

Brand Guidelines



(00) 0000 000000
naughticalyachtclub.x

000 Main Street, City
State Name, Country,12345





“A groundbreaking cryptocurrency and a comprehensive ecosystem.”

Index.

- 01.** Logo Overview Page 05
 - Dark and Light Page 06
 - Clear Space Page 07
 - Minimum Size Page 09
- 02.** Typography Page 11
- 03.** Colour Page 14
- 04.** Stationary Set Page 16
- 05.** Imagery and Mockup Page 18

Website



01. Logo Overview

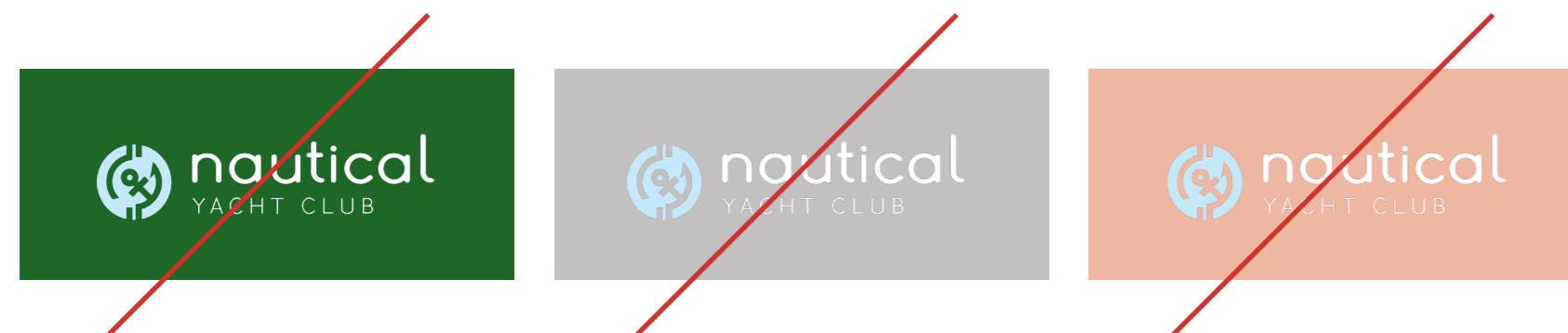
The Logo.

The Nautical Yacht Club logo serves as the quintessential embodiment of the brand, and its consistent use across all platforms is paramount in projecting and reinforcing the distinct identity and values that define our club's commitment to luxury, exclusivity, and maritime excellence.



Dark and Light.

Preferred Logo Version: Logo on Dark backgrounds, such as a monochromatic version or a reversed (white) version to maintain clarity and contrast. Alternate logo Versions: On light backgrounds, the alternate logo version is the standard full-color logo.



Clear Space.

24 px				24 px
			nautical YACHT CLUB	
24 px		12 px		24 px

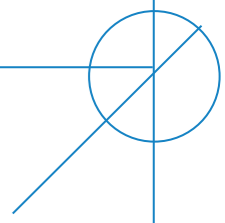
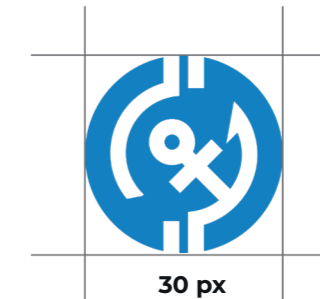
Clear space is essential to ensure that your logo remains visually distinct, recognisable, and impactful in various applications. It defines the minimum area of unobstructed space around the logo that must be maintained to preserve its integrity, in this case a minimum of 24 pixels on either side of the logo.



Minimum Size.

Ensuring that the logo remains clear and recognisable at various sizes is essential for maintaining a strong brand identity.

The preferred minimum size at which the logo should be used is 100 pixels, and 30 pixels for the Symbol. This size is chosen to ensure that the logo remains clear, legible, and visually impactful across various applications.



02. Typography.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

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

Typography Identity.

The typography plays a crucial role in conveying the brand's personality and message. It ensures consistency and readability across all brand materials.

Primary.

Simple Rounded - Bold

The primary typeface is 'Simple Rounded'. This is the typeface that is used in the logo and must be used as headings throughout the brand's identity. This keeps a consistent visual language.

Aa Bb Cc

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

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

Secondary.

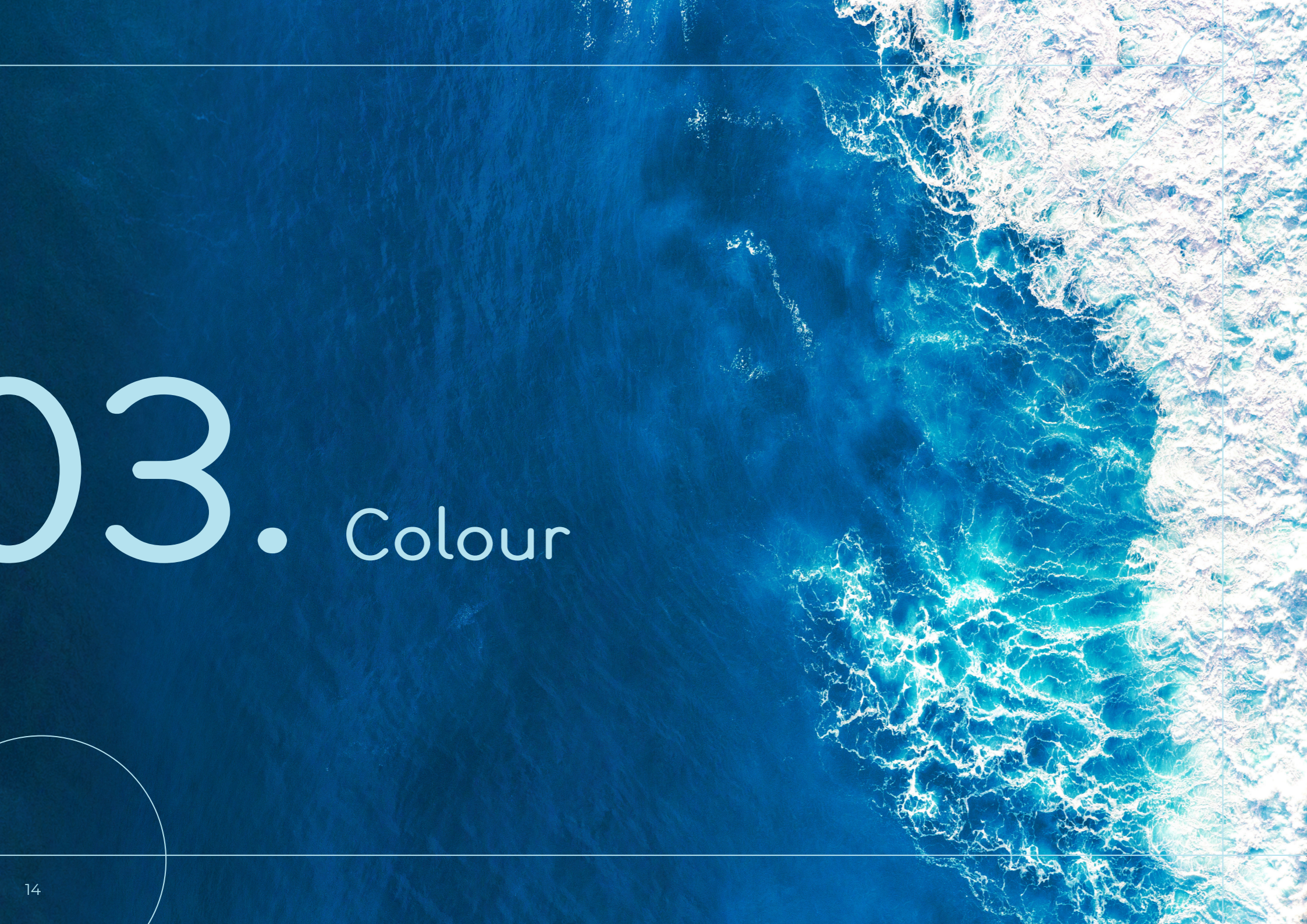
Montserrat - Regular

The secondary typeface is 'Montserrat'. 'Montserrat Regular' is to be used for body text, while 'Montserrat Italic' is to be used to emphasise or quote.

Aa Bb Cc

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

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



03. Colour

PANTONE: 18-4140 TCX
RGB: 06 90 166
CMYK 94 64 00 00



PANTONE: 16-4526 TCX
RGB: 00 129 194
CMYK 83 39 02 00



PANTONE: 14-4816 TCX
RGB: 61 190 232
CMYK 66 00 05 00



PANTONE: 14-4620 TCX
RGB: 145 211 235
CMYK 46 00 07 00



PANTONE: 14-4620 TCX
RGB: 187 230 243
CMYK 27 00 05 00



Different shades of ocean blue for Nautical Yacht Club were used to evoke a sense of sophistication, tranquility, and a deep connection to the sea, embodying the brand's luxury and maritime essence.

04. Stationery Set

Correspondence.



Business stationery such as business cards and letterheads act as crucial touchpoints, adhering to our typography, color palette, and logo usage guidelines to maintain a cohesive and professional representation of our brand.

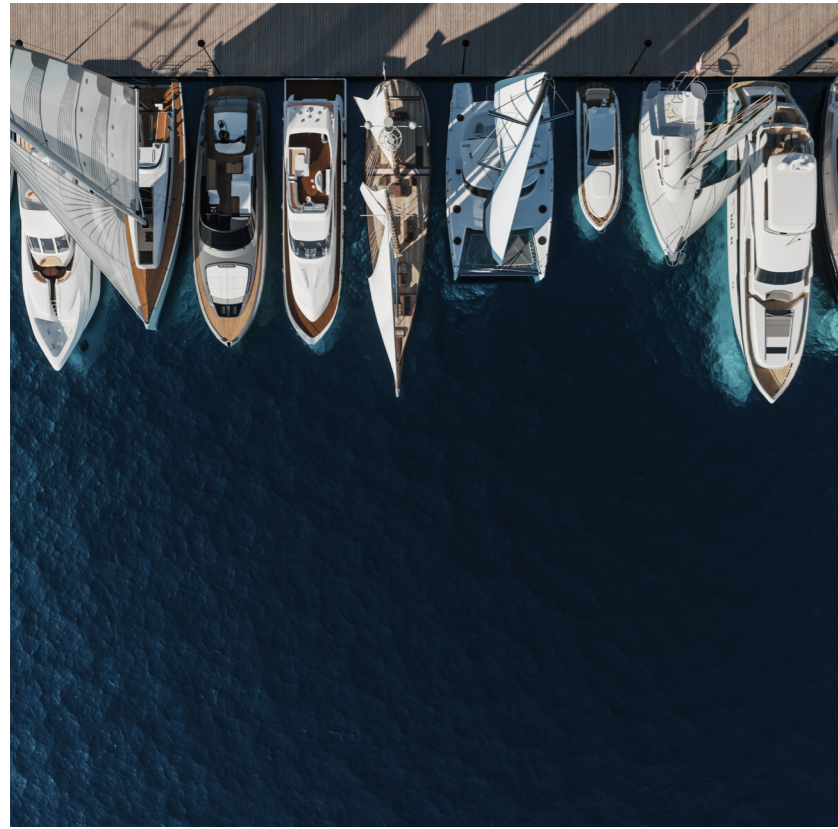
05.

Imagery and Mockup



Product mockups should exude sophistication and richness to convey the exclusivity and opulence associated with our yacht NFT brand, captivating potential collectors and investors by offering a tantalizing glimpse into the world of luxury yacht ownership that our NFTs represent.

By exclusively using images of yachts resembling the same color scheme as the brand identity, we aimed to create a cohesive and visually harmonious representation that reinforces the brand's distinctive style and commitment to a unified, elegant aesthetic, ensuring instant recognition and association with our luxury yacht offerings.





nautical
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