# Boston Whaler

## BRAND GUIDELINES




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# Brand Foundation

VALUE PROPOSITION

# Bring generations together on the water.

Boston Whaler is bigger than boats. Our boats are the setting for a lifetime of stories.

It’s the glue that binds families; it’s the shared language that connects them to kindred spirits in harbors around the world; it’s the very reason they made it through the storm unscathed.

## BRAND BELIEF

Boston Whaler is your trusted companion for life’s most memorable moments.

## BRAND MISSION

Our mission is to craft the world’s most trusted boats, combining uncompromising safety, enduring quality, and legendary performance. We bring generations together on the water, inspiring confidence, connection, and lifelong memories.

# Brand Pillars

## LEGENDARY EXCELLENCE

**Built for a Lifetime**

- Superior Craftsmanship
- State-of-the-art Materials
- Premium Performance

## INSPIRED CONFIDENCE

**No Matter the Scenario**

- Ultimate in Safety
- Lasting Value
- Superior Customer Experience

## INVENTIVE DESIGN

**Premium with a Purpose**

- Elegant Utility
- Complete Comfort
- Accessible Technology

## MEANINGFUL MOMENTS

**Experiences that Make Memories**

- Through the generations
- Community of Owners
- Freedom to Live Fully



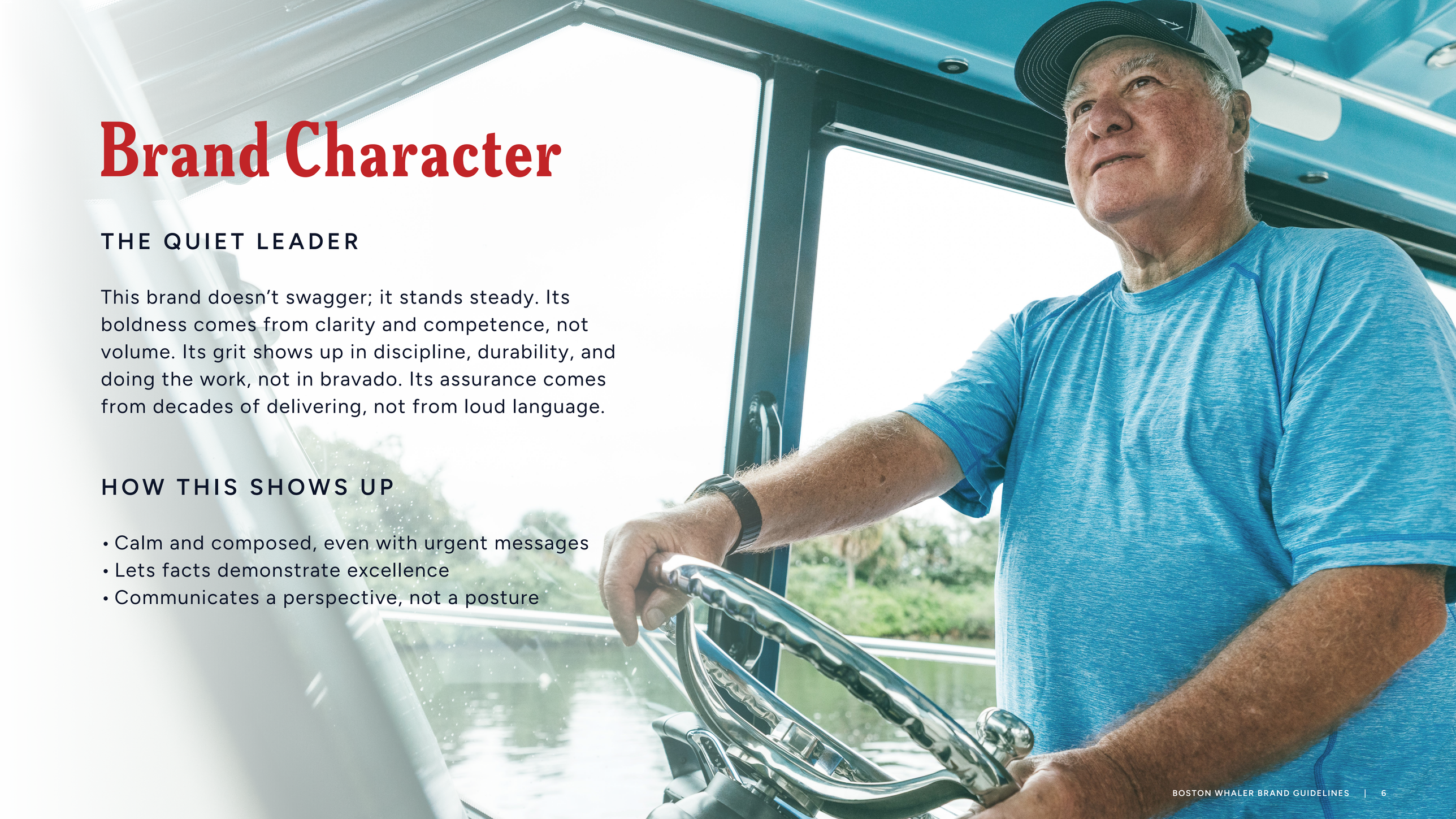
# Brand Character

## THE QUIET LEADER

This brand doesn’t swagger; it stands steady. Its boldness comes from clarity and competence, not volume. Its grit shows up in discipline, durability, and doing the work, not in bravado. Its assurance comes from decades of delivering, not from loud language.

## HOW THIS SHOWS UP

- Calm and composed, even with urgent messages
- Lets facts demonstrate excellence
- Communicates a perspective, not a posture



# Brand Personality

When we lead with bold ideas, gritty determination and true authenticity, people come to know what we stand for. That understanding becomes our reputation — built one interaction, one story, one earned moment at a time.

### BOLD

Courage to lead, even in uncertainty

### GRITTY

Toughness to weather whatever conditions arise

### AUTHENTIC

Honesty to be exactly who we are in every conversation






# Colors

# COLOR PALETTE

Primary
Brand Red

Red conveys strength, confidence, and is uniquely ownable to our brand.

Primary
Brand Navy

Navy conveys trust, reliability, and is a strong connection to water.

Primary
Brand White

White provides a visual break and breathing room to pause and digest.

Secondary
Canvas

Canvas adds warmth, inspired by coastal textures.

Secondary
Light Canvas

Light Canvas brightens while maintaining depth and warmth.

Secondary
Denim

Denim introduces balance, inspired by calm, cool tones.

Secondary
Hazy Blue

Hazy Blue brings a lighter expression of cool tones.

Secondary
Dark Blue

Dark blue anchors content, designed for clarity and contrast.

# COLOR PALETTE

Building equity in brand identity through color is key to recognition, trust, and lasting impact. Boston Whaler's iconic red, white, and blue primary palette has long reflected our heritage and reliability. To evolve while honoring that legacy, we've brightened and modernized these core colors. Complementing this, our new secondary palette—denim, hazy blue, cream, and dark blue—adds depth, flexibility, and a contemporary feel. This refresh brings renewed energy and relevance to our brand, while preserving the familiar visual cues our community knows and trusts.

Additional colors may be introduced selectively for limited-time promotions and special campaigns, but should not be used in ongoing brand communications. Any expanded color usage must remain harmonious with the core brand palette.

## PRIMARY PALETTE

**RED**
HEX: C12427
RGB: 193,36,39
PMS: 3546C
CMYK: 0,100,100,17

**WHITE**
HEX: FFFFFF
RGB: 225,225,225
CMYK: 0,0,0,0

**NAVY**
HEX: 053049
RGB: 5,48,73
PMS: 302C
CMYK: 100,33,6,77

## SECONDARY PALETTE

**CANVAS**
HEX: E1DACE
RGB: 225,218,206
PMS: WARM GREY 1C
CMYK: 0,3,6,12

**LIGHT CANVAS**
HEX: F2F2EE
RGB: 242,242,238
CMYK: 4,2,4,0

**DENIM**
HEX: 59747D
RGB: 89,116,125
PMS: 6114C
CMYK: 63,36,34,21

**HAZY BLUE**
HEX: E5EAE9
RGB: 229,234,233
PMS: 642C
CMYK: 8,3,3,1

**DARK BLUE**
HEX: 0C1429
RGB: 12,20,42
PMS: 7547C
CMYK: 100,58,21,92

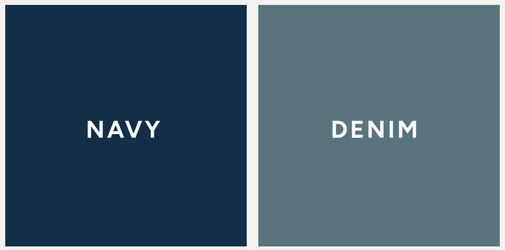
# COLOR COMBINATIONS

Use only approved and ADA compliant color combinations.










This color combination is approved for use within the same layout, but does not meet ADA guidelines for text use.



















This color combination is approved for use within the same layout, but does not meet ADA guidelines for text use.











# Typography

# TYPOGRAPHY

Typography is a powerful brand tool when used consistently. Our headline font, Meursault, honors Boston Whaler's legacy through a familiar yet refreshed aesthetic, blending tradition with a modern edge. It's complemented by Figtree, a clean and contemporary sans serif. Together, these typefaces embody the brand's timeless yet progressive style and should be used across all print and digital platforms.

Ideally, headlines are big and bold in sentence case in Meursault with a very subtle leading. Support copy should always be in Figtree, in either all caps or sentence case. Usage of Professor should be used sparingly, only to add emphasis on short copy and should be in sentence case only.

Meursault

FIGTREE

*Professor*

# TYPOGRAPHY

## MEURSAULT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 10

## FIGTREE

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 10

## PROFESSOR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 10

## HEADLINE

Ultra Condensed Semi Bold
**Ultra Condensed Bold**
**Bold**

## BODY & SUBHEAD

Regular
Medium
**Bold**

## ACCENT

*Regular*

Adobe fonts are free for designers with an Adobe subscription, but certain platforms like Canva may require purchasing a license.

# TYPOGRAPHY MISUSE

## Meursault

### LOREM IPSUM

**Do not** use all caps, only sentence case.

### Lorem Ipsum

**Do not** exceed 35 tracking.

### Lorem Ipsum

**Do not** use non-approved weights. Refer to page 15 for approved weights.

## Figtree

### Lorem Ipsum

**Do not** use title case; set this type in all caps or sentence case.

### L o r e m

**Do not** adjust tracking beyond the 50–300 range.

### Lorem Ipsum

**Do not** use heavy weights such as Extra Bold or Black.

## Professor

### LOREM IPSUM

**Do not** use all caps, only sentence case.

### Lorem Ipsum

**Do not** track this type, maintain tracking at 0.

### Lorem Ipsum

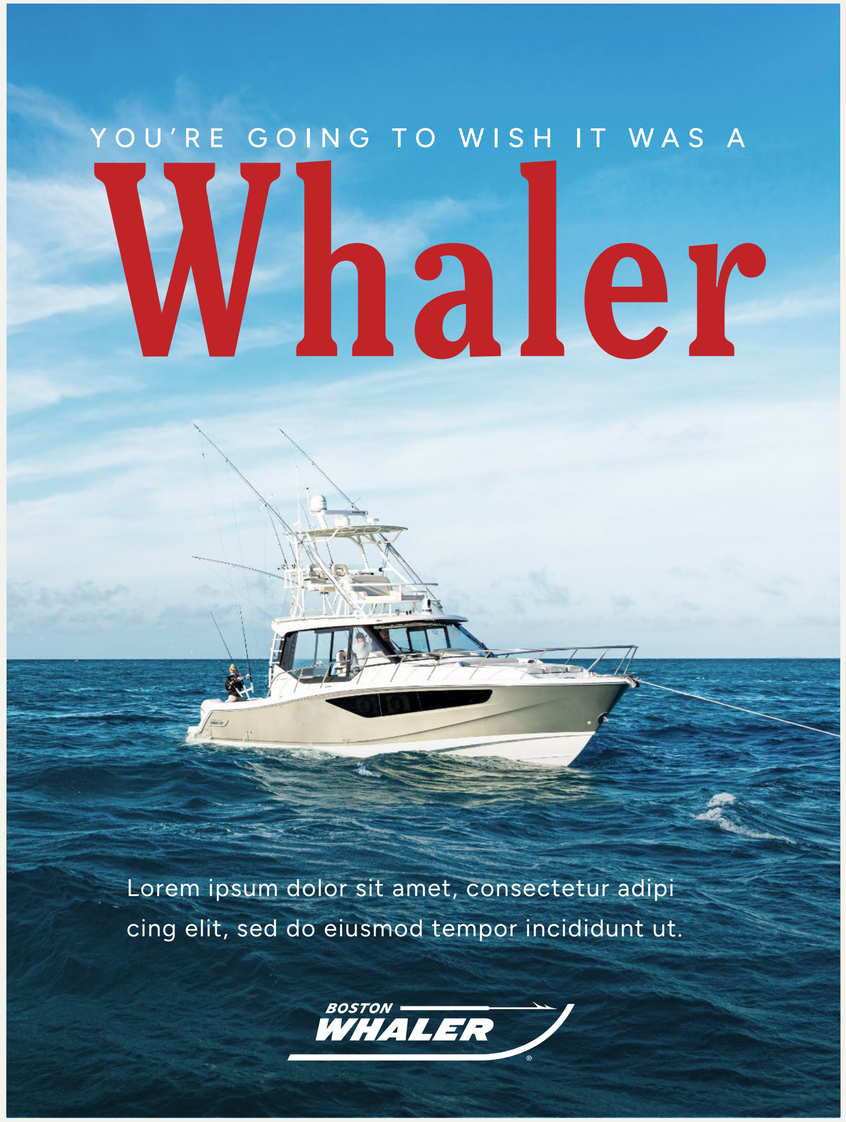
**Do not** use a stroke or add weight.

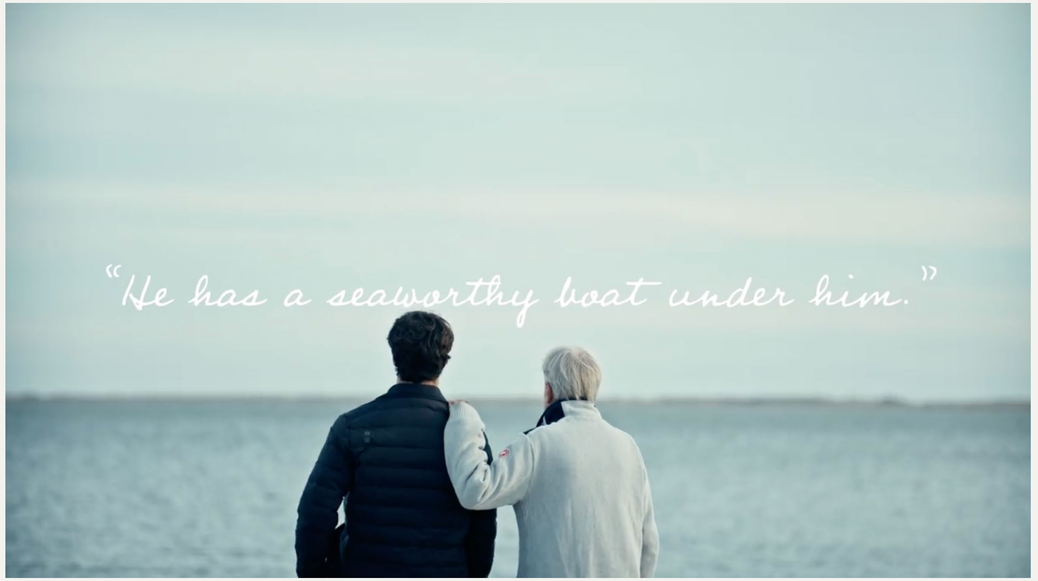
# FONTS IN USE

**Eyebrow Copy**
Figtree
Medium, All Caps
300 tracking

**Headline**
Meursault VF
Ultra Condensed Semi Bold
Sentence Case
30 tracking

**Body copy**
Figtree
Regular
50 tracking




**Creative Copy**
Professor
Regular, Sentence case
no tracking

Use this as a visual element,
never as a headline or body copy




# Logo & Tagline

# LOGOS & TAGLINES

Logos are the most recognizable symbol of a brand's identity. A full logo should be used when clarity is needed—such as introducing the brand, in formal contexts, or to new audiences—while a shorthand logo works best once recognition is established, especially in small-scale applications like social media, packaging, or merchandise. Together, they create a system that keeps the brand both clear and versatile.

Use the full logo to introduce, the shorthand to reinforce. Together they keep the brand clear, recognizable, and adaptable.

Boston Whaler's tagline should appear selectively in moments where it adds storytelling value.

## PRIMARY LOGO

Approved primary Boston Whaler logos should be used in most cases. Prioritize using the red option but white can be used to align with readability best practices.







## SECONDARY LOGO

The secondary logo may only be used when the full logo is not practical or would compromise legibility. Examples include social media avatars, app icons, or small digital placements.







## TAGLINE

The tagline must only be used as provided in the approved PNG or SVG files and should never be recreated or modified.

*The Unsinkable Legend*™

# LOGO USAGE

The examples here demonstrate incorrect usage of the Boston Whaler logo. To maintain the integrity of the logo, and to promote the consistency of the brand, the Boston Whaler logo should not be altered, recreated, or modified in any way.




Do not disproportionately scale our logo.




Do not use non-approved colors.




Do not create new logo lockups or add text.




Do not add drop shadows or other effects.




Do not add elements to our logo.




Do not add, remove, or alter elements of our logo.




Do not place the logo into shapes without proper clear space.



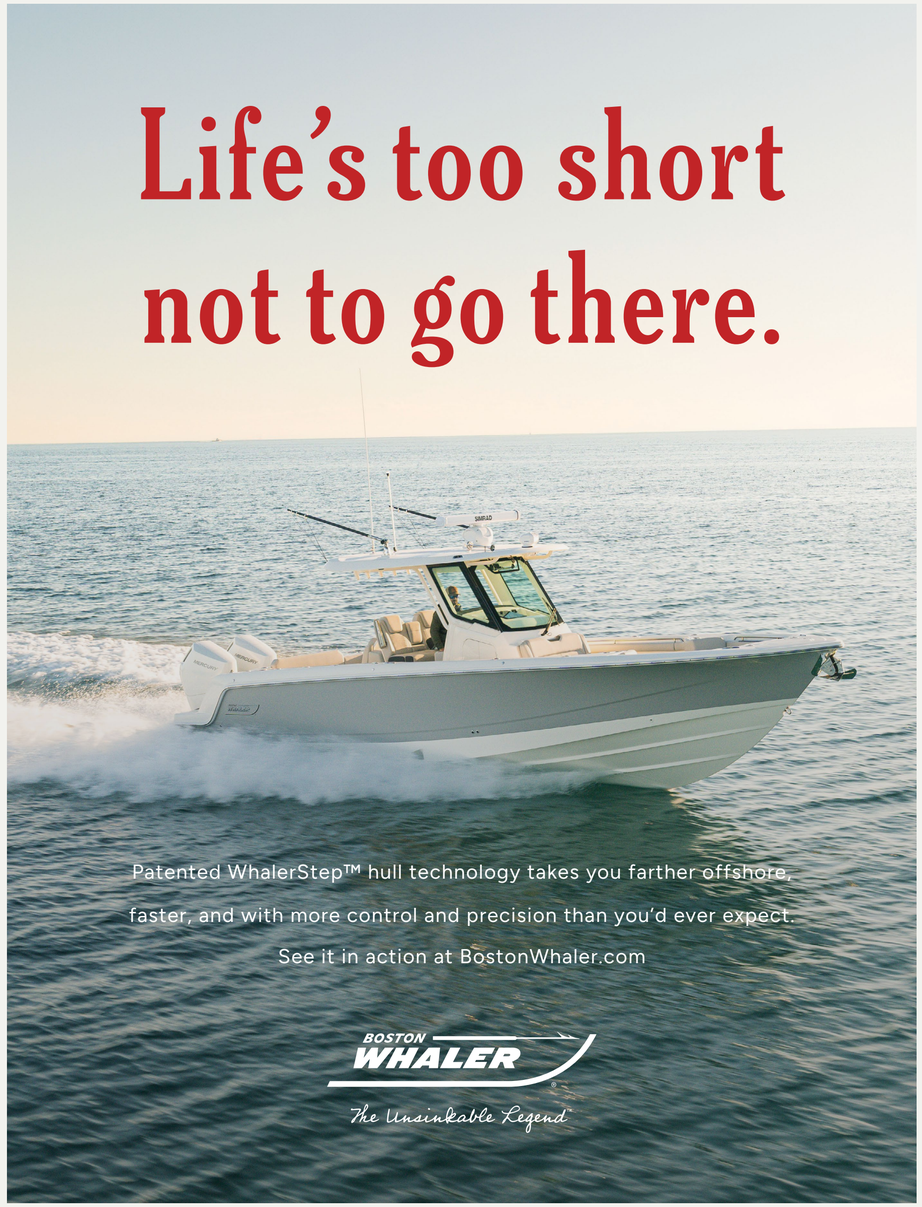

Do not change the font in our logo.




Do not rotate the logo.

# TAGLINE USAGE

A tagline should be reserved for higher-level, equity-building work—campaigns, anthem films, brand spots, awareness media, and flagship moments where we're reinforcing who we are and what we stand for. In these contexts, the tagline serves as a sign-off, leaving a lasting impression.





# Photography

# PHOTOGRAPHY

Boston Whaler's photography style reflects an optimistic, classic spirit rooted in real experiences on the water. Photos should feel observational and unscripted, capturing authentic moments as they naturally unfold. Scenes should never feel over-styled or forced—boats are shown in use, through real interactions, motion, and purpose.

The overall tone should encompass a light and airy atmosphere. There should be a slight warmth to every shot. Colors should be somewhat muted, not too overpowering in vibrancy or saturation. Pops of color are ok, but should emphasize brand colors of red and blues.

In cases where brand heritage is a focus, desaturated photos with Boston Whaler cream and blue undertones is permitted.

NOTE: Some images shown in this document are for placement only and are not licensed for use outside of this document.













# TEXTURES

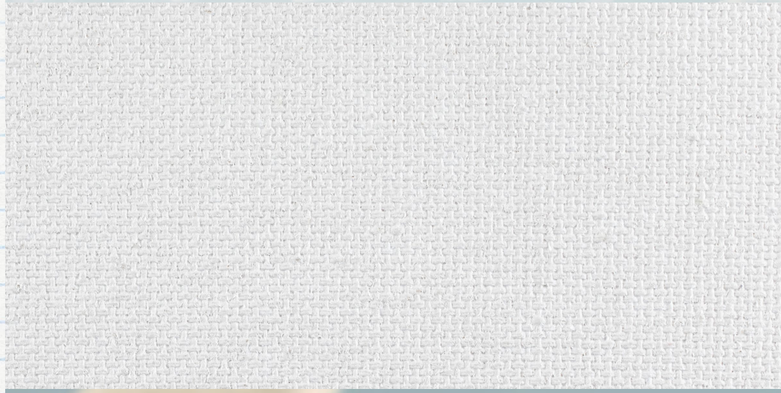
Textural photography serves as a tertiary expression within the photography system, helping to establish the brand's tone through subtle visual cues rather than primary storytelling.

The textures selected should reinforce the brand's character of bold, gritty, and authentic, drawing inspiration from the natural environments where our boats are found.

Think elemental surfaces such as clouds, water, birds, fish, and rock formations, paired with human touchpoints like rope or drafting paper that hint at the craft, innovation, and engineering behind the brand.











# RETOUCHING PHOTOGRAPHY

The overall Boston Whaler photography treatment plays with the juxtaposition of warm and cool tones—balancing the inviting warmth of skin and light with the refreshing coolness of water and sky—to create visceral experience that emulates a day on the water.

The overall visual tone should be slightly muted, with reduced saturation to avoid overly vibrant or deep colors. Brightness should be increased across the board, ensuring that shadows remain soft. Whites must appear clean and luminous, while skies and water should reflect natural blue hues appropriate to location and weather. The sky should feel airy and light, contributing to an open, fresh atmosphere. Skin tones should carry a warm, natural glow, and a subtle warmth should be applied to all images for cohesion. Special attention should be given to boats—masking them as needed—to ensure they appear crisp and clean.



# RETOUCHING PHOTOGRAPHY

Original Photo



Highly saturated

Deep shadows

Varying depth of lightness

Warmth in skin tones

Yellow-ish green tone to boat and wake

Color corrected



Lower saturation

Brighten overall image, lightening shadows

Increase lightness

Maintain warmth in skin tones

Bright white boat and wake

# RETOUCHING PHOTOGRAPHY

Original Photo



Highly saturated

Deep shadows

Varying depth of lightness

Warmth in skin tones

Orange clothing

Color corrected



Lower saturation

Brighten overall image, lightening shadows

Increase lightness

Maintain warmth in skin tones

Adjust wardrobe color if it falls outside of the brand’s color direction.

# RETOUCHING PHOTOGRAPHY

Original Photo



Highly saturated

Deep shadows

Dark ominous sky

Yellow tones in boat

Dark water

Color corrected



Lower saturation

Brighten overall image, lightening shadows

Add blue back into sky

Remove as much yellow from the boat as possible

Blue/teal water


Voice

# WRITING STYLE

| | ON VOICE | OFF VOICE |
|---|---|---|
| **PURPOSEFUL AND PRECISE**<br>We speak with purpose and direction. Every message points to progress, capability, and the future benefits we enable. | "The WhalerStep™ hull improves control in unpredictable offshore conditions."<br><br>**Specific, vivid** | "We're reinventing the future of boating with breakthrough design."<br><br>**Abstract, posturing** |
| **HUMAN, UNFORCED**<br>We communicate like a seasoned guide: approachable, confident, and never performative. | "Families and anglers spend less time getting there and more time enjoying the water."<br><br>**Benefit-led, straightforward** | "Prepare to be blown away by unbelievable, next-level performance."<br><br>**Theatrical, hype-driven** |
| **FOCUSED ON TRUST-BUILDING**<br>Quality comes through accuracy, detail, and restraint. Our premium feel is earned, not asserted. | "Unibond™ construction fuses two molded hull pieces around proprietary foam, creating a structure that stays afloat even when swamped."<br><br>**Descriptive, verifiable** | "Our world-class hull delivers unmatched perfection and indestructibility.<br><br>**Broad, unverifiable** |
| **EASY TO READ**<br>We stay timeless through clarity and simplicity. Everything is streamlined, intuitive, and said with intent. | "Integrated Simrad® electronics consolidate navigation into a single, intuitive touchscreen at the helm."<br><br>**Active, intuitive structure** | "Our cutting-edge dash revolutionizes your on-water experience with next-level tech you've never seen before."<br><br>**Passive, clunky** |

# WRITING STYLE CONT.

## CORE SENTENCE STRUCTURES

This table illustrates ways of turning brand points of difference and product features into clear, customer-focused statements.

### BENEFIT → PROOF

Start with what the owner gains, then connect it directly to the engineering or design feature that makes it possible.

**EXAMPLE**

**Peace of mind comes from Boston Whaler's Unibond™ construction, which keeps the boat afloat even when swamped.**

### CAPABILITY → OUTCOME

Explain how a feature enables freedom, confidence, or connection.

**EXAMPLE**

**Integrated Simrad® AutoCaptain keeps your hands free and your attention forward when it's time to dock.**

## VOCABULARY CALIBRATION

These word banks are meant to help orient writers toward the lane our voice lives in.

### WORDS THAT FIT WHALER

Capable, Reliable, Secure, Intentional, Precise, Confident, Enduring

**EXAMPLE**

**A precisely designed helm layout delivers confidence in shifting conditions.**

### WORDS THAT RUN OFF COURSE

Unbelievable, Epic, Superior, Mind-Blowing, Extreme, Sensational, Unbeatable

**EXAMPLE**

**Superior helm design delivers unbeatable performance in any situation.**

# USING VOICE INTENTIONALLY

The closer the message is to a customer’s first impression, the more it should carry the full weight of our brand character.

Speaks in a bold, steady voice. “When the weather turns, a Whaler won’t” is direct, memorable, and composed; it shows confidence without bragging.

Stays specific to what owners trust Whaler for. The message taps into a core emotional truth: when conditions get unpredictable, reliability is everything — and Whaler’s reputation is built on it.




The headline isn’t about specs; it’s about peace of mind — a benefit that aligns with how real owners describe their boats.

Visually and tonally aligned with the brand’s premium understatement. The clean composition, subdued color palette, and clear typography avoid flashiness, reinforcing Whaler’s “earned, not announced” confidence.

# USING VOICE INTENTIONALLY

The voice intentionally lightens as the story drills deeper into products, where functional clarity takes priority over style.

Visually clean, calm, trustworthy and benefit-led. It avoids theatrics and communicates in a steady, factual voice that reflects Whaler's identity.




Although "ultimate boat" could lean broad, the message grounds itself in who the product is for. More concrete phrasing could have worked here, but the combined elements generally meet brand standards.

# USING THE UNSINKABLE LEGEND™ IN COPY

One of Boston Whaler's most iconic brand assets, this concise expression of decades of proven reliability should be used intentionally, sparingly, and only in moments where it reinforces brand equity.

## WHEN IT SHOULD BE USED

Use the phrase in places where it carries weight and supports brand storytelling.

- Brand campaigns, anathematic content, experiential touchpoints and merchandising
- Longform product lineage content (blog posts, behind-the-scenes video etc.)
- Demonstration content that proves durability or reliability
- High-visibility end cards or premium print as a sign-off, not a headline

## WHEN IT SHOULD NOT BE USED

Avoid using the phrase in casual, transactional or utility-focused contexts.

- Organic social captions or email body copy
- Product descriptions, comparison tables, or spec lists
- Repetitive placements within the same asset or campaign
- As a standalone tagline unless deliberately anchored in heritage messaging

## PUTTING IT IN PLAIN TEXT

Follow these conventions to maintain consistency and protect the asset.

- Do not embellish, rewrite or modify the syntax
- Preserve title case and trademark on first mention: The Unsinkable Legend™
- Use no more than once per major asset (e.g., once per video script, once per long-form webpage)



# Bring It To Life

# HOW IT ALL COMES TOGETHER




Tradeshow Signage




Consumer Spec Sheet




Stickers




Organic Social Stories



# Appendix

# BRAND BENEFITS

## Functional

TRUST
Earned through decades of proven reliability

CAPABILITY
Go further and do more

INTENTION
Thoughtful layouts and materials

STRENGTH
Rugged construction, built to endure

## Emotional

BELONGING
Earned through decades of proven reliability

CONNECTION
Go further and do more

CONFIDENCE
Know your boat is ready for anything

FULFILLMENT
Freedom and joy that gives life meaning

# PERSONAS

| | The Legacy Explorer | The Independent Achiever | The Adventure Family | The Emerging Enthusiast |
|---|---|---|---|---|
| AGE | 50–65 | 40–60 | 35–50 | 25–34 |
| GENDER | Predominantly Male | Mixed | Mixed | Mixed |
| INCOME | $200K+ | $250K+ | $150K-250K | $100-250K |
| FAMILY | Empty nesters multi-gen families | Single or partnered, older children | Young children or teens | Single, partnered, young children |
| PSYCHOGRAPHIC | Values tradition, quality & reliability; Seeks to pass down experiences & possessions | Self-made, driven, image-conscious; Seeks premium experiences without pretension | Values time outdoors; Seeks meaningful family time, tech-savvy and research-driven | Values unique, sharable experiences; Seeks freedom and escape from daily pressures |
| NEEDS | Boat that is safe, durable, easy to maintain; Confidence in every journey | Boat that reflects personal success and taste; Reliable performance and design | Multi-functional boat for fishing, tubing and cruising; High safety standards and ease of use | A boat that reflects their lifestyle; Style, innovation and quality |
| EMOTIONAL DRIVERS | Trust, pride, belonging; Creating & preserving family memories; Peace of mind | Fulfillment, independence, and pride; Mastery of a skill or activity; Sense of belonging | Joy, excitement, connection; Making the right choice for their family; Creating unique, shared memories | Pride in achievement; Living in the moment; Belonging and connection |