



CITIMARINE

Marine parts & more...

CITIMARINE STORE

BRAND GUIDELINES

TABLE OF CONTENTS

03 INTRODUCTION

04 LOGO EXPLAINED

05 LOGO COLORS

06 LOGO CLEAR SPACE

08 APPROVED LOGO FORMS

10 LOGO BACKGROUND

11 CORRECT USAGE

14 TYPOGRAPHY

16 BRAND IDENTITY KIT



INTRODUCTION

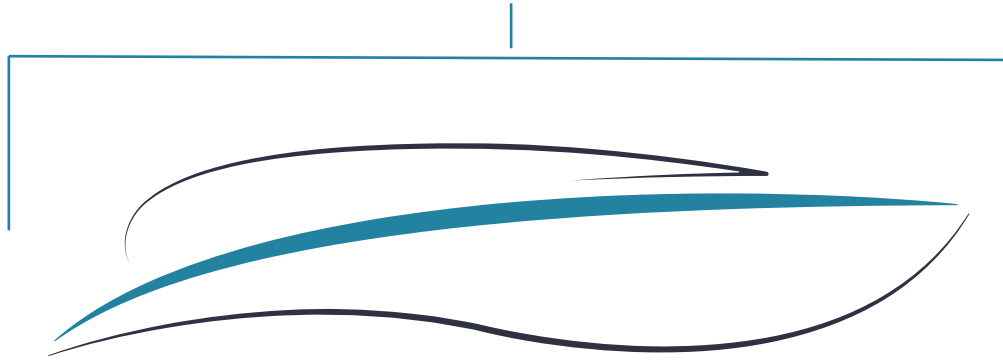
Citimarine Store is a leading retailer of marine equipment and accessories for boats and yachts. With a wide range of products, including air conditioners, yacht toys, electrical systems, navigation equipment, safety gear, refrigerators, and more, Citimarine Store has become a one-stop-shop for all things boating.

The company has been in business for over 20 years and has built a strong reputation for providing high-quality products and exceptional customer service. Whether you are a seasoned sailor or a novice boater, Citimarine Store has the expertise and resources to help you find everything you need for your next adventure on the water. With a commitment to excellence and a passion for boating, Citimarine Store is a trusted source for all your marine needs.

This document is a practical guide to help introduce you to the basic elements of our evolving identity. Here, we'll outline our new assets and how to use them to create branded materials that are consistent and cohesive.

CITIMARINE STORE LOGO EXPLAINED

CITIMARINE STORE SYMBOL



CITIMARINE

Marine parts & more...

WORDMARK

CITIMARINE STORE SYMBOL

The Citimarine Store Logo represents a silhouette of a yacht.

WORDMARK

This is the official wordmark that has been developed for Citimarine Store.

LOGO COLORS:



#2D3140 Equivalent to CMYK:

Cyan = 80%
Magenta = 72%
Yellow = 51%
Black = 50%

#2D3140 Equivalent to RGB:

Red = 45
Green = 49
Blue = 64

#2D3140

#2882A2 Equivalent to CMYK:

Cyan = 82%
Magenta = 38%
Yellow = 25%
Black = 2%

#2882A2 Equivalent to RGB:

Red = 41
Green = 130
Blue = 162

#2882A2

Production of the Citimarine Store logo or pointer graphic in any colors aside from these two approved colors must be approved by Citimarine Store's Marketing Communications department.

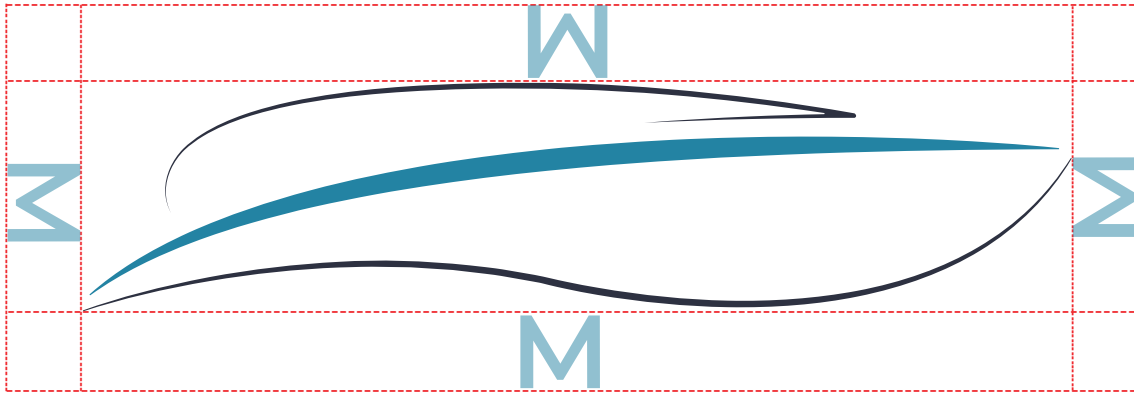
LOGO CLEAR SPACE:

In order for the logo to be correctly recognised, it is important that each design element is appropriately isolated from the other elements. The minimum clear space for the Citimarine Store Logo is calculated based on the height of the “Marine parts & more...” text. In this case, the clear space is the height of the “Marine Parts & More...” text on all sides of the logo.



LOGO CLEAR SPACE:

The minimum clear space for the Graphic (Boat) Logo is calculated based on the height of the “M” in the “Marine parts & more...” text. In this case, the clear space is the height of the “M” text on all sides of the logo.



MINIMUM SIZE REQUIREMENT:

The minimum size for the full logo must not be smaller than 60 px X 21 px / 21 mm X 8 mm.

The minimum size for the Graphic (Boat) logo must not be smaller than 56 px X 13 px / 19 mm X 5 mm.



60 px X 21 px / 21 mm X 8 mm



56 px X 13 px / 19 mm X 5 mm

APPROVED LOGO FORMS :

Our logo can be used in 6 different forms:



Logo in Citimarine Blues
#2D3140 and #2882A2



Logo in Citimarine Blue
#2882A2 and White #FFFFFF



Logo in Citimarine Blue #2D3140



Logo in Black #000000



Logo in White #FFFFFF

APPROVED LOGO FORMS :

The Graphic (Boat) Logo may be used by itself, but must represent Citimarine Store. It must not be rotated. Our Graphic / Boat logo can be used in 6 different forms:



Logo in Citimarine Blues
#2D3140 and #2882A2



Logo in Citimarine Blue #2882A2



Logo in Citimarine Blue #2D3140



Logo in White #FFFFFF



Logo in Black #000000



Logo in Citimarine Blue
#2882A2 and White #FFFFFF

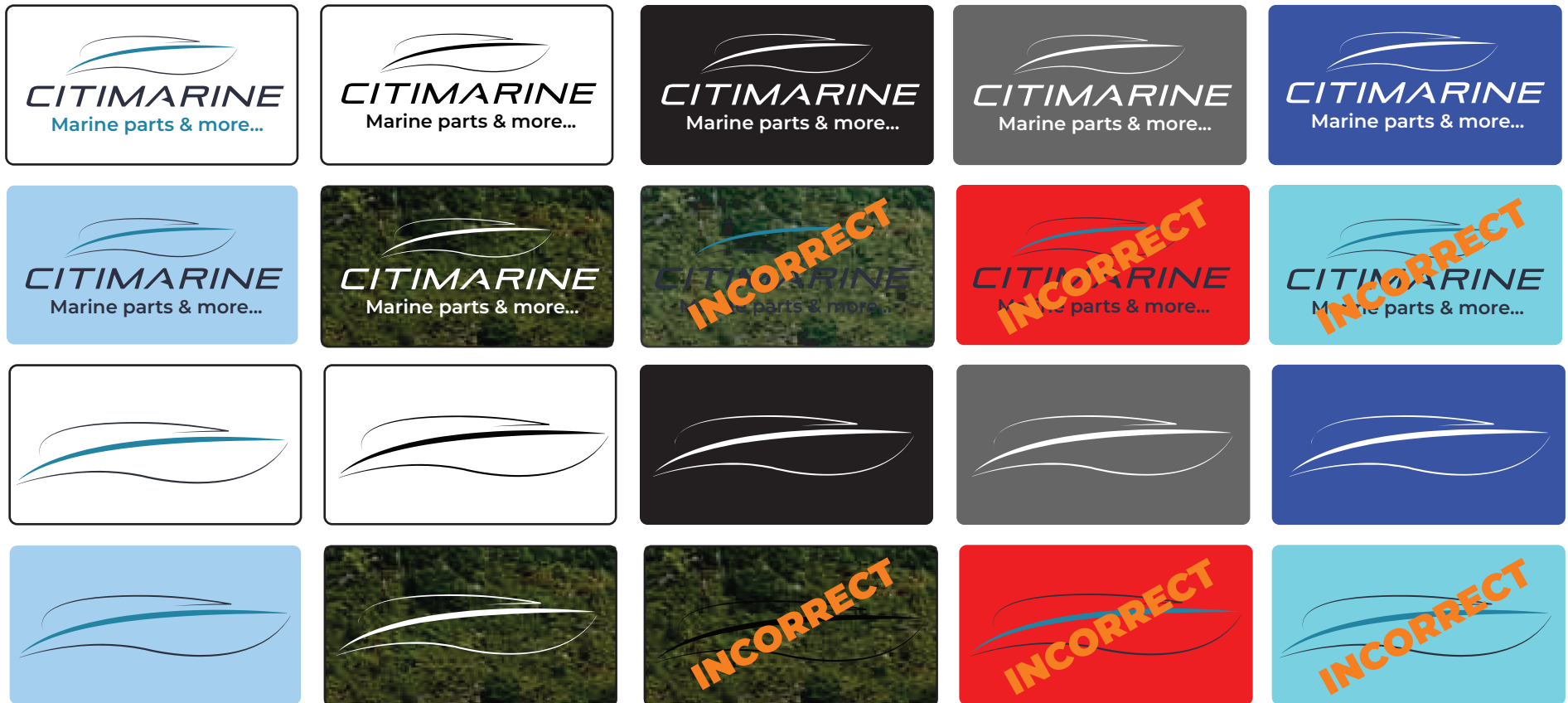
Logo can be thickened no more
than 2mm for printing purposes only:



LOGO BACKGROUND :

In most instances, it is preferred that the Citimarine Store Logo is used with solid backgrounds. If the background is white, use the Citimarine Blues or black logo. If the Background is dark, use the white or white and Citimarine Blue logos.

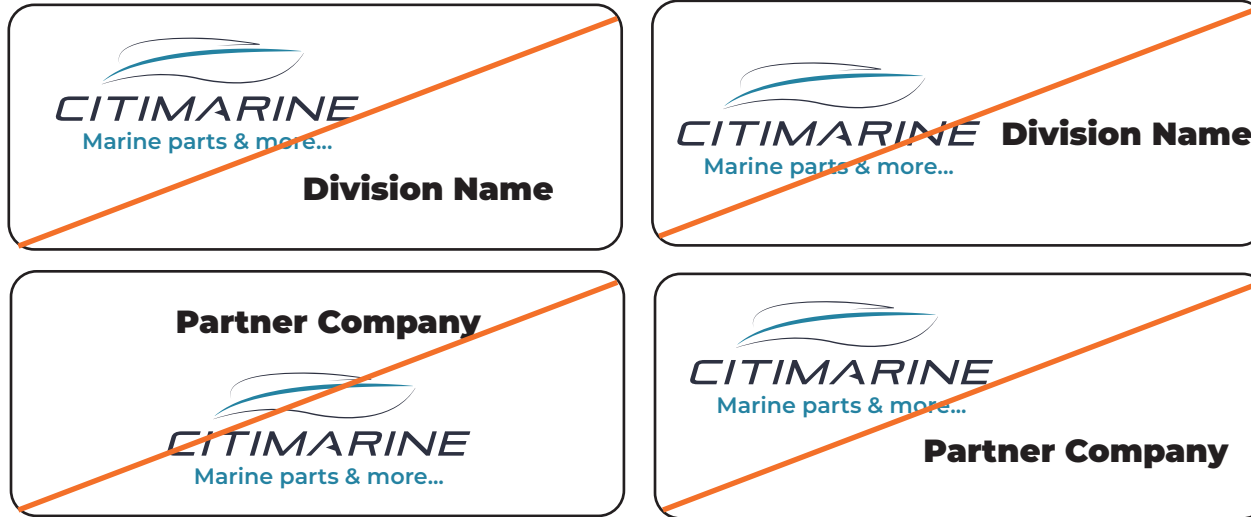
FOR INSTANCE :



Above are the examples of acceptable and unacceptable applications.

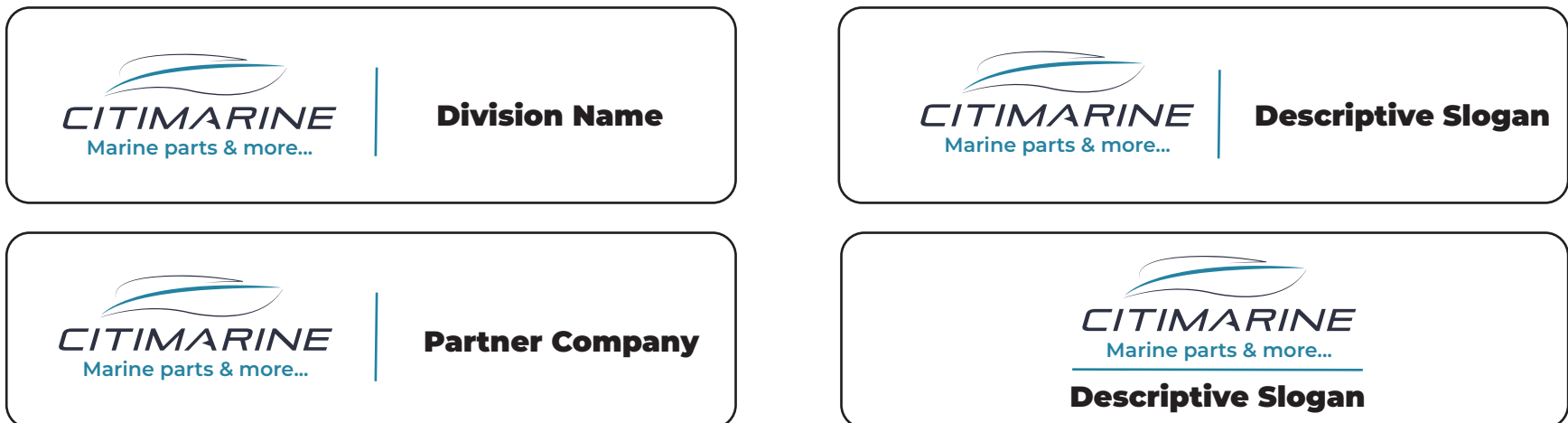
CORRECT USAGE :

Under no circumstances should the Citimarine Store logo be altered by incorporating a division or group name, or any other identifier that suggests endorsement. Presently, there is no authorized slogan or tagline, and no endorsed use for a slogan or tagline in association with the Citimarine Store logo.



The Citimarine Store Logo must not be combined with a division or department name or another company's name within the designated free space.

ACCEPTABLE:



CORRECT USAGE :

USING CITIMARINE STORE IN TEXT :

The Citimarine Store logo must not be placed within a sentence.

“Find everything you need at ”

The name “Citimarine Store” must not be written in all capital letters when used as part of copy.

“Find everything you need at CITIMARINE STORE.”

ACCEPTABLE:

“Find everything you need at Citimarine Store.”

“FIND EVERYTHING YOU NEED AT CITIMARINE STORE.”

SLOGAN:

Please use our slogan “Your Deck Hand” as well as our name “Citimarine Store” whenever you are using our brand and logo, in your website, artwork, articles and social media posts. Our slogan can be used as a hashtag:

#YOURDECKHAND

#CITIMARINESTORE

CORRECT USAGE :



Citimarine Store logo or the graphic (Boat) proportions may not be condensed, altered or stretched.



Citimarine Store logo or the graphic (Boat) may not be used with gradients or shading.



Citimarine Store logo or the graphic (Boat) may not be repositioned.



Citimarine Store logo or the graphic (Boat) may not be inclined or rotated.



The proportions of the Citimarine Store logo or the graphic (Boat) may not be changed.



Citimarine Store logo or the graphic (Boat) may not be combined with other elements.



The font style of the Citimarine Store logo may not be changed.



The font style of the Citimarine Store logo may not be outlined or contoured.



The Citimarine Store logo or the graphic (Boat) may not be displayed in 3D format.



The Citimarine Store logo or the graphic (Boat) may not be flipped.

TYPOGRAPHY :

We have carefully selected a corporate typeface that embodies our company and brand image consistently. This typeface is versatile enough to be used in both digital and printed communications. Special considerations have been taken to ensure it works well in computer-oriented communications.

Our Approved Font Family Is “Montserrat” :

Montserrat Black:

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m
n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Montserrat Bold:

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m
n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Montserrat Medium:

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m
n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Montserrat Regular:

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m
n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Montserrat Light:

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m
n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

TYPOGRAPHY :

Our Approved Logo Font Family Is “Pirulen” :

PIRULEN ITALIC

^ A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

^ A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0

PIRULEN BOLD ITALIC

^ A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

^ A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0

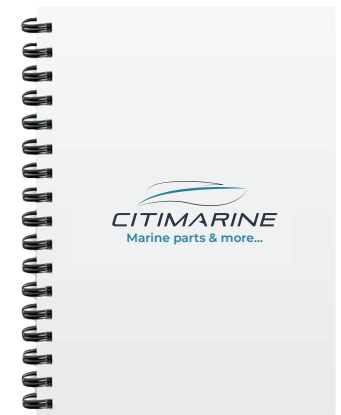
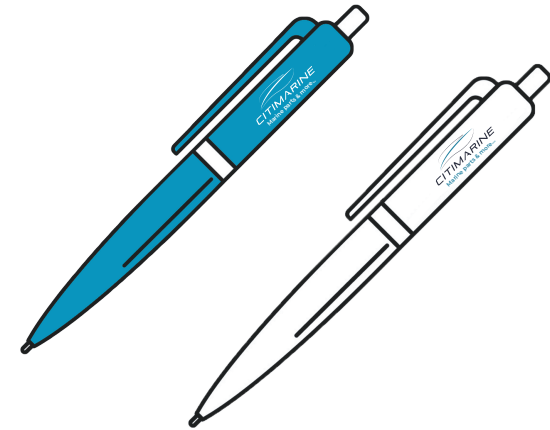
To make the “A” in “Pirulen Font” add a triangle sideways. See the example below;

Make a triangle sideways then add it between the “^”.



BRAND IDENTITY KIT :

Here are some ways to use Citimarine Store Logo on different products:





CONTACT INFORMATION

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