct tone and should be chosen carefully to make sure Mercury is represented in an energetic, elevated way. Choosing the right music is as critical as the video footage itself.



# Motion Graphics Package

Consistently using ownable graphic elements is an important component to creating visual brand recognition within video content. The Mercury Marine motion graphics package was developed to provide a plug-and-play component for video content creation.

**THE MOTION GRAPHICS TEMPLATE (MOGRT)** files are located in the "Assets" folder of the graphics package Zip file. The MOGRT files can be utilized in Adobe® Premiere Pro and work best when imported through the Essential Graphics panel. This adds the graphics template to the Essential Graphics panel and allows for easy access and placement within video timelines.

All templates are built in 4k, 16x9 aspect ratio with a toggle for 1080p to maintain consistency in sizing. The templates use the Mercury® brand fonts, Industry and Soletto. Both of those fonts are available on the Adobe Fonts website. Additionally, there is a MOGRT file in the package featuring brand color swatches. These swatches can be referenced for color values or sampled with color picker for use in motion graphics and videos.

Please refer to the typography, color and brand graphics sections of the Mercury Brand Guidebook for additional guidelines.



MOTION GRAPHICS PACKAGE

# Titles & Headlines



**CENTER JUSTIFIED TITLE SLATE**

For use in the beginning of a how-to or educational video.  
Video title should appear in center headline area with host(s) name below.  
Background should be a scene from the video or the provided water clip.



**CENTER JUSTIFIED HEADLINE WITH HORIZONTAL LINE**

For use with two lines of text.  
Horizontal line should be 1/3 width of total text width.



**LEFT JUSTIFIED HEADLINE WITH VERTICAL LINE**

For use with two lines of short text, similar in length.  
Vertical line should be equal to the height of the two lines of text.



**CENTER JUSTIFIED SHORT HEADLINE WITH HORIZONTAL LINE**

For use with two to three words, 15 characters maximum.  
Horizontal line should be equal to the width of the text.



**LEFT JUSTIFIED HEADER AND EYEBROW**

For use when headlines warrant additional descriptor text.  
Maintain eyebrow character height at 1/3 size of headline character height.



MOTION GRAPHICS PACKAGE

# Body Text & Lower Thirds

**Example of headline title:**

- Bullet item 1
- Bullet item 2
- Bullet item 3
- Bullet item 4

**EXAMPLE OF HEADLINE TITLE:**

This is an example of body copy. This is an example of body copy.  
This is an example of body copy. This is an example of body copy.  
This is an example of body copy.

**LEFT JUSTIFIED HEADLINE WITH BULLETS**

For use with simple lists, keep to a single line per bullet.  
Not intended for long sentences or multiple lines per bullet.

**LEFT JUSTIFIED SUBHEAD WITH BODY TEXT**

For use with simple paragraphs of text consisting of a few sentences.  
Can be used with or without headline, depending on use case.

SUBJECT NAME  
SUBJECT TITLE

**LEFT JUSTIFIED LOWER THIRD NAME TAG WITH VERTICAL LINE**

For use when identifying subjects in an interview, how-to or narrative.  
Try to keep subject name and title similar in total horizontal length.  
Use discretion when scaling text to maintain line spacing integrity and legibility.



**RIGHT JUSTIFIED MERCURY GO BOLDLY FLAG**

For use in concluding segments of a video, with other headlines to start a section and for brand identification within a video.

EXPLORE THE LINEUP AT [MERCURYMARINE.COM](https://www.mercurymarine.com)

**CALL-TO-ACTION TEXT WITH FLAG**

For use at conclusion of a video and as a call-to-action or callout within a video. It can precede the Mercury logo slate or be used in conjunction with the logo slate. DO NOT use the left justified CTA text in conjunction with the logo slate.

MOTION GRAPHICS PACKAGE

# Logos



**MERCURY LOGO SLATE**  
For brand identification within a video.



**MERCURY CIRCLE M BADGE**  
For brand identification within a video. It can be used for section breaks or other brand identification within a video. It can be used as logo slate for short form videos such as social media clips. DO NOT use the Circle M as a logo slate for concluding traditional videos



**MERCURY GO BOLDLY LOGO SLATE**  
For brand identification at the end of a video.  
This is the preferred logo slate for concluding a video.



# 10

# LOGO & TAGLINE

Properly handling the Mercury Marine brand logo and tagline is critical. Refer to the following guidelines to make sure you are using them appropriately and consistently.

# Mercury Marine official logo

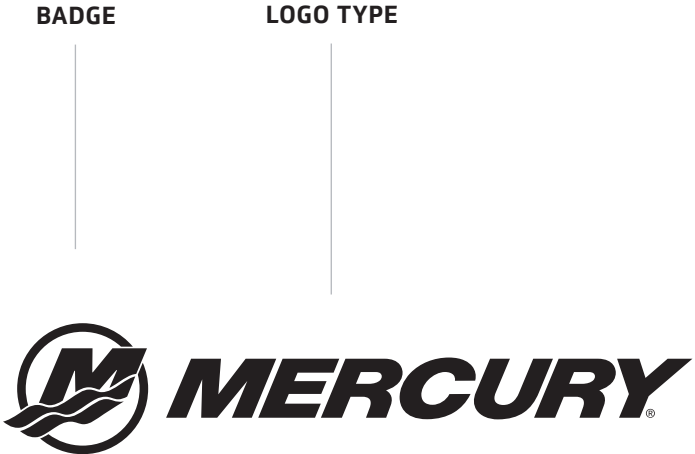
The Mercury logo consists of the Mercury badge symbol and the Mercury logotype.

There are two versions of the lockup; the primary lockup is the flat, one-color lockup. Use this for marketing and branded collateral.

The secondary lockup is the gradient badge. This design utilizes the dimensional Circle M and is designated for product and packaging design.

Both are official Mercury Marine logos, but should be used accordingly.

**PRIMARY LOCKUP:**  
*FLAT ONE-COLOR*



**SECONDARY LOCKUP:**  
*GRADIENT BADGE*





# Mercury logo and tagline lockup

The Mercury logo and tagline lockup is the primary logo that should be used in external branded communications.

There are two versions of the lockup; the primary lockup is the flat, one-color lockup. Use this for marketing and branded collateral.

The secondary lockup is the gradient badge. This design utilizes the dimensional Circle M and is designated for product and packaging design.

Both are official Mercury Marine logos, but should be used accordingly.

**PRIMARY LOCKUP:**  
*FLAT ONE-COLOR*



**SECONDARY LOCKUP:**  
*GRADIENT BADGE*



# Logo variations and Go Boldly tagline usage

The primary logo lockup we use is the centered version. However, use the logo that best fits the space you have available.

In most instances, pair the logo with the Go Boldly tagline. The Go Boldly stylized slogan line should not be used without registered (®) mark and should not be used alone without the Mercury logo. When Go Boldly is used in written copy, use the proper spelling, title-case capitalization and be sure the first use is followed by ®.

For example:

If you thought our first 80 years were good—just wait until we show you what we’ve got next. **Go Boldly.®**

CENTERED LOCKUP



VERTICAL LOCKUP



HORIZONTAL LOCKUP





## Clear space

To maintain readability, keep adequate space around the logo equivalent to the height of 2X the letter “E.” This rule is especially important when used with other logos or in advertising.

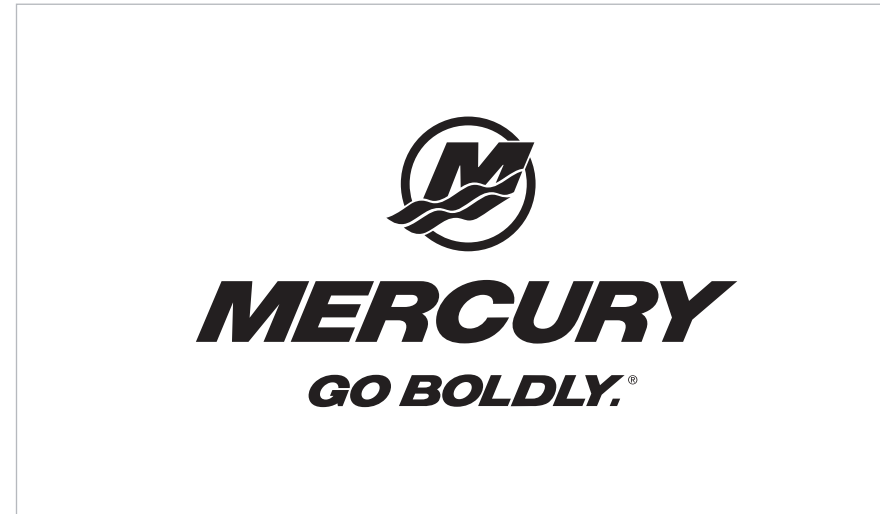


## Proper logo usage on colored backgrounds

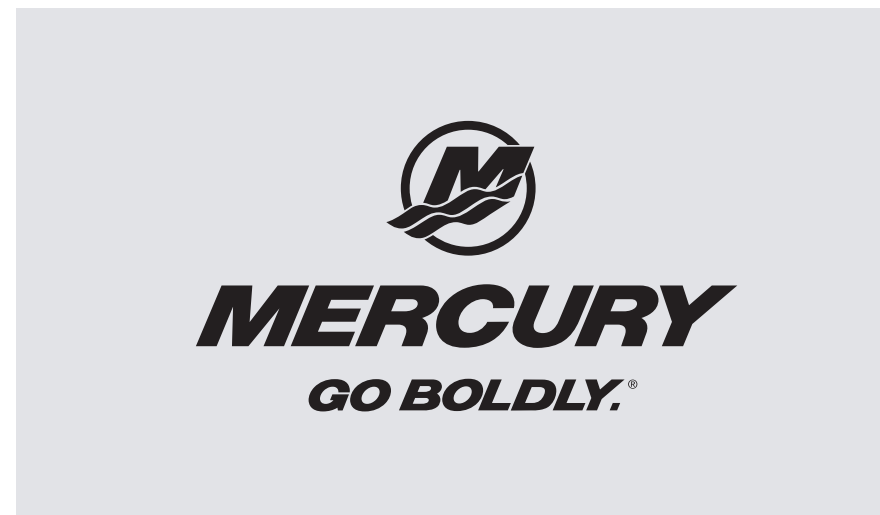
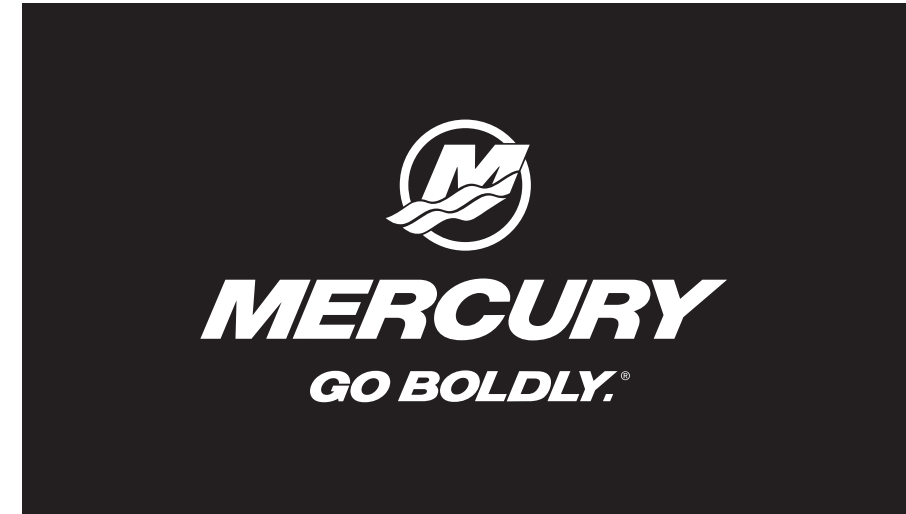
On flat, colored backgrounds use the appropriate logo to ensure maximum clarity and contrast.



On white and light backgrounds, use the “Black” version of the Mercury lockup for maximum readability.



On black and colored backgrounds, use the “Reverse” version of the Mercury lockup for maximum readability.



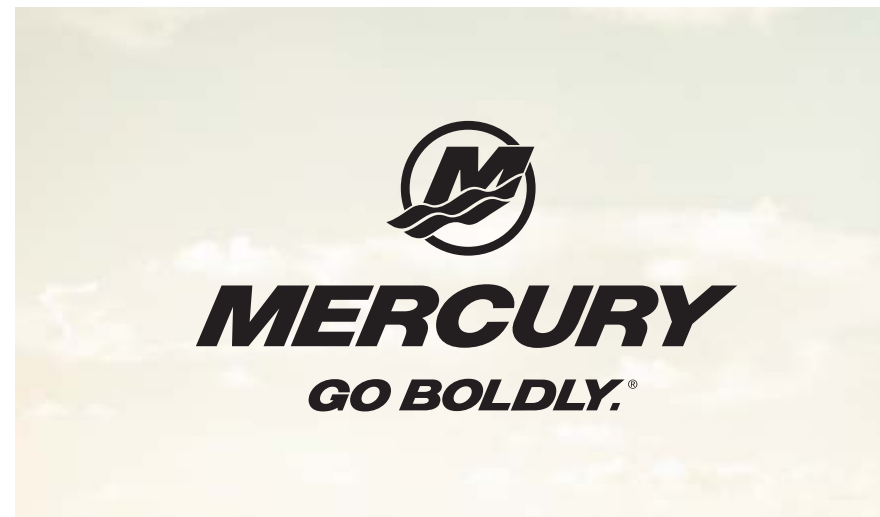
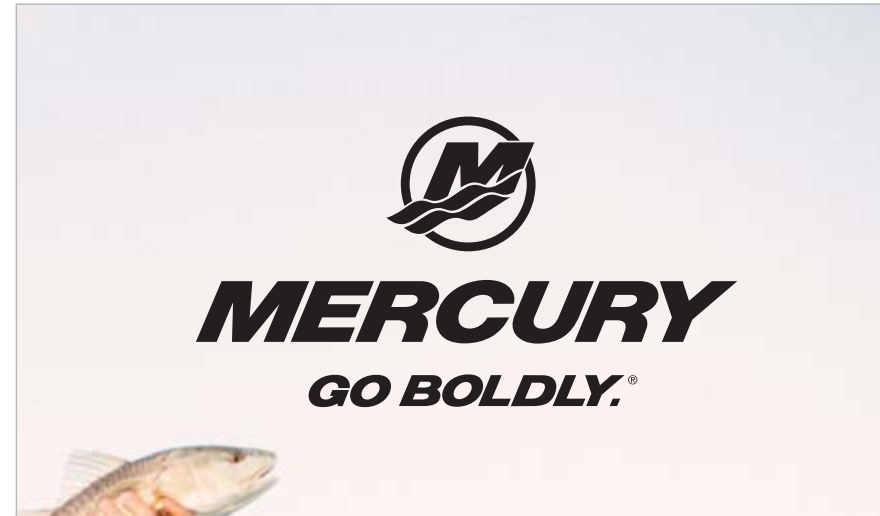


## Proper logo usage on photography backgrounds

On photography and video backgrounds use the correct Mercury lockup to ensure maximum clarity. Be sure not to place the logo over a busy portion of the image.



On light backgrounds, use the “Black” version of the Mercury lockup for maximum readability.



On dark backgrounds, use the “Reverse” version of the Mercury lockup for maximum readability.



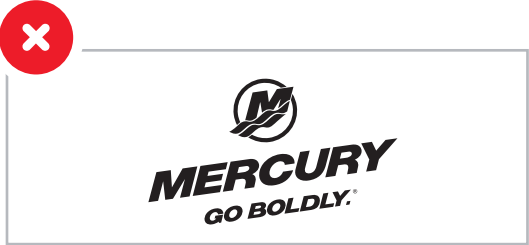
# Improper lockup usage

To maintain a consistent brand, the Mercury lockup should be used only according to the proposed guidelines.

Some improper uses are shown here.



DO NOT compact or stretch the logo.



DO NOT rotate the logo.



DO NOT change the colors of the logo elements.



DO NOT use the Mercury wordmark without the Circle M.



DO NOT alter the size or position of the logo elements.



DO NOT use the retired Mercury logos with the Circle M.



DO NOT place the logos on a busy background.



DO NOT use the incorrect logos on a colored background.



DO NOT use unapproved colors for the logo.



DO NOT move the location of Go Boldly.



DO NOT alter the size of Go Boldly.



DO NOT use the Go Boldly lockup alone.



# Mercury badge

The Mercury Circle M can be used alone (without the word “Mercury”) on applications such as clothing, marketing products (water bottles, shirts, hats, etc.) and internal communications.

It can be used graphically as a design element on marketing collateral, but never in place of the full Mercury logo.

The primary logo used for all marketing is the flat, one-color badge. The gradient badge is used for products and packaging only.

**PRIMARY BADGE:**  
*FLAT ONE-COLOR*



**SECONDARY BADGE:**  
*GRADIENT BADGE*



## Mercury badge clear space

Keep adequate space around the Mercury badge equivalent to the height of 1/2 the diameter of the circle. This rule is especially important when used with other logos or in advertising.





## Usage over backgrounds

Use the appropriate logo color to ensure maximum clarity and contrast on different backgrounds.



# Mercury Pro Team

The dimensional Mercury badge with red fill appears on Mercury Pro XS outboards. The only time the Mercury logo and badge can be used in red color is for the Mercury Pro Team.



## Mercury sub-brands

These are the “primary” sub-brand logos designed to be used within appropriate context of the Mercury brand. These and others are on the DAM for download.





# Mercury transcreations

Use the translated logos only in  
appropriate markets.



SPANISH



FRENCH



PORTUGUESE



CHINESE



# 11 TRADEMARKS

# How and when to use trademarks

The following pages list trademarks owned by Mercury as well as other non-trademarked Mercury product names and terms. Please use the proper spelling and capitalization of each name for consistency. In order to protect Mercury trademarks, please refer to this list to ensure proper use of ® and ™ when referencing Mercury names in copy.

TRADEMARK / BRAND NAME	DEFINITION
Active Trim	Automatic trim system
Advanced MidSection (AMS)	Outboard mounting system
Air Deck®	Inflatable boat
Alpha®	Sterndrive
Alpha One®	Sterndrive
Big Tiller	Outboard tiller handle
Black Max®	Propeller
Boat House Bulletin®	Performance data report
Bravo®	Sterndrive
Bravo I®	Propeller
Bravo One®	Sterndrive
Bravo Two®	Sterndrive
Bravo Two®	Propeller
Bravo Two X®	Sterndrive
Bravo Three®	Sterndrive
Bravo Three®	Contra-rotating propellers
Bravo Three X®	Sterndrive
Bravo Four S®	Forward-facing drive
Bravo Four S®	Contra-rotating propellers
Command Thrust (CT)	Outboard gearcase
Digital Throttle & Shift (DTS)	Electronic remote control
DockStore®	Online retail store
Enertia®	Propeller
Enertia® Eco	Propeller



TRADEMARK / BRAND NAME	DEFINITION
Flo-Torq® II	Propeller hub
Flo-Torq® SSR	Propeller hub
Flo-Torq® SSR Solid	Propeller hub
Flo-Torq® SSR HD	Propeller hub
FourStroke	Four-stroke outboard
Fury®	Propeller
Fury® 4	Propeller
Go Boldly®	Mercury slogan
HighFive®	Propeller
Joystick Piloting for Inboards	Steering control system
Joystick Piloting for Outboards	Steering control system
Joystick Piloting for Pods	Steering control system
Joystick Piloting for Sterndrives	Steering control system
Laser II	Propeller
Mariner®	Outboard
Maximus®	Propeller
MercAlloy®	Aluminum alloy
MerCathode®	Corrosion protection system
MercNET®	Online communication system
MerCruiser®	Sterndrives and inboards
MercMonitor	Digital gauge
Mercury®	Company name
Mercury® Authorized Dealer	Sell and service Mercury products
Mercury® Diesel	Sterndrives and inboards

TRADEMARK / BRAND NAME	DEFINITION
Mercury Marine®	Full company name
Mercury Precision Care®	Marine engine maintenance products
Mercury Precision Lubricants®	Oil and gear lube
Mercury Precision Parts®	Marine service parts
Mercury Product Protection®	Extended service contract
Mercury Propellers®	Marine propellers and accessories
Mercury® Pro Team	Competitive anglers
Mercury® Remanufacturing	Refurbished engines and components
Mercury® Repower Center	Provide engine repower services
Mercury® Vessel Config	Online boat rigging tool
MIDAS®	Dealer information system
Mirage® Plus	Propeller
MP Alert	Moving propeller alert system
OptiMax®	Outboard
OptiMax JP®	Outboard
Performance Vent System®	Propeller vent plug
Power Tune®	Engine cleaner
Pro XS®	Performance outboard
PVS®	Propeller vent plug
Quickare®	Fuel treatment
Quickleen®	Engine and fuel system cleaner
Quickstor®	Fuel stabilizer
Revolution 4®	Propeller
SC100	Digital gauge

TRADEMARK / BRAND NAME	DEFINITION
SC1000	Digital gauge
SeaPro™	Commercial outboard
SeaCore®	Drive and engine anti-corrosion system
Skyhook®	Digital anchor
Smart Tow®	Launch and speed control
SmartCraft®	Suite of digital technologies
SmartCraft® Connect	Module
SpitFire®	Propeller
SpitFire® X7	Propeller
SportJet®	Propulsion system
Tempest® Plus	Propeller
Theft Deterrent System (TDS)	Boat security system
TorqueMaster	Gearcase
Trophy® Sport	Propeller
TwoStroke	Two-stroke outboard
Typhoon®	Propeller
Vengeance®	Propeller
Verado®	Luxury outboard
Verado12	Contra-rotating propellers
VesselView®	Display
VesselView® Link	Module
VesselView Mobile®	Module and app
X7®	Stainless steel alloy
Zeus®	Pod drive system

# Engine nomenclature

The following engine nomenclature policies are aimed at maintaining consistency in Mercury messaging. They apply to Mercury outboards and MerCruiser® products.

1. Engine horsepower appears as lowercase “hp” with no space between the horsepower number and hp: 115hp.
2. List horsepower from lowest to highest: 75, 90 and 115hp engines or 75 to 115hp engines.
3. There is no hyphen in V8 or V6.
4. When mentioning multiple engine configurations together, list the largest first whenever possible.
5. Our four major outboard brands are Verado®, FourStroke, Pro XS® and SeaPro™. Never use the following references: Verado FourStroke, Pro XS FourStroke or SeaPro FourStroke.
6. When listing engine nomenclature, follow this order: displacement, engine technology, hp and engine brand. Follow this order even when all nomenclature is not included. Examples:
  - 4.6L V8 250hp Pro XS outboard
  - L6 400hp Verado outboard
  - 115hp FourStroke outboard
7. If listing Mercury or MerCruiser with engine nomenclature, put the brand in front: Mercury 4.6L V8 250hp Pro XS outboard.
8. AMS and CMS follow the SeaPro engine brand only when necessary: 4.6L V8 300hp SeaPro AMS or 4.6L V8 300hp SeaPro CMS.

# Proper trademark usage examples

By properly using and displaying our trademarks and service marks (marks), we strengthen them and increase their value. If we misuse our marks, we could be diluting or weakening them.

Use of Mercury Marine marks may be prohibited, unless expressly authorized within your agreement with Mercury Marine.

If you do not have an agreement with Mercury Marine, your use of our marks may be trademark infringement.

When you use our marks in sentence structure, you should adhere to the following rules of trademark grammar, in both your written or electronic work:

- 1. The ® signifies that the mark is registered in the U.S. Patent and Trademark office.** The ™ is used with trademarks of our company that are not registered. The SM is used with the service marks of our company that are not registered.
- 2. Only use the federal registration symbol ® when you are certain that the mark has been registered with the federal government.** If you are uncertain, you can use the common law designation ™ instead.
- 3. You do not have to place the ®, ™ or SM on a mark every time it appears in the same publication.** Place it on the title, subtitle, captions, or the first time it is used within a section.
- 4. A mark should be used as an adjective not as a noun.** The noun should be the generic identifier of the goods or services, such as Mercury® outboards, MerCruiser® sterndrives and Mercury Product Protection® warranty plan.  
**INCORRECT:** “I just bought a new Mercury.”  
**CORRECT:** “I just bought a new Mercury outboard.”
- 5. A mark should not be used in the plural form.** The generic identifier should be in the plural form.  
**INCORRECT:** “He has two MerCruisers on his boat.”  
**CORRECT:** “He has two MerCruiser sterndrives on his boat.”
- 6. A mark should not be used in a possessive form.**  
**INCORRECT:** “Mercury’s have black cowlS.”  
**CORRECT:** “The cowl on my Mercury outboard is black.”  
**INCORRECT:** “Mercury’s employees routinely go above and beyond for their customers.”  
**CORRECT:** “Mercury employees routinely go above and beyond for their customers.”
- 7. Brunswick Corporation is the proper owner of the Mercury Marine marks.** Acknowledge Brunswick Corporation as the owner in the trademark legal line.  
**CORRECT:** “Mercury and MerCruiser are registered trademarks of Brunswick Corporation and Mercury Product Protection is a registered service mark of Brunswick Corporation.”
- 8. “Mercury Marine” is the proper name of our company.** Our name may be shortened to “Mercury” only after it’s been used properly at the first mention in the section.  
**CORRECT:** “Since 1939, Mercury Marine has been known for quality. In fact, Mercury is one of the most recognized names in the marine industry.”



A close-up photograph of the bow of a white boat. The word 'VERADO' is embossed in a silver, sans-serif font on a white rectangular plate. Below it, the number '4000' is displayed in large, bold, black numerals. To the right, a large, stylized 'M' logo is partially visible. The background shows the boat's hull and some blurred mechanical parts.

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# PRODUCT DNA

## 2.5 - 150HP FOURSTROKE



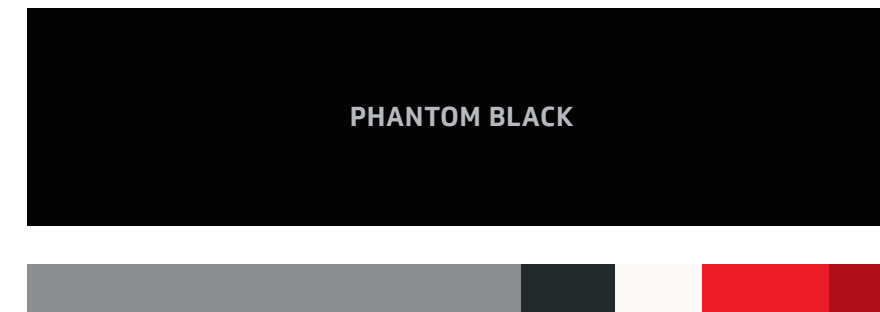
### LIGHT. QUICK. EFFICIENT.

Portable (2.5 - 20hp)  
High-Displacement (75hp+)  
SmartCraft® Enabled (30hp+)

### AUDIENCE

For every boater, whether novice or veteran, FourStroke outboards offer low cost of ownership while providing competitive features and performance. FourStroke outboards boast the most complete horsepower range in the Mercury lineup, making them a fit for most applications.

### COLOR



## 175 - 300HP FOURSTROKE



### RELIABLE, FLEXIBLE POWER

SmartCraft® Enabled  
Adaptive Speed Control (V8 & V6)  
Advanced Range Optimization (V8 & V6)

### AUDIENCE

For families, anglers and adventurers, FourStroke outboards can tackle any body of water on a wide range of boats. They include premium features for ultimate reliability, ease of use and efficiency.

### COLOR

PHANTOM BLACK

Mercury 175 to 300hp FourStroke outboards are available in traditional Phantom Black and three shades of white – Cold Fusion White, Warm Fusion White and Pearl Fusion White.





## 115 - 300HP PRO XS®



### FIERCE MUSCLE

Graphics Package

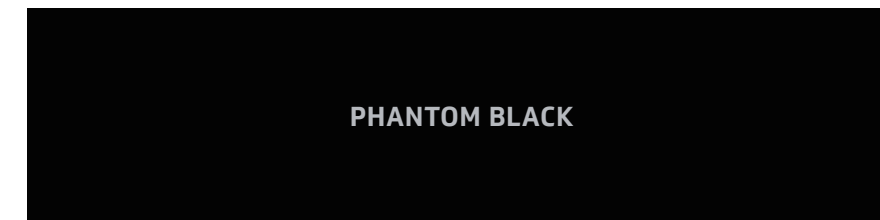
TorqueMaster Gearcase (V8 & V6)

Performance-Tuned Exhaust (V8 & V6)

### AUDIENCE

For boaters wanting to push performance and styling to the limit, the Pro XS is calibrated to make your engine growl. The Pro XS outboard powers Mercury Pro Team tournament anglers, and is engineered to meet the demands of performance enthusiasts and hardcore anglers.

### COLOR



## 250 - 600HP VERADO®



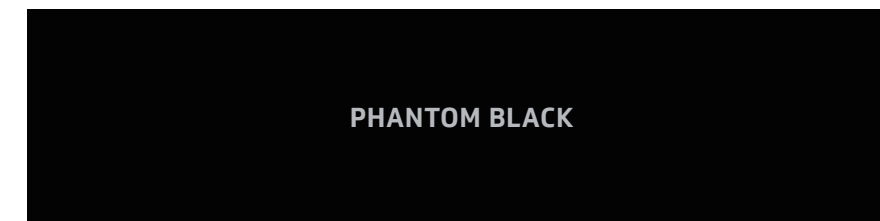
### LUXURY PERFORMANCE

Advanced MidSection (AMS)  
Joystick Piloting  
Advanced Sound Control (V8)

### AUDIENCE

For boaters seeking a premium experience, Verado outboards are the flagship product of Mercury Marine. With exclusive features and integrated digital technologies, Verado outboards are in a class of their own.

### COLOR



PHANTOM BLACK



Mercury Verado outboards are available in traditional Phantom Black and three shades of white – Cold Fusion White, Warm Fusion White and Pearl Fusion White. The V12 600hp Verado outboard is also available in a paint-ready finish package that ships ready for customization.



## 15 - 500HP SEAPRO™



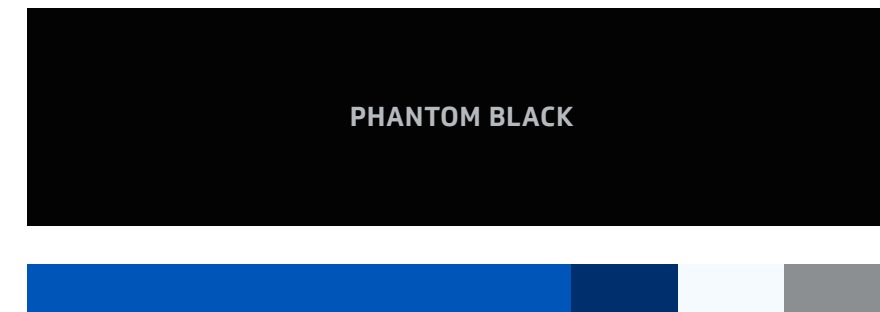
### STEADFAST RELIABILITY

Extreme Duty Cycles  
Heavy-Duty Components  
Robust Gearcases

### AUDIENCE

For those who make their living on the water. Built to take on the harshest environments. SeaPro outboards offer steadfast reliability and rugged dependability at their core. SeaPro provides captains and anglers confidence to get the job done safely, day after day.

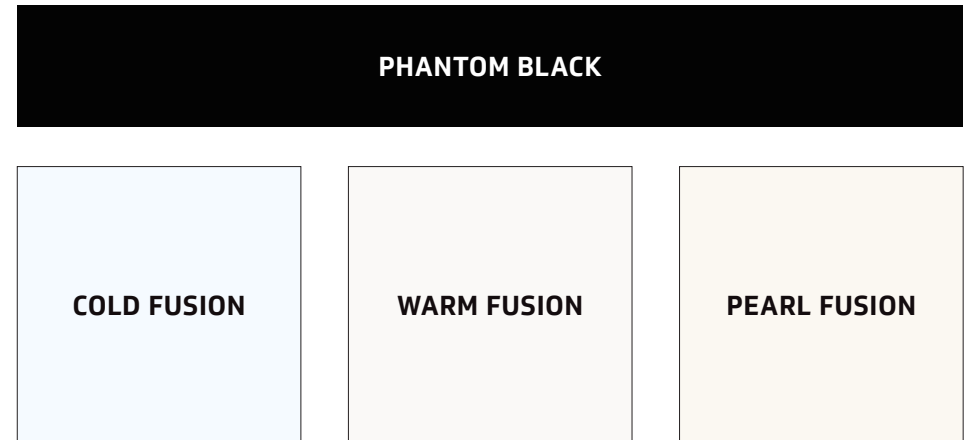
### COLOR



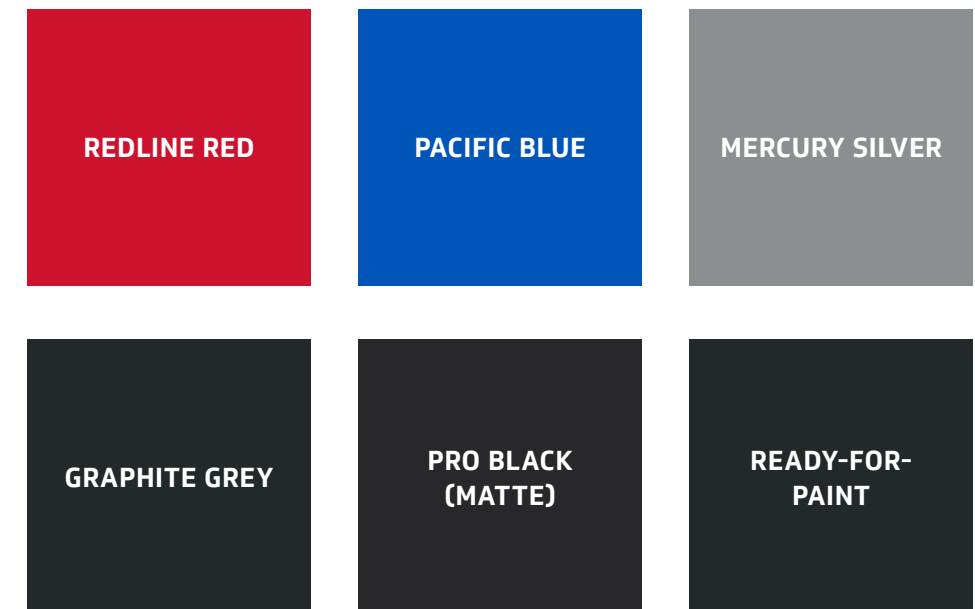




## MERCURY® V6/V8/V12 OUTBOARD COWL OPTIONS



## V8 & V6 ACCENT PANELS



## 5HP PROPANE



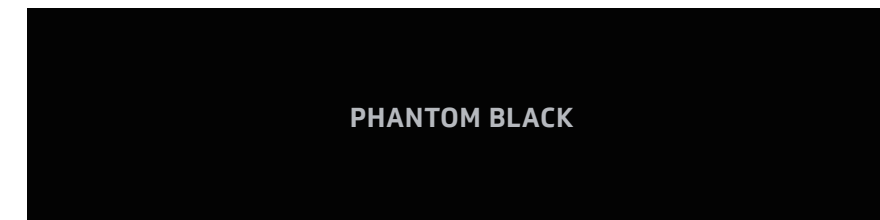
### PORTABLE POWER

Best-in-Class Power  
FourStroke Technology  
Alternator (Sail Power Model)

### AUDIENCE

For sailboat and small-boat owners who demand more convenience and less hassle. FourStroke Propane outboards run on widely available propane gas.

### COLOR



PHANTOM BLACK



# Mercury MerCruiser®

**POWERFUL. SMOOTH. QUIET.**

High-Displacement  
Digital Throttle & Shift  
Easier Maintenance

**AUDIENCE**

For boaters focused on family fun, water sports and leisure boating. MerCruiser sterndrive and inboard engines deliver efficient, easy-to-maintain power, while offering the ideal rigging configuration for tow sports and easier access to swim platforms.

200 - 430HP  
**STERNDRIVES**



300 - 425HP  
**INBOARDS**





## 130 - 370HP STERNDRIVES



## 115 - 550HP INBOARDS



# Mercury Diesel

## DEPENDABLE, HARD-WORKING POWER

Turbocharged  
Digital Throttle & Shift  
Easier Maintenance

## OVERVIEW

For boaters who want to expand their limits with bigger boats and greater adventures. Mercury Diesel engines are as capable of powering sport yachts and day cruisers to faraway destinations as they are at supporting family fun and leisurely days on the water.

# Mercury Remanufacturing

## AFFORDABLE REPOWER. RELIABLE. DURABLE.

Fully Remanufactured  
OEM Reliability  
Upgraded Performance

### OVERVIEW

For boaters who love their current boats or appreciate a classic, remanufactured engines offer a value alternative to repowering with a new engine that can enable many more years of fun and adventure.

325 - 440HP  
**BRAVO  
STERNDRIVES**  
PLUS-SERIES



135 - 300HP  
**ALPHA  
STERNDRIVES**  
PLUS-SERIES



340 - 350HP  
**INBOARDS**  
PLUS-SERIES



# Product-specific color

Red is a color featured across the Mercury Precision Parts, Precision Lubricants and Precision Care product lines and on select Mercury engines. Among the Mercury Precision product lines, red is used as the primary color on packaging. It serves as an easily identifiable color when product is on a dealer showroom shelf. On engines, red is used as an accent color to add depth and distinction.

Red has a long history in the Mercury brand, and it lives on products and packaged goods. The use of red in brand and marketing communications should be kept to a minimum to allow featured products and packaged goods to stand out in those communications. Red is visually very powerful, and in large doses competes with the tones appearing in brand imagery showing the marine environment.



Red  
PMS 485  
C:0 M:100 Y:95 K:0  
R:237 G:28 B:41  
#ed1c28





# CONTACTS

Approval for use of Mercury Logos, the Mercury Flag and other brand elements, including typography, color and graphics, is handled by the respective regional offices. If you have any questions, please contact the representative(s) in your region, or email: [Mercury.Marketing@mercmarine.com](mailto:Mercury.Marketing@mercmarine.com).

Many of the assets in this Brand Guidebook are available for download on the Mercury Digital Asset Manager (DAM) website.

[MercuryMarine.com/Images](https://MercuryMarine.com/Images)

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