

BOATYARD

LAKE NORMAN

Boatyard Brand Guide - 2022



Use this guide to ensure the Boatyard brand is clearly and consistently communicated to our customers. Our brand starts with our logo, but it expands to every aspect of the business, and must appear consistently in everything we do.

What we have to offer our customers, where we will take them, and how our product and service will transform them should be communicated without distraction. Messages full of noise will cause our customers to tune out. Our communications need to be consistent and clear because when we confuse our customers, we risk losing them.

Boatyard's success requires the talent and hard work of many team members. However, in our customer's eyes, Boatyard is a singular and unique personality. Therefore, it is essential that no matter who in the organization is responsible for communicating the Boatyard brand, it is done in the voice of Boatyard. Utilizing and adhering to the guidelines of our brand will ensure that all team members speak Boatyard's voice to our customers.

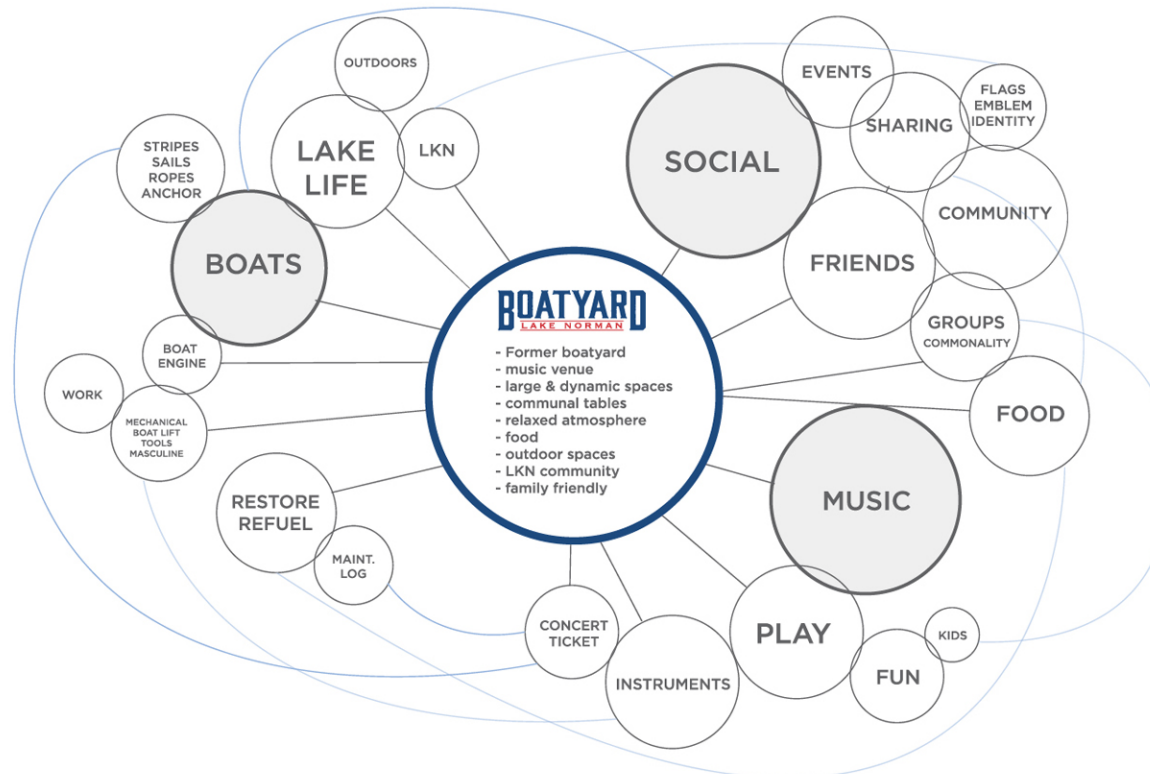
Voice The Boatyard voice is fun, positive, relaxed, celebratory, and always social. We believe that relaxation, refueling and connecting with others is essential to a healthy and happy lifestyle. We communicate these values in a language that is bold, optimistic, inclusive, and lighthearted. Boatyard is the feeling of colleagues clocking out after a long shift, the first day of a vacation with friends, the pontoon leaving the dock to float alongside others on a Saturday afternoon.

What & Why? Boatyard guests come to escape the demands of their busy lives, to celebrate their achievements, and to connect with others. Boatyard understands the restorative benefits of relaxation, play, and human connection. We know that play restores, it is a reward for hard work, and that it is best enjoyed with friends. We empathize with our guest because we know what hard work is - and as a Boatyard team member we seek fulfillment through human interaction and play.

How? The vehicle that delivers this is entertainment, events, great service, food, drink, and uniquely social gathering spaces throughout the venue. Music, community, and boating is the context through which messaging is communicated and is what establishes the brand. The brand lives in the logo, graphics, colors, photography, interior design, apparel, and how we structure messages with our guests - graphically, written, and verbally.

This guide will illustrate best practices for communicating the Boatyard brand. Utilize the guide to ensure consistent and clear messages that will strengthen and grow the Boatyard brand. This guide will evolve as the Boatyard brand evolves.

Developing Boatyard's Personality, Values, and Story





The updated Boatyard logotype utilizes a modified version of the Gin typeface for the main text and all caps Copperplate Regular for the “Lake Norman” capsule element.

The capsule sits on the baseline of the Boatyard logotype, on center, with spacing between the B and the D that is 125% of the width of their stems.

The capsule bars are a stroke weight of 1pt when the “LAKE NORMAN” text is set at 14.15pt.

The logotype utilizes two colors:

Boatyard text is a special color, we call it Boatyard Blue
C: 96 M: 78 Y: 24 K: 9

Boatyard Blue sits between Pantone colors 654c and 653c. It is a rich deep navy that compliments the logo’s red tone and works in harmony with our secondary colors that have a vintage-Americana tonal quality.

The Lake Norman text is
Pantone 1797c



SPECIAL COLOR
Boatyard Blue



1797c

Original Logo



The logo is the core of our brand's visual communication. Though graphics, photography, illustrations, and messaging may change over time, the logo should remain consistent.

The original logo should always be used on a white background and should be the primary logo in use. Never use the original logo on colored backgrounds, photos, atop patterns or textures.

When solutions do not permit the use of a white background or for specific graphic approaches in which it is appropriate, a variation of the logo, the Framed Logo version, must be utilized.

The Framed Logo version utilizes a white background with a border frame in red 1797c. The red border frame should encapsulate the Boatyard logotype with spacing on all sides equal to the spacing distance of the Lake Norman capsule element between the B and D stems.

The stroke weight of the border frame is twice the stroke weight of the Lake Norman capsule element's strokes.

The white background should extend past the border frame, twice its thickness.

Source logo and graphic files from the master brand asset folder to ensure you have the most accurate and up to date version. Do not source the logo from old graphics unless you are certain of its accuracy.

Framed Logo

The red border frame's stroke weight is 2x the weight of the "Lake Norman" capsule element



White extends past border frame
2x the width of the frame

Identical Spacing

Incorrect Usage



Logo on color or photo without white backing/frame



Improper spacing of framed logo



Stretched Logo



Use of logo without "lake norman" capsule.



Use of logo with unapproved colors, altered typography and styling



Cropped logo.

Use of framed logo with a non-white background, changes to border.

Shown are incorrect methods of utilizing the brand mark. There are unlimited ways of misusing the logo, some more subtle than others. Even very small changes to the logo should be avoided. The logo should never be stretched, smashed, outlined, cropped, or presented in different colors.

Using the logo inconsistently has a negative compounding effect for our customers. Brands that inconsistently use their logo and message may be perceived as dishonest, prone to mistakes, and unqualified. A customer may wonder, if you are careless with your logo, what other parts of your business are lacking attention to detail?

Using the logo correctly and consistently strengthens the brand mark over time. Doing so will encourage your customer to connect to and trust your brand.

Team members that utilize the logo should be aware of proper logo usage and are responsible for ensuring that we communicate the brand guides to vendors that use the logo.

Reject graphics, signage, collateral, and any brand materials that depict the logo improperly.

It is better to omit the usage of the logo entirely than to utilize a logo that does not adhere to brand standards.



GIN FONT

COPPERPLATE REGULAR

Logo typography

THISTAILS ROUGH

Utilize in graphics and support elements

Barley Script

An expressive script typeface that should be used to enhance messages when appropriate. Never stretch, arc, or adjust the kerning on this font

Helvetica Neue (Condensed Bold)

Classic typeface that should primarily be used for informational materials, notices, menus, and signage where clear, straightforward and communication is necessary.

The primary Boatyard logo uses two typefaces, a manipulated version of "Gin" and Copperplate Regular.

The Boatyard brand utilizes additional typefaces for web and print communications.

Thistails is a light hearted vintage-style typeface. Use it for graphic-driven body copy, informational graphics, particularly in seals, stamps and badges.

Barley Script is an expressive typeface - use it to enhance graphics by adding personality to messages. However, overuse of this typeface may diminish its impact. Never manipulate (except when using glyphs), stretch or adjust kerning to this script typeface.

Helvetica Neue should be utilized for info-graphics and applications where easy-to-read communication is desired. Use this typeface in various weights (light, regular, condensed light, italic)

As an evolving brand, Boatyard will introduce new typography over time, and typefaces may be retired. The introduction of new typography should be implemented after consideration of the brand's overall tone and messaging.

Secondary colors are lighter tones of the primary brand color - cool blues with a vintage feel and a vibrant red.

Secondary Colors



7684 C



654 C



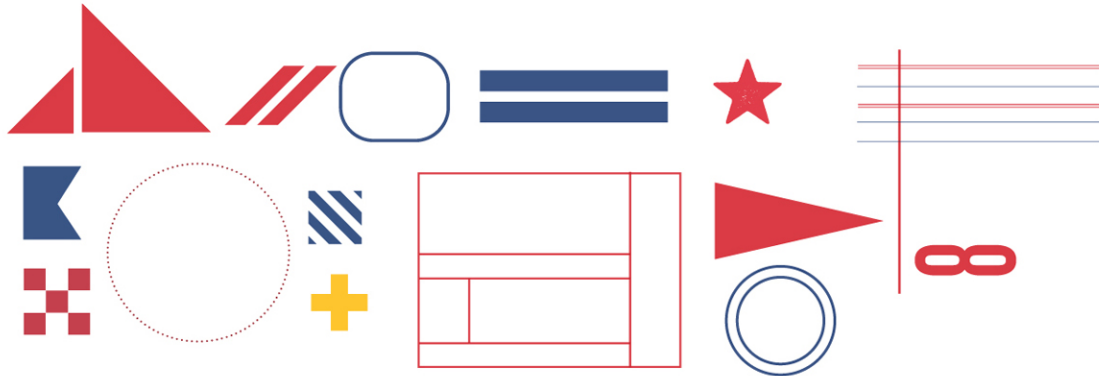
653 C



645 C



RED 032 C



Organizational graphics - concert ticket inspired. When used in combination with brand graphics, the logo must still abide by brand rules for spacing, color and styling.



Badges, stamps, and seals - secondary graphics can be utilized with less restrictions, but should utilize brand colors (primary and secondary) and typography.



Boatyard brand graphics support the Boatyard brand mark (logo). Graphics should utilize primary and secondary brand colors and should not infringe upon the logo's color, spacing, and styling rules. Brand graphics are less restrictive - use them to communicate and enhance the brand's personality.

Our graphics originate from musical, nautical, and Americana-styled iconography. Bold, playful without being childish, masculine but lighthearted, and celebratory are themes we should express in the brand imagery.

Use nautical flags, stripes, boxes, badges, linear elements, and diagonal forms to organize information, establish a sense of community, and add graphic expressiveness and movement to communications. When used in combination with text and various pieces of iconography, graphics may appear loud and energetic. Use concert ticket-inspired and linear elements to organize bold graphics and bring order to chaos. Always adhere to proper spacing and usage of the primary logo when used with graphics.

The brand color scheme and stars and stripes elements reference America but should feel inclusive and welcoming - never territorial. Boatyard is about fun, relaxed play, and friendly togetherness.

References to boats and boating are subtle and rooted within the context of a boatyard - a place where vessels are gathered together, refueled, and restored. Imagery related to marine manuals, tools, boat engines and mechanicals should be utilized in a limited manner, mainly through a call to action that offers a reward like food/drink or fun (menu, concert announcement).

The word "repair" should never be used in graphics or communications. Boatyard guests are not broken but rather in need of the restorative experience that Boatyard provides through food, drink, music, and a place to gather.

Words like restore(d), restoration, refuel, relax, reconnect, and replenish are more appropriate and communicate to guests that they've earned a visit to Boatyard, deserve a break, and are a welcomed member of a group seeking fun, relaxation, and community.

Logo + brand graphics. Maintain usage rules for the logo.



Secondary and abbreviated graphics will never replace the Boatyard brand logo and should only be utilized in a supporting role and when appropriate. Abbreviated branding is best implemented for less formal marketing materials like posters, menus, or signage where the viewer is already immersed in the brand, typically on-premises.

Use the BYD to establish a sense of place or belonging. Just as those living in the area know what LKN means, BYD communicates membership in a “club” or an inner-circle.

These badges, seals, stamps and lock-ups can be used with limited restrictions, but should not be altered in a manner that is not consistent with brand messaging.



Shown are logo, graphics, and typography applications on an example menu and business cards.

The primary logo is the driver, with brand graphics to organize and support information. In these examples, Copperplate is utilized as headline text while Helvetica Neue is utilized for body copy and informational text.

When brand standards are maintained, the logo can live within various expressive graphic solutions.

Note: The menu example incorporates numerous brand graphic elements. This is not necessary for all collateral and branded communications - you should consider a balanced approach to usage of brand graphics.

Use photography that highlights unique aspects of the space, always with guests present.



Show the stage, lift equipment framing the musicians/crowd

Unique perspective - however, show with people*



Style examples only - avoid stock photography

* Informational photography (illustrating spaces available for private parties), may include photos without guests, for clarity. However, photography should be of high quality and illustrate how the space is ideal for the guest.

Photos tell the Boatyard brand story, reveal our personality, and give our guests a glimpse of the Boatyard experience.

Photography should always be of excellent quality, produced at the proper resolution, and should be intentional. Select imagery that engages and clearly communicates the intended message. Photography should be brand forward, authentic, human, and inspiring.

Band/musical photography void of text and graphics is preferred. Consider using photography that depicts Boatyard from a different vantage point - backstage, deep within the crowd, or from a spot that showcases the uniqueness of the property, indoors or out.

Outdoor/daytime photography should highlight the natural surroundings of the venue - the boat lift stage with its backdrop of tall trees is distinctly Boatyard. Use photography that establishes an optimistic mood - bright sunshine, long late-day shadows on the crowd, a sunset with guests gathered at the stage in silhouette. Avoid outdoor photos of overcast or gloomy skies, dead landscaping, dumpsters, etc.

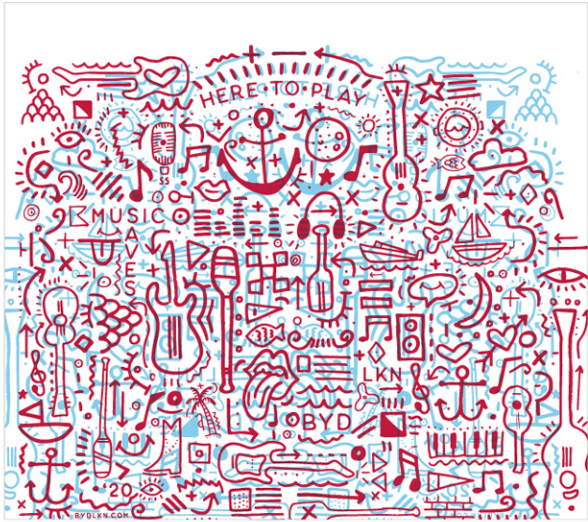
Nighttime photos should utilize lighting to create intrigue and to establish a fun, playful, and celebratory mood. Include images that display string lights in an interesting perspective, up-lighting of the tree canopy, the bustling movement of guests at tables and bars, and the excitement and energy of the band on stage and the crowd. Use long exposure to suggest dancing and playful movement.

Food photography should appear bright, warm, colorful, delicious, and shareable. Show meals at communal tables, guests with a variety of food and drink. Food photography should appear human/handmade but not messy or half-eaten. Include subtle references that make food photography proprietary and establishes a sense of place - a Boatyard branded cup in hand, red/blue striped napkin on the periphery, food upon the picnic tabletop, the stage or musicians blurred in the background.

Avoid photography that is not proprietary or includes imagery that isn't Boatyard (stock imagery) as it will feel generic/inauthentic.

Photos of guests should always depict them in social situations, among friends, happy, and enjoying Boatyard and its various gathering spots. Avoid photos that include guests that appear non-social, unhappy, or unengaged.

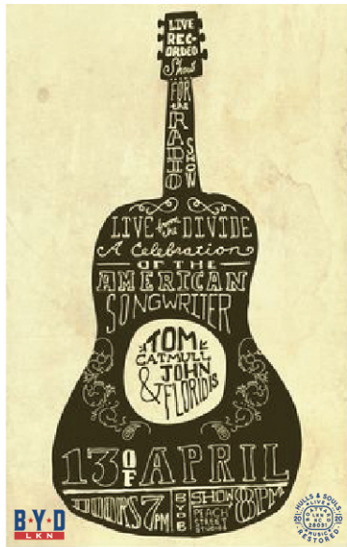
Though photography will evolve, develop a style that is consistent among all communications and specific messaging objectives. Include the Boatyard brand when communicating food/drink, spaces, music, and events. Images should always feel social, fun, energetic, carefree, relaxing.



Boatyard illustrative work allows us to be most expressive and revealing of Boatyard's personality, but it is important that imagery is still rooted in the brand's story and message.

Illustrations should feel human, hand-drawn, and playful without being childish. Illustrations can be stylistically diverse and utilize a variety of colors and imagery, but should also incorporate the Boatyard branding to ground imagery. This can include utilizing the boxed logo within the imagery, implementing brand colors, badges or stamps, or simply subtle references to BYD, or approved phrases like "here to play". Brand colors don't need to be featured in all illustrative work, but its role in communication should be considered.

Content should relate to music, boats, fun, and a sense of community or social gathering.



Concert style poster illustration should communicate information through story.



Example Clothing Tag - Boats, restoration, "makes & models" are incorporated as subtle elements within other graphics and text. Visuals referencing boat maintenance should be subtle and are more appropriate for secondary communication vehicles such as apparel tags or promotional collateral.



RELAX · RESTORE
& LIVE MUSIC
North Carolina
ALL MAKES & MODELS

Here to Play.

THE YARD



WE'RE BUILT ON THE SITE OF A FORMER BOATYARD,
WHERE LAKE VESSELS OLD AND NEW CAME TOGETHER
FOR A FILL-UP, A TUNE-UP, OR SIMPLY A BREAK FROM THE ELEMENTS.

DECADES LATER, WE LIKE TO THINK WE'RE IN THE SAME BUSINESS -
REFUELING, RECONNECTING, AND RESTORING THOSE WHO GATHER HERE.

WHETHER IT'S FOR A BEER WITH FRIENDS, A BITE TO EAT, OR TO SING ALONG
TO YOUR FAVORITE SONG, WE'LL SEE YOU IN THE BOATYARD.

Boatyard messaging and tone should be delivered through the context of restoration and renewal via play and social interaction - primarily centered around music with tailored references to a boatyard or boats. Messaging should avoid puns and communication that feels cliché.

An underlying message of restoration can be communicated through personification. We personify boats and their place at Boatyard by applying human qualities to relate Boatyard to our guest. In the Boatyard brand context, boats are like people in the sense that both are social, enjoyed for leisure, and from time to time need to be maintained, refueled, and perhaps restored in order to continue doing what they are meant to do.

Messaging that directly relates to boats or the work done at a boatyard should be presented subtly, often incorporated as a discoverable element among graphics and other text, and positioned lower in hierarchy.

Messaging should not be patronizing but rather celebrative of hard work, achievement, and a well-earned visit by our guests. When communicating in the boat context, our guests are never damaged, shipwrecked, or in need of repair.

Our message of restoration will always be at the root of what Boatyard does, but how we present that message may change over time.

We may also introduce messaging that establishes a sense of place or a reason for being. "The Yard" could reference our outdoor music spaces and be included in call to actions. "Come out and play in The Yard" or "Here to Play" can be included in messaging to further communicate what Boatyard is about. This messaging should always be directed at adults and never used in communication that references children.

Messaging regarding Boatyard as a family friendly spot should be clear, concise, and informational. Boatyard's family-friendly dynamic is an asset, but should not be overly-promoted.



Clarity + Consistency

Creating and maintaining a strong and trusted brand that consumers are passionate about requires dedication to clarity and consistency in delivering the brand's story, vision, and message. Each time we stray from this, we erode the brand's integrity, create confusion, and turn away customers.

Our brand story, visuals, and messaging may change as Boatyard evolves and changes. However, implement changes with intention and in a manner that all team members are aware of and understand. Regularly evaluate communications and identify messages and methods that engage customers most.