The Premier Marine Brand

PREMIER

As the Premier Marine business charges forward — entering new markets, dealer expansion, and reaching new customers — it is essential that the Premier brand grow with it. We want to make sure that the brand captures new audiences while keeping existing customers loyal and content. This book will help you envision how the Premier brand is evolving and will serve as a guide for implementing the Premier Marine Brand Identity System, both inside and outside the company.

SECTION 1:

The Premier Brand

The Premier Brand

Premier and Its Brand

Great companies are built on strong brands that influence customer choice and build loyalty. A strong brand is a competitive asset — one that can improve market position and contribute to company profitability. When the essence of a brand is understood within a company, it can serve as a source of inspiration, excitement, and employee satisfaction.

So, what is a brand? Simply put, a brand is a collection of experiences perceived in the heart and mind of the customer. Every time a customer engages with our company, these experiences grow. At Premier, our brand is a promise we make to our customers — a promise we strive to fulfill at every point of customer interaction. For employees, the brand promise is reflected in their daily work experiences.

Ideally, our customers' perceptions of Premier should align with our own aspirations. We aspire to be a company that is driven to deliver experiences that change lives on and off the water. When our customers share that vision, our branding efforts will be successful. Reaching that goal requires active and purposeful brand management. We begin by defining what our aspirations are; these are the perceptions we want our customers to have.

The Premier Brand Identity System

What are the elements that make up our brand identity? The words you choose. The type you use. The colors, graphics, and imagery you communicate with. The way you use the Premier logo. These are the key building blocks that help tell the Premier Marine story and shape people's perception of Premier — from consumer to dealers, from partner to employee.

Overview

We've created building blocks for communicating Premier's brand identity in a unified visual system we call the brand palette. Composed of core elements including logo, color, type, and icons, as well as extended expressions including treatments, gradients, graphics, and textures, this wide range of tools is designed to be flexible and expandable — so you can use your creativity to innovate across all media. To effectively define the Premier brand experience, these core elements must be aligned across every touchpoint, from consumer to dealer, from partner to employee.

SECTION OVERVIEW

The following sections provide creative guidance on how to use the brand palette. With a shared design sensibility, we can use each element to elevate the Premier Marine brand in a way that is distinctive and immediately recognizable as Premier.

The Premier Marine logo is bold, iconic, and distinct. It signals a consistent foundation — maintaining brand equity while reinforcing brand leadership, confidence, and reliability. In classic, preferred, or secondary colors, the Premier logo works across all media. With a flexible approach to palettes and logo staging, the Premier logo comes alive with a renewed energy.

Logo

The Premier logo should work across all media. The style you choose will depend on the environment in which the logo appears. To ensure the expression of the logo is right for its context, we've created a system that includes PANTONE® color, and an extended palette of solid colors and gradients as well as reversed logo treatments. So whether the Premier logo appears on screen, the web, TV, in print, on packaging, or on a product, you have near infinite design flexibility to adapt the logo to its appropriate design context.

EXTENDED LOGO PALETTE
The palettes to the right provide an example of how color can be infused into the logo. These are only partial palettes. For complete palettes, please refer to page 11.

PRIMARY VERTICAL LOGO MARK (CONSUMER FACING)

PRIMARY HORIZONTAL LOGO MARK (CONSUMER FACING)

CORPORATE LOGO MARK (INTERNAL USE ONLY / NOT FOR DEALER USE)

NOTE: THIS IS NOT A CONSUMER FACING BRANDMARK

Logo

EXTENDED LOGO PALETTES

PRIMARY VERTICAL LOGO MARK (CONSUMER FACING)

4 COLOR

4C REV

280 PMS

1C REV

PRIMARY HORIZONTAL LOGO MARK (CONSUMER FACING)

4 COLOR

4C REV

280 PMS

1C REV

Logo

CLEAR SPACE / PRIMARY VERTICAL

CLEAR SPACE / PRIMARY AND CORPORATE HORIZONTAL

MINIMUM SIZE

No ® used

Primary logo minimum size with trademark ® symbol: 3/4"

Give it space. To preserve the integrity and visual impact of the Premier logo, always maintain adequate clear space around it. The clear space around the logo is an integral part of its design, and ensures the logo can be seen quickly, uncluttered by other logos, artwork, or text.

The clear space around the logo is an integral part of its design, and ensures the logo can be seen quickly, uncluttered by other logos, artwork, or text. To preserve the integrity and visual impact of the Premier logo, always maintain adequate clear space around it.

To ensure that the Premier logo and its trademark symbol reproduce legibly at smaller scales, only include the trademark ® symbol down to 3/4". The trademark symbol will not reproduce legibly at any size smaller than 3/4". For all video and on-screen applications, remove the trademark symbol completely, unless sized appropriately.

Tagline

The Go Beyond logotype is our brand promise and tagline. It's a social contract to our customers and dealers that they can except a better experience with Premier at every touchpoint. When used with the Premier vertical and horizontal logos, it should be locked up to the noted specifications. This lockup should be used on all consumer-facing materials, both printed and digital mediums.

PRIMARY VERTICAL LOGO MARK W/ TAGLINE

NOTE: THIS IS NOT IS NOT FOR DEALER USE

PRIMARY HORIZONTAL LOGO MARK W/ TAGLINE

NOTE: THIS IS NOT IS NOT FOR DEALER USE

Shield

The Premier shield can be used in stand-alone cases, but it is reserved for **CORPORATE USE ONLY**.

This shield will be used only by internal product and engineering teams for on-product applications. This usage case is never utilized in consumer-facing makerting materials as a stand-alone design device.

PRIMARY SHIELD

SECONARY SHIELD

NOTE: THIS IS NOT IS NOT FOR DEALER USE

Color is the most fundamental yet most powerful tool in creating or expressing a mood or feeling. Take advantage of it. Play with color. Color brings our brand to life. Color used simply and with balance can communicate clarity, consistency, and modern sophistication. Vivid highlights and contrasting subtlety turn ordinary into extraordinary.

Color

Premier classic colors serve as a foundational palette that work universally across all of Premier Marine. Made up of white and monochromatic increments of gray and Premier blue, these colors will anchor and balance color expressions when used with extended primary and secondary palettes. When it is important to signal Premier's brand equity with color alone, Premier's legacy PANTONE® 280 remains the core color to be used in conjunction with the monochromatic palette.

PREMIER CLASSIC COLORS

PREMIER BLUE / 280 PMS

PANTONE (PMS)	PRINT	SCREEN	CSS
PANTONE 280	CMYK: 100/92/27/23	RGB: 0/33/105	RGB: 0/33/105

PREMIER BLACK

PANTONE (PMS)	PRINT	SCREEN	CSS
PANTONE BLACK	CMYK: 40/30/30/100	RGB: 0/0/0	RGB: 0/0/0

PREMIER WHITE

PANTONE (PMS)	PRINT	SCREEN	CSS
NA (NO INK)	NA (NO INK)	RGB: 255/255/255	RGB: 255/255/255

SUPPLEMENTAL COLORS

10% K	20% K	30% K	40% K	50% K	60% K	70% K	80% K	90% K
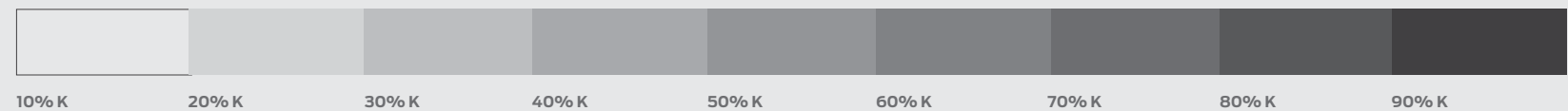
Type tells a story. The right typeface, used consistely, builds character. The new Premier fonts fuse modern foundational forms with universal functionality. With its broad range of weights, a clear hierarchy of information can be established to extend the typographical scope of Premier's brand — whether it's clean and simple, or bold and iconic.

Typography

So you can communicate quickly and simply without distracting from your message, we've created a systematic approach to Premier's typography using Antenna as our primary typeface. Choosing from a combination of weights, you can use Antenna to create a clear and consistent visual hierarchy. Done right, your use of type will draw readers' attention, lead them to the most important information first, and maintain a sense of clarity, order, legibility, and structure throughout your written communication.

ANTENNA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ANTENNA WEIGHTS AVAILABLE

Antenna Thin
Antenna Thin Italic
Antenna Extra Light
Antenna Extra Light Italic
Antenna Light
Antenna Light Italic

Antenna Regular
Antenna Regular Italic
Antenna Medium
Antenna Medium Italic
Antenna Bold
Antenna Bold Italic
Antenna Black
Antenna Black Italic

ANTENNA COMPRESSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ANTENNA COMPRESSED WEIGHTS AVAILABLE

Antenna Compressed Thin
Antenna Compressed Thin Italic
Antenna Compressed Extra Light
Antenna Compressed Extra Light Italic
Antenna Compressed Light
Antenna Compressed Light Italic

Antenna Compressed Regular
Antenna Compressed Regular Italic
Antenna Compressed Medium
Antenna Compressed Medium Italic
Antenna Compressed Bold
Antenna Compressed Bold Italic
Antenna Compressed Black
Antenna Compressed Black Italic

ANTENNA CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ANTENNA CONDENSED WEIGHTS AVAILABLE

Antenna Condensed Thin
Antenna Condensed Thin Italic
Antenna Condensed Extra Light
Antenna Condensed Extra Light Italic
Antenna Condensed Light
Antenna Condensed Light Italic

Antenna Condensed Regular
Antenna Condensed Regular Italic
Antenna Condensed Medium
Antenna Condensed Medium Italic
Antenna Condensed Bold
Antenna Condensed Bold Italic
Antenna Condensed Black
Antenna Condensed Black Italic

ANTENNA EXTRA CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ANTENNA EXTRA CONDENSED WEIGHTS AVAILABLE

Antenna Extra Condensed Thin
Antenna Extra Condensed Thin Italic
Antenna Extra Condensed Extra Light
Antenna Extra Condensed Extra Light Italic
Antenna Extra Condensed Light
Antenna Extra Condensed Light Italic

Antenna Extra Condensed Regular
Antenna Extra Condensed Regular Italic
Antenna Extra Condensed Medium
Antenna Extra Condensed Medium Italic
Antenna Extra Condensed Bold
Antenna Extra Condensed Bold Italic
Antenna Extra Condensed Black
Antenna Extra Condensed Black Italic

A picture is worth a thousand words. Still or motion, Premier Marine imagery should depict real people in real situations in real environments. Never contrived, trite, or clichéd, Premier imagery embodies a photojournalistic eye to capture pure moments in the lives of people, and their interactions with one another, on and off the water.

Imagery

At Premier, we shoot our own photos/videos and maintain an extensive image library. No matter what type of images are needed, whether it's lifestyle, portraiture, product beauty shot, or environmental, you should be able to find the visual assets you are looking for. We employ different cameras, lighting, and lenses to extend our range, and keep imagery fresh, human, and inviting. Throughout, our aim is to convey a photojournalistic approach, create a true sense of place, and depict real-life interaction between people and product.
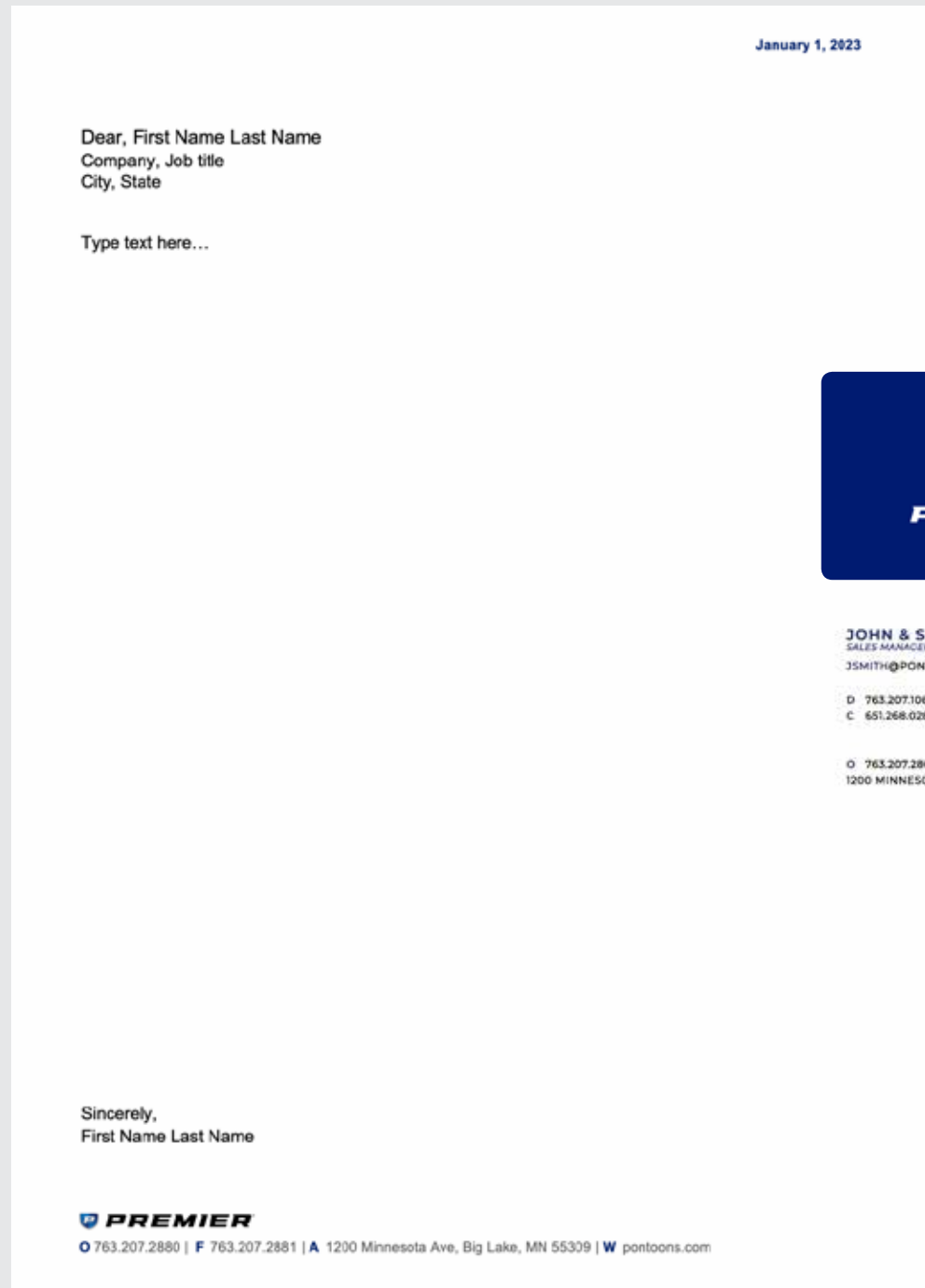
STILL / MOTION

To extend our brand identity into still photography, video, and motion graphics, consistency is key. By maintaining the same approach to color, lighting, mood, and realistic subject matter, we can support the Premier brand and create an immediately recognizable look for Premier lifestyle imagery.

So, how do you apply these brand elements in the real world of Premier Marine communications? First, know your audience. Second, stay flexible. Third, be inspired. The following examples demonstrate the flexibility of how the Premier Brand Identity System while still maintaining brand consistency within the company and across every consumer touchpoint.

Brand Identity Package

LETTERHEAD

BUSINESS CARD

EMAIL SIGNATURE

Brand PowerPoint

TITLE

PREMIER

POWERPOINT® CORPORATE TEMPLATE

NOTE: Font usage for corporate PowerPoint presentations should use the Ariel font family to maintain consistency across computer platforms and to avoid font conflicts with PC and Apple users.

Brand Support

For questions relating to the Premier brand,
and/or specific content request please email:

marketing@pontoons.com