

Boat Dealership Website – Brand Guidelines for Lovable

This document outlines the key brand information and content structure for three boat brands that NCP Charter represents as a dealer: **Dufour Yachts**, **Grand Soleil Yachts**, and **Marex Boats**. The content is intended to guide Lovable in designing and structuring subpages for each brand within the dealership website.

1. Brand: Dufour Yachts

Official Website: <https://www.dufour-yachts.com/en/>

Brand Summary:

Dufour Yachts is a French brand known for elegant, performance-oriented sailing yachts. Their design language emphasizes innovation, seaworthiness, onboard comfort, and distinctive French flair.

Tone & Design Guidelines:

- Sophisticated and premium, but accessible
- Emphasize lifestyle at sea, onboard experience, performance
- Use elegant serif or clean sans-serif fonts
- Hero visuals should feature yachts under sail and social moments onboard

Content Structure for Subpage:

- **Header Section:** Dufour logo + tagline ("Sail Your Way")
 - **Introduction Text:** About Dufour – craftsmanship, heritage, French design
 - **Model Overview Grid:**
 - For each model: photo + short highlight + CTA to detail
 - **Individual Model Detail:**
 - Full name and category (e.g., Dufour 41 – Sailing Yacht)
 - Key specs: LOA, Beam, Draft, Engine, Cabins, Berths, Displacement
 - Description paragraph (highlighting comfort, performance, design)
 - Photo carousel (use placeholder or fetch from official site)
 - Downloadable brochure (if available)
 - **Charter Management & Financing Teaser Block:**
 - Invite user to explore ownership or charter management
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2. Brand: Grand Soleil Yachts

Official Website: <https://www.grandsoleil.net/>

Brand Summary:

Italian-built Grand Soleil yachts are high-end sailing yachts known for performance, sleek lines, and luxurious finishes. They cater to experienced sailors who want both speed and style.

Tone & Design Guidelines:

- Elegant, high-performance, premium lifestyle
- Use minimalist layouts with bold sailing photography
- Mix black, gold, and white in design elements

Content Structure for Subpage:

- **Header Section:** Grand Soleil logo + tagline ("Timeless Elegance")
 - **Brand Statement:** Highlight Italian heritage, racing DNA, and innovation
 - **Model Series Overview:**
 - Divide into "Performance Line", "Long Cruise Line", and "Custom Line"
 - Feature cards with name, image, and CTA
 - **Model Detail Page Layout:**
 - Full specs + high-resolution photos
 - Key innovations (e.g., hull design, deck plan, materials)
 - Testimonials or awards if available
 - Layout plans (use image placeholder if necessary)
 - **Ownership Journey Block:**
 - Invite to explore financing or charter programs with CTA
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3. Brand: Marex Boats

Official Website: <https://www.marex.no/>

Brand Summary:

Marex is a Norwegian motorboat brand specializing in family cruising and Scandinavian practicality. Their models are praised for smart use of space, safety, and comfort.

Tone & Design Guidelines:

- Scandinavian modern – practical, trustworthy, smart
- Use clean lines, open white space, soft color accents
- Feature family-friendly lifestyle imagery and technical details

Content Structure for Subpage:

- **Header Section:** Marex logo + tagline ("A Smarter Way to Cruise")
- **Brand Summary Block:** Norwegian heritage, smart design, award-winning models
- **Model List:**
 - Boat name + main image + short bullet list of highlights (sunbed, cabin layout, fuel efficiency, etc.)
- **Model Detail Pages:**
 - Specs: Length, Beam, Engine Options, Top Speed, Sleeping Capacity
 - Lifestyle description: For families, weekenders, longer voyages
 - Image gallery
 - Video section (YouTube embed placeholder)
- **Financing & Contact Section:**
 - Form or CTA to inquire about purchasing options

Universal Content Blocks (Reusable Across All Brand Pages):

Charter Management Teaser (Template):

"Thinking about yacht ownership? Discover how our Charter Management Program helps you enjoy the sea while we handle the bookings, maintenance, and marina logistics."

Financing Offer Block (Template):

"Flexible financing options available for all models. Let's help you own your dream yacht with plans tailored to your lifestyle. Contact us for more details."

Call-to-Action Footer:

- Request a Brochure
- Schedule a Call
- Visit Our Showroom (location + contact info)

Notes for Lovable:

- Use placeholder images if high-quality brand photos are not provided
- Fetch official brand logos and model images from respective websites if possible
- Structure each brand subpage for easy scanning and mobile responsiveness
- Maintain alignment with NCP Charter's overall visual identity (fonts, colors)
- Website will be in **English only** for now

This document will be updated once actual images and downloadable brochures are collected. Meanwhile, it provides a clear base for building a modern, branded dealership section for NCP Charter.