WHAT ARE BRAND GUIDELINES?
Brand guidelines lay out the ground rules which establish and now protect the Seabase identity. The visible representation of Seabase is an important marketing tool used to shape the perceptions of our customers, employees and target markets. The identity and the associations with it provide a competitive advantage; it is critical that the brand is protected for the future.

WHY DO WE NEED GUIDELINES?
As a Company and as a Brand, Seabase is working towards increased recognition on a global scale. It is essential the brand is controlled and associated with the diversity of products, markets and values which make up the Seabase culture. Much of this is portrayed in the visual representation of the Company Identity.

Brand Guidelines serve to control the standard and consistency of an Identity both internally and externally. This envelopes internal publications in addition to external websites, brochures, advertisements, product packaging, stationery and presentations. This Brand guide manual sets out the standards required; please ensure these are followed.

USING THE GUIDELINES
This document serves as a guide to the Seabase brand. The information contained within it details each of the key elements that constitute the brand and help to form the company’s identity – such as the Seabase logo, the corporate typefaces and the byline that will become synonymous with Seabase.

All brand material can be categorised in one of two ways:
- ‘External’ Media (anything that will be seen by those outside the business, such as Seabase customers or the general public).
- ‘Internal’ Media (anything that will ONLY be seen or used by Seabase employees within Seabase buildings).

In all cases, Anomaly Creative is able to provide assistance and guidance to ensure that it remains consistent with the Brand Guidelines.
SECTION 1
core brand application
The Seabase logo will always be the primary and most instantly recognisable element of the corporate branding. It is therefore critical the Seabase logo is used appropriately and in line with these guidelines to ensure it always achieves maximum clarity, prominence and consistency.

Please follow these rules carefully, whenever and wherever the Seabase logo and associated elements are used; stationery, literature, signage, display and product packaging and any application of the brand to any media across the board. Of course there may be circumstances when it may not be possible to follow the instructions given here to the letter. In these cases feel free to consult with Anomaly Creative will ensure that the logo is treated most appropriately.

A. SEABASE LOGO
This is the most visible and recognisable element of the brand identity. Along with the other associated elements it has been created to reflect and carry the existing value into the future.

Each of these elements, but especially the logo, has been precisely drawn and must not be altered in any way. High-resolution (print-quality) artwork for the logo can be requested from Anomaly Creative and must always be used to ensure that professional presentation of the brand is always achieved.

B. CLEAR SPACE
An exclusion zone has been established that is equivalent in proportion to the areas marked with a cross (in the diagram opposite). This amount of ‘free space’ should always be left clear around the logo to ensure that it stands out clearly.

C. STANDARD SIZE
The standard size (in width) of the logo when used on the cover of A4 literature should always be 60 (w) mm. When used on secondary or tertiary media for example sponsorship on an event poster/advert, logo height is to be no less than 4mm. The logo has been created with simple shapes and curves so it has the strength to maintain legibility and presence when small or viewed from a distance, however in applications such as newsprint it may need to either be black and white, or larger than 4mm height due to registration issues in this type of printing.
The Seabase by-line is a positioning statement. It is in lowercase letters so as to not be over-bearing and self important and it is always finished with full-stop; there is nothing further to add. It says it all.

It is a simple play on words that in the first context exudes confidence and identifies with the audience that the brand is built on the very core values of surfing. Be it the feeling you get when you’re the first person in the water and you watch the sun rise over perfect A-frame peaks, your first tube, or passing on and sharing the experience or surfing to the next generation; it says Seabase is eyeball deep in it just like the customer and for them that’s the emotional buy in.

The second context is that Seabase is actually physically and perpetually out surfing and as an entity is totally addicted to all aspects of the sport. Afterall it is the sport that the core business is built around.

The by-line is the only object that is permitted to encroach into the logo’s clear space parameters. As shown below, ‘we are surfing’ lines up with the tip of the last E in the logo, and lines up to the left visually with the start of ‘BASE’. The by-line is positioned below the logo the distance equal to the thickness of the logo’s horizontal lines.

The by-line can also be used separated from the logo but never where possible on it’s own. There are a few occasions exclusive to this rule; on documents where it is apparent it is a part of the Seabase brand (see back of business card) and also where impact is paramount ie vehicle livery where space and interruption from contours, handles & rubbers is an issue.

Also advert sign-offs as bottom diagram, (detailed later in this document), the base of the byline (not the descender of the ‘g’) must line up with the base of the logo as shown bottom.
The Seabase brand colours are first and foremost PMS 299 c, BLACK, and the tertiary colour is PMS Cool Grey 10. The logo where possible is to be in the blue as shown top right, but may also be black on white, reversed out of blue in white, reversed out of black in blue or white and grey in white as shown to the right.

**LOGO MIS-USE**

If these guidelines are followed, the Seabase logo should always appear in its correct form, however pictured below right are a few examples of improper use of the logo. Such misuse includes scaling or stretching the logo out of its intended proportions, using the brand mark with non-specified colours. All such mis-uses damage the strength and due to inconsistency, dilute the visual impact of the brand.

Where possible the logo must sit on clear space, if there is no way to avoid this then ensure it is at its maximum contrast colour way. Examples of dos and don’ts below:
The base typeface for all communications is the **Helvetica Neue** family. Helvetica was created circa 1950 and to this day appears timeless, it always looks fresh and up to date. Also it is very flexible as it works well when used in conjunction with many other typefaces, such as may happen with campaign work.

Predominantly the body typeface is Helvetica Neue Roman, to be used at 9pt and no smaller than 8pt. Generally the extended versions are only to be used in external communications such as sub headers. In rare cases where space is tight and information is needed solely to cover legal obligations condensed versions can be used eg in terms and conditions.

**Helvetica Neue Light**
1234567890@£$%^&*()ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz

**Helvetica Neue Roman (55)**
1234567890@£$%^&*()ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz

**Helvetica Neue Bold (75)**
1234567890@£$%^&*()ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz

**Helvetica Neue Extended (53)**
1234567890@£$%^&*()ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz

**Helvetica Neue Medium Condensed (57)**
1234567890@£$%^&*()ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz

When Helvetica Neue is unavailable (this may be the case with internal communications) use Arial.

**Arial Regular**
1234567890@£$%^&*()ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz

**Arial Bold**
1234567890@£$%^&*()ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
HEADING SIZE HELVETICA NEUE 75 @ 18pt

Intro copy to be Helvetica Neue 75 @ 12 pt with 12pt leading. Can be run all Capitals but if over 30 words it’s easier to read if sentence case is used.

Body copy to be Helvetica Neue 55 @ 9pt with 9pt leading. For external communications via letterhead 10pt is also acceptable.


The **100% WATERPROOF, 100% QUALITY** seal is the customers’ guarantee they are receiving the best products that Seabase is able to provide. It’s purpose is to build on the high standards already instilled into the Seabase brand.

This seal is to be used on all product packaging as well as product specific advertising be it magazine, instore promotional material or sales promotions.

Do not use any smaller than 30mm diameter, minimum size shown below.
The wave device is complimentary to the core brand, but not a fixed graphic; it is not a part of the core brand and can be intermittently changed every few years to keep the look fresh while maintaining the brandmark consistently in the revised form as shown.
Vehicle livery has also yet to be resolved but a new design will be developed as part of the ongoing roll-out of the brand.

All vehicles will eventually be silver. Shown at right is the current conceptual applied to a generic vehicle (Mercedes Sprinter).

Brandmark + by-line and any contact details (preferably kept to the minimum or the web address to avoid clutter) all computercut in brand colours as displayed.

Image printed in black onto clear vinyl adhesive so silver of vehicle shows through. This gives imagery a nice subtle presence to support the brandmark without being too colourful and overbearing of the brand. The logo should be number one in the hierarchy in this application due to the short time frame the viewer sees the vehicle, it may be as short as a few seconds when driving past.
The packaging has been designed to reflect the quality of the Seabase product range. In today’s retail clutter it’s refreshing and eye-catching to see simply designed material.

Shown right is a conceptual application of the header card for the polyester resin ding repair kit. Instructions to be printed on the inside or folded and inserted into bag with product.
Examples of both corporate and directional signage. Note the logo guides explained earlier in practice.
Screen Grab examples of Brand use online, web development currently in progress.
SECTION 3
brand campaign & product promotional advertising
When used in Classified advertising and due to restricted space/column width the logo and byline are to be used in the stack format as shown below left. Be sure to observe all clear space requirements; the logo maintains more impact slightly smaller and with breathing space than it is pulled larger and squashed in the column width hard up against other ads which nine times out of ten are poorly designed, cramming too much info in a small space and off balance. These kind of ads disappear into the blur of information.

The idea is to take ownership of the space no matter how small it is to grab attention and make the message simple, to the point and easy to read as possible.

On full page adverts the logo/byline can be used as shown below right, on a double page spread (dps) it is better to use the stack as it keeps the brand sign off together in such a large space. Always keep the logo and byline inside publication specifications of text safe zones (margins).

The logo doesn’t need to be huge in this application it is the last thing the reader should see. The hierarchy for a well executed ad is visual + headline (engaging the viewer enough to read more), then in further detail with a brief message, and finally the brand and contact points ie website and or ph. Keep these to the minimum on the brand ads.

On an A4 8mm high is large enough, it serves only as a sign off to a smart and well executed campaign. The ad’s resonance and viewer recall comes from the impact of the message and visual of the ad, not a logo that takes up half the page.
SECTION 4
sub brand use with parent brand
**QUIVER BY SEABASE**

Regardless of the sub brand and model, the logo is to be used separately from the Seabase brandmark. When displayed in advertising/media or brochures it is to be introduced as a product of Seabase, and the media shall be branded accordingly as per this brand guide, maintaining ownership for Seabase.

Assymetrical placement is preferable, however, if placed centred the decal is to be shifted as far forward as possible as shown on the next page.

Manufacturing decals such as the ‘E’ Series are to be placed inbetween the fins on the base, and model descriptor decals on the deck behind or to the side of the legrope plug, taking into consideration traction pad placement.
Main decal/logo Centred
Assymmetrical placement is preferable for longer/more horizontally orientated logos, however, if placed centred the decal is to be shifted as far forward as possible. When a centred logo is placed too low it creates the optical illusion of the board being a lot wider and fatter than it actually is. This is fine for retro models and longboards as it adds to the old school feel, but can take the edge off the look of a refined, high performance surfboard.