



BRAND GUIDELINES

July 2014

OUR LOGO

To maintain the integrity of the B & S logo, and to promote the consistency of our brand, it is important to use the original logo that we provide you. We use the same version in print, and on the web.



OUR TYPEFACE

Raleway is our preferred typeface. We use the following weights.

Raleway - Medium

Raleway - Bold

Raleway - Heavy

**PREMIER
HAND-POURED
ZINC BOAT
ANODES
INBOARDS
OUTBOARDS
STERN DRIVES**

OUR COLORS

Please refer to this guide to help you to use the correct colors when using our brand. This way, all of our materials will be consistent.



PANTONE P 138-11 C

R: 114

G: 162

B: 144

HEX: #72A290



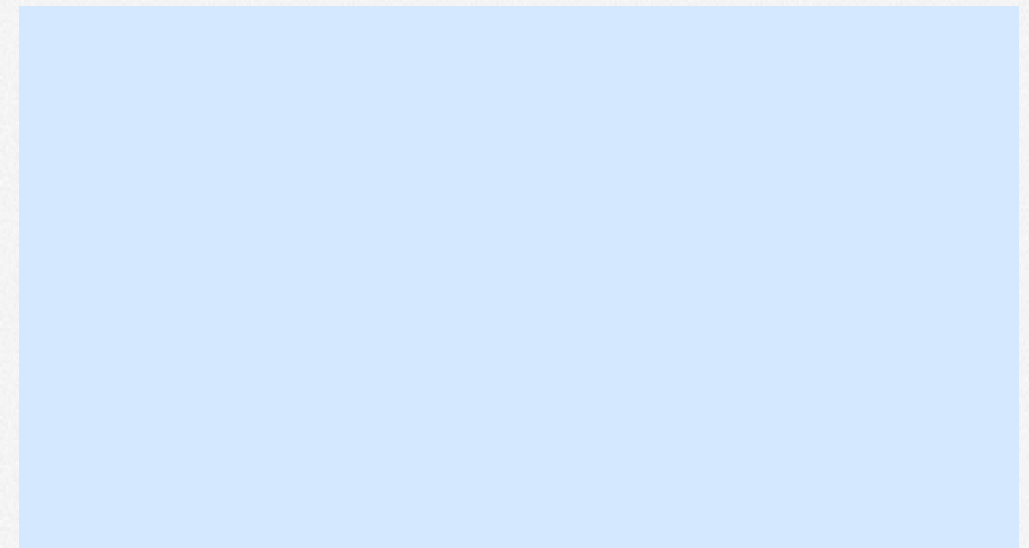
PANTONE P 108-15 C

R: 0

G: 70

B: 123

HEX: #00467B



PANTONE P 112-1 C

R: 212

G: 232

B: 255

HEX: #D4E8FF