



# 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.



Show Logo

# The 2024 Show Logo

*Powered by Suzuki*



# BoatLife

NEC BIRMINGHAM | 15 - 18 February 2024

POWERED BY  **SUZUKI**

# BoatLife

POWERED BY  **SUZUKI**



Font Typography

# Typography

## Typography

# Aa

DIN Next Condensed

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

Gordita

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



## Colour Palette

# Primary Colours



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



## Icons & Illustrations



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](mailto:marketing@boatlifeevents.com)





## Images

### 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

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Website

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