

# 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

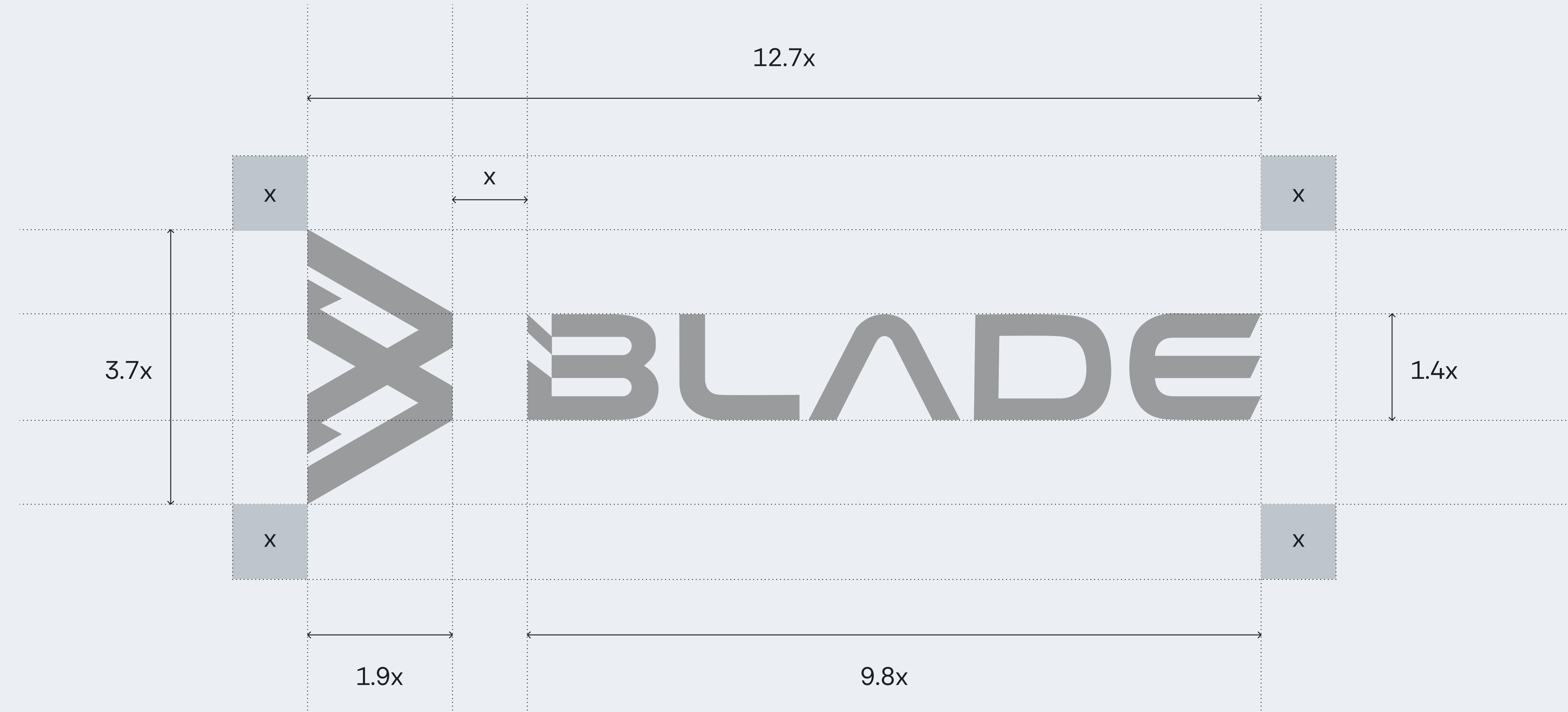


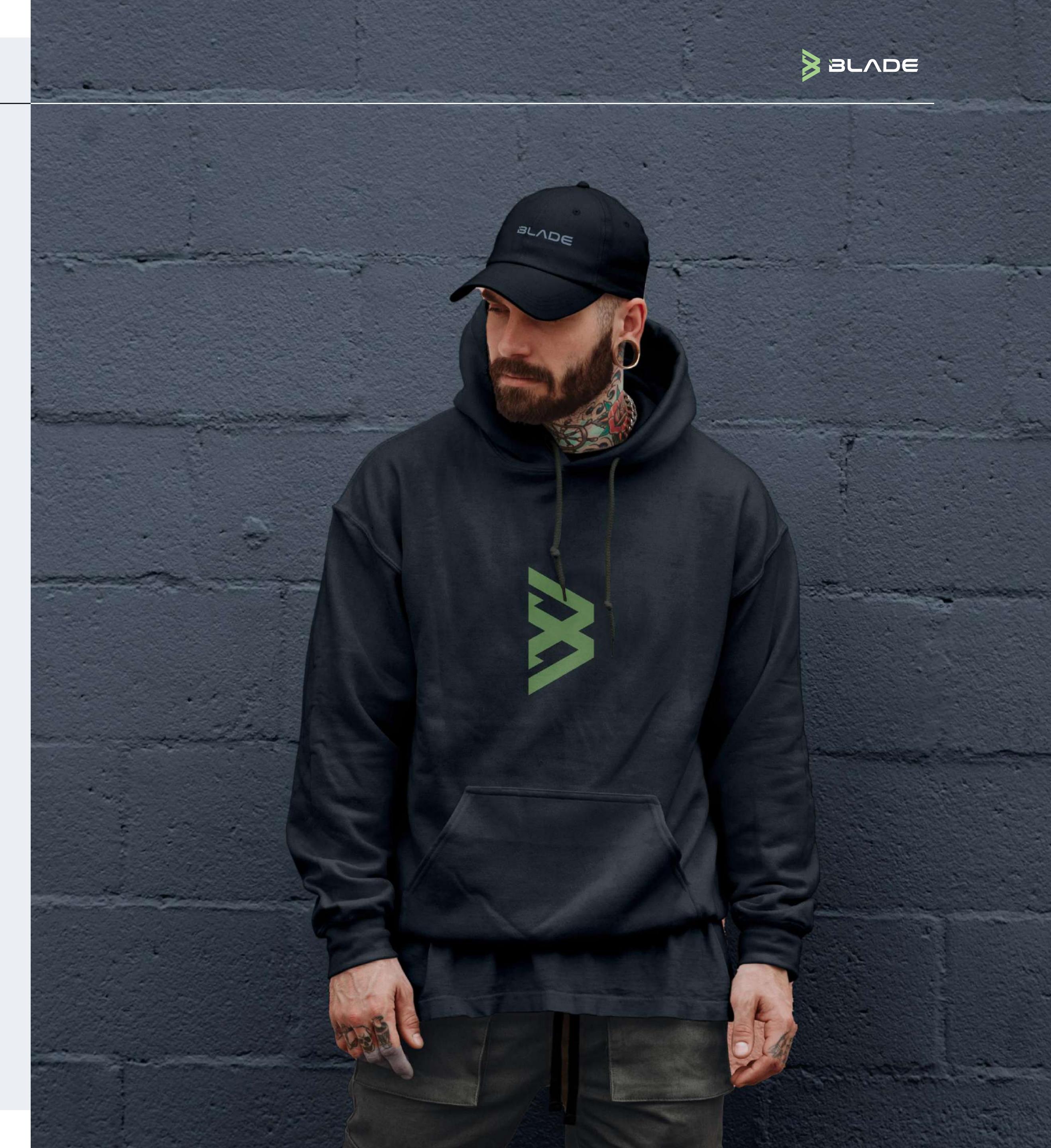
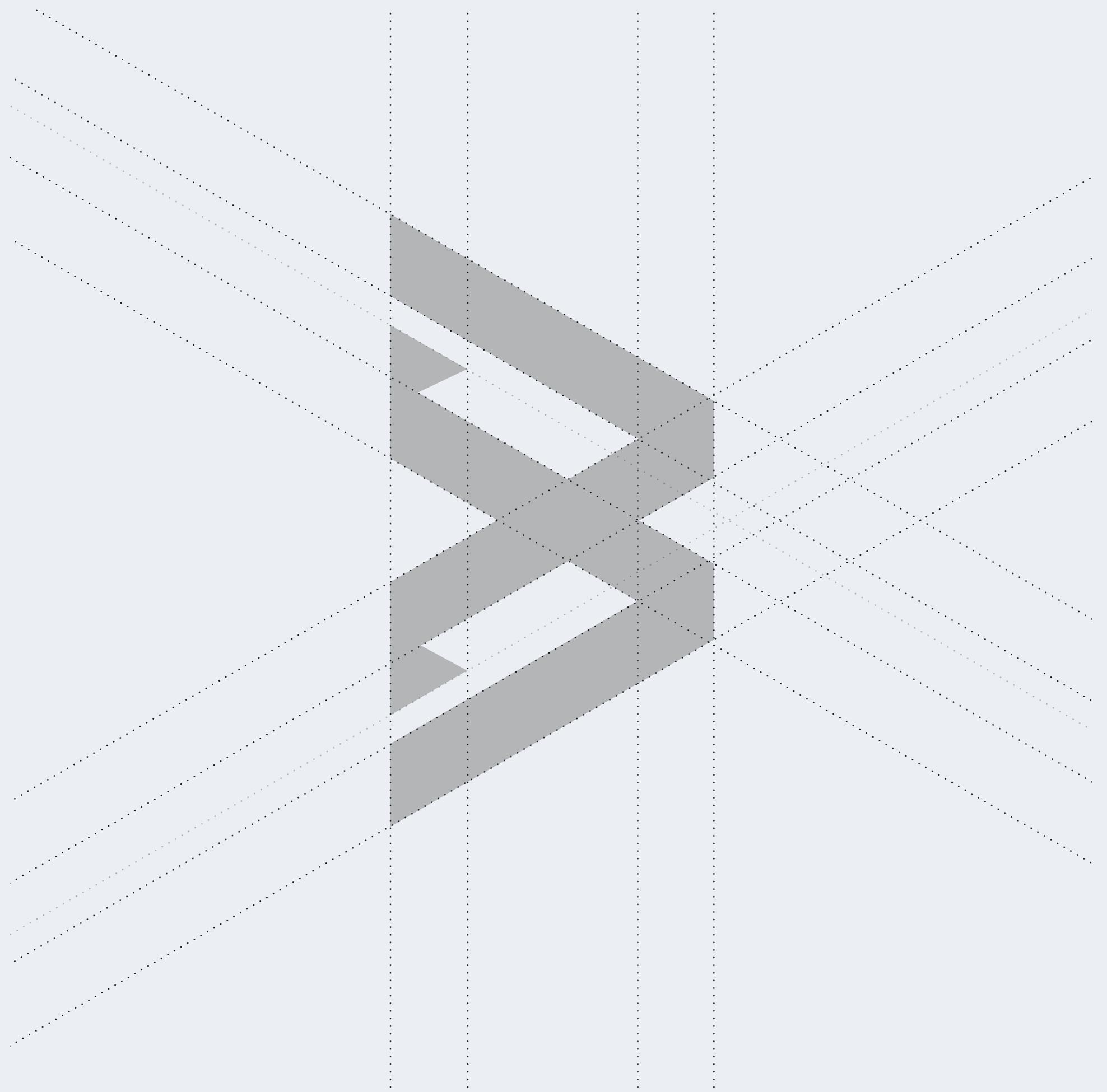
Letter B



Blade

# LOGO EXCLUSION ZONE





# LOGO VARIANTS

01.



02.

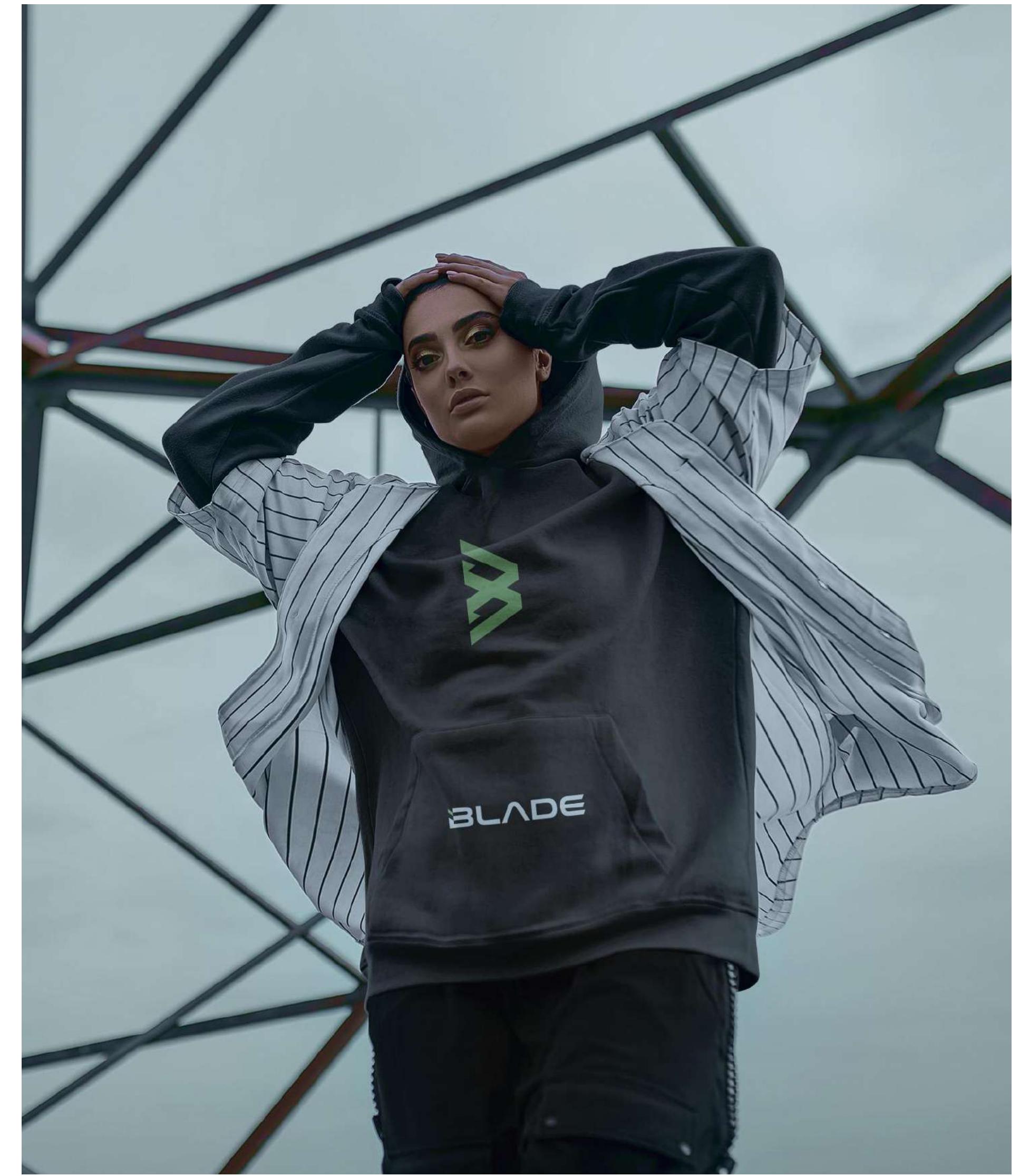
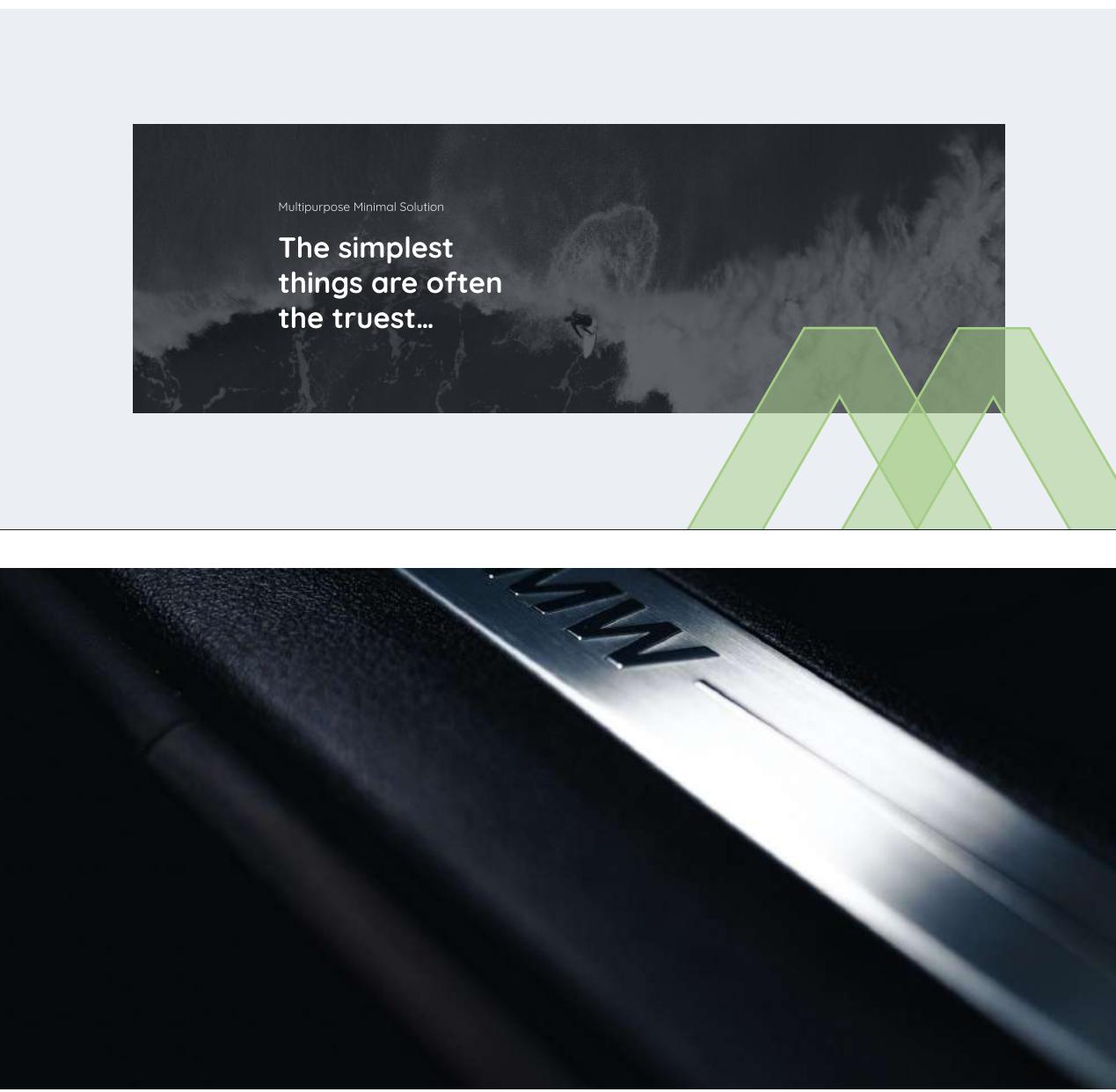


03.



04.





# LOGO COLOR USAGE

The color version of the Blade logo is 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



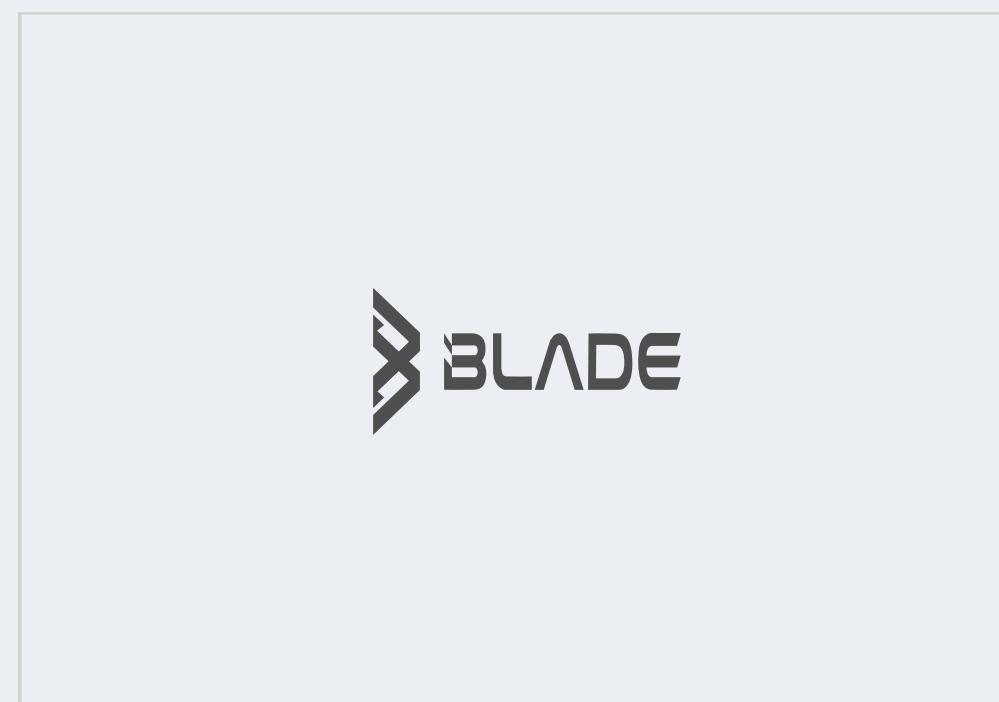
 Don't use the logo on a gradient color background



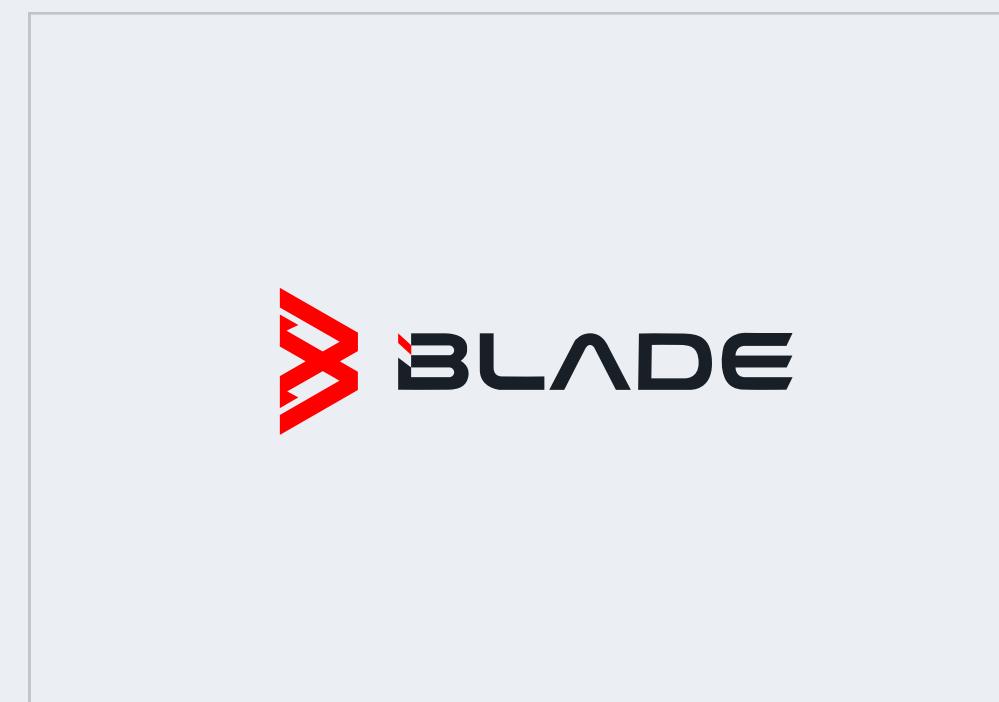
 Don't put the logo in a complicated background



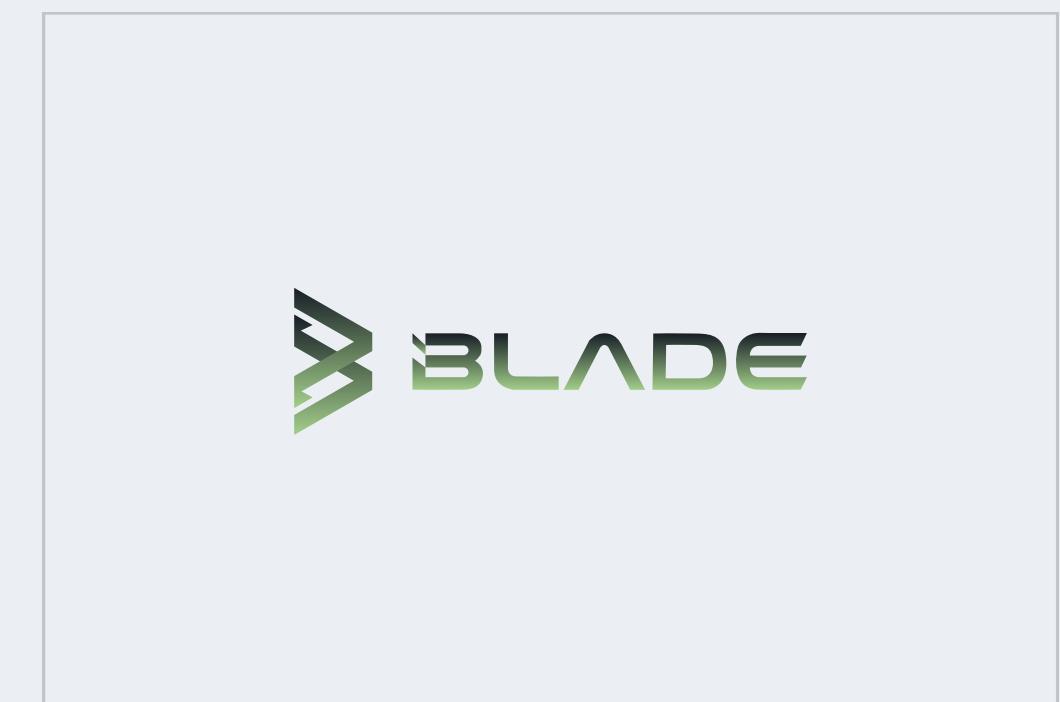
 Don't put the logo on an external color background



 Don't distort or skew the logo

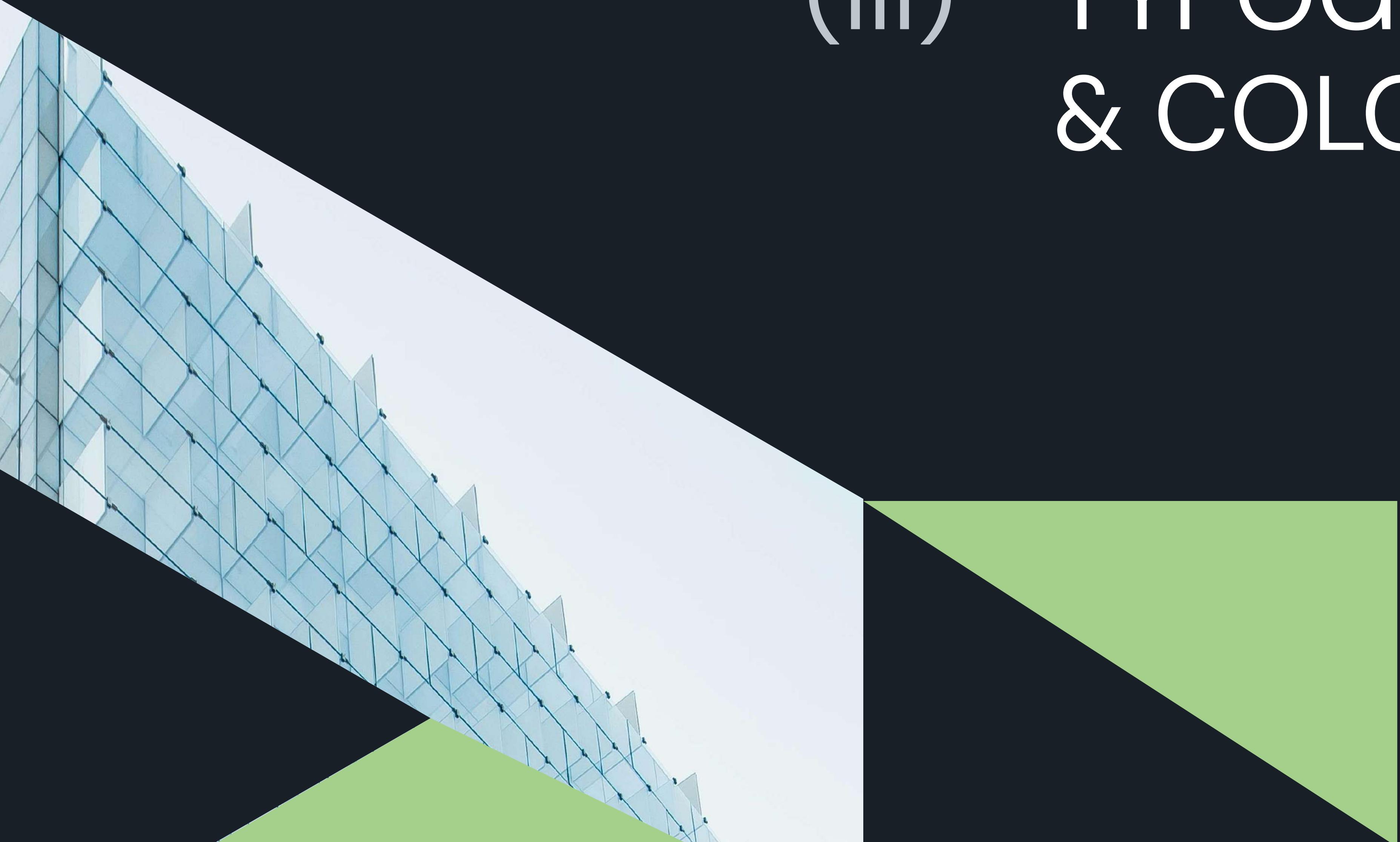


 Don't alter or use external colors



 Don't apply gradients

# (III) TYPOGRAPHY & COLORS



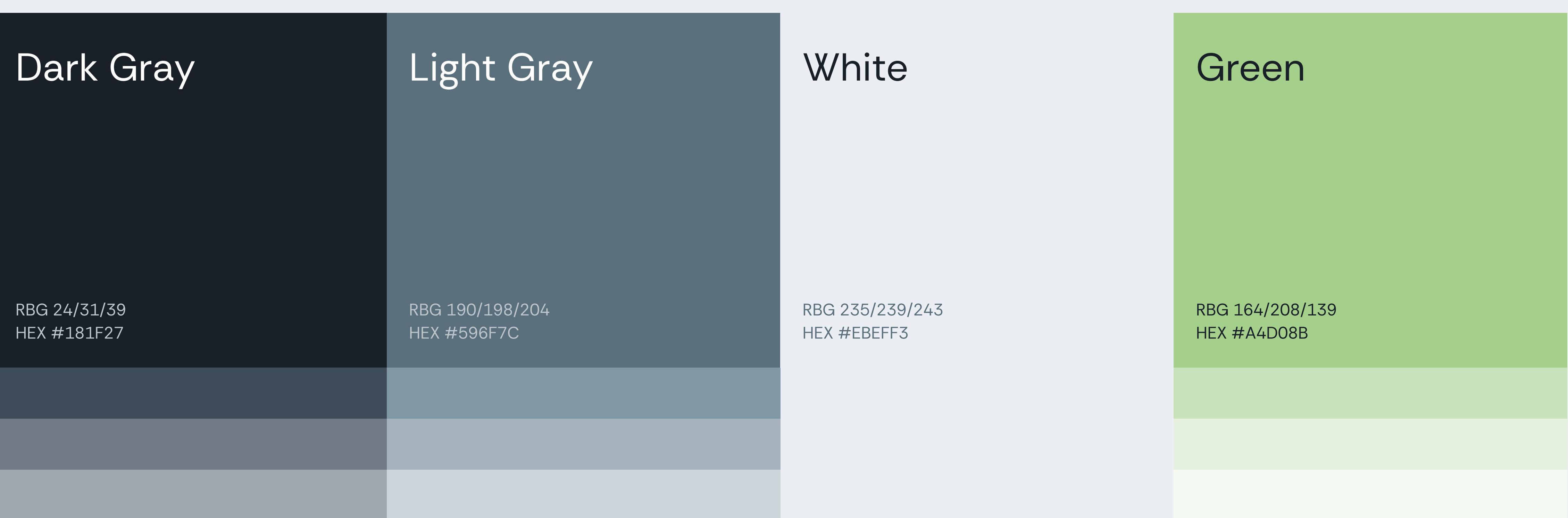
# Rethink Sans



abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
!@#\$%^&\*()\_+,.<>?/";[]{}  
  
A geometric diagram on the left side features a large, light gray hexagon with internal lines forming a cube-like structure. Inside this cube, the text is arranged in a 3D perspective, appearing to float within the geometric space.

# 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.



# (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.

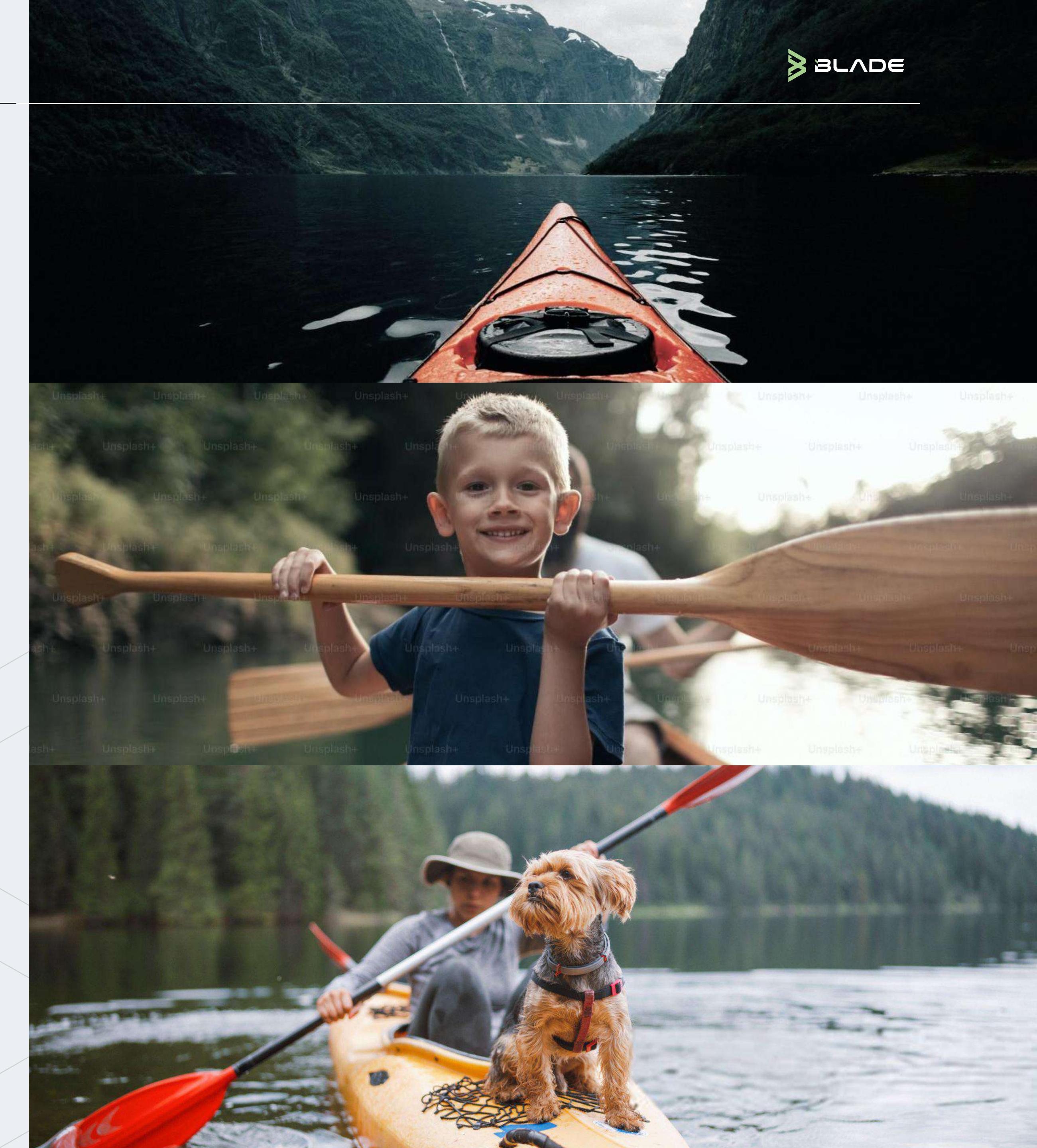
Image samples are part of the moodboard/direction and not necessarily the exact photos to use.



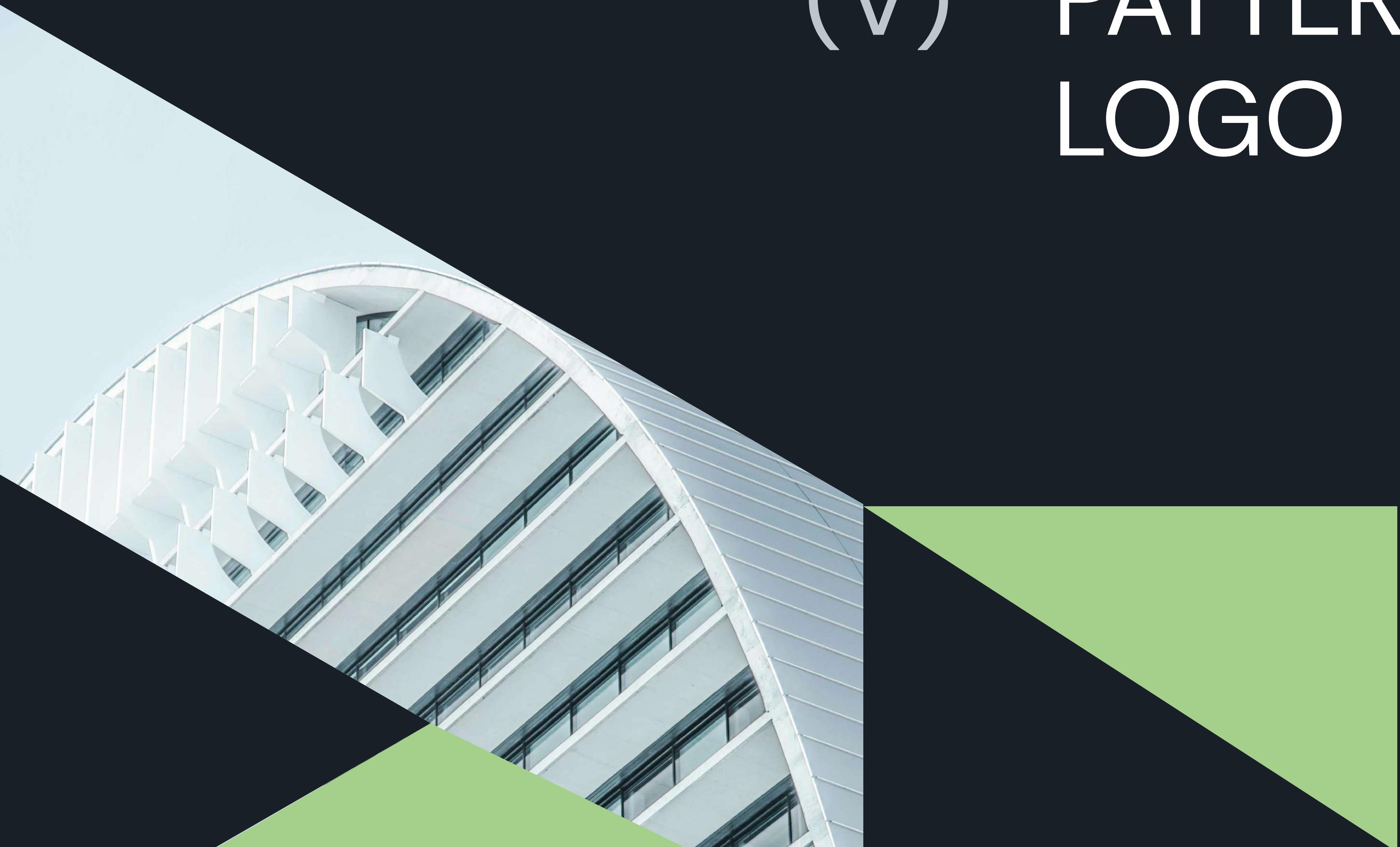
# LIFESTYLE

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.

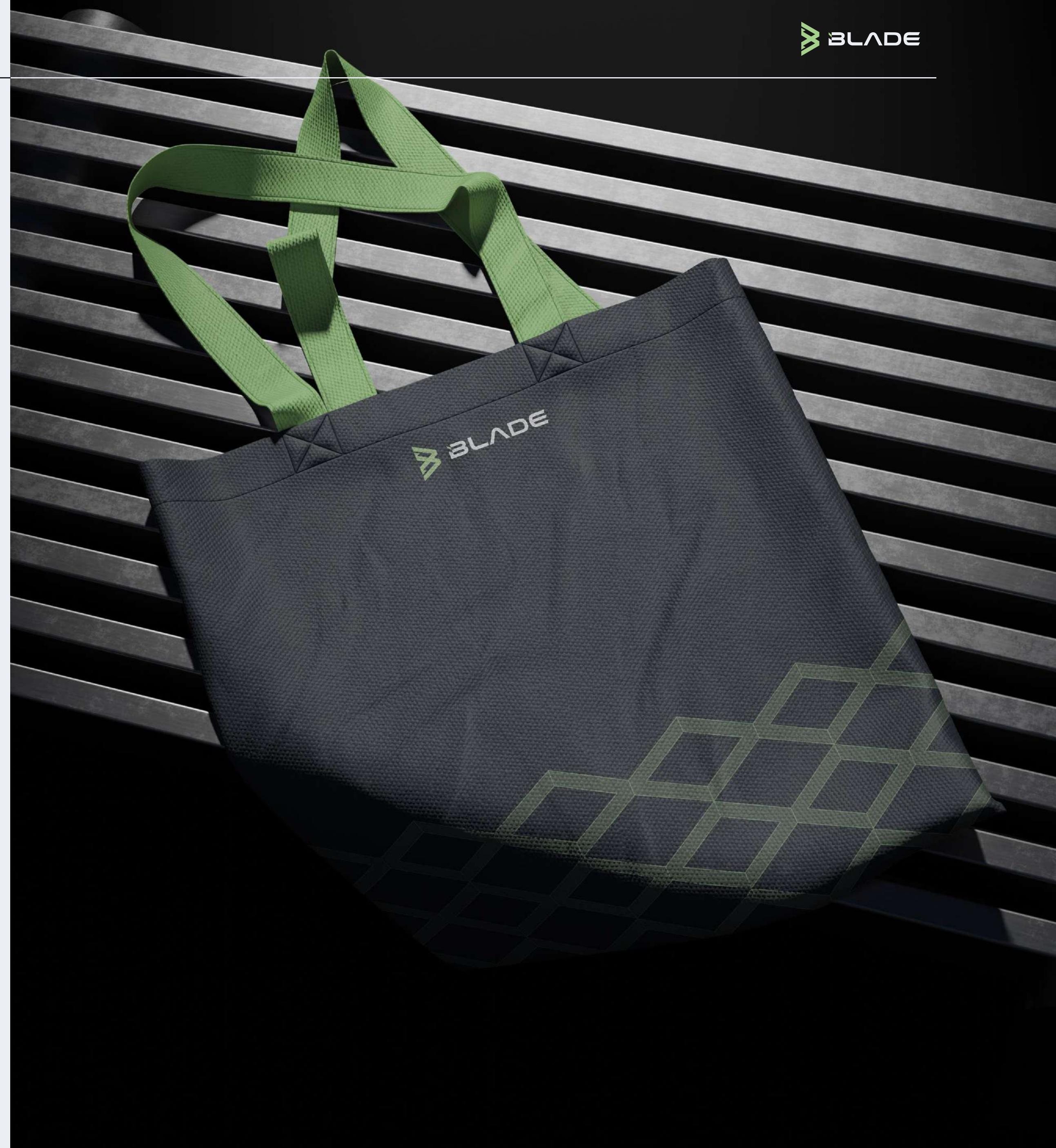


# (V) PATTERN LOGO





Pattern Shape

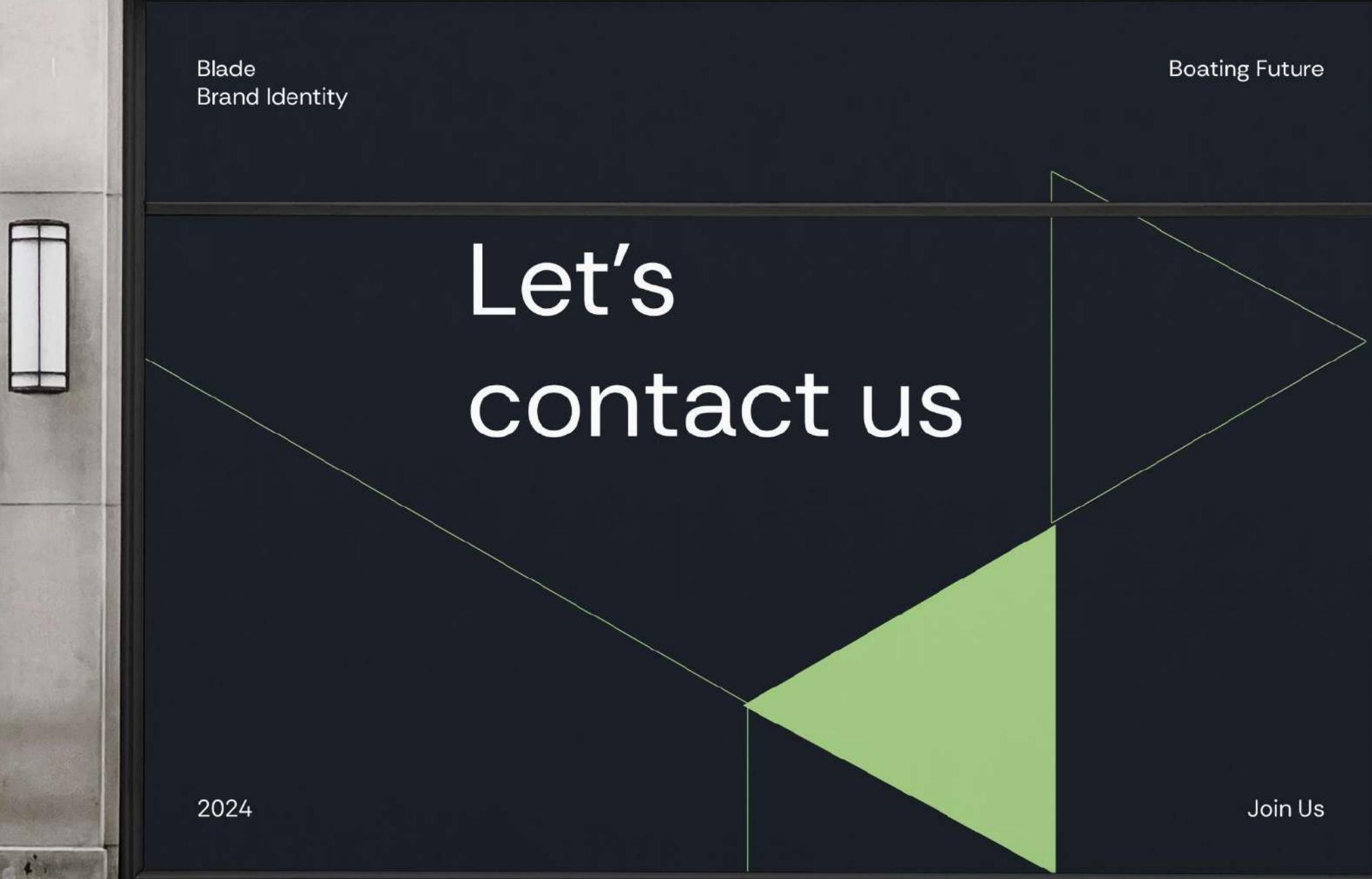
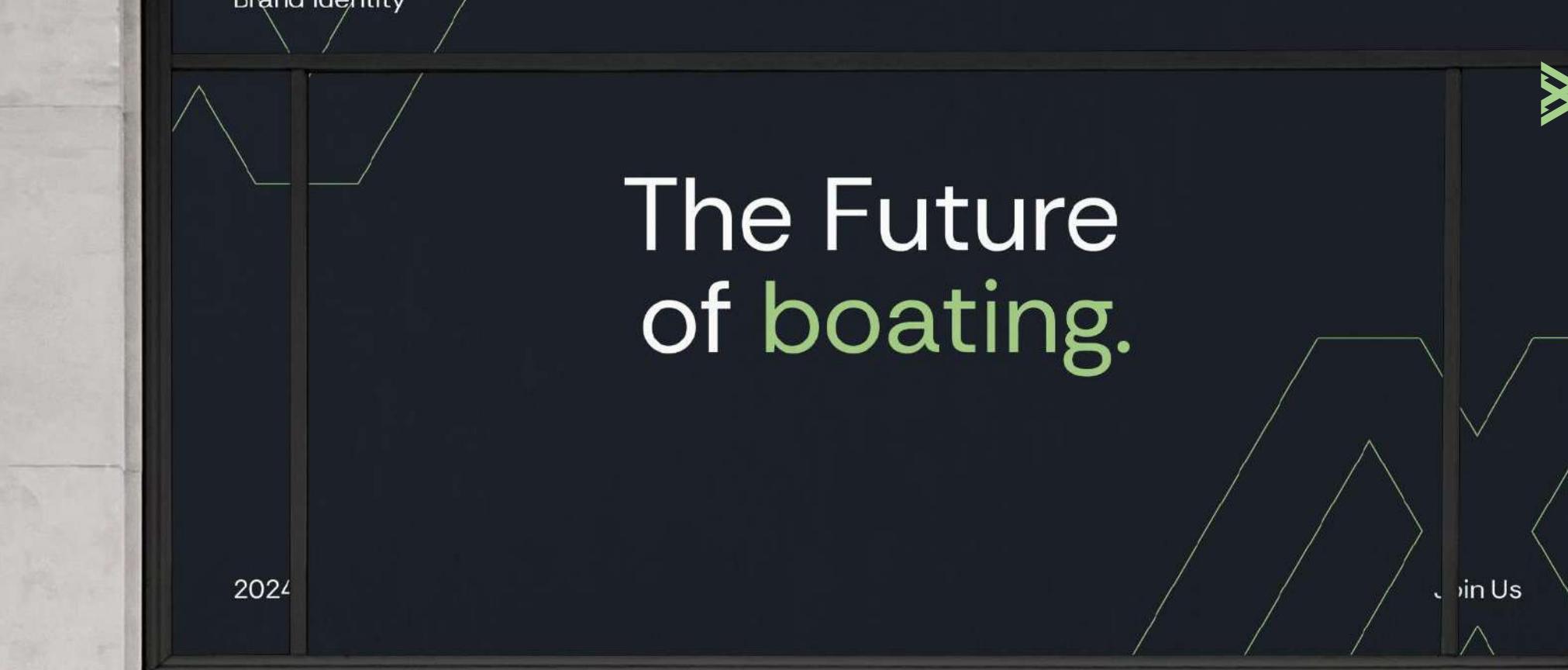
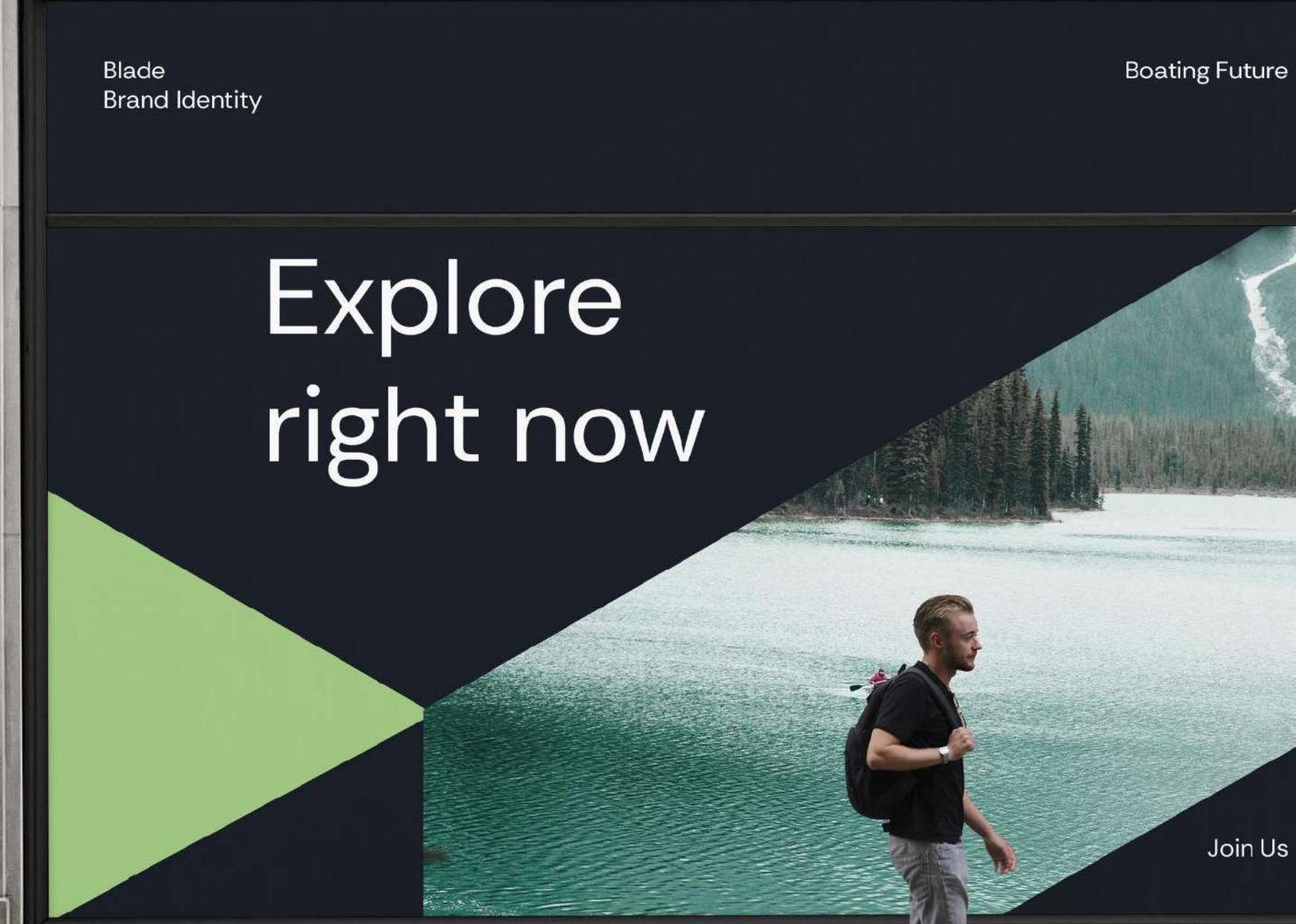
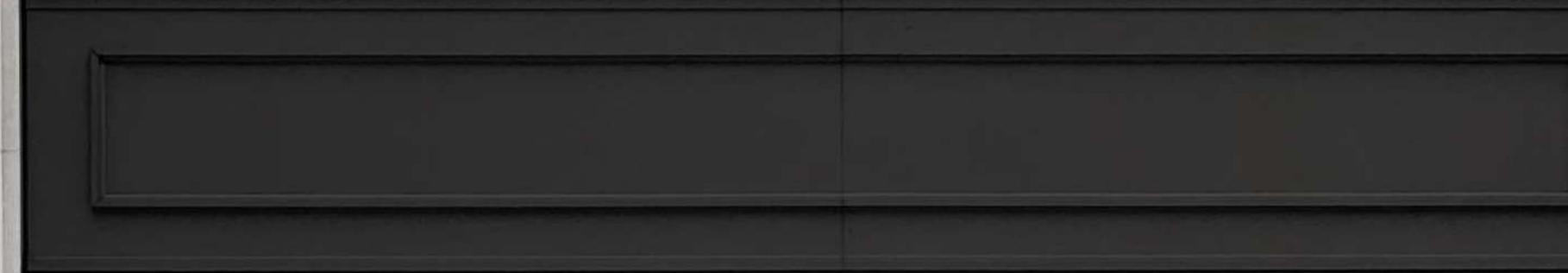






# (VI) ADVERTISEMENT MOCKUP





Join  
with us.

BLADE

Best-in-class battery pack powering  
your journey.

Blade  
Brand Identity

Boating Future

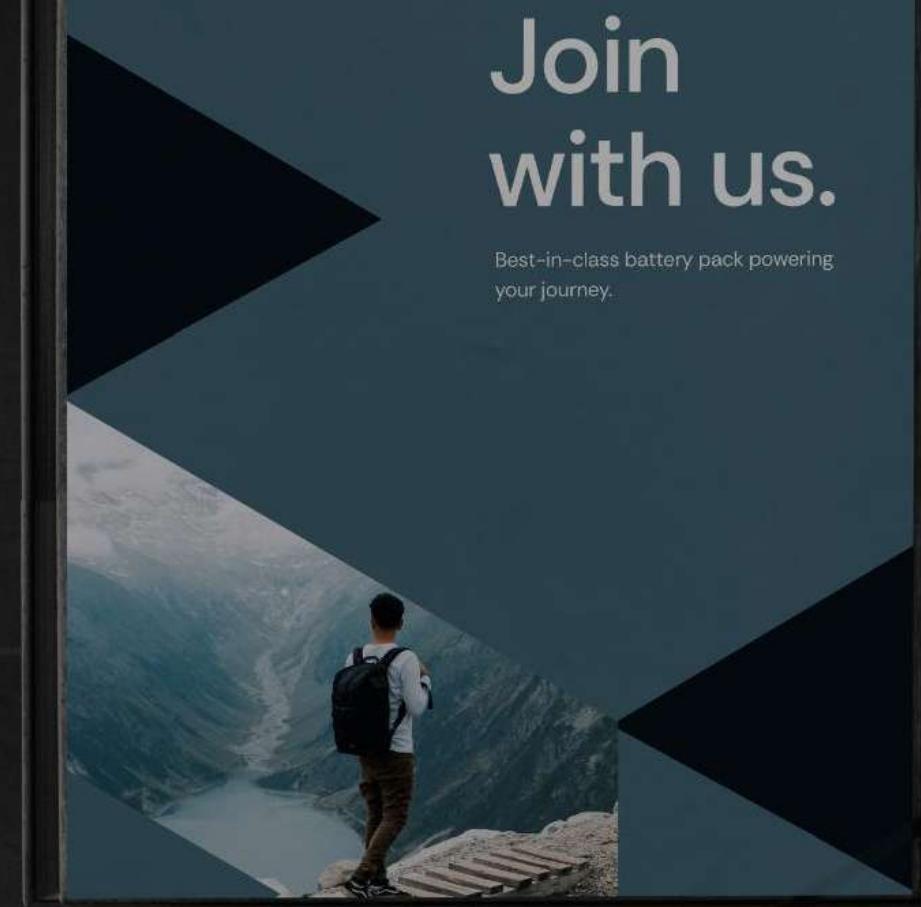
Travel  
Farther.

Best-in-class battery pack powering  
your journey.

Blade  
Brand Identity

Boating Future

Adventure  
More.



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W Tue 9:4



# (VII) PRINT





