




YACHT MANAGEMENT PLATFORM


# Press & Media Kit.

Everything you need to feature Aquator Marine in press, publications, and partner materials.

 **Brand Guidelines**  
Logo, colours, typography

 **Company Facts**  
Key stats and milestones

 **Visual Assets**  
Screenshots and product visuals

 **Press Resources**  
Boilerplate and contact

<p><b>CERTIFIED</b></p> <p><b>Lloyd's Register Conformity</b> PMS + Hours of Work &amp; Rest</p>	<p><b>CERTIFIED</b></p> <p><b>DNV ISO 9001</b> Quality Management System</p>
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ABOUT AQUATOR

# Built for the Sea. Defined by Innovation.

Aquator Marine is the leading maritime operations platform for superyachts, fleet managers, and shipyards. Our modular software suite digitises every aspect of vessel management — from crew operations and maintenance to compliance, accounting, and beyond.

Established in 2020 in Singapore by tech entrepreneurs and yacht professionals, Aquator serves 90+ vessels across 20+ countries. We combined backgrounds in yachting, technology, and enterprise software to build what the industry was missing — one platform that connects every person and process involved in managing a yacht.

90+

Yachts Managed

20+

Countries

24+

Modules

2

Certifications

## Company Information

<b>Legal Name</b>	Aquator Marine Pte. Ltd.
<b>Established</b>	2020
<b>Headquarters</b>	Singapore
<b>Global Offices</b>	Singapore, Poland, South Africa, India
<b>Management</b>	Gerben Visser (CEO), Keegan Leslie (Director of Business Development)
<b>Industry</b>	Maritime Technology / SaaS
<b>Product</b>	Modular yacht management platform
<b>Certifications</b>	Lloyd's Register Conformity, DNV ISO 9001
<b>Website</b>	<a href="http://www.aquatormarine.com">www.aquatormarine.com</a>
<b>Press Contact</b>	<a href="mailto:info@aquatormarine.com">info@aquatormarine.com</a>

PLATFORM OVERVIEW

# One Platform. Every Operation.

Purpose-built for maritime — not retrofitted from generic project management. Modular architecture scales from a 30ft yacht to a 100m+ superyacht fleet.

## Core Modules

Yacht Mgmt	PMS	Crew	Charter
Accounting	ISM / SMS	Refit	Smart Docs
Warranty	New Build	Fleet Track	Reports
In/Out Board	Passage	AIS Tracker	Inventory

## Shipyards Modules

Shipyards ERP	CRM	Sales	Orders
Marketing	Dealer Network	Customer App	Analytics

## Who It's For

<b>Yacht Owners &amp; Family Offices</b> Real-time financial reports, maintenance updates, and crew status from anywhere.	<b>Captains &amp; Crew</b> Manage daily operations, maintenance tasks, crew schedules — even offline.
<b>Fleet &amp; Yacht Managers</b> Monitor every vessel from a single dashboard with cross-fleet reporting.	<b>Shipyards</b> Coordinate refit projects, manage subcontractors, track timelines and budgets.

## LOGO &amp; BRAND MARKS

## Our Identity.

The Aquator logo combines a compass/anchor icon with the AQUATOR wordmark. Available in three approved colourways.

## Approved Colourways



On Dark




On Brand




On Light

## Clear Space &amp; Minimum Size

 Clear Space

Maintain minimum clear space equal to the height of the compass icon.

 Minimum Size

Never smaller than 120px wide (digital) or 30mm wide (print).

## Do's &amp; Don'ts

 Approved Colourways

Use only the three official colourways.

 Maintain Proportions

Keep the original aspect ratio always.

 Keep Together


Icon + wordmark always appear together.

 Do Not Distort

Never stretch, skew, rotate, or apply effects.

 Do Not Recolour

Never apply unapproved colours or gradients.

 Do Not Alter



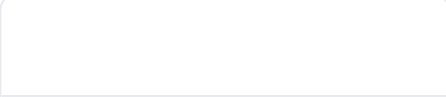
Never rearrange or modify logo elements.

## BRAND PALETTE




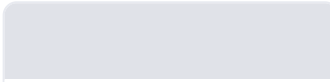
## Our Colours.

Aquator Orange is our primary accent — used sparingly for emphasis, CTAs, and key brand moments.

## Primary Palette

 <b>Aquator Orange</b> #FF6500 Primary accent, CTAs	 <b>Maritime Black</b> #1A1A1A Headings, primary text	 <b>White</b> #FFFFFF Backgrounds, cards
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## Secondary Palette

 <b>Light Grey</b> #F8F9FA	 <b>Body Text</b> #555555	 <b>Label Grey</b> #8E93A7	 <b>Divider</b> #E0E2E8
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## Colour Usage Rules

- **Orange is the sole accent colour.** Never introduce additional brand colours.
- Use orange for CTAs, links, section labels, and data highlights — never for large fills.
- Maritime Black (#1A1A1A) for all heading text and primary UI elements.
- Body text: #555555 for optimal readability on white backgrounds.
- Card backgrounds: Light Grey (#F8F9FA) with 1px border of #E8EAF0.

## TYPE SYSTEM

## Typography.

A balanced pairing of serif and sans-serif conveying maritime heritage and modern clarity.

## DISPLAY &amp; HEADINGS

## Georgia

The quick brown fox jumps over the lazy dog.

All headings, hero titles, display text. Weight: Regular (400).

## BODY &amp; UI

## Inter

The quick brown fox jumps over the lazy dog.

Body copy, navigation, buttons, UI. Weights: 400, 500, 600, 700.

## Type Scale

H1 / Hero

Built for the Sea.

H2

One Platform. Every Operation.

H3

Yacht Management

Body

Aquator delivers a fully integrated yacht management system.

Label

SECTION LABEL

Caption

Supporting detail and metadata

## Typography Rules

- Headings always use Georgia — never Inter for display text.
- Section labels: Inter Bold, 9-10px, uppercase, letter-spacing 1-1.5px, Aquator Orange.
- Body text: Inter Regular at 14-16px on web, line-height 1.6.
- Orange period (".") at the end of key headings is a brand signature.

VOICE & MESSAGING

# How We Sound.

Confident, clear, and professional — rooted in deep maritime expertise.

## Brand Taglines

**Built for the Sea. Defined by Innovation.**  
Primary tagline — homepage, collateral, presentations

**The operating system for modern yacht management.**  
Hero headline — homepage and advertising

## Voice Principles

**★ Authoritative**  
We speak from experience — career mariners and industry veterans.

**Clear**  
No jargon for jargon's sake. Plain, precise language.

**⚡ Confident**  
"Aquator manages" not "Aquator helps you manage."

**Professional**  
Polished but not stiff. Enterprise software for people at sea.

## Boilerplate Copy

**Short (50 words)**  
Aquator Marine is a modular yacht management platform for captains, fleet managers, shipyards, and owners. Certified by Lloyd's Register and DNV, Aquator digitises every aspect of vessel operations — from maintenance and compliance to crew management and accounting — in one integrated system.

**Long (100 words)**  
Aquator Marine is an enterprise-grade yacht management platform designed to manage the full vessel lifecycle. Established in 2020 in Singapore, Aquator serves 90+ vessels across 20+ countries with a modular software suite covering planned maintenance, crew operations, charter management, ISM/SMS compliance, accounting, refit project management, and fleet oversight. The platform holds Lloyd's Register software conformity for PMS and Hours of Work & Rest, and operates under a DNV ISO 9001 certified Quality Management System. Aquator is purpose-built for maritime — serving owners, captains, fleet managers, and shipyards from a single unified platform.

COMPANY MILESTONES

## Our Journey.

- 2020** Established in Singapore by maritime and tech professionals to solve the fragmentation problem in yacht operations.
- 2022** Platform launch — fleet management, compliance tracking, and crew coordination trusted by early adopters.
- 2024** Expanded to 90+ vessels across 20+ countries. Grew the global team across multiple regions.
- 2025** Enterprise-grade certifications achieved. AI-powered features driving next-generation yacht management.
- 2026** Expansion into shipyard ERP, naval operations. Yacht Plans and Superyacht Plans launched for Europe.

KEY FACTS FOR PRESS

### Quick Reference

**PRODUCT**

- Modular SaaS — 24+ modules
- Web, iOS, and Android
- Offline mode for at-sea operations
- API integrations (Xero, Sage, Slack, HubSpot)
- White-label & custom development

**MARKET**

- Superyachts (24m – 100m+)
- Yachts (under 24m)
- Fleet management companies
- Shipyards and refit facilities
- Private offices and family offices

BUILT FOR THE SEA. DEFINED BY INNOVATION.

## Let's Talk.

For press inquiries, partnership requests, or media access.

[www.aquatormarine.com](http://www.aquatormarine.com)  
[info@aquatormarine.com](mailto:info@aquatormarine.com)

[Book a Demo](#)

[Contact Us](#)

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