



ctm-marine.com

MARINE AIR CONDITIONERS

BRAND GUIDELINES

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ctm-marine.com

INTRODUCTION

At CTM-Marine we have a passion for the ocean and the different ways to navigate it. To us, it really doesn't matter if it is on an old sailboat or a modern motor yacht, our passion really converges on the things that will make that journey memorable and more enjoyable.

With more than 10 years of experience supplying marine related products to the boating community, we've gotten to know what boaters are looking for, and where products could be improved. So we've taken our experience, and created the reliable and affordable CTM marine essential items for the modern boater.

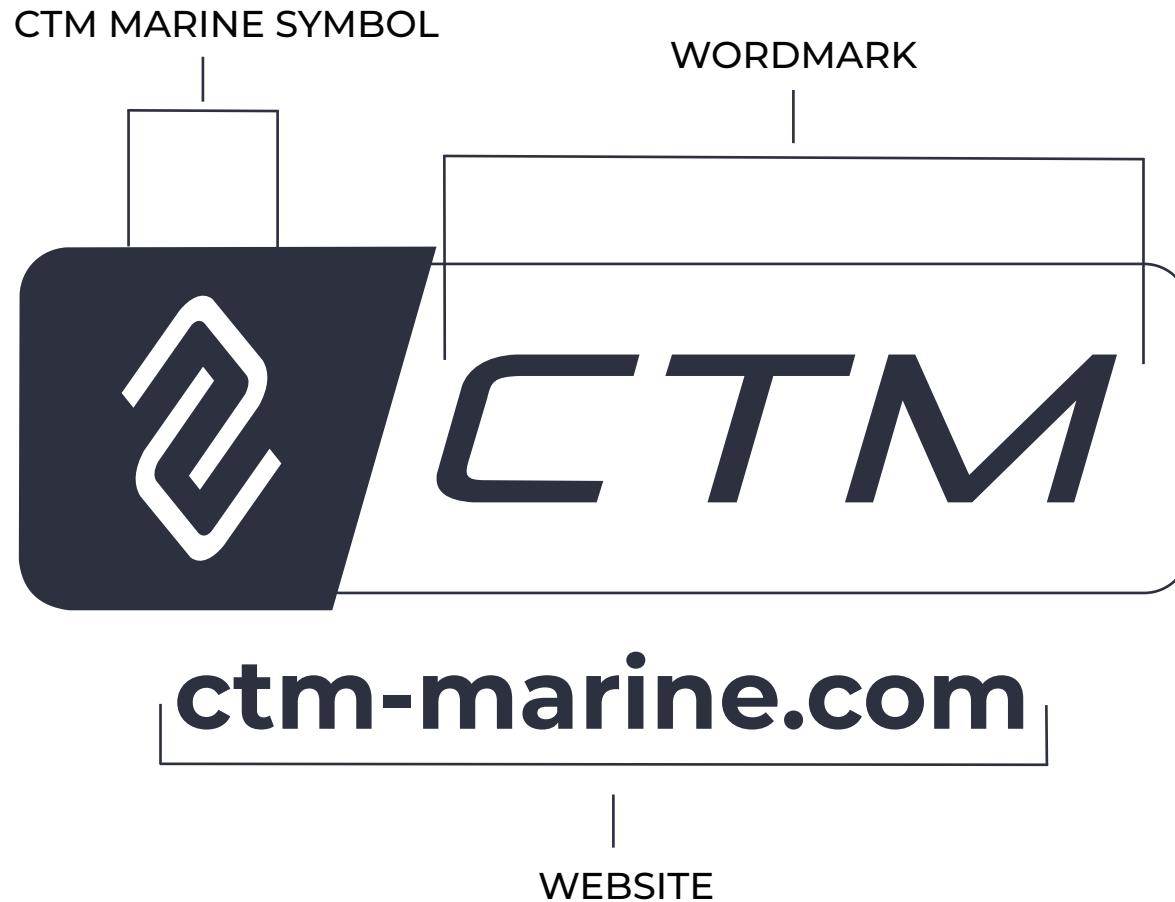
With a strong appreciation for the water, boating, and exploring - Our job is to ensure that you have all of the essential items needed while underway.

See you on the water!

OUR MISSION

Our fundamental mission is to provide the modern-day boater with the best products to make your journey as enjoyable as possible based on performance, ease of repair, efficiency and durability.

CTM MARINE LOGO EXPLAINED



CTM MARINE LLC SYMBOL

The 2C's in the logo represents unity, modernity and creativity.

WORDMARK

The CTM Marine Logo represents “Creative Techno Marine”.

This is the official wordmark that has been developed for CTM Marine LLC.

WEBSITE

The website, “ctm-marine.com” is owned by CTM Marine LLC.

LOGO COLORS:



ctm-marine.com

#2F3140 Equivalent to CMYK:

Cyan = 80%
Magenta = 72%
Yellow = 51%
Black = 50%

#2F3140 Equivalent to RGB:

Red = 47
Green = 49
Blue = 64

#2F3140

#FFFFFF Equivalent to CMYK:

Cyan = 0%
Magenta = 0%
Yellow = 0%
Black = 0%

#FFFFFF Equivalent to RGB:

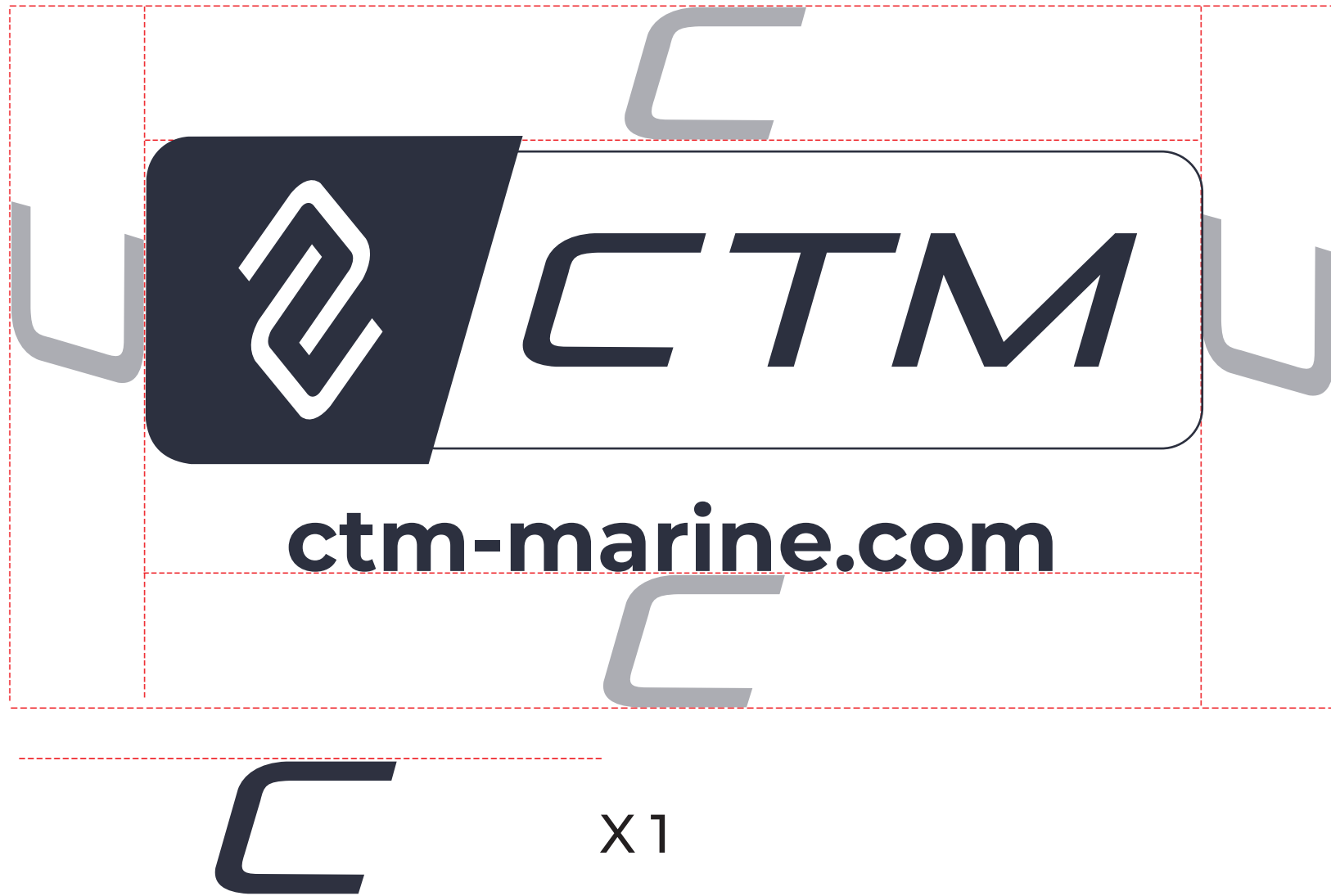
Red = 255
Green = 255
Blue = 255

#FFFFFF

Production of the CTM Marine logo or pointer graphic in any colors aside from these two approved colors must be approved by CTM Marine LLC's Marketing Communications department.

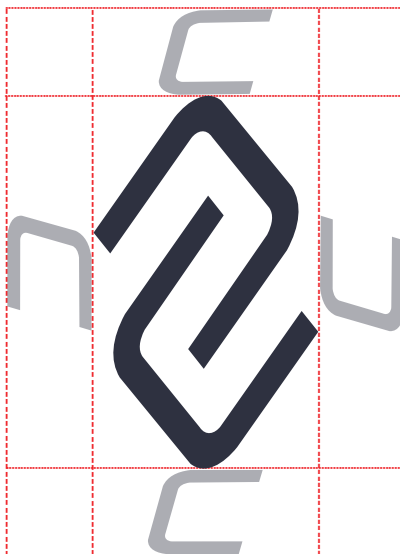
LOGO CLEAR SPACE:

In order for the logo to be correctly recognized, it is important that each design element is appropriately isolated from the other elements. The minimum clear space for the CTM Marine Logo is calculated based on the height of the “C” letter in text. In this case, the clear space is the height of the “C” letter on all sides of the logo.



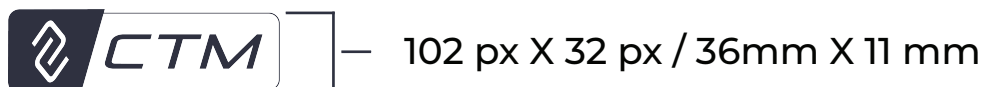
LOGO CLEAR SPACE:

The minimum clear space for the Graphic (2 C's) Logo is calculated based on the 1/2 height of the "C" in the logo. In this case, the clear space is the 1/2 height of the "C" text on all sides of the logo.



MINIMUM SIZE REQUIREMENT:

The minimum size for the full logo must not be smaller than 102 px X 32 px / 36 mm X 11 mm.
The minimum size for the Graphic (2C's) logo must not be smaller than 17 px X 29 px / 6 mm X 10 mm.



APPROVED LOGO FORMS :

Our logo can be used in 3 different forms:



Logo in CTM Blues #2F3140



Logo in Black #000000

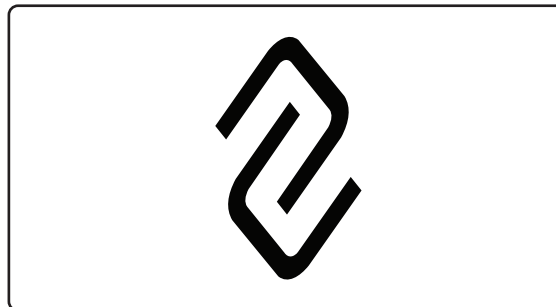


Logo in White #FFFFFF

The Graphic (2C's) Logo may be used by itself, but must represent CTM Marine LLC. It must not be rotated. Our Graphic (2 C's) logo can be used in 3 different forms:



Graphic in CTM Blues #2F3140



Graphic in Black #000000



Graphic in White #FFFFFF

LOGO THICKNESS:

Logo can be thickened no more than 2mm for printing purposes only:



AUTHORIZED DEALERS :

Our Authorized Dealers may use this logo:



CTM-MARINE.COM

AUTHORIZED DEALER

OUR SLOGAN , TAGLINE & HASHTAGS:

We prefer our dealers and everyone else who is using our brand and logo, to include our slogan: “Switch to Quality” and our tagline: “For The Modern Sailor” in their artwork, articles and social media posts. CTM Marine tagline and slogan can be used as hashtags:

#SWITCHTOQUALITY

#FORTHEMODERNSAILOR

LOGO BACKGROUND :

In most instances, it is preferred that the CTM Marine Logo is used with solid backgrounds. If the background is white, use the CTM blue or black logo. If the Background is dark, use the white or CTM blue logos.

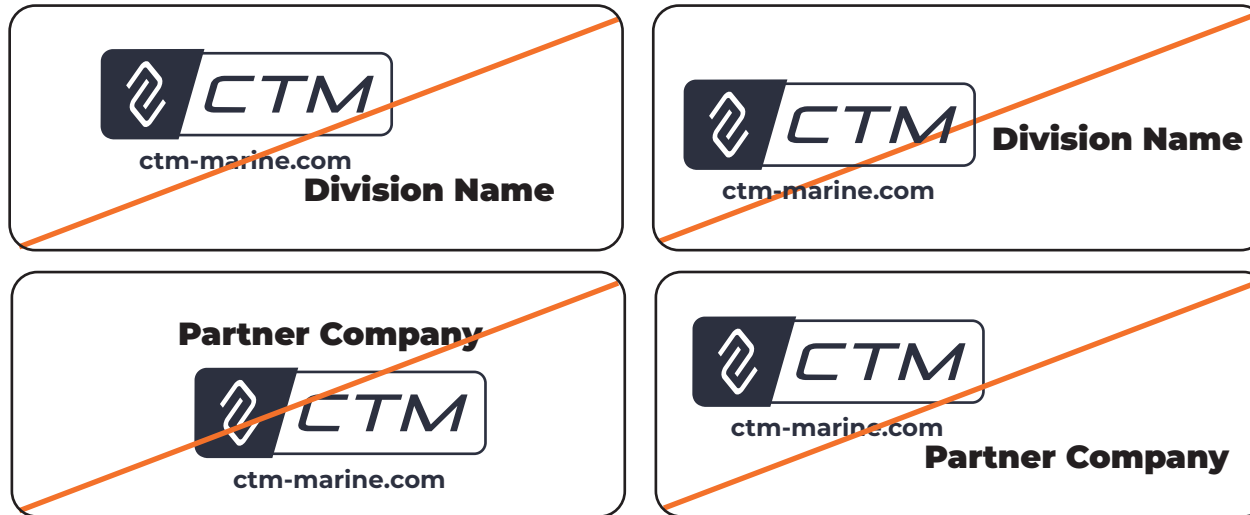
EXAMPLES :



Above are the examples of acceptable and unacceptable applications.

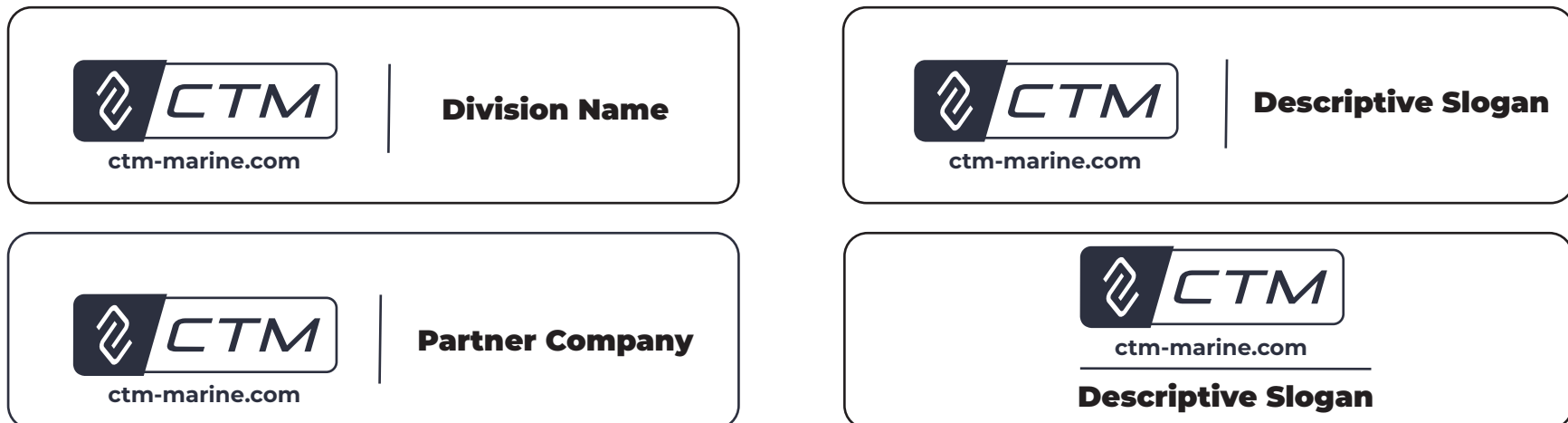
CORRECT USAGE :

Under no circumstances should the CTM Marine logo be altered by incorporating a division or group name, or any other identifier that suggests endorsement. Presently, there is no authorized slogan or tagline, and no endorsed use for a slogan or tagline in association with the CTM Marine logo.



The CTM Marine Logo must not be combined with a division or department name or another company's name within the designated free space.

ACCEPTABLE:



CORRECT USAGE :

USING CTM MARINE IN TEXT :

The CTM Marine logo must not be placed within a sentence.



The name "CTM Marine" must not be written in all capital letters when used as part of copy.



ACCEPTABLE:



CORRECT USAGE :



CTM Marine logo or the graphic (2C's) proportions may not be condensed, altered or stretched.



CTM Marine logo or the graphic (2C's) may not be used with gradients or shading.



CTM Marine logo or the graphic (2C's) may not be repositioned.



CTM Marine logo or the graphic (2C's) may not be inclined or rotated.



The proportions of the CTM Marine logo or the graphic (2C's) may not be changed.



CTM Marine logo or the graphic (2C's) may not be combined with other elements.



The font style of the CTM Marine logo may not be changed.



The font style of the CTM Marine logo may not be outlined or contoured.



The CTM Marine logo or the graphic (2C's) may not be displayed in 3D format.



The CTM Marine logo or the graphic (2C's) may not be flipped or reflected.

TYPOGRAPHY :

We have carefully selected a corporate typeface that embodies our company and brand image consistently. This typeface is versatile enough to be used in both digital and printed communications. Special considerations have been taken to ensure it works well in computer-oriented communications.

Our Approved Font Family Is “Montserrat” :

Montserrat Black:

**A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z**

**a b c d e f g h i j k l m
n o p q r s t u v w x y z**

1 2 3 4 5 6 7 8 9 0

Montserrat Bold:

**A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z**

**a b c d e f g h i j k l m
n o p q r s t u v w x y z**

1 2 3 4 5 6 7 8 9 0

Montserrat Medium:

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m
n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Montserrat Regular:

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m
n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Montserrat Light:

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m
n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

BRAND IDENTITY KIT :

Here are some ways to use CTM Marine Logo on different products:



For more information, please do not hesitate to email info@ctm-marine.com or call +1 (866) 317 52 57



ctm-marine.com



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Phone: +1 (866) 317 52 57

E-mail: info@ctm-marine.com



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