



NARNAUT

Style Guide

Table of Contents

- Reasearch
 - Company Analysis
 - Competitor Analysis
 - Comparative Analysis Chart
- Signature
 - Clear Space
 - Construction
 - Minimum Size
 - Corporate Colors
 - Signature Misuse
 - Corporate Fonts
- Stationery
 - Letterhead
 - Envelope
 - Business Card
- External Applications



Our Mission is to be the best supplier of boating-related products and services that provide outstanding value to every Customer.

We are committed to providing the best possible customer experience, so that each and every Customer regards us as an outstanding company and rewards us with their business.

We will provide an open, supportive, challenging, team-oriented environment where our Associates can achieve job satisfaction, professional and personal growth, and be compensated based on company and individual performance.

We will work to conserve marine resources, reduce our impact on the environment, and promote boating.

We will achieve superior financial returns for the benefit of our Associates, Customers and Shareholders.

NARNAUT MARINE

Our goal is to supply boat-related items to a variety of people, in the end making every customer happy with our service and wide variety of equipment.

The main target audience for Narnaut is people ranging from ages 25-80. Those who own a boat will be the main focus, but everyone else is welcome as well.

Narnaut is an aquatic-based company, so we are limited on the use of color. We would prefer blues to be the main focus.

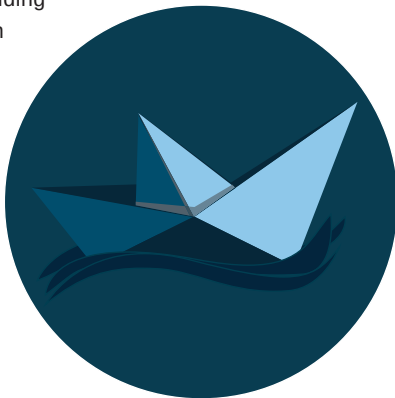
Ideally we would like to appeal to a younger audience as well, so we would like a modern looking logo that will communicate boating so that even the elderly will know what we are about too.

COMPARATIVE CHART

		West Marine	Narnaut
Logo	Type	Text & Graphic	Graphic
	Consistency	Yes	Yes
Style & Design	Typeface	Sans Serif/ Bold	Sans Serif/ Thin
	Focus	Text	Graphic/ Logo
	Consistency	Yes	Yes
Info & Presentation	Presentation	Professional/ Whimsical	Modernistic/ Informal
	Message	Fun	Fresh/ New
	Consistency	No	Yes

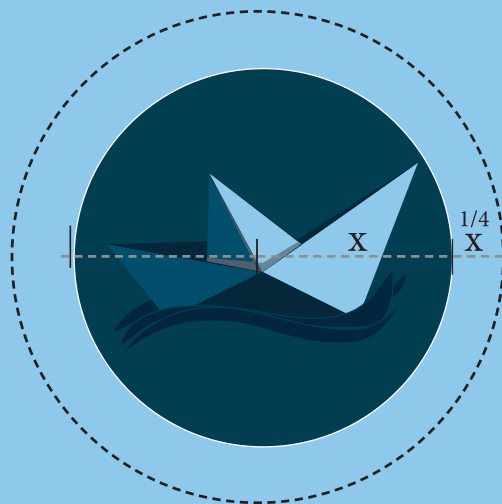
THE SIGNATURE

In order to set it off from other elements, the signature should always be surrounded by an adequate amount of clear space. The dashed outline surrounding the signature above indicates the minimum amount of clear space that must surround the signature in all applications. No other element may be present within this space. This includes type, illustrations, photos or the edge of the surface on which the signature is displayed. Any exceptions require approval prior to use.



Minimum clear space is specified in units of "X." X equals the radius of the circle for your design solution.

Construction



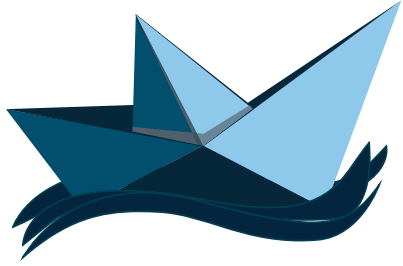
The signature is always reproduced from approved reproduction artwork. The signatures should never be constructed or redrawn. However, in certain approved circumstances, it may be necessary to recreate the signature (e.g., signs). In the event that construction is necessary and pre-approved, the following example shows the relative sizes and placement of signature components. Placement is specified in units of “X.” X equals the radius of the circle surrounding the paper boat.



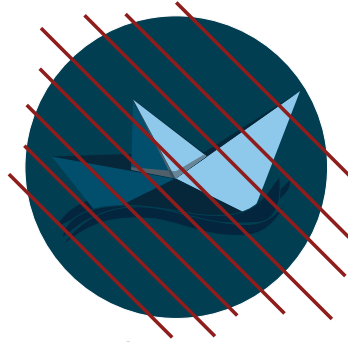
As the signature becomes smaller, it also becomes more difficult to read and recognize. The minimum allowable size is shown below. Less detailed types of reproduction (e.g., newspapers or screen-printing) may require larger sizes.



Tilted



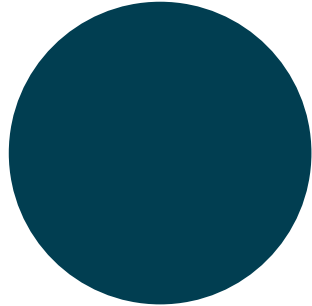
Sans Circle



Under Texture



Black Out



Sans Boat



Overlapped Text

The following examples illustrate incorrect use of the signature. These examples highlight common errors, but do not include all possible mistakes. Always use the signature as outlined throughout this manual.

Signature Misuse

CORPORATE FONTS

To help establish a consistent look and feel across a broad range of implementation materials, three type families have been selected for use on all media. They are called Bembo Std, Arimo, and Busorama ITC Std. Together they provide for a great deal of versatility. Specimens of the most commonly used typefaces within these families are shown. Numerous versions of Bembo Std, Arimo, and Busorama ITC Std are produced by different manufacturers. All fonts used should match the samples shown on these pages. Do not substitute other typefaces in place of those specified. Never scale, condense, expand or otherwise modify any existing letterforms. If special circumstances require the use of other typefaces, contact the Design Department for approval.

BUSORAMA ITC STD
BUSORAMA ITC STD
BUSORAMA ITC STD

Arimo
Arimo
Arimo
Arimo

Bembo Std
Bembo Std
Bembo Std
Bembo Std



Three-Color Signature
Use this version whenever possible. The signature is reproduced in three colors.



One-Color Signature
Use this version whenever three -color reproduction is not possible. The entire signature prints in one color. If these colors are not available, other colors are allowed as long as the signature is clearly visible. Background is white or a light, neutral color.



Pantone 2905 C	R: 143	C: 41%
	G: 198	M: 8%
	B: 232	Y: 2%
		K: 0%



Pantone 3035 C	R: 0	C: 100%
	G: 61	M: 66%
	B: 81	Y: 48%
		K: 38%



Pantone 2965 C	R: 0	C: 100%
	G: 37	M: 78%
	B: 61	Y: 48%
		K: 54%

CORPORATE COLORS

Narnaut has developed a comprehensive color system to help establish a consistent look and feel across a broad range of implementation materials. This color system consists of one color palette. The palette has been designed to reinforce specific emotive values associated with our products and services. The one palette is extremely flexible, and can be applied in a variety of ways to unify families of materials, such as brochures. Try to use these suggested colors whenever possible.

All colors specified throughout this manual are referred to as Narnaut colors. Narnaut colors are always reproduced by matching approved color swatches supplied by the Design & Print Services Group. Equivalent matches using other color-matching systems (e.g., Pantone® and CMYK) are given in the chart opposite. These equivalent specifications may need to be modified to adjust for production variations.



Letterhead

Approved letterhead formats are shown opposite and on the following pages. All letterhead use the same basic layout, colors and type specifications. The preprinted nomenclature present on a letterhead varies, depending on the specific origin of the document. For example, corporate letterheads, program and department letterheads, each possess different nomenclature. A range of examples is shown on the following pages.

All corporate letterheads are reproduced using the specifications given below, and in approved templates.

Size: 11x8.5in

Type:
10/14, upper and lowercase, 2.5 inches from the edge of the page, normal spacing. One line space between paragraphs.

Stock:
Letter, White, Wove, Basis 24lb.

Printing:
One-color offset lithography in Narnaut Corporate Pantone 2905 C
One-color offset lithography in Narnaut Corporate Pantone 3035 C
One-color offset lithography in Narnaut Corporate Pantone 2965 C

131 so. van ness avenue
san francisco, ca 94103
805|415|9643 t



NARNAUT BOAT SUPPLIES
narnautboatsupplies.com
805|415|9653 f

Carl Pastor
Karly Have
Jesev Polen
Mark Jackson
Pamela West
Oliver Bastille
Tobias Adams
Clarice Novato

Month XX, 2003

Mr. Lester Instik
123 Main Street
San Francisco, CA 94109

Dear Mr. Istick,

The finished look of a letterhead is brought about once the letter is typed. This letter illustrates the approved format for all 8 1/2 x 11 inch letterheads. The letter is typed in 11 pt. Bembo Std Regular, with 14 pt. leading. If Bembo Std is temporarily unavailable, use other typefaces specifically approved by the Company. Consistent use of this format will create a distinctive appearance for all correspondence.

The left edge of the date is aligned 2.5 inches from the edge of the page and the top edge of the date is aligned 2.5 inches from the top of the page. Skip one space and begin the recipient's name and address. Skip one line space below the address and begin the salutation. Skip one line space below the salutation, and begin the body of the letter.

The body of the letter should not be deeper than 7.75 inches. It is to be single-spaced throughout, with one line space between paragraphs. All copy aligns flush left with the date, maintaining a random right-hand margin. There are no indentations. The maximum line length is 5 inches,

Skip one line space between the last line of the letter and the closing, and three line spaces between the closing and the sender's name and title. Sender's assistant's initials or enclosure designations should be separated by three line spaces from the sender's title.

Sincerely

Janet Davidson
Consultant

Board of Directors Letterhead
Board of Directors letterhead is reproduced using the specifications given below, and in approved templates. This is basically a corporate letterhead, with a listing of Board of Directors added below the address type.

All corporate letterheads are reproduced using the specifications given below, and in approved templates.

Size: 11x8.5in

Type:
10/14, upper and lowercase, 2.5 inches from the edge of the page, normal spacing. One line space between paragraphs.

Stock:
Letter, White, Wove, Basis 24lb.

Printing:
One-color offset lithography in Narnaut Corporate Pantone 2905 C
One-color offset lithography in Narnaut Corporate Pantone 3035 C
One-color offset lithography in Narnaut Corporate Pantone 2965 C

Stationery 19

Corporate Second Page
Standard multiple pages are reproduced using the specifications given below, and in approved templates. Always align the letter 2.5 inches from the top and left side of the page as shown in the example. Line width should not go beyond 5 inches measurement and 7.75 inches deep.

All corporate letterheads are reproduced using the specifications given below, and in approved templates.

Size: 11x8.5in

Type:
10/14, upper and lowercase, 2.5 inches from the edge of the page, normal spacing. One line space between paragraphs.

Stock:
Letter, White, Wove, Basis 24lb.

Printing:
One-color offset lithography in Narnaut Corporate Pantone 2905 C
One-color offset lithography in Narnaut Corporate Pantone 3035 C
One-color offset lithography in Narnaut Corporate Pantone 2965 C

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Carl Pastor
Karly Have
Jesev Polen
Mark Jackson
Pamela West
Oliver Bastille
Tobias Adams
Clarice Novato

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Sincerely

Janet Davidson
Consultant

Envelopes

Standard mailing envelopes are reproduced using the specifications given below, and in approved templates. Always align the recipient's address with the edge of the linear element as shown in the example.

All corporate envelopes are reproduced using the specifications given below, and in approved templates.

Size: 4.125x9.5in

Type:
14/18, upper and lowercase, 1.25 inches from the edge of the page, normal spacing.

Stock:
#10, While, Wove, Basis 24lb.

Printing:
One-color offset lithography in Narnaut Corporate Pantone 2905 C
One-color offset lithography in Narnaut Corporate Pantone 3035 C
One-color offset lithography in Narnaut Corporate Pantone 2965 C



Business Card

Business cards are reproduced using the specifications given below, and in approved templates.

All corporate business cards are reproduced using the specifications given below, and in approved templates.

Size: 2x3.5in

Type:
11/14.5, upper and lowercase, normal spacing.

Stock:
Standard, White, Wove, Basis 28lb.

Printing:
One-color offset lithography in Narnaut Corporate Pantone 2905 C
One-color offset lithography in Narnaut Corporate Pantone 3035 C
One-color offset lithography in Narnaut Corporate Pantone 2965 C



EXTERNAL APPLICATIONS

