



BATEAU-MOUCHE
BRANDING GUIDELINES



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INTRODUCTION

A New Harbor

Since 1992, the Bateau-Mouche has curated unconventional experiences that make us fall in love with the city in a whole new way. Since then, as a company, we have gone through many changes especially when it comes the structure of the boat.

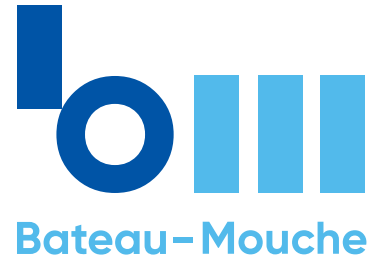
As we enter a new decade, we are ready to take a step in a new direction. This year, we are introducing a new branding identity that will be as fresh as the summer. Although our face is changing, our intention will remain the same, to make your day even brighter!

**A NEW
IDENTITY**

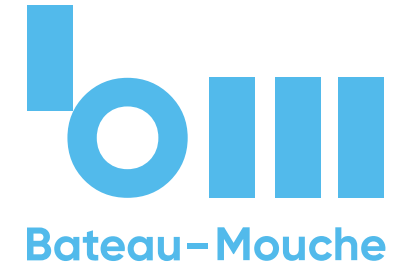
A New Logo

When changing our branding identity, it was only fitting to start with the main component. The Logo. We wanted to create something modern and timeless. Taking inspiration from Bauhaus designs, we created a logotype that was abstract yet geometric. Starting as a monogram from the letters “B” and “M”, we simplified it into shapes that allude to the structure of the boat. The circle represents the “life-saver” an iconic object for any marine transportation, whereas the rectangles represent the windows. We wanted to keep it horizontal as it is an important aspect of the Bateau-Mouche boats.

The main logo and the version for lighter backgrounds.



Lighter logo for a darker background as well as the black and white version.



**The Type?
It's Gilroy!**

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
.!?*&@\$() 0123456789**

This isn't the
alphabet.

**Pack my box
with five dozen
liquor jugs.**

Bateau

Bateau

Bateau

Bateau

Bateau

Bateau

Bateau

Bateau

Bateau

Bateau

Bateau

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Bateau

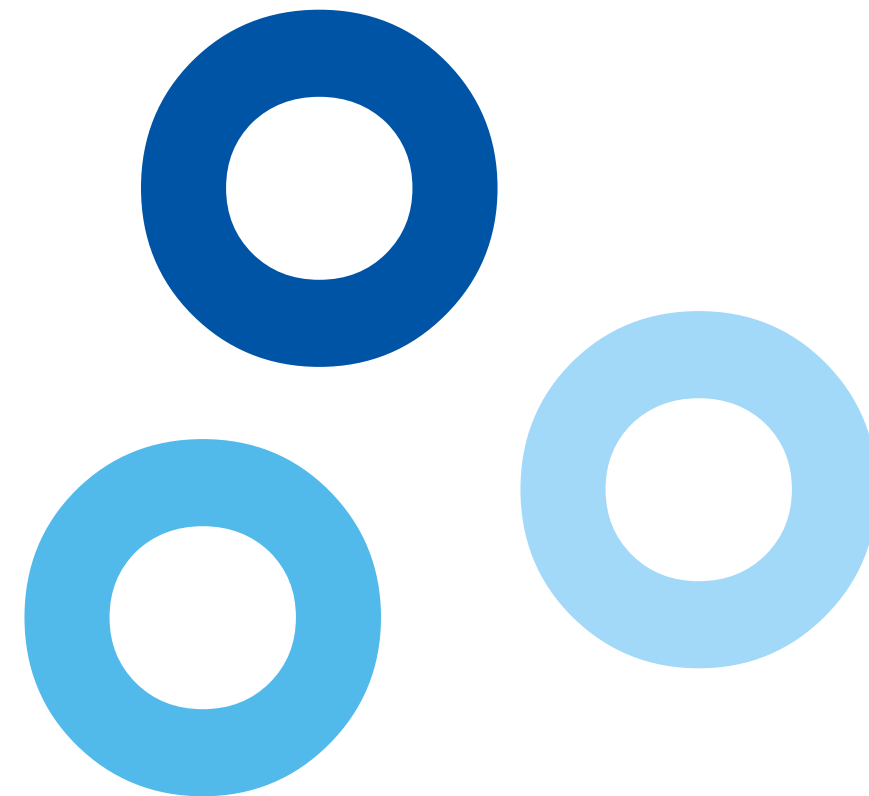
Bateau

Blue, Blue & Blue

PANTONE P 104-16 U
#0054a6
R: 00 G: 84 B: 166
C: 97 M: 74 Y: 01 K: 00

PANTONE P 115-13 C
#52baeb
R: 82 G: 186 B: 235
C: 59 M: 09 Y: 00 K: 00

PANTONE P 115-11 C
#a2d8fB
R: 162 G: 216 B: 248
C: 33 M: 03 Y: 00 K: 00



Letterhead, Business Cards & Envelopes

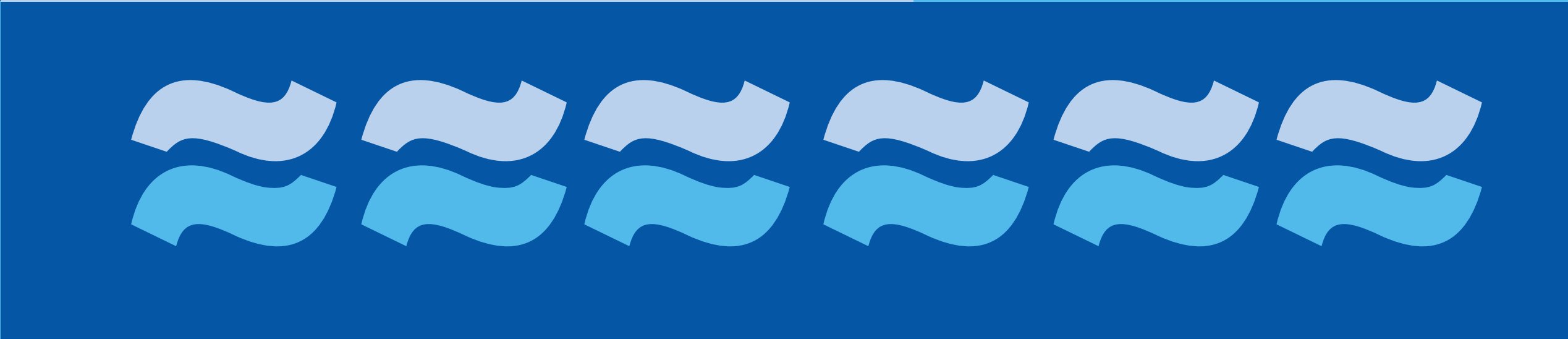
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Letterhead as well as
the front and back of
the envelope.



Front and back of the business card, showcasing the die-cut.





**THE BRAND
APPLICATIONS.**

More than wayfinding

Flags, directions, booths and boats. Through all of these applications, we want to make it easy for you to find us. Using our visual language we thought it was fitting to create a simple yet efficient wayfinding. The Old Port of Montreal is known to be full of life and quite busy. With our branding and signage, we wanted to facilitate your travels by making sure our information is clear. Directional posts to guide you to our boarding, booths to sell you tickets on location and distinguishable boats. We want you to find us easily.

Be on the lookout!

By using big flags we wanted to represent our boldness and our free spirit while properly showcasing our visuals. It also makes it easier to find us from far away as you only have to look up.



Directional posts
around the Old Port



Booths to buy and scan
your physical tickets.





Be Transported

The structure of the Bateaux-Mouches are already distinguishable enough. When thinking about how to apply our brand identity onto our boats, we agreed that we did not want to detract from the shape of the boat. It was important for us to keep it simple yet still remain modern and elegant.

Ticket to a great day

We are firm believers in keeping physical tickets and gift cards as it is something you hold on to for memories. Taking this in consideration, we wanted to create something beautiful that you wouldn't want to throw away. By using our visual language and keeping the information to the minimum, we wanted it to become something pleasing which you could even reuse to decorate your room. It becomes a wonderful gift and souvenir for you and your friends.



Uniforms & Bags

Our kitchen staff and workers deserve the best. We wanted to create a uniform which they would be proud to show and wear at work. We wanted to make sure that we had a variety of apparel that fit all positions, whether you are a cook, waiter or even the pilot. Bateau-Mouche values their customers just as much. We wanted to create bags in which you can carry your belongings. Thus, we created draw-string bags to keep your items safer and totebags to have an easier access. We also made sure that both children and adults could have choices, because we want everyone to have an amazing experience.

Apron and shirts for
the cruise's staff.





Totebag and draw-string bag for purchase

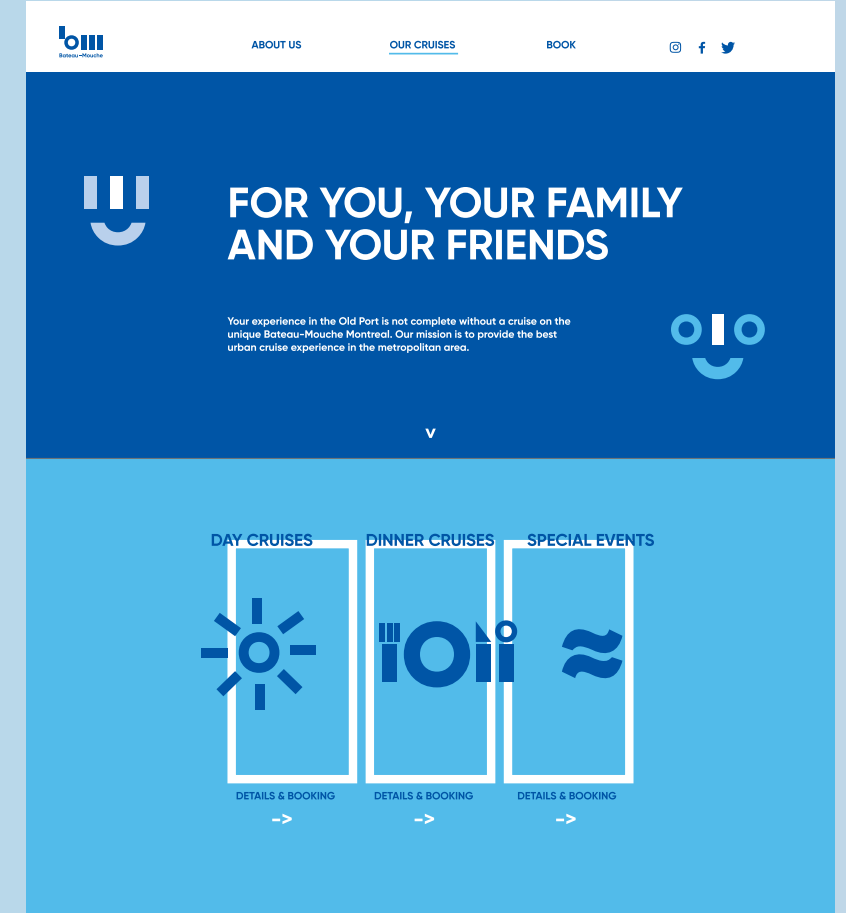
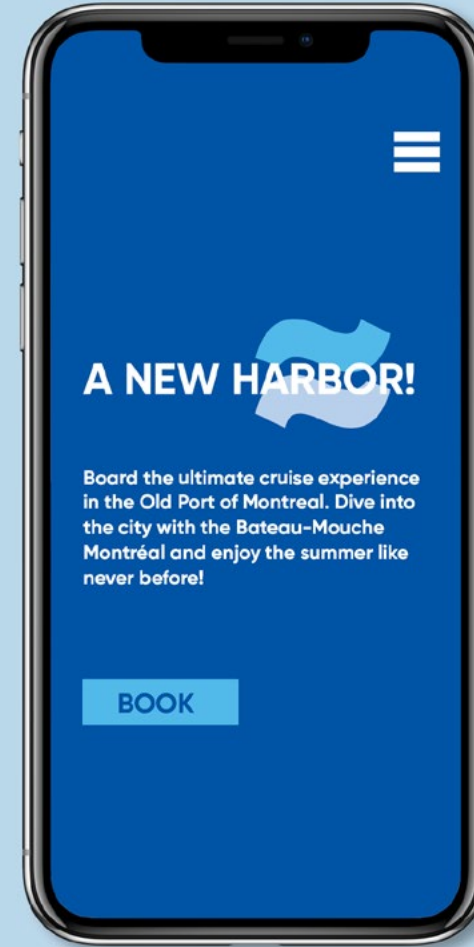
Eat with us

Our gourmet meals are an important part of the Bateau-Mouche experience. Through our designs, we chose to take a simple, modern and elegant approach. We wanted to keep the menu easy for you so that the choice wouldn't be as difficult, giving you more time to focus on the dish instead!



At Arm's Reach

Through our website's simplicity and ease of use as well as our posters, we wanted to invite you to experience a different way to discover the city of Montreal.





Collection of posters showcasing our new visual identity.

