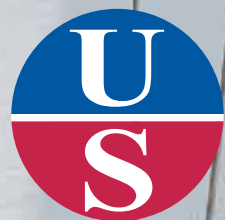




STYLE GUIDE



ULLMAN SAILS

CONTENTS

1

BRAND MARK

Heritage Brand Mark
Word Mark
Spacing and Sizing
One Color Logos
Prohibited Usage

2

COLOR

Primary Brand Colors
Secondary Brand Colors
Tactical Brand Colors
Logo Colors

3

TYPOGRAPHY

Primary Font
Primary Font Treatment
Secondary Font
Secondary Font Treatment
Location Signature

4

IMAGERY

Imagery Pillars

Heritage

Staying true to our roots

Legacy

Our tool for future impact

Where we belong

*We've been here
and we are here to stay*

WHO WE ARE

We are more than (*sails*), we are a **living** breathing **expression** of making a business out of *something you love*. We give people the wings they need to live freely. We offer trust and accountability in a world where both are hard to come by. We are **making a difference** to those around us, opening doors and giving back. We are a business *built on family* and our bloodline stretches continents. We have many **stories** to tell and many stories still to write. We will always be there when the sun rises, no matter where you are. We will meet you where you need us.

We are where we belong.

We belong here.

PRIMARY BRAND MARK

The Ullman Sails brand mark has two components; our heritage brand mark and our updated word mark.

Our heritage brand mark is our most recognizable asset. It represents our legacy and the brand's origins. It should remain the logo that is sewn on sails and on all sail applications. It will also be used where a short form logo is required.

Our updated word mark refreshes our look by combining our umbrella **ULLMAN** mark with the heritage **Sails** mark. This unifies our growing company identity whilst staying true to our roots.



Heritage Brand Mark
Word Mark
Spacing and Sizing
Color Usage

HERITAGE MARK



ON WHITE

On white the edge falls away.



ON COLOR

On all backgrounds that are not white, the Heritage mark should have a white edge.

HERITAGE MARK



SAFE ZONE



The preferred safe zone around the mark is the same distance as the U



The minimum safe zone around the mark is the same distance as the inner white bar holding ULLMAN SAILS.

ONLY TO BE USED IF SPACE REQUIRES IT.



WHITE EDGE

The white edge around is the same width as half of the U from the inner ULLMAN SAILS white bar

WORD MARK



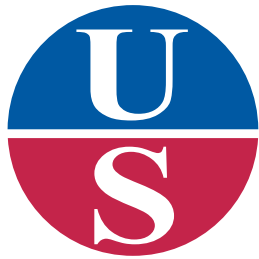
ULLMAN SAILS

WORD MARK



WORD MARK

Heritage Mark loses the name in center bar



ULLMAN SAILS

ULLMAN brand mark

Heritage Sails

The Ullman Sails brand mark gets a refresh to align with the **ULLMAN** brand. It simplifies the mark for legibility and for scalability.

SPACING



SPACING



S AS THE GUIDE

S

The **S** from **SAILS** is used as the guide for both the spacing between the mark and the word mark as well as the safe zone around the logo.

—

Even in the absence of the white edge around the mark, it should still be considered with the spacing and safe zone.



Never adjust the spacing between the letters of the word mark OR the space between the mark and word mark.

TRADEMARK



ULLMAN SAILS™

TM

It is not necessary to put the trademark symbol in all applications.

However if used only the first instance of the mark or on the most prominent instance of the mark should have the **TM**.

It should never be resized, moved or changed.



SPACING



S AS THE GUIDE

S

The **S** from **SAILS** is used as the guide for both the spacing between the mark and the word mark as well as the safe zone around the logo.



ULLMAN lines up with the **U** in the mark. **SAILS** sits at equal distance to the bottom of the mark as **ULLMAN** is to the top of the mark.



Never adjust the spacing between the letters of the word mark OR the space between the mark and word mark.

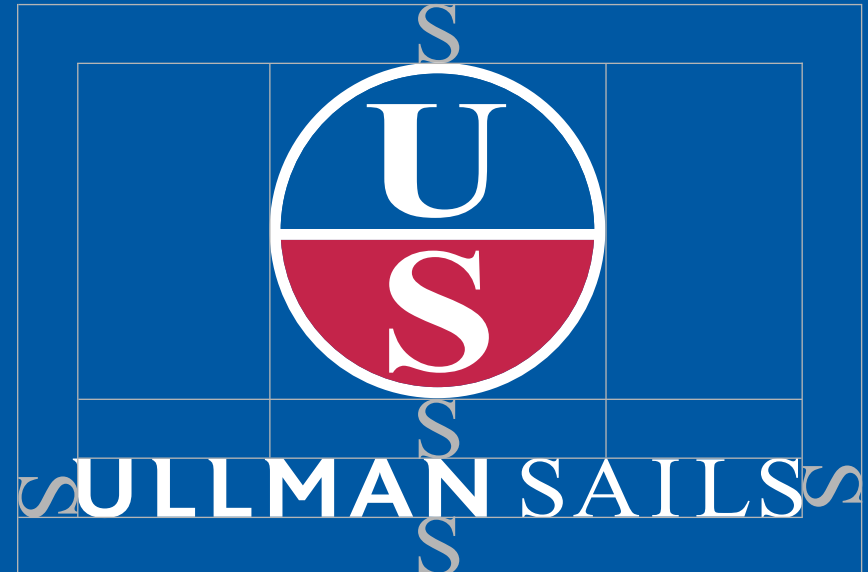
SPACING



S AS THE GUIDE

S The **S** from **SAILS** is used as the guide for both the spacing between the mark and the word mark as well as the safe zone around the logo.

— **ULLMAN** lines up with the **U** in the mark. **SAILS** sits at equal distance to the bottom of the mark as **ULLMAN** is to the top of the mark.



Never adjust the spacing between the letters of the word mark OR the space between the mark and word mark.

SPACING



S AS THE GUIDE

S

The **S** from **SAILS** is used as the guide for both the spacing between the mark and the word mark as well as the safe zone around the logo.



ULLMAN lines up with the **U** in the mark. **SAILS** sits at equal distance to the bottom of the mark as **ULLMAN** is to the top of the mark.



Never adjust the spacing between the letters of the word mark OR the space between the mark and word mark.

ONE COLOR LOGOS



ONE COLOR

These should only be used in applications that require a one color logo.

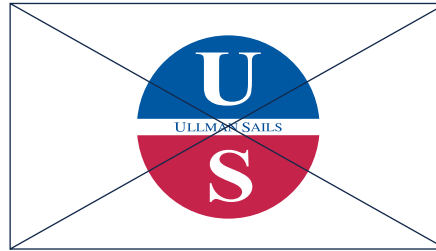
They should never take preference over the primary logo colors.

LOGO PROHIBITED USAGE

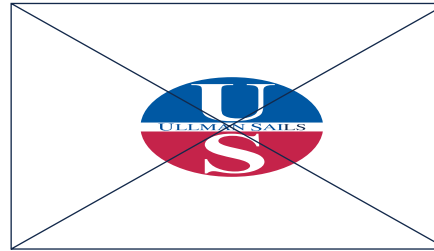
Always ensure the brand mark is used correctly in all print and online applications.



Never outline logo.



Never change the size of the letters in the logo.



Never distort the logo.



Never apply a gradient to the logo.



Never use own colors / color replacements.



Never add a drop shadow or effect.



Never swap around logo colors.



Never change the size of the white edge around the logo.

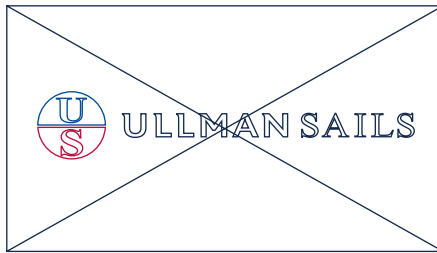
Never recreate the Heritage brand mark.

Always use correct spacing and treatment guidelines.

Request files before attempting to recreate any brand assets.

LOGO PROHIBITED USAGE

Always ensure the brand mark is used correctly in all print and online applications.



Never outline logo.



Never change the size or position of the logo.



Never distort the logo.



Never change or apply own colors.



Never use own colors / color replacements.



Never add a drop shadow or effect.



Never swap around logo colors.



Never change the size of the white edge around the logo.

Never recreate the Ullman Sails brand mark.

Always use correct spacing and treatment guidelines.

Request files before attempting to recreate any brand assets.

COLOR

PRIMARY BRAND COLORS

2



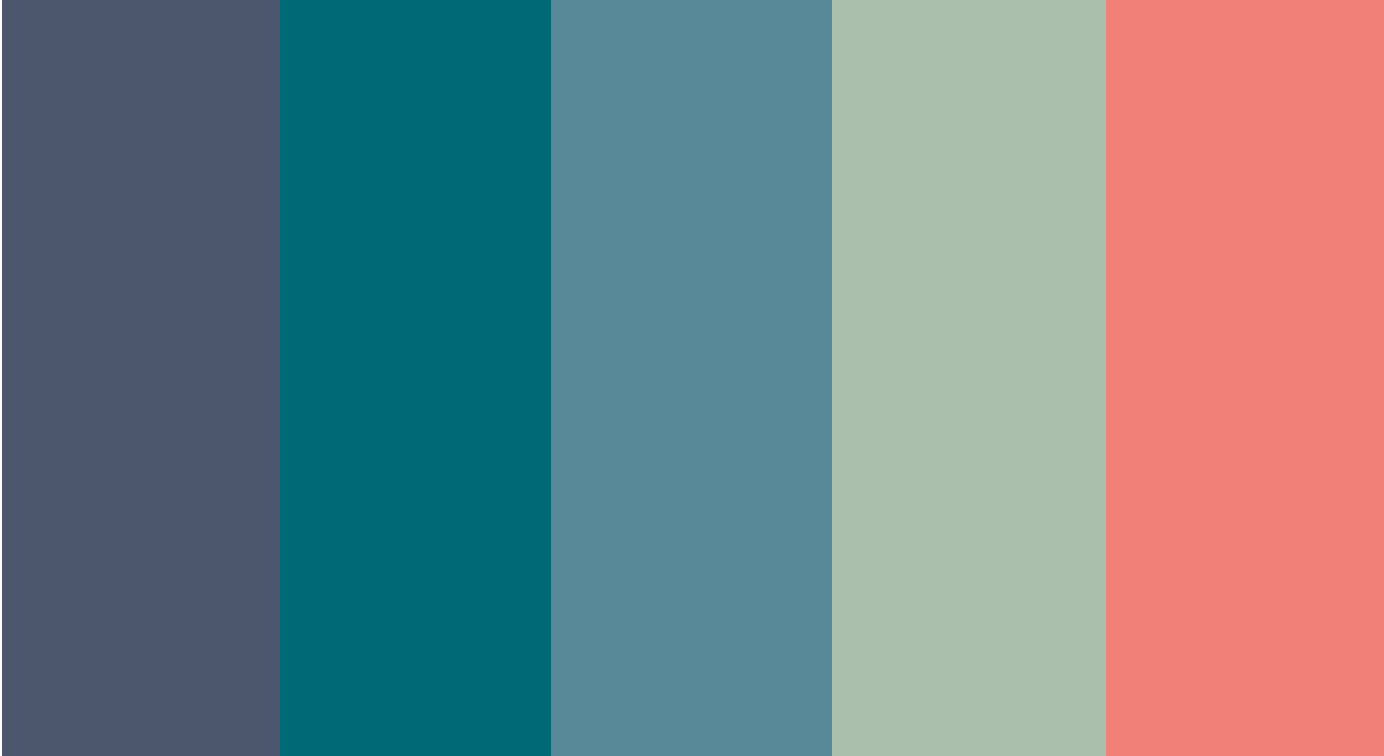
ULLMAN SAILS BLUE	ULLMAN SAILS RED	ULLMAN SAILS GREY	WHITE	BLACK	ULLMAN NAVY
C100 M64 Y0 K16	C0 M100 Y59 K11	C28 M21 Y18 K1	C0 M0 Y0 K0	C75 M68 Y67 K90	C100 M71 Y0 K66
R0 G85 B152	R197 G35 B74	R176 G179 B175	R255 G255 B255	R0 G0 B0	R32 G46 B82
PANTONE 2945CP	PANTONE 193	PANTONE Cool Grey 5 #FFFFFF		#000000	PANTONE 2767CP
#005598	#C5234A	#B0B3AF			#202E52



COLOR

SECONDARY BRAND COLORS

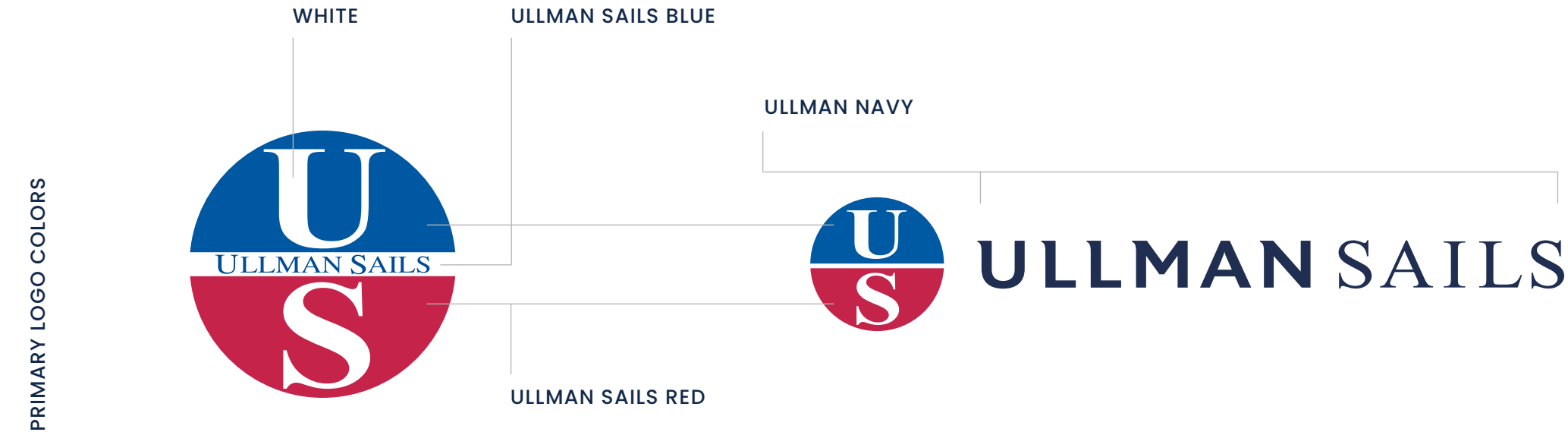
2



CHARCOAL	TEAL	MORNING GUST	KELP	CORAL
C70 M53 Y29 K31	C98 M6 Y30 K41	C56 M8 Y21 K2	C23 M6 Y18 K0	C0 M59 Y49 K0
R94 G103 B113	R0 G109 B117	R121 G176 B174	R186 G204 B186	R241 G128 B112
PANTONE 4139	PANTONE 2238	PANTONE 2232	PANTONE 5595	PANTONE 2344
#5E6771	#006D75	#79B0AE	#BACCBA	#F18070

These colors should be used sparingly and never as a replacement for the primary brand colors. They are intended for accent use only - for icons, on the website, clothing and accessories and smaller design details. Caution should be taken when merging primary and secondary brand colors.

LOGO COLORS



2

ULLMAN SAILS BLUE	C100 M64 Y0 K16	R0 G85 B152	2945CP	#005598
ULLMAN SAILS RED	C0 M100 Y59 K11	R197 G35 B74	193	#C5234A
ULLMAN NAVY	C100 M71 Y0 K66	R32 G46 B82	2767CP	#202E52
WHITE	C0 M0 Y0 K0	R255 G255 B255	PMS N/A	#FFFFFF

COLOR

TACTICAL BRAND COLORS



PINK	PURPLE	GREEN	YELLOW	ORANGE	SKY BLUE
C4 M90 Y0 K0	C62 M93 Y0 K0	C54 M0 Y100 K0	C0 M0 Y100 K0	C0 M68 Y96 K0	C78 M0 Y27 K0
R219 G58 B141	R128 G49 B167	R120 G190 B33	R252 G227 B0	R255 G103 B32	R0 G183 B189
PANTONE 225	PANTONE 527	PANTONE 368	PANTONE 102	PANTONE 165	PANTONE 2397
#DB3A8D	#8031A7	#78BE21	#FCE300	#FF6720	#00B7BD

These colors should only be used for tactical applications and occasions and should be used within limitation. Colors could be used for team kits in support for youth sailors, LGBTQI+ initiatives or Women’s Day for example. The inclusion of the colors should be focused on standing out and unifying teams or initiatives but never in conflict with the Ullman Sails primary and secondary brand colors.

COLOR

TACTICAL BRAND COLORS

2



These colors should only be used for tactical applications and occasions and should be used within limitation. Colors could be used for team kits in support for youth sailors, LGBTQI+ initiatives or Women's Day for example. The inclusion of the colors should be focused on standing out and unifying teams or initiatives but never in conflict with the Ullman Sails primary and secondary brand colors.

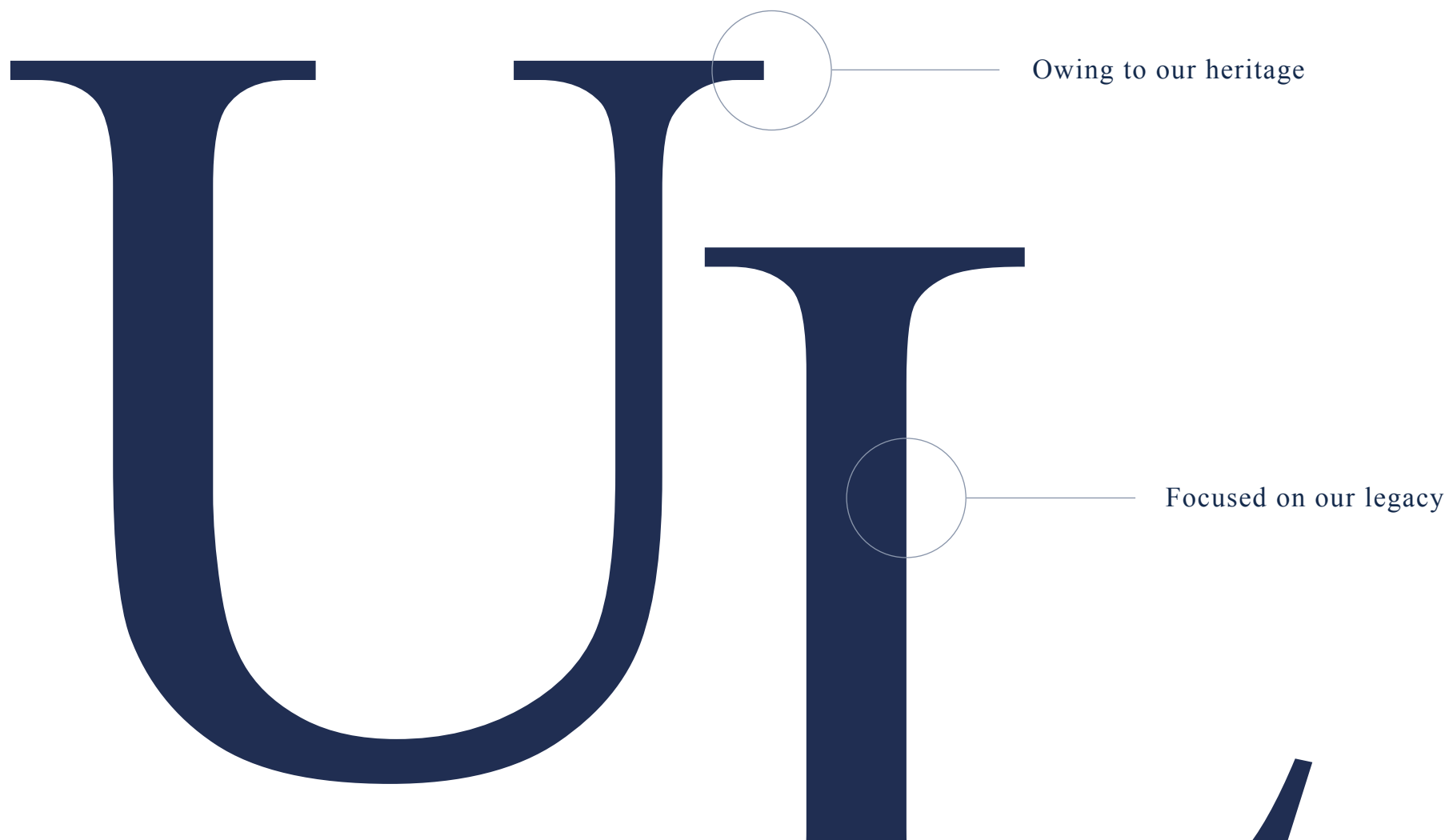
POPPINS



Freedom in simplicity

Grounded in accessibility

Times New Roman



POPPINS

Poppins is a Geometric sans serif typefaces with each letter form nearly mono-linear, with optical corrections applied to stroke joints where necessary to maintain an even typographic color. This typeface is free to use through Google Fonts and works well for online applications.

Light	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 01 02 03 04 05 06 07 08 09 ! ? % # * @ ^ & () { } < > ~
Regular	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 01 02 03 04 05 06 07 08 09 ! ? % # * @ ^ & () { } < > ~
Medium	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 01 02 03 04 05 06 07 08 09 ! ? % # * @ ^ & () { } < > ~
SemiBold	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 01 02 03 04 05 06 07 08 09 ! ? % # * @ ^ & () { } < > ~

TYPOGRAPHY

TREATMENT	<p>Poppins Light, Regular, Medium and SemiBold should be used. Avoid using Poppins Bold.</p> <p>Poppins <i>Light Italic</i>, <i>Italic</i>, <i>Medium Italic</i> and <i>SemiBold Italic</i> should be used where necessary but in moderation. Avoid using Poppins Bold Italic.</p>	
HEADLINES & TITLES	THIS IS A HEADLINE OPTION	Poppins Regular, ALL CAPS, +25-100 Kerning or Expanded
	THIS IS A HEADLINE OPTION	Poppins Medium, ALL CAPS, +25-100 Kerning or Expanded
	THIS IS A HEADLINE OPTION	Poppins SemiBold ALL CAPS, +25-100 Kerning or Expanded
BODY COPY	This a body copy option.	Poppins Light, sentence case, 0 Kerning
	This a body copy option.	Poppins Light, sentence case, +10-25 Kerning
	This a body copy option.	Poppins Regular, sentence case, 0 Kerning
	This a body copy option.	Poppins Regular, sentence case, +10-25 Kerning

TYPOGRAPHY

SECONDARY FONT

3

Times New Roman Times New Roman is a classic serif font characterized by it’s thin, sharp serifs with short brackets. It is great for legibility and widely available and accessible.

Regular	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
	01 02 03 04 05 06 07 08 09
	! ? % # * @ ^ & () { } < > ~
Bold	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
	01 02 03 04 05 06 07 08 09
	! ? % # * @ ^ & () { } < > ~

In order to freshen up the Times New Roman application, we are increasing the kerning to +50 or **expanded**.

Line spacing is +2 to font size.

TYPOGRAPHY

TREATMENT	Times New Roman is used as an accent to Poppins. It can be used as headlines, secondary information, footnotes or body copy in an editorial setting. It should always be use in harmony with Poppins. It must always be used in sentence case and never in ALL CAPS .		
HEADLINES & TITLES	<p>This is a headline option.</p> <p>Lorem ipsum dolor sit amet. Sed aperiam molestias ab ipsam culpa eum exercitationem autem qui labore dolorum.</p>	<p>Times New Roman Regular, sentence case, +25-50 Kerning or Expanded</p> <p>Poppins Regular, 0-+25 Kerning or Expanded.</p>	
FOOTNOTE, NUMBERS & ACCENTS	<p>This a footnote option.</p> <p>01 02 03</p>	<p>Times New Roman Regular, sentence case, +25-50 Kerning or Expanded</p>	

TYPOGRAPHY

Poppins

Headlines

Body copy

Tagline

Labels

For legibility

Clarity

accessibility

to the point

Times New Roman

Body copy (Editorial)

Accents

Secondary information

Overall balance with Poppins

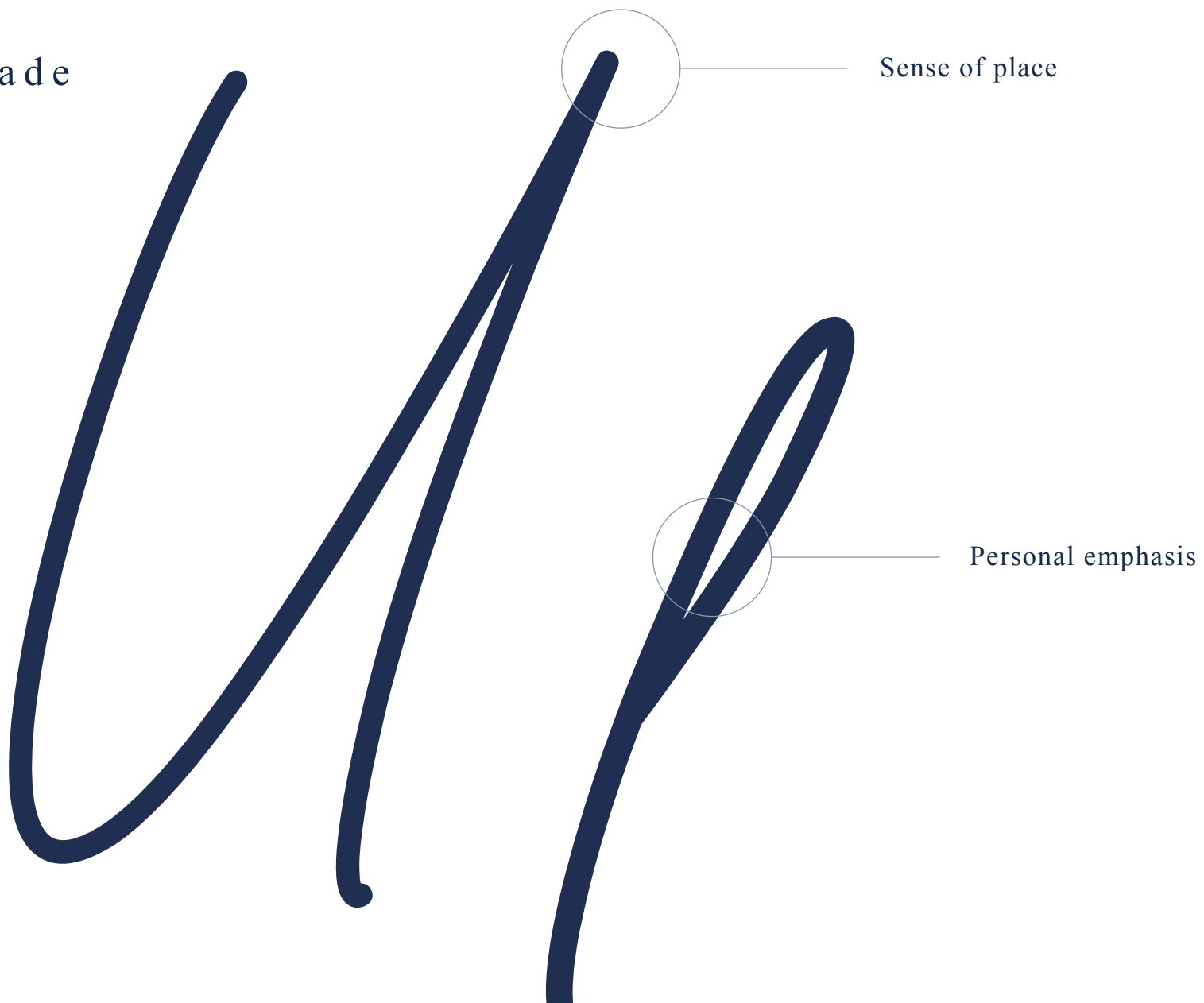
Emphasis

character

style

LOCATION SIGNATURE

Better Grade



LOCATION SIGNATURE

Århus

Newport Beach

Cape Town

Ontario

Hong Kong

St. Maarten

Better Grade script is used to highlight
loft locations around the world. This font
should only ever be used for this purpose
and should never replace the brand's
primary or secondary fonts.

LOCATION SIGNATURE COLORS

Newport Beach

Newport Beach

Newport Beach

Newport Beach

Newport Beach

ON WHITE

On white the signature can be used in either of the Ullman Sails brand colors.



Newport Beach

ON COLOR

On all backgrounds that are not white, the signature should be white.

BRAND IMAGERY

The images we put out into the world should always speak to our purpose and promise to our customers. They should be **inspiring** yet **relatable** and **positive** but not forced. We need to show *authentic experiences of our products* and the *expression of freedom they evoke*. We should always seek a balance between the **micro** and **macro environments** - showing materials and techniques as well as how the products show up in the world. **People** are the core of what we do and they should always be a focus. We need to *tell the stories of who makes us* and be *constantly seeking content that shows off our community*. It should be **personal** and **genuine** to grow trust from the outside in as well as to inspire **pride** and **loyalty** from the inside out.



ULLMAN SAILS

IMAGERY PILLARS

IMAGERY PILLARS



PEOPLE

Story telling
Faces of Ullman Sails
Faces of customers
Diverse and inclusive
Evoke a sense of freedom

PRODUCT

Materials
Construction
Complete and in situ
All products in portfolio
Promotional

ENVIRONMENT

Internal environment
External environment
Earth first

4

Always use high quality images, no low res or pixelated imagery
Never use imagery downloaded from the internet without usage rights
Always credit the photographer where possible in tags or @

IMAGERY PILLARS

PEOPLE

4



STORY TELLING

Visually showing the people, the history, the legacy behind the brand and the products that make up the portfolio.

Portraits in lofts, manufacturing process, action shots, wide angles.



FACES

Showing the faces of the Ullman Sails family - who makes us. This is employees, representatives, customers, influencers.

Portraits in lofts, offices, factory settings, outdoors on boats, beaches, near water, with wind & movement. Always positive, never forced or over posed, should feel genuine and natural. Must show diversity and be inclusive.



EVOKE A SENSE OF FREEDOM

Highlighting the feeling Ullman Sails inspires. Showing people experiences freedom through our products.

Portraits with products in situ. Show action and movement. Using wind and lighting to help relay this feeling. Wider angles, seeing the environment. Should feel always feel authentic and never forced.

IMAGERY PILLARS

PRODUCT

4



PRODUCTS IN ACTION

Showing all the products in our portfolio in action where they show up.

Equal emphasis on all products in portfolio. Showing people using products with the product in focus.



MATERIALS

Highlighting the materials we use to create our products.

Close ups, emphasize textures, patterns and shapes.



THE PROCESS

Showing the behind the scenes of the manufacturing process.

Show action and movement. Close ups and wide angles showcasing the environment in which the products are made. Focus on hands, shapes, textures, machinery.

IMAGERY PILLARS

ENVIRONMENT

4



EXTERNAL ENVIRONMENT

Seeing our products in the environments in which they show up.

Equal emphasis on all products in portfolio. Showing people using products with the environment as the focus.

INTERNAL ENVIRONMENT

Showing the birthplace of our products.

Show where our products are made as well as the environment that Ullman Sails calls home.

EARTH FIRST

Where we show our appreciation and commitment to our environment.

Showing natural beauty and scenes, using nature's patterns and shapes.

THE S



As an ode to our heritage, the Sail's **S** becomes our signature design asset.

It celebrates where we have come from and the identity we have carved out for ourselves whilst highlighting what we do best - making sails.

THE S



The S should always be cropped to the left of a shape or page. It can be represented in any of the Primary Brand colors.



THE S



BECOME A LICENSEE

Join the family with
a bloodline that
stretches continents.

The S can be used as a device for aligning
and anchoring text. Text is aligned to the
height of the S.

WHY JOIN THE FAMILY?

BECOME A PART OF A RICH AND DIVERSE LEGACY

Custom sail design and
sail manufacturing dating
back over 50 years.

JOIN AN INTERNATIONAL NETWORK

We have lofts and dealers
in 25 countries with 75
locations worldwide.

COLLABORATE

Work with skilled sail
designers, experienced
sailmakers and
decorated sailors.

COMMUNITY

Work alongside others
who share your passion
for sailing by providing
our customers with
quality sails.

RESOURCES

Access an attentive
and knowledgeable
customer service
team and a dynamic
marketing environment.

