

BRAND GUIDELINES

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(I) COMPANY INTRODUCE

About Us

BLADE Outboards was started by a team of multi-disciplined engineers united by a love of the water and a desire to make boating better for everyone.



LET'S EXPLORE OUR COMPANY VISION



Company Vision

Affordable, user-friendly outboards and small craft for all, making waterway enjoyment accessible worldwide.



The Environment

Electric outboards: Quiet, eco-friendly, and hassle-free, benefiting water, animals, and neighbors alike.



(II) BRAND LOGO

About Us

BLADE Outboards was started by a team of multi-disciplined engineers united by a love of the water and a desire to make boating better for everyone.

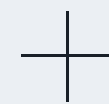




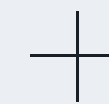
LOGO METAPHO



Mountain

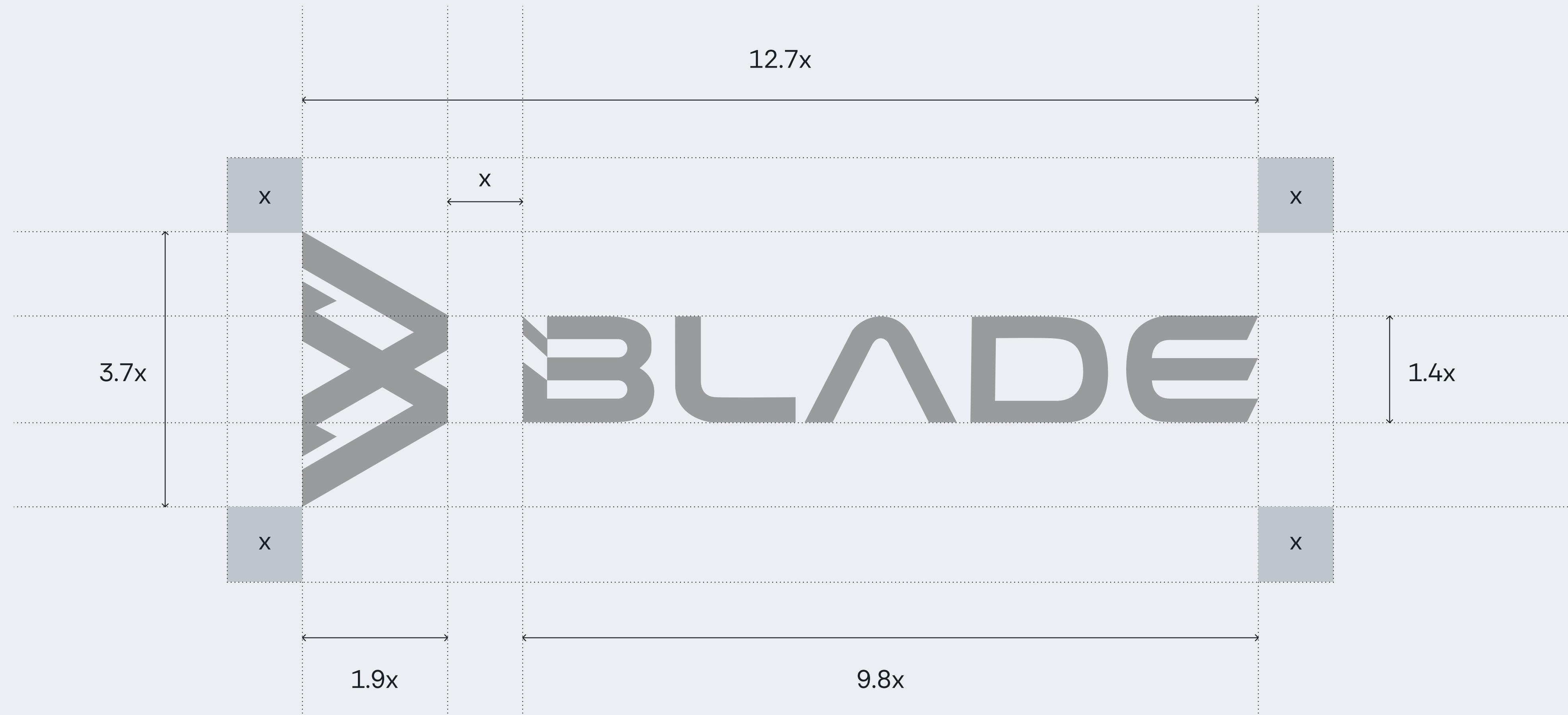


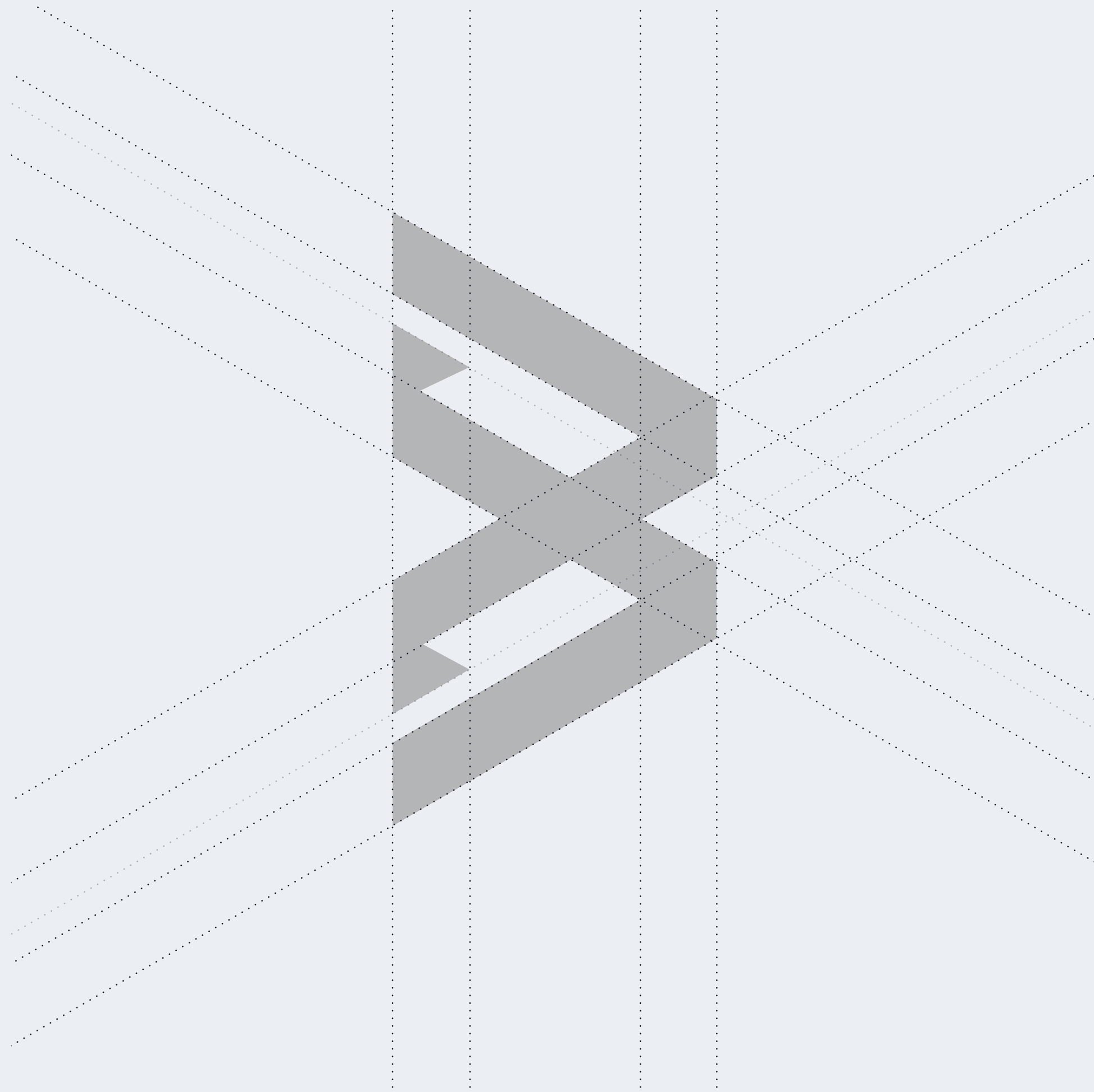
Letter B



Blade

LOGO EXCLUSION ZONE





LOGO VARIANTS

01.



02.

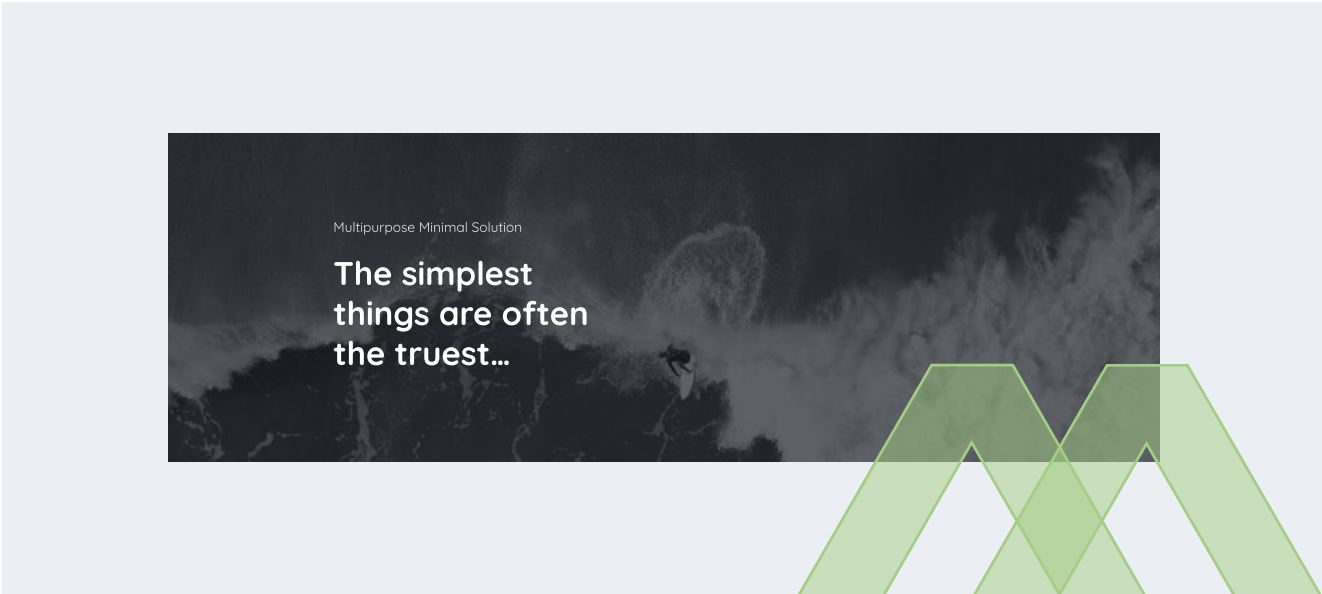


03.



04.





LOGO COLOR USAGE

The color version of the Blade logo a combination of green, light gray, dark gray, and white. The green represents nature, friendliness, and adventure; the gray adds strength and sharpness, and the white symbolizes creative freedom. The monochrome version of the logo is to be used when color reproduction is limited.



INCORRECT USAGE



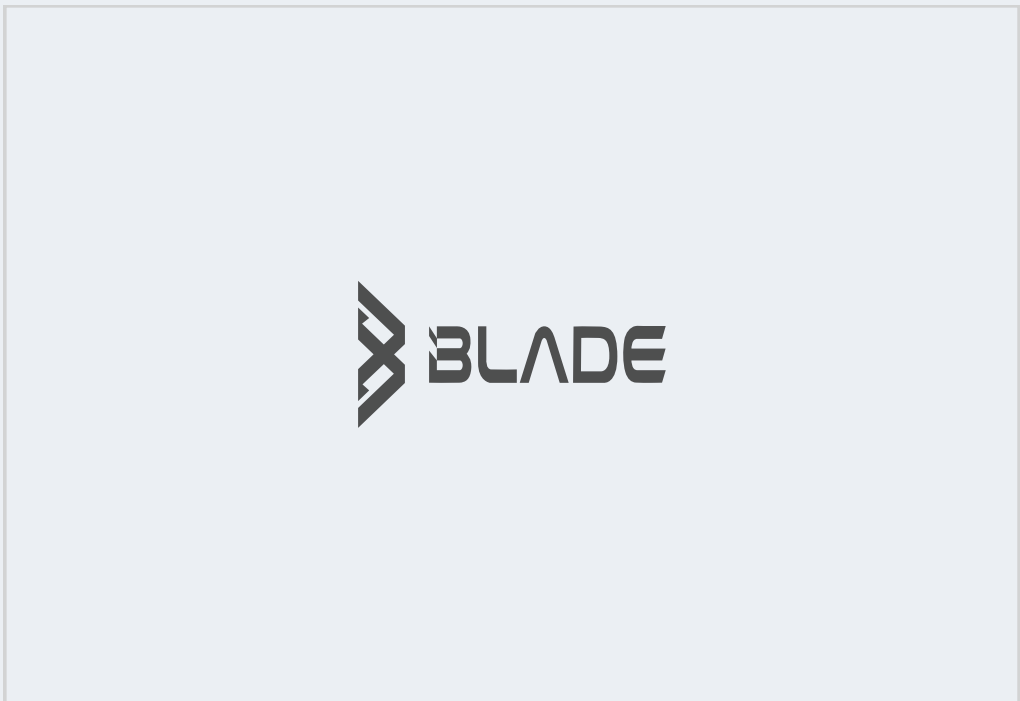
✗ Don't use the logo on a gradient color background



✗ Don't put the logo in a complicated background



✗ Don't put the logo on an external color background



✗ Don't distort or skew the logo




✗ Don't alter or use external colors



✗ Don't apply gradients

(III) TYPOGRAPHY & COLORS

Rethink Sans

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
!@#\$%^&*()-+/,.<>?/'":;[]{}




COLOR PALETTE

Choosing a color palette with high contrast helps catch the eye and highlight information. Additionally, the blue-black-gray tones create a friendly, natural feeling while still conveying strength and sharpness, showcasing the product’s robustness.

Dark Gray

RBG 24/31/39
HEX #181F27

Light Gray

RBG 190/198/204
HEX #596F7C

White

RBG 235/239/243
HEX #EBEFF3

Green

RBG 164/208/139
HEX #A4D08B

(IV) PHOTOGRAPHY



BUSINESS

Business images focusing on active business people.

Images need to have a professional vibe with one or more people working/ talking/ meeting in a work environment. The people should look as **natural as possible**, not posing, with cheerful expressions.

Image samples are part of the moodboard/direction and not necessarily the exact photos to use.



LIFESTYLE

Select lifestyle photos featuring **natural poses** amidst majestic mountains and forests, evoking a strong sense of discovery and exploration.

Opt for clear, **high-resolution, non-pixelated** imagery with vivid, realistic colors to enhance visual appeal.



(V) PATTERN LOGO





Pattern Shape







(VI) ADVERTISEMENT MOCKUP



Blade
Brand Identity

Boating Future



2024

Join Us

Blade
Brand Identity

Boating Future

Explore
right now



Join Us

Blade
Brand Identity

Boating Future

BLADE

The Future
of boating.

2024

Join Us

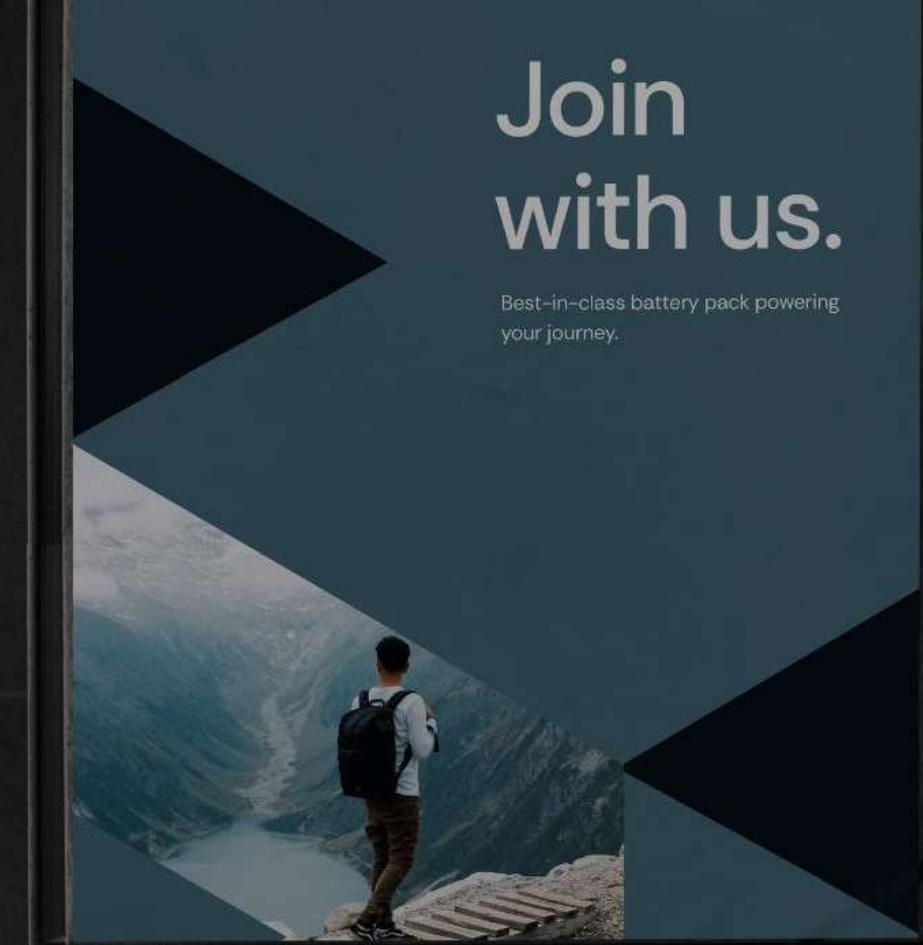
Blade
Brand Identity

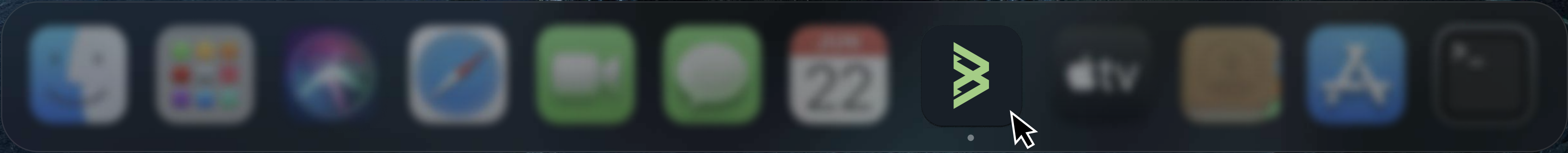
Boating Future

Let's
contact us

2024

Join Us





(VII) PRINT





