



BRANDING

Brand Guidelines

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America!

**Sea
Hawk**
PREMIUM YACHT FINISHES



Logo

OVERVIEW

Proper usage of the logo ratio is imperative to keeping a consistent branding mark across all forms of media, literature and other forms of customer / business communications.

RATIO / SIZING

Sea Hawk logo files are created with proper brand mark ratios so there should be no need to ever adjust preexisting files. When sizing the logo, always size proportionately. The guidelines shown here will help ensure that you are using the correct logo files in your layout.

REGISTRATION MARK

The registration mark **MUST** be on the Sea Hawk logo.



Reversed all white Sea Hawk logo file name:
Sea Hawk Logo - reversed - all white.eps

OPTIONAL T-SHIRT LOGO USAGE

Sea Hawk



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For large back prints on t-shirts use the logo with file name:

T-Shirt Back Print - stacked SH logo.eps

Pantone Colors:

Blue - PMS 300

Black - PMS Black 6

For the chest print, use Sea Hawk logo file name:

Sea Hawk Logo - PMS 300 and Blk.eps

at 3.5 inches wide.



CMYK Sea Hawk logo file name:

Sea Hawk Logo - CMYK.eps

CMYK formulas:

Blue - 95, 60, 0, 0

Black - 0, 0, 0, 100



Spot color Sea Hawk logo file name:

Sea Hawk Logo - PMS 300 and Blk.eps

Pantone Colors:

Blue - PMS 300 C

Black - PMS Black 6 C

HORIZONTAL LOGOS

Horizontal versions of the Sea Hawk logo are now available. The version with the tagline is preferred. If the logo will be used in a very small format and the tagline will be unreadable, use the version without the tagline.



Font Usage

OVERVIEW

Font usage is particularly important to the Sea Hawk Brand guidelines. Comprehensive font usage adds consistency to the brand and allows all printed materials to be focus on Brand implementation.

Arial

All fonts for general layouts use the Arial font family.

Major Headlines: Initial caps for all headlines. Arial Bold 30 - 40 point (depending on headline length). Color is the Sea Hawk logo blue CMYK formula 95, 60, 0, 0 or the spot color PMS 300 C.

Sub-Heads: Initial caps for all sub-heads. Arial Regular 20 point. Color is the Sea Hawk logo blue CMYK formula 95, 60, 0, 0 or the spot color PMS 300 C.

Body Text: Arial Regular 10 point. Color is 77% black. Space After paragraphs is .065".

Call to Action Statement: Arial Regular 14 point. Color is the Sea Hawk logo blue CMYK formula 95, 60, 0, 0 or the spot color PMS 300 C.



Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Note regarding font formats: It is best practice to use the Opentype font format indicated by 'Std' in the font name. Opentype is used so that the font can be available for PC users as well as Mac users. TrueType Face is also cross-platform to a degree, and can be used if the Opentype format is not available.



Font Usage (con't)

Minor Headlines (headlines for second side of flyers and headlines below main headline that need more emphasis than typical subheads): Initial caps for all minor headlines. Arial Regular 20 - 26 point (depending on headline length). Color is the Sea Hawk logo blue CMYK formula 95, 60, 0, 0 or the spot color PMS 300 C.

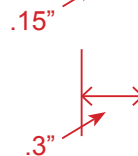


MONTEREY is a water-based semi-hard ablative coating that is easy to apply, emits low VOC's, yet contains the highest grade of cuprous oxide available. Its semi-hard ablative characteristics means it lasts longer, yet self-polishes itself to help keep your hull smooth and barnacle-free while providing a host of unsurpassed benefits.

Bullets: Arial Regular 10 point. Text color is 77% black and bullet color is the Sea Hawk logo blue CMYK formula 95, 60, 0, 0 or the spot color PMS 300 C.

Bullet indents .15 inches from left edge and text indents .3 inches from left edge.

- Low odor
- Easy cleanup with soap and water
- Supports Air Quality Management District standards
- More active ingredients than other antifoulings in its class
- Ideal for marine professionals and DIY'ers alike
- *** The best written warranty available**



Color

OVERVIEW

Consistent color use is an integral part of Sea Hawk branding in all aspects of media.

Major Headlines: Sea Hawk logo blue CMYK formula 95, 60, 0, 0 or the spot color PMS 300 C.

Call Outs, Text Highlights and Accent Color: Red CMYK formula 15, 100, 100, 0.

Sub-Heads: Sea Hawk logo blue CMYK formula 95, 60, 0, 0 or the spot color PMS 300 C.

Body Text: 77% black.

Call to Action Statement: Sea Hawk logo blue CMYK formula 95, 60, 0, 0 or the spot color PMS 300 C.

Sea Hawk logo: the Sea Hawk logo will be provided to the designer and should not be altered in any way regarding color, proportions, etc. (see page 2)

Advanced Antifouling Science

Sea Hawk Paints is on the scientific leading edge of hull bottom maintenance. Bringing boat owners long-lasting protection from bottom growth along with unprecedented customer care is at the very core of who Sea Hawk Paints is and has been for the past four decades.

Made with care and attention to every detail, every gallon is inspected before it leaves our facility to ensure that it meets our stringent quality control requirements. Bottom protection you can count on!

BIOCOP TF™
Developed as an alternative to tin-based antifouling paints, BIOCOP TF offers protection from bottom growth in the harshest marine environments and provides **maximum protection**. A new dual-biocide technology and revolutionary polymer binder system, "PL3," produces an engineered biocide that leaves no harmful effects on the environment. BIOCOP TF is considered the top performer among antifouling paints and is safe in salt or fresh water on boats of all sizes.

CUKOTE™
CUKOTE's high loading of cuprous oxide makes this formulation a top performer, even in the most severe fouling areas. As an ablatives, self-polishing coating, there is no buildup of bottom paint over time. Your hull's underwater surface remains smooth and clean. CUKOTE copolymer can also withstand removal from water without affecting its antifouling properties. CUKOTE is the premium self-polishing antifouling paint that has established the standard in the industry.

AF33™
AF-33 is a harder ablatives antifouling, for a more durable finish on all types of vessels. On workboats or daysailers, this multi-season formula is available for a single-season price. AF-33 may be used on all types of vessels and delivers dependable performance that you can count on for premium protection of your boat's hull bottom.

MISSION BAY™
A proven solution that protects boats with advanced copper-free biocide. When exposed to UV light, the nano-based technology copolymer releases active copper-free biocide, which dissipates in seconds without bioaccumulation into the environment. Mission Bay may be used on aluminum hulls without the use of a traditional barrier coat system.

Ask your boatyard and marine supply centers for Sea Hawk Paints
www.SeaHawkPaints.com

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Graphic Artwork Elements

OVERVIEW

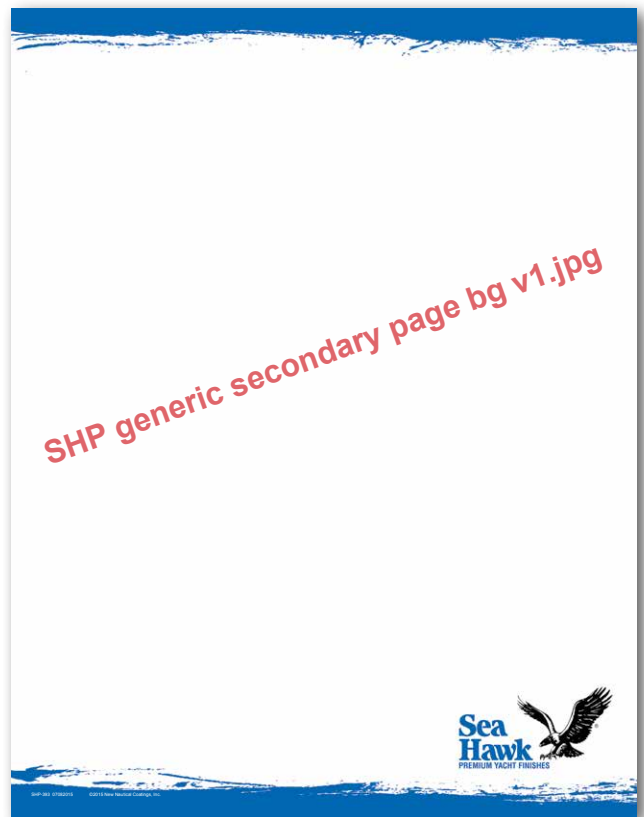
Backgrounds and other company branded graphic elements are extremely important in maintaining the Sea Hawk brand in printed material and online documents.



Background for front of fliers and page one of multi-page documents

The background graphic named “**SHP generic front bg v1.jpg**” should be used in the backgrounds of the front side of fliers, cut sheets and promotional documents.

For an example, look at page 1 in this Brand Guideline.



Background for back of fliers and inside pages of multi-page documents

The background graphic named “**SHP generic secondary page bg v1.jpg**” should be used in the backgrounds of the back side of fliers, cut sheets and promotional documents.

For an example, look at page 2 of this Brand Guideline.



Graphic Icons Usage

LOW VOC ICONS

For Low VOC products, the icon below should be used on labels and promotional literature. Change the number of grams per liter per the product's VOC attribute.

File name: **330 grams-liter VOC bug 1.eps**



45 YEARS ICON

The Sea Hawk brand was established in 1978. To highlight this impressive milestone, the 45 YEARS ICON is used in digital and printed applications.

File name: **Over 45 Years logo.eps**



“HAND CRAFTED” GRAPHICALLY-ENHANCED TAG LINE

Sea Hawk products are made in small hand crafted batches in a stringent quality controlled environment. To bring recognition to this unique aspect of our paint production, use the “Hand Crafted” graphically-enhanced tag line placed along the bottom of printed literature and digital applications. PLEASE NOTE: For an example of size and placement in a full-page layout, see “SHP generic front bg v1.jpg” which shows the size and placement in a full-page layout. (Also see page 1 of this document for an example)

File name: **Hand Crafted tag line 1.eps**

Hand Crafted in
*America!*SM

1 Year LIMITED WARRANTY ICON

Sea Hawk offers an exceptional warranty of one year when a Sea Hawk antifouling is applied to a vessel by a Certified Applicator. This icon should always be accompanied by text stating “THE INDUSTRY’S BEST WRITTEN GUARANTEE” using the typeface Arial Bold.

File name: **1 Year Limited Warranty icon.ai**



Graphics & Text in the BOTTOM PAINT BUYING GUIDE

OVERVIEW

Backgrounds and other company branded graphic elements are extremely important in maintaining the Sea Hawk brand in printed material and online presentations. The BOTTOM PAINT BUYING GUIDE is the most widely distributed piece of Sea Hawk Paints promotional literature.



Background graphics for the outside of the BOTTOM PAINT BUYING GUIDE

This background graphic covers the 3-page spread that includes the cover, back cover and one internal page that is folded into this tri-fold piece of literature.



Background graphics for the inside of the BOTTOM PAINT BUYING GUIDE

This background graphic covers the 3-page spread that is on the inside of this tri-fold piece of literature.

SAMPLE PRODUCT LISTING

The color swatches' CMYK color formulas must be strictly adhered to in all Sea Hawk literature as done in the BOTTOM PAINT BUYING GUIDE to maintain consistency across all printed material.

Top Performing Triple-Biocide Antifouling



Colorkote™

- ▶ Triple Biocide Antifouling Power – Ecomea*, Zinc Omadine, Copper Thiocyanate
- ▶ Vibrant Colors – 6 Basic Colors can be mixed to create thousands of custom colors
- ▶ Multi-season performance in fresh, brackish and saltwater conditions
- ▶ California Air Quality Compliant – 330 Grams per liter VOC
- ▶ Compatible with all hull types – ideal for fiberglass, aluminum, and steel/iron hulls



Bright White 4910	Deep Black 4905	Blue 4902
Red 4901	Green 4903	Yellow 4904

Font usage: Arial

All fonts in this layout are from the Arial font family.

Major Headlines: Initial caps for all headlines. Arial Bold, 15 point, reversed on blue.

Sub-Heads: Initial caps for all sub-heads. Arial Regular, 15 point. Color is the Sea Hawk logo blue CMYK formula 95, 60, 0, 0.

Body Text and Bullets: Arial Regular, 8.5 point. Color is 77% black. Space After in bullets is .03".



Facebook

www.facebook.com/SeaHawkPaints

OVERVIEW

Sea Hawk Paints has a respective reach on Facebook with 12,741 followers. There is a strong degree of branding with our Cover Image echoing many of our visual branding elements, such as our logo, product photos and our premium tagline “Hand Crafted in America!”



Facebook Cover Image

EMPLOYEE SPOTLIGHT — Tony Bulpin

This month's Employee Spotlight is shining brightly on our west coast sales rep, Tony Bulpin. Hailing from Seattle, Washington, Tony covers a huge territory from Alaska to California and he's made friends along every mile of his sales area. He's been married 16 years to Natasha and they're raising two beautiful children, 13 year old Sophia and Aidan who is 8. Tony's interest revolves around his family, which means doing fun activities such as boating, fishing and snow skiing. The secret to Tony's success? "...I genuinely like people and love the marine industry; my customers are also friends outside of work. Bottom line is I love what I do." And it shows, Tony! We are so proud to have you in this month's Employee Spotlight.



Employee Spotlight post



Legal

OVERVIEW

Proper legal notifications and documentation needs to be used on all promotional material on all platforms of communication to ensure the intellectual property and information belonging to Akzo Nobel is protected.

SHP-393 07012015

Job Number

Date file was worked on

© Akzo Nobel 2024. Sea Hawk is a registered trademark of Akzo Nobel Coatings International B.V.

Copyright Statement

Font treatment:: **Arial Regular 4.5 point**
Angled at 90° and .25" from left edge.
Positioned as illustrated.

NOTE: if Job Number and Copyright Statement cannot be positioned as stated above, it may be used horizontally .25" from bottom edge.

ONE YEAR WRITTEN WARRANTY DISCLAIMER

If the One Year Written Warranty statement is used in the layout the following disclaimer statement must be in the layout:

*One year written warranty available through Sea Hawk Paints Certified Applicator.

Font treatment: **Arial Regular 6.5 point**
.25" from bottom edge.

Tough on Barnacles Quality Assured!

Talon™

- ▶ Value-priced
- ▶ 33.6% Cuprous Oxide
- ▶ Consistent viscosity, better flow & rollability

Monterey™

- ▶ Water-based semi-hard ablatives
- ▶ Environmentally safe, low VOC's
- ▶ 54.67% Cuprous Oxide, highest grade available

Cukote™

- ▶ Semi-hard, self-polishing ablatives
- ▶ Multi-season protection
- ▶ 47.57% Cuprous Oxide
- ▶ Lloyd's Register certified

Colorkote™

- ▶ Triple Biocide Antifouling Power – Ecosia, Zinc Omadine, Copper Thiocyanate
- ▶ Vibrant Colors – 6 Base Colors can be mixed to create thousands of custom colors
- ▶ Multi-season performance in fresh, brackish and saltwater conditions
- ▶ California Air Quality Compliant – 330 Grams per liter VOC
- ▶ Compatible with all hull types – ideal for fiberglass, aluminum, and steel/iron hulls

Proudly sold at **MARINE**

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SeaHawkPaints.com

Sea Hawk
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AkzoNobel

AKZO NOBEL LOGO

The Akzo Nobel logo must be used on all layouts adhering to the Akzo Nobel brand standards.





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www.SeaHawkPaints.com