

YACHTS 1

Logo



DESCRIPTION



The **Yachts 1** logo represents sophistication, motion & modernity, embodying the elegance & performance of luxury yachts.

The design features a bold, stylized “Y” constructed from dynamic parallel lines, evoking the streamlined hull of a yacht cutting through water. The vertical and diagonal strokes convey speed, precision and innovation, key qualities that define the Yachts 1 brand.

To the right of the emblem, the wordmark “**YACHTS 1**” appears in strong, geometric sans-serif typography, emphasizing stability and confidence.

The numeral “1”, highlighted in a contrasting blue tone, reinforces the brand’s promise of excellence, leadership, and first-class service in the yachting industry.

Together, the emblem and wordmark communicate **modern luxury, marine expertise, and premium craftsmanship**, making the Yachts 1 logo instantly recognizable and timeless across print and digital applications.

ALIGNMENT



Horizontal Version (Primary)

Use this version whenever horizontal space allows.

It provides the best readability and brand recognition.

This layout maintains a balanced, professional appearance and aligns naturally with text-based formats.

Recommended for:

- Website headers and navigation bars
- Email signatures
- Business cards (landscape layout)
- Brochures and advertising banners
- Signage and yacht decals
- Social media cover images (e.g., Facebook, LinkedIn, X headers)



Vertical Version (Stacked / Secondary)

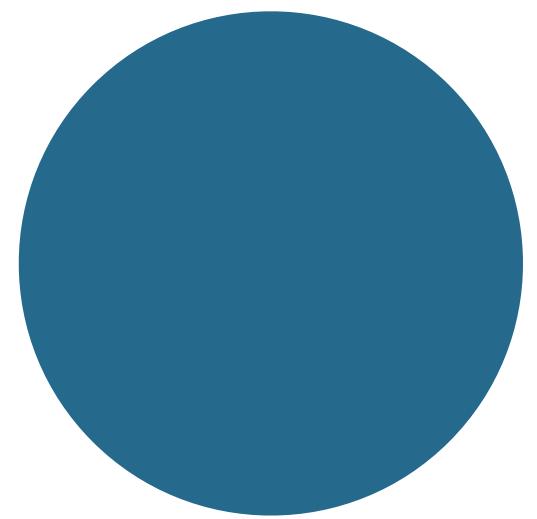
Use this version when vertical or square space is limited.

This version offers better legibility and balance in constrained or square spaces.

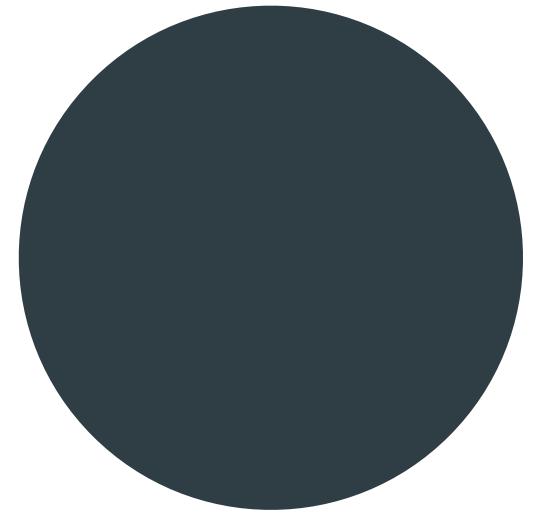
Recommended for:

- Social media profile images or app icons
- Print materials with narrow columns (e.g., event posters, press releases)
- Merchandise (caps, shirts, keychains)
- Letterhead or documents where a centered layout is preferred
- Favicons or small-scale placements where compact design improves clarity

COLOR PALETTE



Pantone 7690 C
C81 M41 Y18 K23
R37 G105 B140
Hex 25698c



Pantone 7546 C
C79.11 M62.13 Y54.88 K45.6
R47 G62 B69
Hex 2f3e45

The color palette combines **deep navy** with **oceanic blue**, reflecting trust, professionalism, and a connection to the sea, the natural environment of the brand.

TYPEFACE

Montserrat Black Italic

Characteristics:

- Uppercase geometric sans-serif
- Heavy weight for confident visual impact
- Italic style conveys motion and forward direction, symbolizing innovation and progress in the yachting world

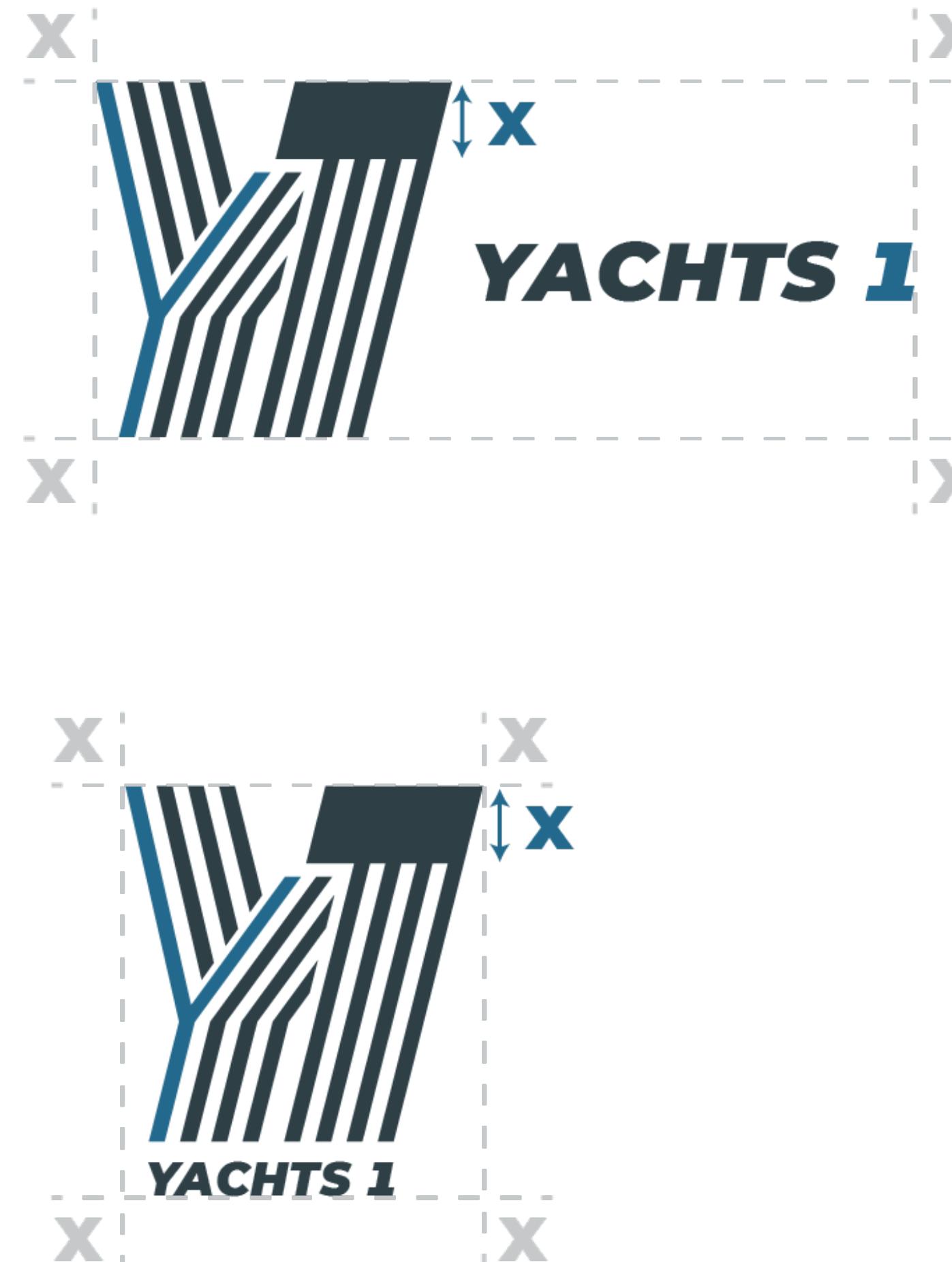
Logo Typeface

Font: Montserrat Black Italic

Designer: Julieta Ulanovsky

Usage Guidelines

- The typeface in the logo must not be altered, stretched, or replaced by any other font.
- Maintain the exact proportions and spacing as in the master logo files.
- Do not recreate the wordmark manually, always use the official logo artwork.

CLEAR SPACE

To maintain maximum visibility and impact, the Yachts 1 logo must always be surrounded by a minimum area of clear space.

This clear space ensures that no other graphic elements, text, or images distract from the logo's integrity and legibility.

The required clear space is defined by the height of the letter "X" in the wordmark. An equal X distance should be maintained on all sides of the logo, top, bottom, left and right.

No graphic elements, text, or boundaries should enter this space under any circumstances.

VISIBILITY



To ensure maximum legibility and brand consistency, the Yachts 1 logo should always maintain strong contrast against its background.

On Deep Navy or Oceanic Blue Backgrounds:

Use the white version of the logo for optimal visibility and balance. This ensures the brand mark remains clear and refined against darker marine tones.

On Light Backgrounds:

Use the primary full-color logo or the dark version to maintain visual strength and color accuracy.

On Dark Backgrounds:

Use the white logo or reversed version to preserve clarity and recognition.

On Background Images:

On Light Images:

Use the primary full-color. Ensure the background area behind the logo is not overly bright or busy to maintain clarity and legibility.

On Dark Images:

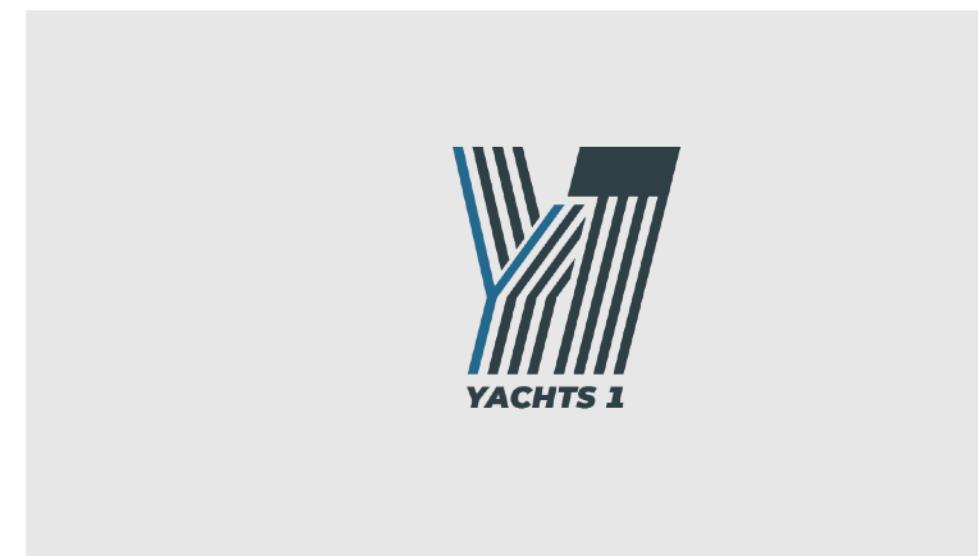
Use the white version of the logo to ensure strong contrast and visibility.

MINIMUM SIZE

150 pixels width



70 pixels width



To maintain legibility and visual impact, the Yachts 1 logo should never be reproduced smaller than the minimum size specified below.

Horizontal Logo

Print: Minimum width of 30 mm

Digital: Minimum width of 150 px

Vertical Logo

Print: Minimum width of 15 mm

Digital: Minimum width of 70 px

30 mm width



15 mm width



At smaller sizes, the logo's fine lines and text may lose clarity and readability. Always ensure the logo remains sharp, balanced, and visually clear across all applications.

For small-scale uses such as social media icons, merchandise tags, or favicons, a simplified or symbol-only version of the logo may be used where applicable.

INCORRECT USAGE



To maintain the integrity and consistency of the Yachts 1 logo, it must never be altered or modified in any way. The following actions are not permitted:

- Do **not rotate** or flip the logo.
- Do **not stretch, distort, or skew** any part of the logo.
- Do **not change the proportions** between the symbol and wordmark.
- Do **not modify** or **rearrange** the logo elements.
- Do **not change the colors** outside the approved brand palette.
- Do **not apply** gradients, shadows, or special effects.
- Do **not outline** the logo.
- Do **not add** text, shapes, or imagery inside or around the clear space.
- Do **not substitute** the official typeface in the wordmark.
- Do **not use** the logo at low resolution or poor quality.

TAGLINE

Meticulous on Land, Masterful at Sea.

Purpose

The tagline captures the essence of the Yachts 1 brand, a commitment to precision, craftsmanship, and excellence that extends beyond the marina. It reflects the brand's dual mastery: **Meticulous** attention to detail in service and preparation on land, and **unrivaled expertise** and performance at sea.

This tagline should be used consistently across all brand touchpoints to communicate Yachts 1's dedication to quality and sophistication.

Tone & Style:

- **Confident:** Speaks with quiet authority and expertise.
- **Refined:** Avoids exaggeration or clutter; every word is deliberate.
- **Aspirational:** Evokes craftsmanship, mastery, and lifestyle appeal.

Placement Guidelines:

- **Primary placement:** Below or beside the logo in marketing materials, separated by a subtle divider or whitespace.
- **Digital use:** Appears on the homepage, email footers, and digital ads where space allows.
- **Print use:** Positioned near the logo or as a closing statement on brochures, proposals, and advertisements.
- **Do not** pair it with promotional slogans (e.g., "Summer Offer – 10% Off") to preserve its timeless tone.

STATIONERY



STATIONERY

Letterhead



+971 50 995 5700
+971 4 456 3333
sales@yachts1.com
yachts1.com

Business Card



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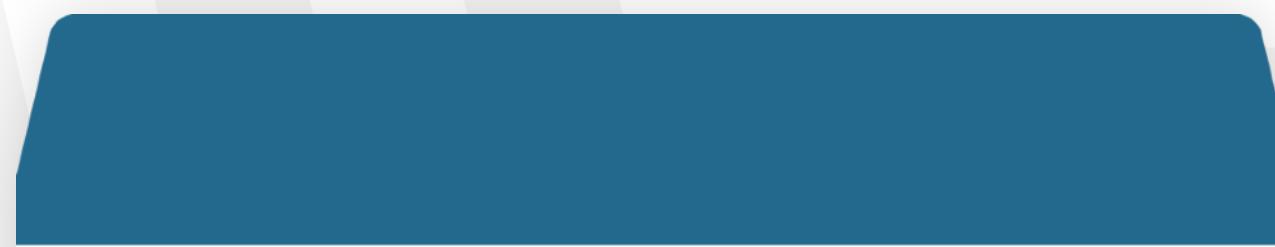
Yachts One LLC, Dubai Maritime City, WH-453, P.O.BOX 122261 Dubai, UAE.

Use Case

The logo appears on both sides, large and centered on the front for strong brand presence, and smaller on the back aligned with contact details for a professional corporate impression.

Used for all formal communication and documentation. The Yachts 1 logo appears at the top left, paired with contact details, and a subtle brand pattern in the footer for a clean, professional identity.

Envelopes



+971 50 995 5700
+971 4 456 3333
sales@yachts1.com
yachts1.com



+971 50 995 5700
+971 4 456 3333
sales@yachts1.com
yachts1.com



Yachts One LLC, Dubai Maritime City, WH-453, P.O.BOX 122261 Dubai, UAE.



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Use Case

23 × 32 cm

Designed for documents and official mailings. The Yachts 1 logo is featured in the top left corner, maintaining alignment with other stationery items for brand consistency.

22.5 × 11 cm

Used for standard correspondence. The logo is placed in the top left corner with brand colors applied to the header for clear identification and a cohesive corporate look.

UNIFORM



T-shirts



Use Case

The Yachts 1 logo appears on the front left chest area and the full "CREW" print on the back, identifying official team members and ensuring consistent branding in work or event environments.

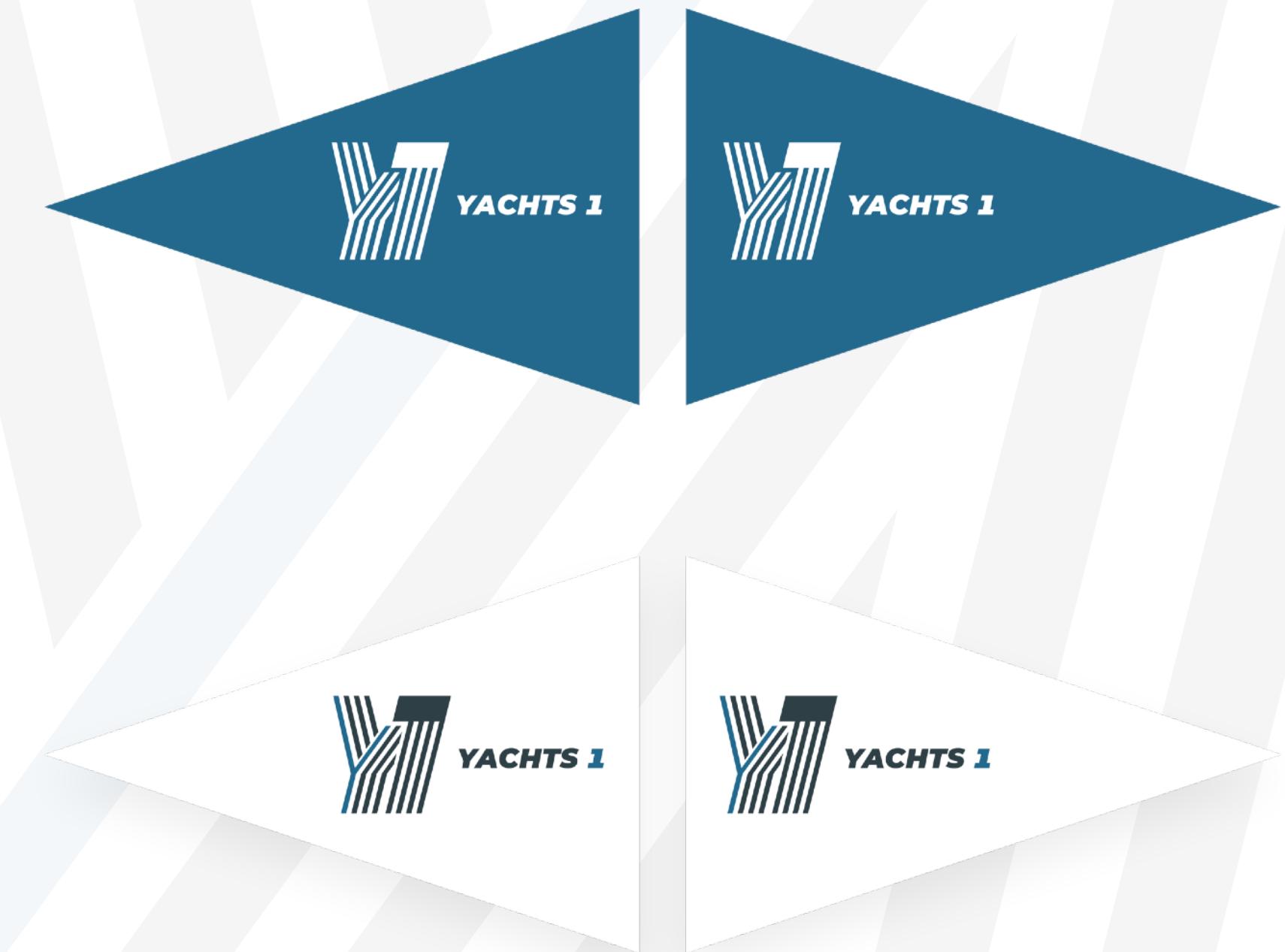


Shorts



Pants

BOAT FLAG



Use Case

The Yachts 1 logo is centered and mirrored on both sides of the triangular boat flag for visibility at sea. It represents the brand identity on vessels and is used during navigation or mooring.

FLAG**Use Case**

Displayed at marinas, offices, or events, the flag features the Yachts 1 logo centered on a solid brand-color background to enhance recognition and visual impact.

FLAG**Use Case**

Used for outdoor or event branding. The Yachts 1 logo is positioned prominently on tall, vertical banners to attract attention from a distance and reinforce brand visibility.



YACHTS 1