# SOUTHAMPTON INTERNATIONAL BOAT SHOW

13-22 SEPTEMBER 2024

# BRAND
# GUIDELINES

# INTRODUCTION

This document provides clear
guidance on how key elements
of the Southampton International
Boat Show branding should be used.

# Logo usage

**We have two logos we use on collateral.**

The main version is used on white backgrounds.

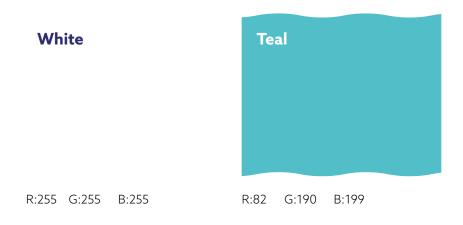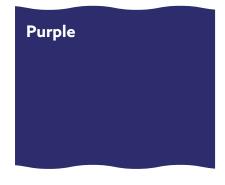A white out version is used on teal or purple coloured backgrounds.

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# Colour palette
# (RGB for digital use)

**We have a wide palette of colours that bring energy and elegance to our brand.**
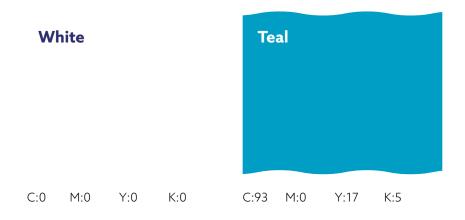
Our primary colours are:

**White**

R:255   G:255   B:255

**Teal**

R:82   G:190   B:199

**Purple**

R:45   G:45   B:109

Our secondary colours are:

R:219   G:100   B:4

R:36   G:53   B:76

R:135   G:73   B:111

R:244   G:212   B:133

R:0   G:146   B:182

R:67   G:104   B:176

R:191   G:213   B:212

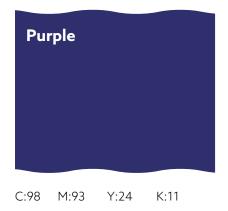R:237   G:143   B:149

R:112   G:167   B:190

R:246   G:160   B:42

# Colour palette (CMYK for print)

**We have a wide palette of colours that bring energy and elegance to our brand.**

Our primary colours are:

**White**

C:0    M:0    Y:0    K:0

**Teal**

C:93    M:0    Y:17    K:5

**Purple**

C:98    M:93    Y:24    K:11

Our secondary colours are:

C:10    M:65    Y:100    K:0

C:95    M:75    Y:45    K:45

C:30    M:100    Y:40    K:15

C:5    M:17    Y:56    K:0

C:90    M:5    Y:20    K:15

C:85    M:50    Y:0    K:0

C:30    M:5    Y:10    K:0

C:10    M:60    Y:25    K:0

C:70    M:5    Y:15    K:10

C:0    M:50    Y:85    K:0

# Our typefaces

**We have two typefaces that we use for collateral.**

## WE USE CONTINUO FOR HEADLINES

### CONTINUO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

## Azo Sans Medium for subheadings

**Azo Sans Medium**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

## Azo Sans light for body text

Azo Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**Azo Sans bold can also be used to highlight key benefits**

# Our illustration

**We have two versions of our illustration.**

One version has been coloured to sit on a white background and the other has been coloured to sit on a teal background.

Our illustration has been designed so that individual elements can be taken from it and used on other collateral such a social media and sponsorship decks.

Example of individual element use

TRY
SOMETHING
NEW

**Find yours.**