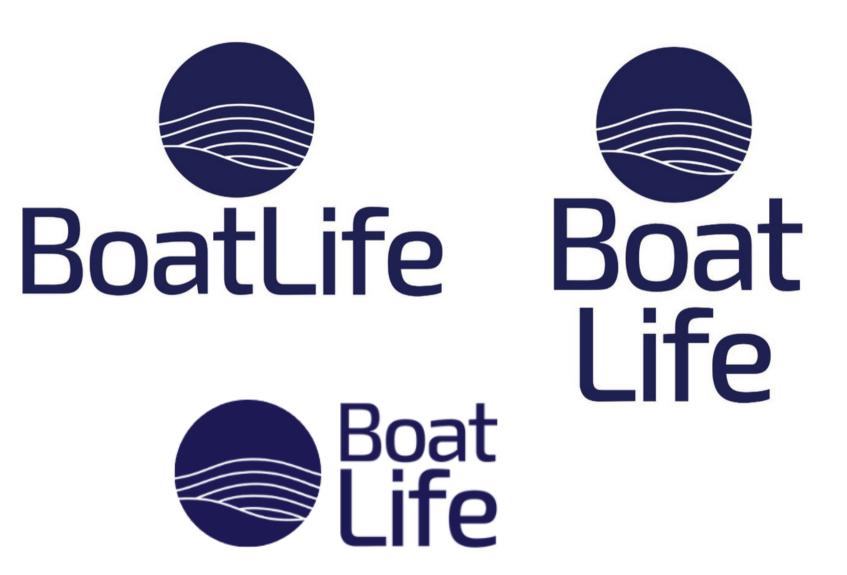
## Brand Guide BoatLife Events 2023



#### The BoatLife Logo

BoatLife is more than an annual event; it's a celebration of the boating community, a platform for innovation, and a hub for enthusiasts. Our brand represents quality, passion, and a deep connection to the water.



Our logo comes in various forms to suit different applications. Always use the provided logo files without altering proportions or colours.



#### The 2024 Show Logo

Powered by Suzuki



#### Boatlife POWERED BY \$ SUZUKI



# **Typography**

DIN A B C D

> Gordita abcdefghijklmnopqrstuvwxyz



### DIN Next Condensed



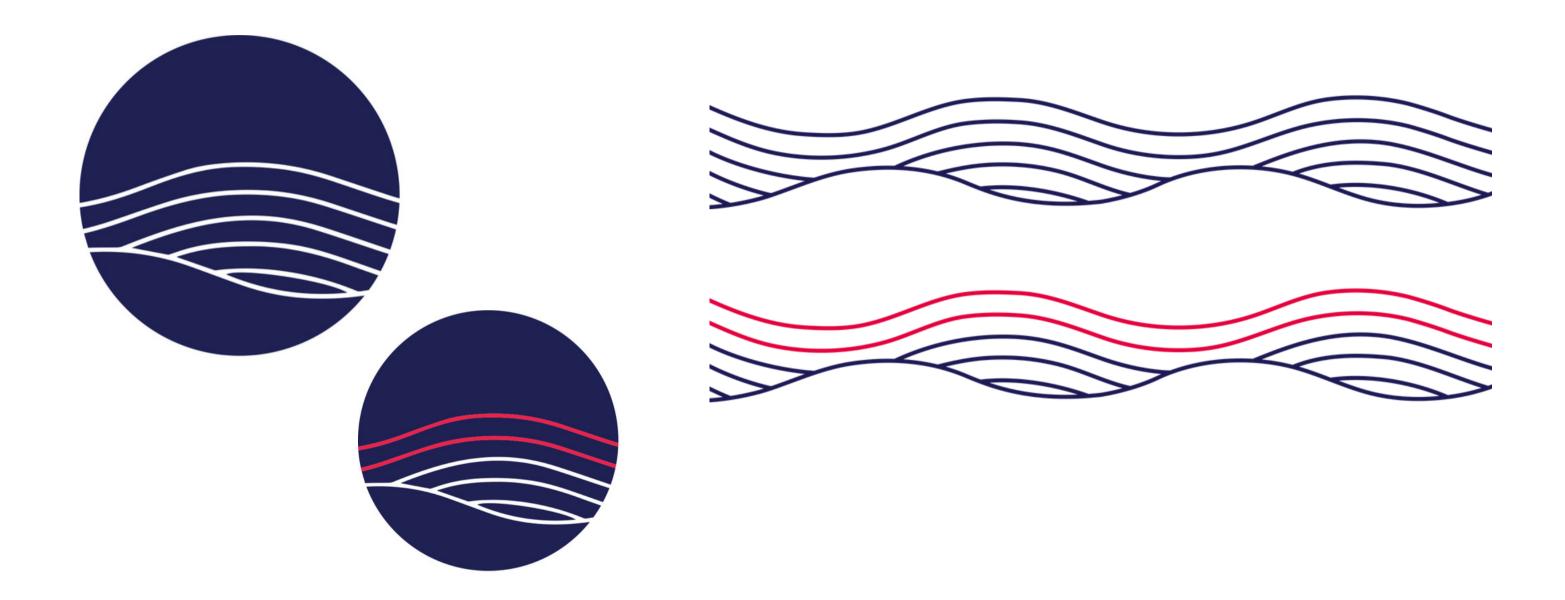
#### **Primary Colours**



Our brand colours are noted above. Use these colours consistently in all materials and digital content related to the BoatLife show.







If you can't find what you are looking for please contact the BoatLife marketing team for more colour and size alternative: marketing@boatlifeevents.com



Photography and Imagery When using images, choose high-quality photos that capture the essence of BoatLife. Ensure they align with the brand's values and aesthetics.







#### Digital Applications

Gain access to a suite of digital marketing tools and resources to help you maximize your presence before, during, and after the show.

Please see exhibitor kit for logo files.

#### **Contact Information**



Email Address

Hayley@boatlifeevents.com



Website

www.boatlifeevents.com



