YACHTS360

Brand Guidelines

KEY CONCEPTS
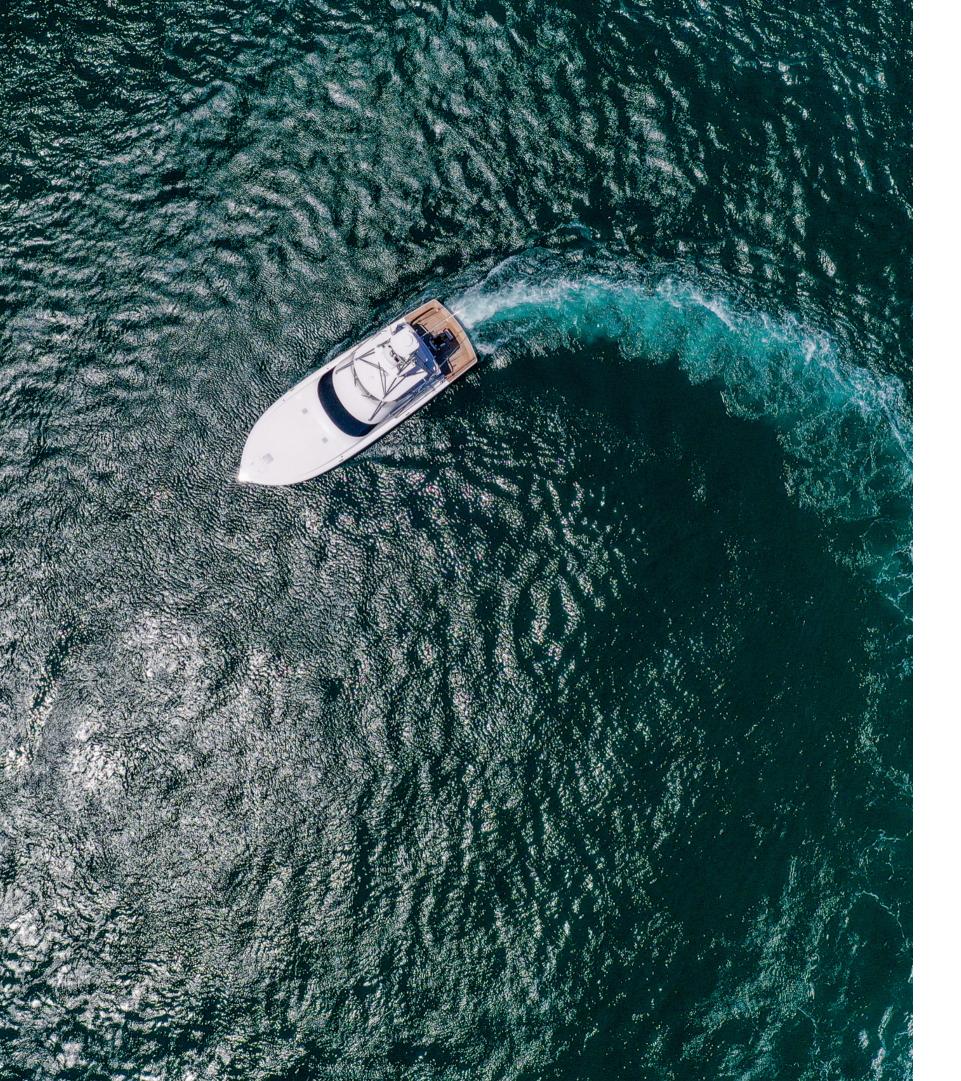
GUIDE

OUR BRAND

Yachts360 has created a cohesive brand image built upon top-tier customer service that embodies luxury, trust, and approachability.

From our colors to our outgoing media, the Yachts360 brand was built for boaters by boaters.

OUR LOGO

YACHTS360 Version 1

YACHTS360 Version 2

The Yachts360 logo is an integral part of our branding strategy and therefore our logo guidelines must be strictly adhered to.

Version 1 must be featured on a white background and is the primary logo for merchandise, media, and any white background use cases.

Version 2 must be set against our dark blue brand color (see Color Palette).

COLOR GUIDELINES

#192440

#B19777

The Yachts360 color palette has been carefully selected to match our brand goals and allow our brand to be instantly recognized.

The exact colors must be used. Tints or shades are only allowed in gradients and must be pre-approved by our Marketing Department.

TYPOGRAPHY

RALEWAY

Raleway is the primary header font of Yachts360 and may be used in a regular weight, bolded, or italicized.

Helevetica

Helvetica Regular is the secondary and subtext font for all Yachts360 branding.

MORE INFORMATION?
CONTACT US

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