

**Sea  
Hawk**  
PREMIUM YACHT FINISHES



## Brand Guideline

# BRANDING

Revision #3 • Last modified: 2/25/18



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*America!*

**Sea  
Hawk**  
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# Logo

## OVERVIEW

Proper usage of the logo ratio is imperative to keeping a consistent branding mark across all forms of media, literature and other forms of customer / business communications.

## RATIO / SIZING

Sea Hawk logo files are created with proper brand mark ratios so there should be no need to ever adjust preexisting files. When sizing the logo, always size proportionately. The guidelines shown here will help ensure that you are using the correct logo files in your layout.

## REGISTRATION MARK

The registration mark **MUST** be on the Sea Hawk logo.



Reversed all white Sea Hawk logo file name:  
**Sea Hawk Logo - reversed - all white.eps**

## OPTIONAL T-SHIRT LOGO USAGE

**Sea Hawk**



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For large back prints on t-shirts use the logo with file name:

**T-Shirt Back Print - stacked SH logo.eps**

Pantone Colors:

Blue - PMS 300

Black - PMS Black 6

For the chest print, use Sea Hawk logo file name:

**Sea Hawk Logo - PMS 300 and Blk.eps**

at 3.5 inches wide.



CMYK Sea Hawk logo file name:

**Sea Hawk Logo - CMYK.eps**

CMYK formulas:

Blue - 95, 60, 0, 0

Black - 0, 0, 0, 100



Spot color Sea Hawk logo file name:

**Sea Hawk Logo - PMS 300 and Blk.eps**

Pantone Colors:

Blue - PMS 300 C

Black - PMS Black 6 C



# Font Usage

## OVERVIEW

Font usage is particularly important to the Sea Hawk Brand guidelines. Comprehensive font usage adds consistency to the brand and allows all printed materials to be focus on Brand implementation.

### Arial

All fonts for general layouts use the Arial font family.

**Major Headlines:** Initial caps for all headlines. Arial Bold 30 - 40 point (depending on headline length). Color is the Sea Hawk logo blue CMYK formula 95, 60, 0, 0 or the spot color PMS 300 C.

**Sub-Heads:** Initial caps for all sub-heads. Arial Regular 20 point. Color is the Sea Hawk logo blue CMYK formula 95, 60, 0, 0 or the spot color PMS 300 C.

**Body Text:** Arial Regular 10 point. Color is 77% black. Space After paragraphs is .065".

**Call to Action Statement:** Arial Regular 14 point. Color is the Sea Hawk logo blue CMYK formula 95, 60, 0, 0 or the spot color PMS 300 C.



## Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

## Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

**Note regarding font formats:** It is best practice to use the Opentype font format indicated by 'Std' in the font name. Opentype is used so that the font can be available for PC users as well as Mac users. TrueType Face is also cross-platform to a degree, and can be used if the Opentype format is not available.



# Font Usage (con't)

**Minor Headlines (headlines for second side of flyers and headlines below main headline that need more emphasis than typical subheads):** Initial caps for all minor headlines. Arial Regular 20 - 26 point (depending on headline length). Color is the Sea Hawk logo blue CMYK formula 95, 60, 0, 0 or the spot color PMS 300 C.



**Bullets:** Arial Regular 10 point. Text color is 77% black and bullet color is the Sea Hawk logo blue CMYK formula 95, 60, 0, 0 or the spot color PMS 300 C.

Bullet indents .15 inches from left edge and text indents .3 inches from left edge.

MONTEREY is a water-based semi-hard ablative coating that is easy to apply, emits low VOC's, yet contains the highest grade of cuprous oxide available. Its semi-hard ablative characteristics means it lasts longer, yet self-polishes itself to help keep your hull smooth and barnacle-free while providing a host of unsurpassed benefits.

- Low odor
- Easy cleanup with soap and water
- Supports Air Quality Management District standards
- More active ingredients than other antifoulings in its class
- Ideal for marine professionals and DIY'ers alike
- **\*The best written warranty available**

.15"

.3"





# Color

## OVERVIEW

Consistent color use is an integral part of Sea Hawk branding in all aspects of media.

**Major Headlines:** Sea Hawk logo blue CMYK formula 95, 60, 0, 0 or the spot color PMS 300 C.

**Call Outs, Text Highlights and Accent Color:** Red CMYK formula 15, 100, 100, 0.

**Sub-Heads:** Sea Hawk logo blue CMYK formula 95, 60, 0, 0 or the spot color PMS 300 C.

**Body Text:** 77% black.

**Call to Action Statement:** Sea Hawk logo blue CMYK formula 95, 60, 0, 0 or the spot color PMS 300 C.

**Sea Hawk logo:** the Sea Hawk logo will be provided to the designer and should not be altered in any way regarding color, proportions, etc. (see page 2)

**Advanced Antifouling Science**

Sea Hawk Paints is on the scientific leading edge of hull bottom maintenance. Bringing boat owners long-lasting protection from bottom growth along with unprecedented customer care is at the very core of who Sea Hawk Paints is and has been for the past four decades.

Made with care and attention to every detail, every gallon is inspected before it leaves our facility to ensure that it meets our stringent quality control requirements. Bottom protection you can count on!

**BIOCOP TF™**  
Developed as an alternative to tin-based antifouling paints, BIOCOP TF offers protection from bottom growth in the harshest marine environments and provides **maximum protection**. A new dual-biocide technology and revolutionary polymer binder system, "PL3," produces an engineered biocide that leaves no harmful effects on the environment. BIOCOP TF is considered the top performer among antifouling paints and is safe in salt or fresh water on boats of all sizes.

**CUKOTE™**  
CUKOTE's high loading of cuprous oxide makes this formulation a top performer, even in the most severe fouling areas. As an ablatant, self-polishing coating, there is no buildup of bottom paint over time. Your hull's underwater surface remains smooth and clean. CUKOTE copolymer can also withstand removal from water without affecting its antifouling properties. CUKOTE is the premium self-polishing antifouling paint that has established the standard in the industry.

**AF33™**  
AF-33 is a harder ablatant antifoulant, for a more durable finish on all types of vessels. On workboats or daysailers, this multi-season formula is available for a single-season price. AF-33 may be used on all types of vessels and delivers dependable performance that you can count on for premium protection of your boat's hull bottom.

**MISSION BAY™**  
A proven solution that protects boats with advanced copper-free biocide. When exposed to UV light, the nano-based technology copolymer releases active copper-free biocide, which dissipates in seconds without bioaccumulation into the environment. Mission Bay may be used on aluminum hulls without the use of a traditional barrier coat system.

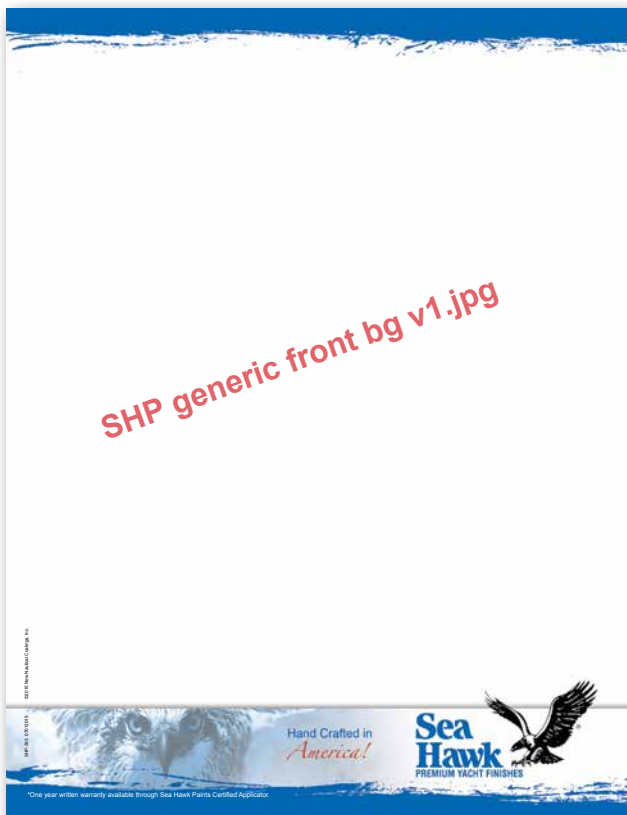
Ask your boatyard and marine supply centers for Sea Hawk Paints  
[www.SeaHawkPaints.com](http://www.SeaHawkPaints.com)

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**Sea Hawk**  
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# Graphic Artwork Elements

## OVERVIEW

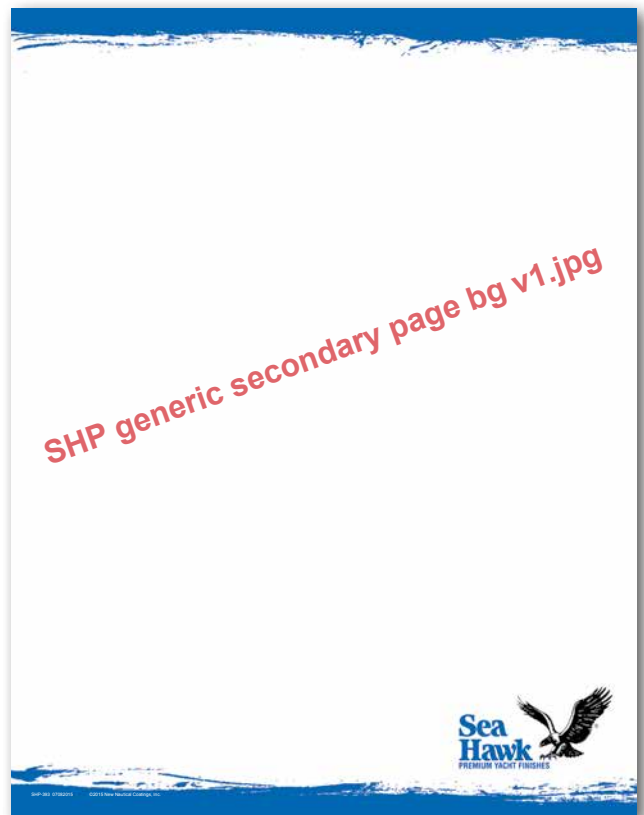
Backgrounds and other company branded graphic elements are extremely important in maintaining the Sea Hawk brand in printed material and online documents.



### Background for front of fliers and page one of multi-page documents

The background graphic named “**SHP generic front bg v1.jpg**” should be used in the backgrounds of the front side of fliers, cut sheets and promotional documents.

*For an example, look at page 1 in this Brand Guideline.*



### Background for back of fliers and inside pages of multi-page documents

The background graphic named “**SHP generic secondary page bg v1.jpg**” should be used in the backgrounds of the back side of fliers, cut sheets and promotional documents.

*For an example, look at page 2 of this Brand Guideline.*



# Graphic Icons Usage

## LOW VOC ICONS

For Low VOC products, the icon below should be used on labels and promotional literature. Change the number of grams per liter per the product's VOC attribute.

File name: **330 grams-liter VOC bug 1.eps**



## 40 YEARS ICON

The Sea Hawk brand was established in 1978. To highlight this impressive milestone, the 40 YEARS ICON is used in digital and printed applications.

File name: **Over 40 Years logo.eps**



## “HAND CRAFTED” GRAPHICALLY-ENHANCED TAG LINE

Sea Hawk products are made in small hand crafted batches in a stringent quality controlled environment. To bring recognition to this unique aspect of our paint production, use the “Hand Crafted” graphically-enhanced tag line placed along the bottom of printed literature and digital applications. PLEASE NOTE: For an example of size and placement in a full-page layout, see “SHP generic front bg v1.jpg” which shows the size and placement in a full-page layout. (Also see page 1 of this document for an example)

File name: **Hand Crafted tag line 1.eps**

Hand Crafted in  
*America!*<sup>SM</sup>





# Legal

## OVERVIEW

Proper legal notifications and documentation needs to be used on all promotional material on all platforms of communication to ensure the intellectual property and information belonging to Sea Hawk Paints is protected.

SHP-393 07012015

Job Number

Date file was worked on

©2016 New Nautical Coatings, Inc.

Copyright Statement

Font treatment:: **Arial Regular 4.5 point**  
Angled at 90° and .25" from left edge.  
Positioned as illustrated.

*NOTE: if Job Number and Copyright Statement cannot be positioned as stated above, it may be used horizontally and positioned similar to the Disclaimer Statement*



\*One year written warranty available through Sea Hawk Paints Certified Applicator. (sample Disclaimer Statement)

Disclaimer Statements

Font treatment:: **Arial Regular 6.5 point**  
.25" from bottom edge.  
Positioned as illustrated.





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