Dockwa Brand - Style Guide

All things Dockwa. Use this guide to present a cohesive brand image and tone to our market. This is a living document so please check back occasionally for any updates to our branding.
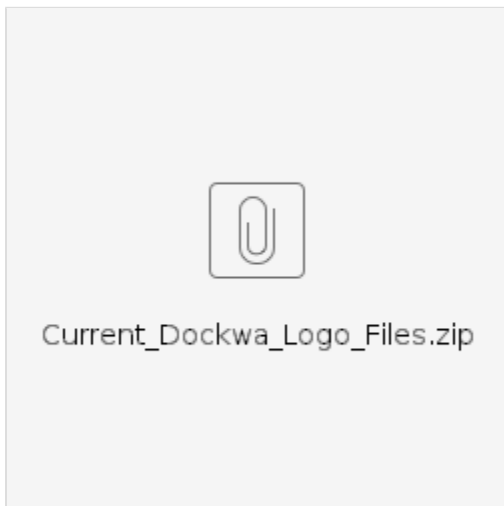
When in doubt, first ask yourself "Does this feel on brand?" Still have issues or questions? Reach out to the Marketing or Design departments for further guidance.

High - Resolution Dockwa Logo Files

- Horizontal Lockup Dark - Digital/RGB - https://www.dropbox.com/s/i0kttnp5kb6gvhc/Dockwa_Horizontal_Lockup_Dark.png?dl=0
- Horizontal Lockup Light - Digital/RGB - https://www.dropbox.com/s/jj0ldb8x2zdp3rf/Dockwa_Horizontal_Lockup_Light.png?dl=0
- Vertical Stack Dark - Digital/RGB - https://www.dropbox.com/s/ga621xnoihtigjx/Dockwa_Vertical_Stacked_Dark.png?dl=0
- Vertical Stack Light - Digital/RGB - https://www.dropbox.com/s/55pcvlkilx0w3vr/Dockwa_Vertical_Stacked_Light.png?dl=0

- Horizontal Lockup Dark - Print/CMYK - https://www.dropbox.com/s/6wam7hppt2v48ah/Dockwa_Horizontal_Lockup_Dark_Print.tif?dl=0
- Horizontal Lockup Light - Print/CMYK - https://www.dropbox.com/s/jwabyw7uj6hianb/Dockwa_Horizontal_Lockup_Light_Print.tif?dl=0
- Vertical Stack Dark - Print/CMYK - https://www.dropbox.com/s/a6g8b3mt2rmxh7j/Dockwa_Vertical_Stacked_Dark_Print.tif?dl=0
- Vertical Stack Light - Print/CMYK - https://www.dropbox.com/s/1p8p1tp83joy5vm/Dockwa_Vertical_Stacked_Light_Print.tif?dl=0

- Vector Dark Logo - AI - https://www.dropbox.com/s/qstscng4augkac2/Dockwa_Logo_Dark.ai?dl=0
- Vector Light Logo - AI - https://www.dropbox.com/s/iusthftmnkglfbi/Dockwa_Logo_Light.ai?dl=0
- Vector Dark Logo - EPS - https://www.dropbox.com/s/pyx98046wuyrcg5/Dockwa_Logo_Dark.eps?dl=0
- Vector Light Logo - EPS - https://www.dropbox.com/s/e4wapjlbht86bsf/Dockwa_Logo_Light.eps?dl=0

Current_Dockwa_Logo_Files.zip

Zip File - https://www.dropbox.com/s/1gxigu3s4roxi91/Current_Dockwa_Logo_Files.zip?dl=0

For specific print files for or digital formats please reach out to the design department and they will help you.

Dockwa Primary Logo Treatment -

Use On Solid Colors

- The mark must always appear as a 2 color plus white when placed on a solid dark color such as the primary dark blue.
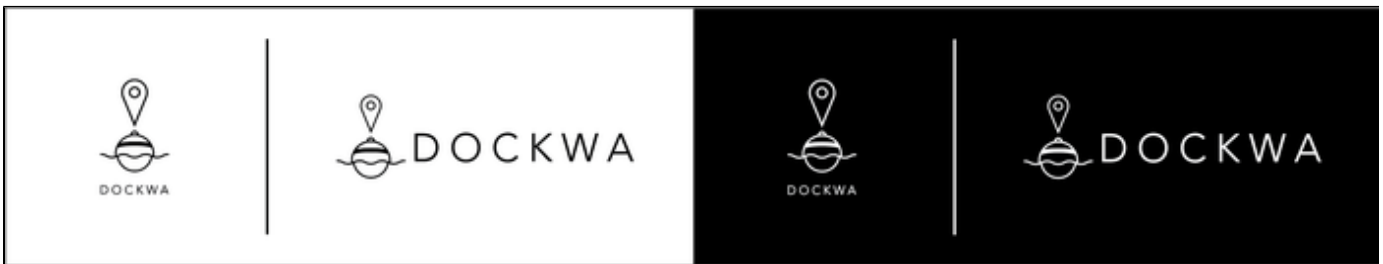
Use On White

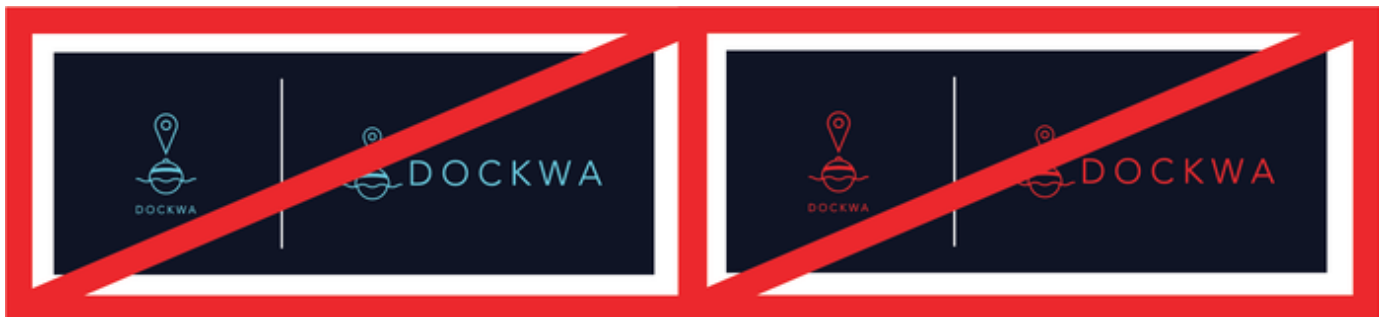- The mark must always appear as a 3 color logo when placed on a white background.

Black & White

- The mark must always appear as a white on black or black on white when used in any non-color communications or internal printed documents.

Do not use non-approved color variations even if they pull from the primary color palette. Make sure the logo has good contrast with the background and avoid the examples below.
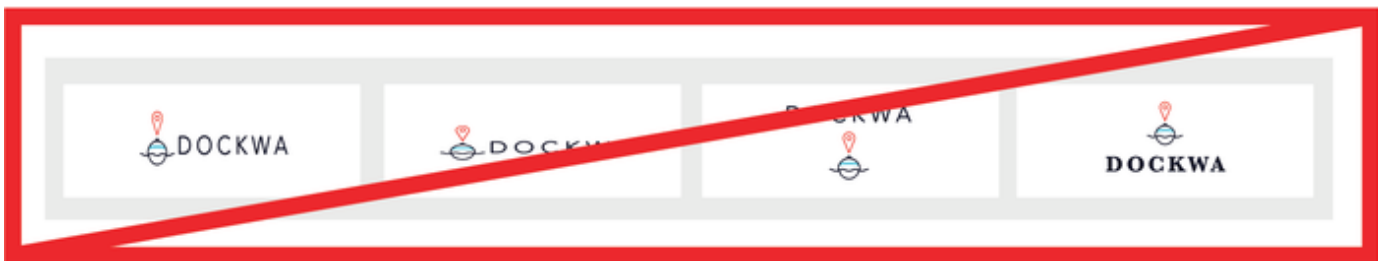
Logo Spacing

The Dockwa logo can be used in the preconfigured vertical stack or in the horizontal lockup as shown below. The primary color treatment is a two color and white logo on the primary dark blue background. A three color variation on a white background is the secondary treatment.

- Never use the Dockwa mark by itself without the Dockwa logotype without special permission.
- Never use just the Dockwa logotype without the mark.
- Never use just the Dockwa pin alone or the Dockwa buoy alone.
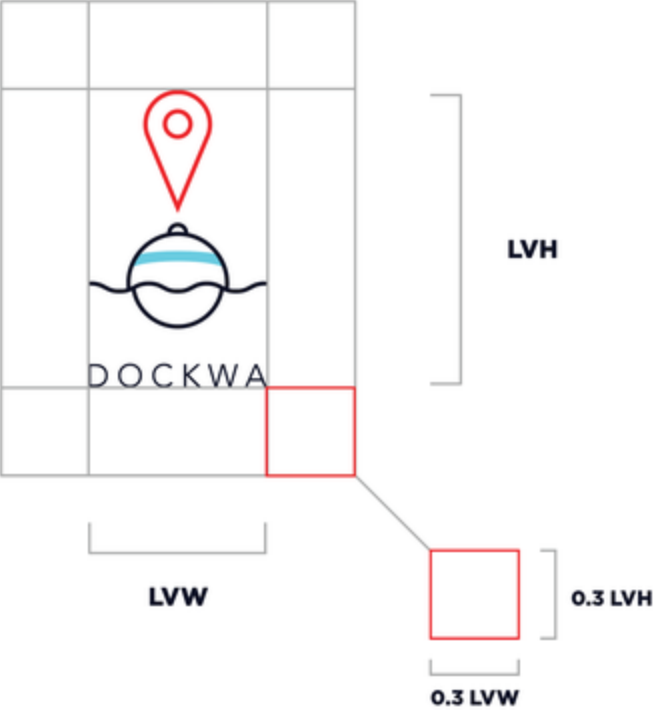- Never pair the mark with any non brand logotypes.

Always use the spacing shown below when placing the Dockwa logo on any material.

Vertical Stacked

When using the Stacked Vertical, logo spacing should be left around the logo to preserve brand consistency and professinalism. Assuming the height of the logo from the bottom of the logo type to the top of the mark is 1 LVH (Logo Vertical Height) then minimal spacing on all side of the logo should be 30% of LVH.
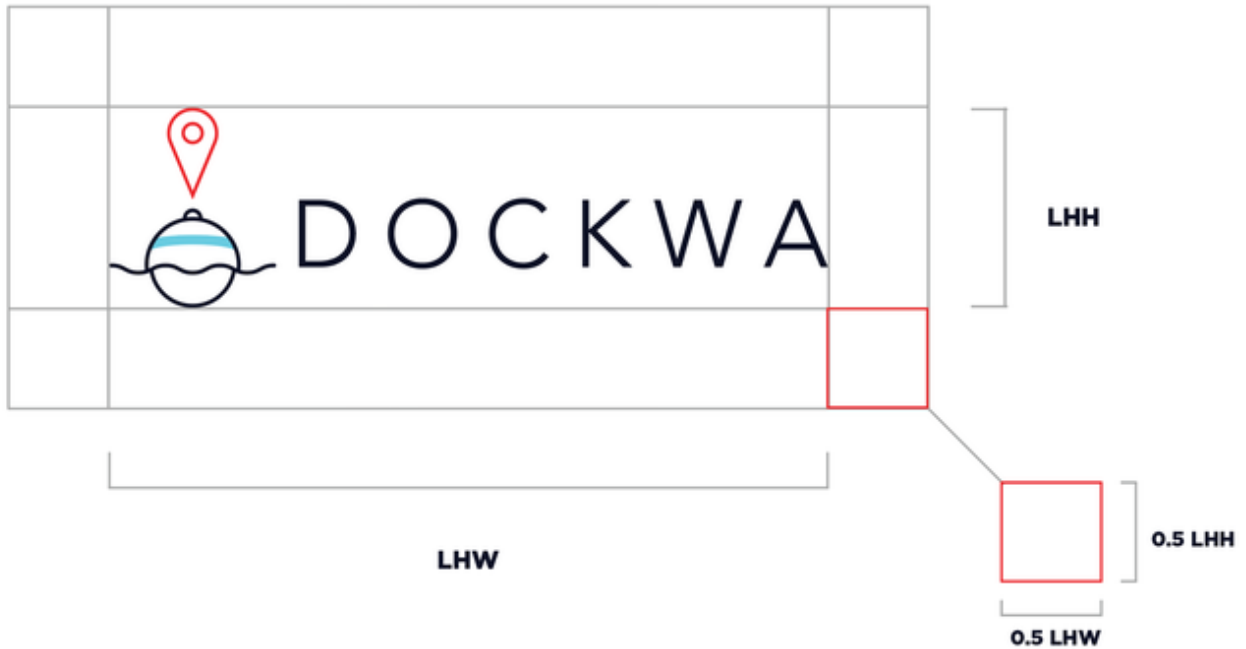
DOCKWA
VERTICAL LOGO
SPACING

LVH

LVW

0.3 LVH

0.3 LVW

Horizontal Lockup

When using the Horizontal Lockup, logo spacing should be left around the logo to preserve brand consistency and professinalism. Assuming the height of the logo from the bottom to the top of the bouy is 1 LVH (Logo Vertical Height) then minimal spacing on all side of the logo should be 50% of LVH.
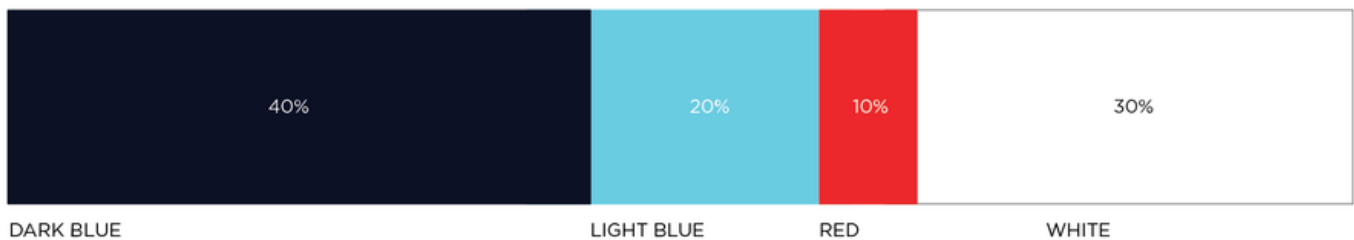
**DOCKWA
HORIZONTAL LOGO
SPACING**

LHH

DOCKWA

LHW

0.5 LHH

0.5 LHW

Never try to thicken the logo mark or logotype by adding a stroke or editing the file. Do not use the premade thicker logo without special permission.

Never stretch the proportions of the logo mark or logotype under any circumstances. Never change or edit the positioning of the logo lockup.

Primary Brand Colors

40%	20%	10%	30%
DARK BLUE	LIGHT BLUE	RED	WHITE

- Dark Blue - 40% use in brand
  - HEX - #0e1225
  - RGB - 14, 18, 37
  - CMYK - 88, 82, 54, 72

- Light Blue - 20% use in brand
  - HEX - #6acce0
  - RGB - 106, 204, 224
  - CMYK - 53, 0, 11, 0

- Red - 10% use in brand
  - HEX - #ea282c
  - RGB - 235, 40, 44
  - CMYK - 1, 97, 93, 0

- White - 30% use in brand
  - HEX - #ffffff
  - RGB - 255, 255, 255
  - CMYK - 0, 0, 0, 0

Typeface Treatment

Primary Typeface Treatment

- Display Text - Gotham Light ~ 30pt+
- Headlines - Gotham Black ~ 20pt
- Sub-Head - Gotham Bold ~ 15pt
- Body Text - Gotham Book ~ 12pt
- Captions - Gotham X-Light ~ 8pt All Caps

Digital Typeface Treatment

- Display Text - Open Sans 700 ~ 30pt+
- Headlines - Open Sans 700 ~ 20pt
- Sub-Head - Open Sans 500 ~ 15pt
- Body Text - Open Sans 400 ~ 12pt
- Captions - Open Sans 400 ~ 8pt All Caps

Website / App Typeface Treatment

H1 - Open Sans - Size (50px) - Lineheight (55px) - Weight (700) - Color (#ffffff Over hero Image)

H2 - Open Sans - Size (40px) - Lineheight (45px) - Weight (500) - Color (#092230)

H3 - Open Sans - Size (24px) - Lineheight (26px) - Weight (500) - Color (#333333)

Body Text - Open Sans - Size (19px) - Lineheight (27px) - Weight (400) - Color (#333333)

CTA - Normally a red background (#ff0000) Open Sans - Size (20px) - Lineheight (30px) - Weight (400) Text Color (#ffffff)

Current landing page execution will be updated when new templates are live.

Email Templates to Use

Dockwa uses HubSpot for email marketing. Here are the templates to use for various campaign types:

Boater-facing (b2c):

- For newsletters and branded boater-facing sends: dockwa_nurturing.html (https://app.hubspot.com/design-manager/111954/code/4227634240)
- For minimal (no navigation): Dockwa_Minimal_one_row.html (https://app.hubspot.com/design-manager/111954/code/4074487294)
- For mimicking a "personal" email: Email (https://app.hubspot.com/design-manager/111954/templates/4158367699)

Marina-facing (b2b):

- For newsletters and other branded campaigns: Dockwa_Marina_Nurturing.html (https://app.hubspot.com/design-manager/111954/code/4283458634)
- For minimal (no navigation): Dockwa_Minimal_one_row.html (https://app.hubspot.com/design-manager/111954/code/4074487294)
- For mimicking a "personal" email: Email (https://app.hubspot.com/design-manager/111954/templates/4158367699)