



BRAND GUIDELINES

- OUR BRAND

- THE LOGO
- BRAND COLORS
- THE DON'TS
- TYPOGRAPHY
- BRAND ARCHITECTURE
- PLACEMENT
- MARKETING
 - PRINT
 - DIGITAL
 - EMAIL
 - SOCIAL MEDIA
 - IMAGERY
 - MERCHANDISE
 - TRADE SHOWS
 - WEBSITE
 - VIDEO
- FOULFREE™
- LIGHTSPEED™

- STRIPSPEED®

Welcome to our brand guidelines

THE CORPORATE BRAND

The ocean is our protector, our provider and our playground. At Propspeed® we hold **this mantra at the center of everything we do.** It drives our innovative spirit to pioneer the future, think outside the boat and deliver confidence, value, performance and pride in our brand and product line. We are dedicated to protecting the performance of your underwater assets.

Our customer-centric and environmentally conscious philosophy are integral parts of our business and drive decision-making on a daily basis. By connecting with the “why” of our customers and the industry, we have developed a business model and product range that is unrivalled and is **the industry standard in foul-release coatings.**

This mantra and our philosophy are turned into powerful action through the sheer uncompromised passion of every member of the Propspeed family. This passion, matched with world-class professionalism and a culture that strives for excellence, is paving the way for the future of our industry.

What drives us: People, Partners, Products, Passion and a love for our playground the ocean.



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THE CORPORATE BRAND

Every time a brand communicates with a customer, the brand story is being told. All our communications **must be conscientious and consistent**. Nothing will erode a brand story quicker than confusion. We need to make sure that everything from packaging to advertising conveys who we are and why we do what we do.

Therefore, careful thought and consideration has been given to the development of the Propspeed® brand identity and its product brands. To ensure the implementation into various marketing collateral and online applications is consistent and correct, we have created these guidelines for your use. The logos in these guidelines are to be used for all print and digital executions, the same rules apply for both print and digital executions most of the time, however where digital executions differ, it is noted.

Please read these guidelines carefully and ensure that they are implemented as rigorously as possible. **All ads, literature, packaging and other external marketing communications must be reviewed and approved by the Propspeed Marketing Department before they are completed.**

Contact:

Lina Leks
International Marketing Director
Email: lina@propspeed.com
or marketing@propspeed.com

PROPSPEED® BRAND GUIDELINES

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THE LOGO

LOGO PROPORTIONS

The Propspeed® logo **must stand clear of any other elements**, with an exclusion zone of at least equal to the capital 'E', as seen on the right side, on all sides around the logo. No other graphic element must ever appear inside this zone. The Propspeed logo must always be used **with a registered symbol**.



LOGO VARIATIONS

Primary logo

You can use the logo in black or in white as the primary logo, making sure there is enough contrast between the background and the logo.



On white or light background.



On black or dark background.

Black and white logo:

Use this version **only** for black and white print material.



On white or light back and white background.



On black or dark back and white background.

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BRAND COLORS

PRIMARY LOGO COLORS

Propspeed® blue



PMS 299 C | C65 M0 Y0 K0 | R65 G192 B240

Propspeed black



PMS Black C | C40 M40 Y40 K100 | R0 G0 B0

SECONDARY COLORS

Propspeed blue gradient



PMS 299 C | C65 M0 Y0 K0 | R65 G192 B240

Gradient from blue to white.

Propspeed gold



PMS 871 C | Gold gradient.



C2 M9 Y92 K0 | R253 G221 B42

Gold solid color.

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THE DON'T

THE LOGO

Careful thought and consideration has been given to the development of the Propspeed® brand identity and its product brands. As the brands custodians, we need to ensure the implementation of the brands and their equity elements into various marketing collateral and online applications is consistent and correct.

- **Never use anything but the approved and provided logo.**
- **Never attempt to create your own Propspeed logo.**
- **Never reproduce the logo in non-approved colors.**
- **Never stretch or alter the logos proportions.**
- **Never use part of the approved logo, always keep it as a whole.**
- **Never use the logo as part of a sentence.**
- **Never print on top of the logo.**
- **Never use the logo in a crowded space.**
- **Never alter the horizontal orientation of the logo.**



THE WEBSITE

Never use the Propspeed company name as the main URL of your brand.

For example:

- www.propspeed.uk
- www.propspeed.company
- buypropspeedusa.com
- morespeedlessfuel.com

Propspeed retains rights over its trademarked brands being used in a domain name. This includes any propspeed.xx domain names, and any variation that includes our trademarks or brand messages.



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Work Sans

TYPOGRAPHY

To maintain consistency and clarity across all our brand, the **primary typeface** used in all marketing collateral is **Work Sans**. Work Sans works well for various uses from headlines right through to body copy. Typography should either be black/dark gray on light backgrounds, or white/light gray on dark backgrounds.

WORK SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz-0123456789

Work Sans Light

Work Sans Regular

Work Sans Medium

Work Sans SemiBold

Work Sans Bold

Work Sans ExtraBold

Work Sans Black

Pp

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The architecture of our brand.

CLEAR, DEFINED AND ALIGNED



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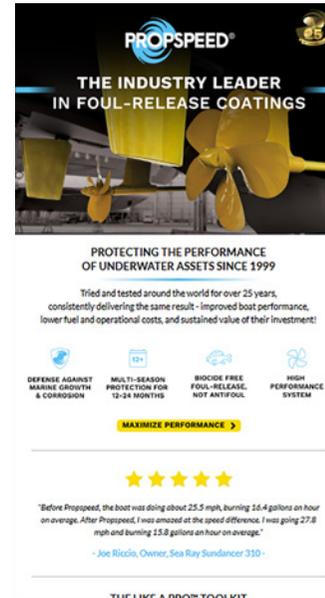
Logo positioning & min. size

LOGO PLACEMENT

Where the logo is positioned will depend on what type of visual communication the logo is used. In most cases the logo will appear on the top, in the center or on the bottom, in the right corner.



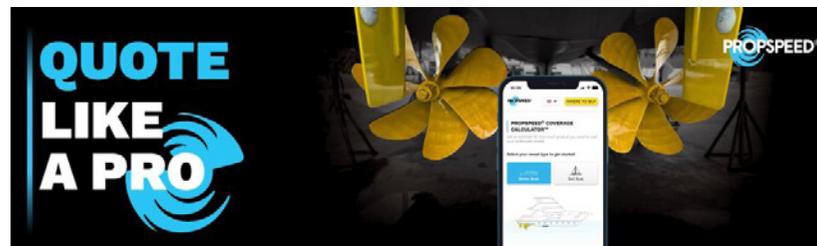
Print advertising



Email Marketing



Social Media - Facebook



Digital advertising

Minimum logo size



Print: 7mm in height

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PRINT MARKETING

PROPSPEED® 

PROFESSIONALS CHOOSE PROPSPEED®

Delivering thousands of marine businesses increased confidence & unmatched product performance with our industry leading foul-release coating systems since 1999.

QUOTE | PREP | APPLY | BOAT
LIKE A PRO™

DELIVERING YOU THE TOOLS FOR SUCCESS

PROTECTING UNDERWATER ASSETS™

WWW.PROPSPEED.COM | @PROPSPEED | 

This advertisement features a large yellow propeller in the foreground, with a boat's hull and another propeller visible in the background. A product box and a bottle of Prospeed coating are shown in the bottom right corner.

PROPSPEED® 

LA REFERENCIA EN RECUBRIMIENTOS ANTIADHERENTES

ESPECIALISTA EN RECUBRIMIENTOS PARA HÉLICES Y SISTEMAS DE PROPULSIÓN DESDE 1999

CUÁNTO PRODUCTO NECESITO?

Prospeed® Calculadora De Cobertura™

¡DESCARGA AHORA!

- Responde "¿Cuánto Necesito?" En Segundos
- Calculadora De Cobertura Fácil De Usar
- Descárguela En Su Teléfono

PROPSPEED®

WWW.PROPSPEED.COM | @PROPSPEED | 

This advertisement shows a yellow propeller and a smartphone displaying the Prospeed coverage calculator app interface.

PROPSPEED® 

MORE SPEED, LESS FUEL™

Maximise fuel efficiency and performance with our industry leading foul-release coatings.

APPLY LIKE A PRO™

- All-in-one NEW Application Kit
- Simplified application process
- Reduced application time
- Flawless finish

PROTECTING UNDERWATER ASSETS™

WWW.PROPSPEED.COM | @PROPSPEED | 

This advertisement features a yellow propeller and a blue application kit for the Prospeed coating.

We are including QR codes on our print material.
All our print ads are available in French, Spanish and Italian and available upon request.

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DIGITAL MARKETING

[Click here and download digital banners in 2 standard sizes:](#)

300x250

728x90



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• STRIPSPEED®

EMAIL MARKETING

PROPSPEED®
THE INDUSTRY LEADER
IN FOUL-RELEASE COATINGS

PROTECTING THE PERFORMANCE
OF UNDERWATER ASSETS SINCE 1999

Tried and tested around the world for over 25 years,
consistently delivering the same result - improved boat performance,
lower fuel and operational costs, and sustained value of their investment!

- DEFENSE AGAINST MARINE GROWTH & CORROSION
- MULTI-SEASON PROTECTION FOR 12-24 MONTHS
- BIODEGRADABLE FOUL-RELEASE, NOT ANTIFOUL
- HIGH PERFORMANCE SYSTEM

MAXIMIZE PERFORMANCE >

★★★★★

"Before Propspeed, the boat was doing about 25.5 mph, burning 16.4 gallons an hour on average. After Propspeed, I was amazed at the speed difference. I was going 27.8 mph and burning 15.8 gallons an hour on average."
- Joe Riccio, Owner, Sea Ray Sundancer 310 -

THE LIKE A PRO™ TOOLKIT

Developed to elevate confidence, increase accessibility and empower marine businesses and boaters alike, the Like a Pro™ Toolkit brings you a new Coverage Calculator™ app, the Stripspeed™ product, and the new all-in-one application kit.

HOW MUCH DO I NEED?

Propspeed Coverage Calculator™

- Answer "How much do I need" in seconds
- Easy to use coverage calculator
- Download to the home screen of your phone

CALCULATE NOW >

PREP LIKE A PRO

Stripspeed™

- Remove Propspeed and other foul-release coatings hassle-free
- Save time and avoid the grind with Stripspeed
- Works within 30 minutes or less

AVOID THE GRIND >

APPLY LIKE A PRO

4" Propspeed Application Kit

- All-in-one Propspeed Application Kit
- Simplified application process
- Reduced application time
- Flawless finish

SEE THE PRODUCT IN ACTION >

PROPSPEED®
Your Propeller Coating Specialist

PROPSPEED® Commercial

HIGH IMPACT, LOW INVESTMENT
ENERGY SAVING TECHNOLOGY

Ensure operational readiness, reduce costs & save fuel with Propspeed's
foul-release propeller coating system.

The Propspeed foul-release coating system is a high impact, low investment Energy Saving Technology (EST) with a compelling ROI.

Designed for application to propellers and running gear, the Biocide free foul-release coating system is proven to enhance vessel efficiency and environmental sustainability, through the reduction of fuel and power consumption from the day it is applied.

INTRODUCING THE LIKE A PRO™ TOOLKIT

Developed to elevate confidence, increase accessibility and empower marine businesses and boaters alike, the Like a Pro™ Toolkit brings you a new Coverage Calculator™ app, the Stripspeed™ product, and the new all-in-one application kit.

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Stripspeed™

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- Works within 30 minutes or less

AVOID THE GRIND >

APPLY LIKE A PRO

4" Propspeed Application Kit

- All-in-one Propspeed Application Kit
- Simplified application process
- Reduced application time
- Flawless finish

SEE THE PRODUCT IN ACTION >

COMMERCIAL FISHING

PROPSPEED ACHIEVES
EXCEPTIONAL RESULTS IN THIRD-
PARTY FUEL EFFICIENCY TEST

World leading commercial fishing
skidder Padmos finds Propspeed
significantly reduced fuel and power
consumption as well as load on the vessel.

FIND OUT MORE >

PROPSPEED®
The industry leaders in foul-release coatings.

PROPSPEED®
THE INDUSTRY LEADERS
IN FOUL-RELEASE COATINGS
CRILL
CAYMAN ISLANDS

REFIT WITH PROPSPEED TODAY TO MAXIMIZE
PERFORMANCE & REDUCE MAINTENANCE

Unbeatable protection all season long

- PROTECTION AGAINST MARINE GROWTH & CORROSION
- MULTI-SEASON PROTECTION FOR 12-24 MONTHS
- HIGH PERFORMANCE SYSTEM
- BIODEGRADABLE FOUL-RELEASE, NOT ANTIFOUL

NEVER MISS A CATCH AGAIN >

HOW MUCH DO I NEED?

Propspeed Coverage Calculator™

- Answer "How much do I need" in seconds
- Easy to use coverage calculator
- Download to the home screen of your phone

CALCULATE NOW >

PREP LIKE A PRO

Stripspeed™

- Remove Propspeed and other foul-release coatings hassle-free
- Save time and avoid the grind with Stripspeed
- Works within 30 minutes or less

AVOID THE GRIND >

APPLY LIKE A PRO

4" Propspeed Application Kit

- All-in-one Propspeed Application Kit
- Simplified application process
- Reduced application time
- Flawless finish

SEE THE PRODUCT IN ACTION >

PROPSPEED®
The industry leaders in foul-release coatings.

PROPSPEED®
MINIMIZE MAINTENANCE,
MAXIMIZE PERFORMANCE

PROPSPEED TODAY, LAUNCH SOONER!

Protect your running gear ... great season of boating!

- PROTECTION AGAINST MARINE GROWTH & CORROSION
- MULTI-SEASON PROTECTION FOR 12-24 MONTHS
- HIGH PERFORMANCE SYSTEM
- BIODEGRADABLE FOUL-RELEASE, NOT ANTIFOUL

MAXIMIZE PERFORMANCE >

★★★★★

"Before Propspeed, the boat was doing about 25.5 mph, burning 16.4 gallons an hour on average. When I launched the boat and went for the first ride with Propspeed, I was going 27.8 mph and burning 15.8 gallons an hour on average."
- Joe Riccio, Owner
Sea Ray 310 Sundancer -

ANSWERS "HOW MUCH DO I NEED?" IN SECONDS

Introducing the Propspeed Coverage Calculator™

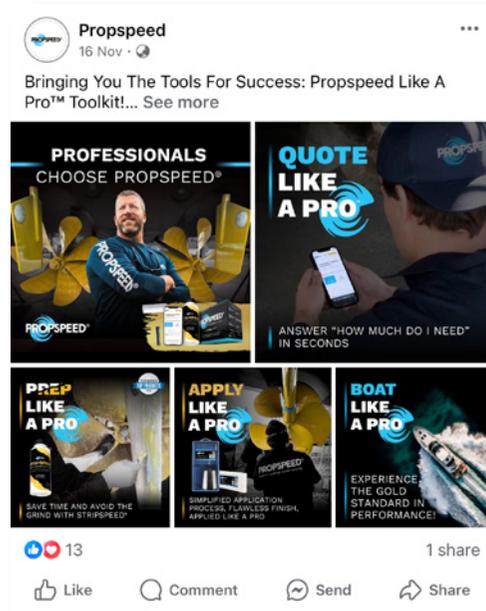
QUOTE LIKE A PRO

Eblasts are available upon request.

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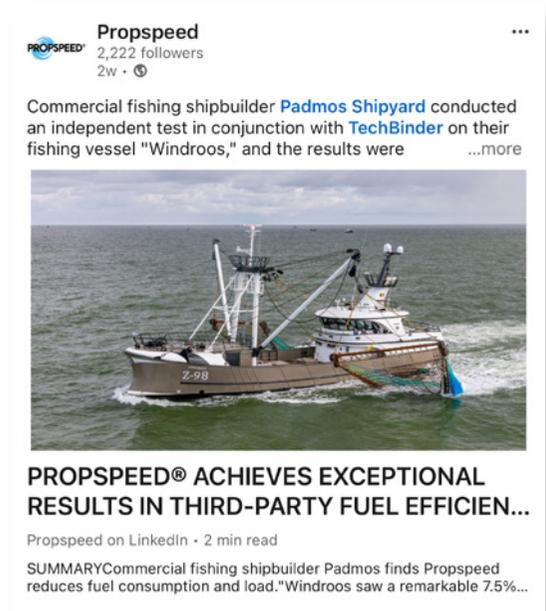
SOCIAL MEDIA MARKETING



Social Media - Facebook



Social Media - Instagram



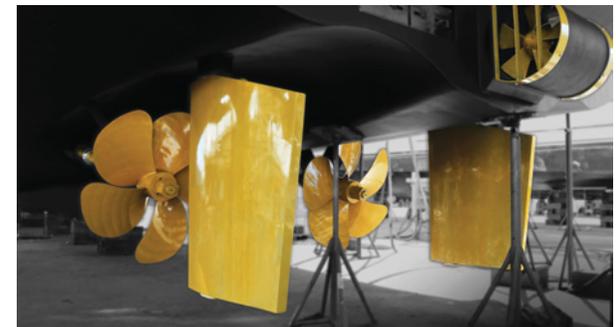
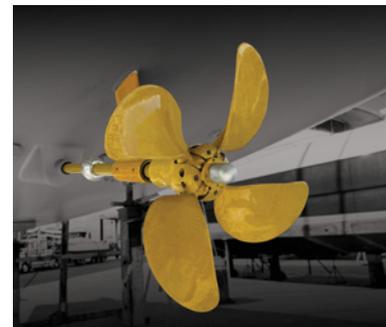
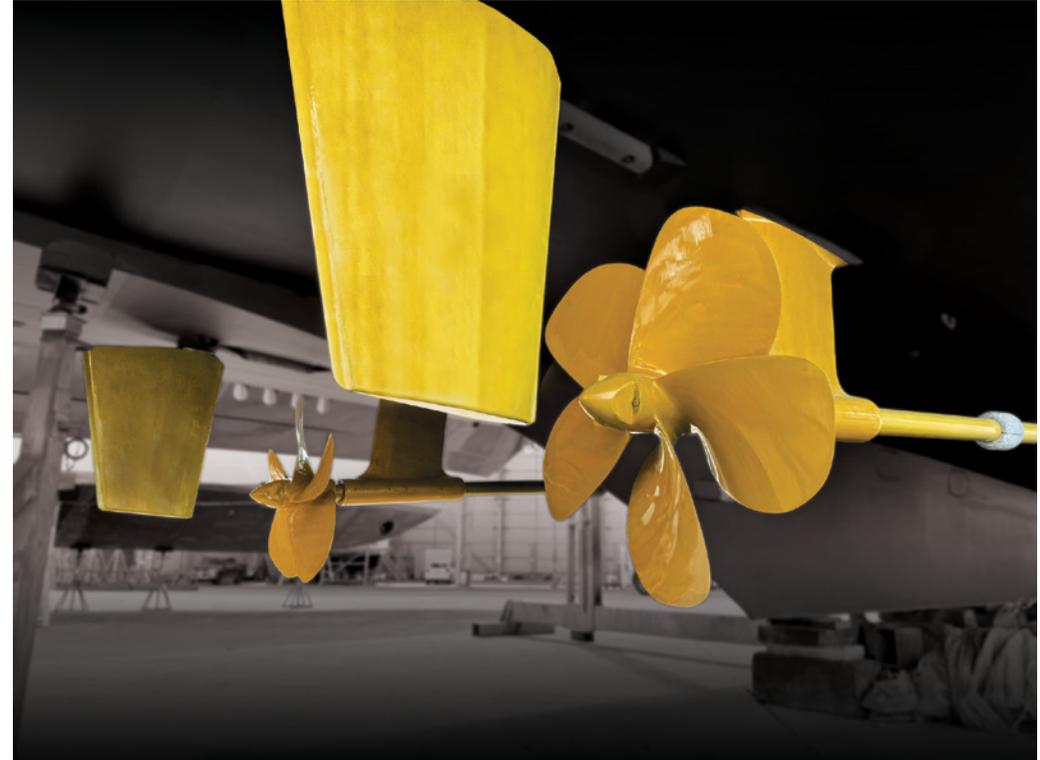
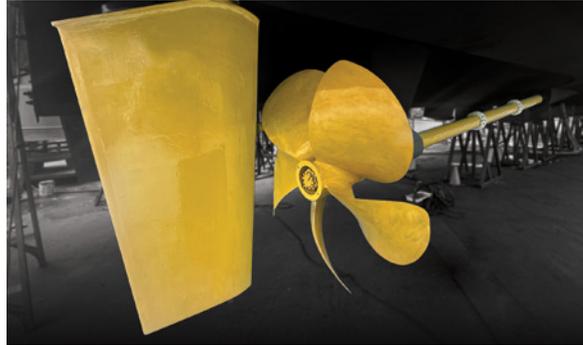
Social Media - LinkedIn

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IMAGERY

Gold Propeller Imagery

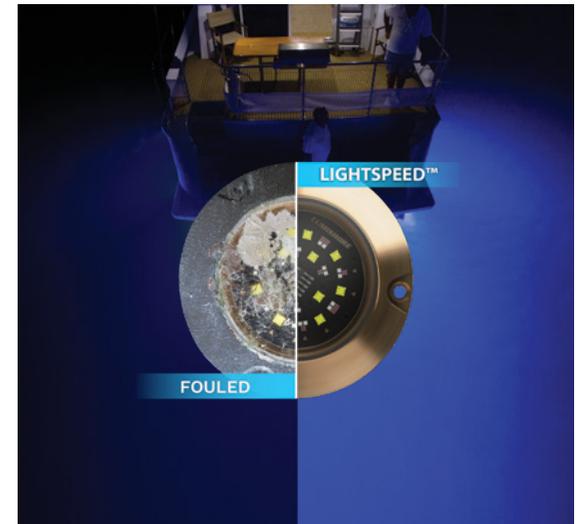
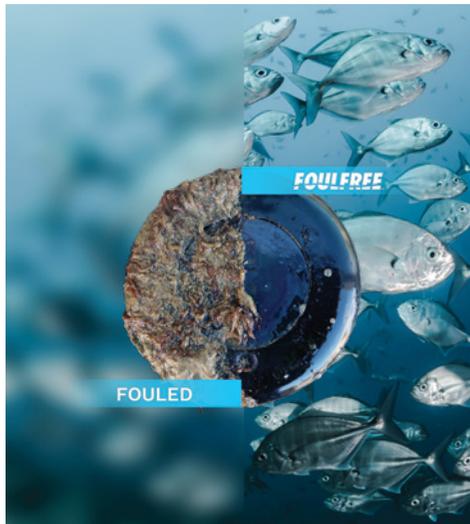
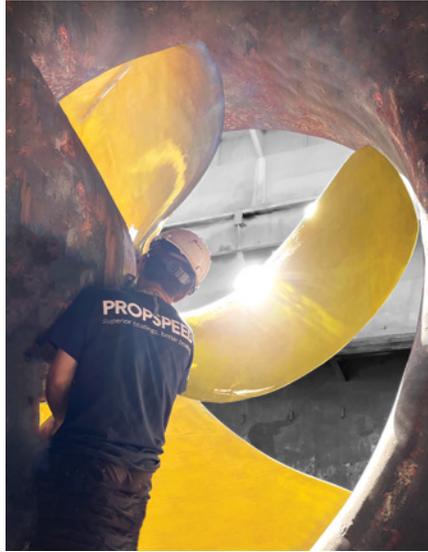


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IMAGERY

Yard/Creative Imagery



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MERCHANDISE

Contact your regional sales rep today, and ask for our Propseed merchandise!



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TRADE SHOWS

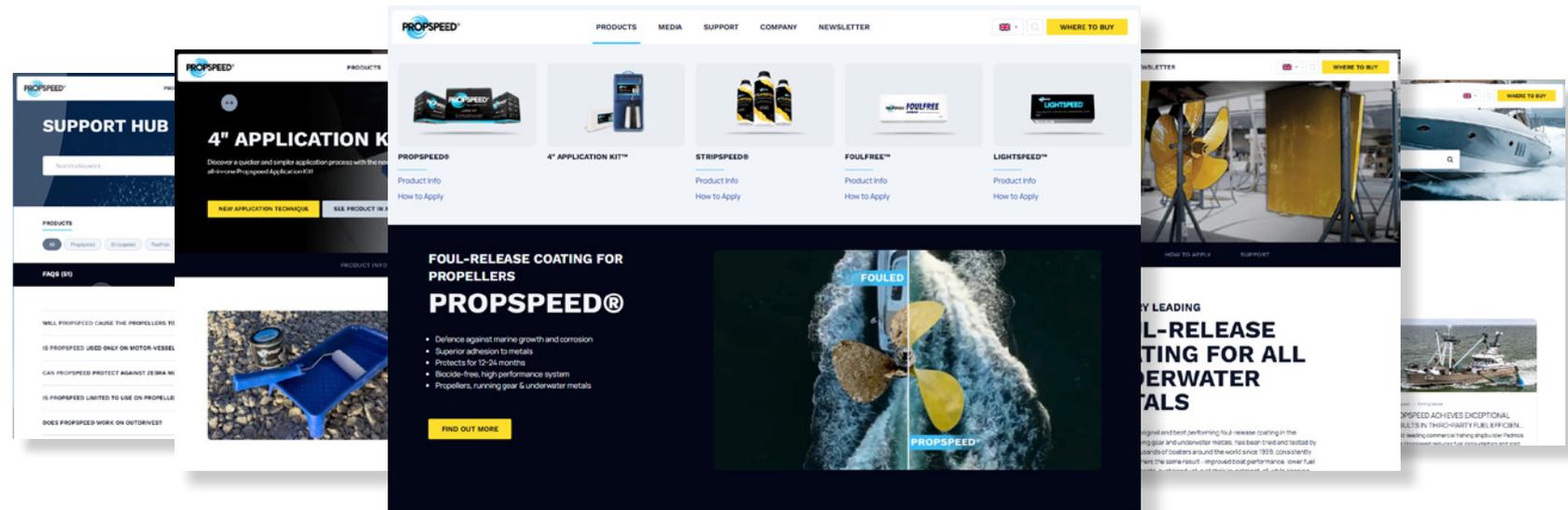


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WEBSITE

We have improved the overall navigation of our site and have added a multi-language function, individual product pages and a case studies page.



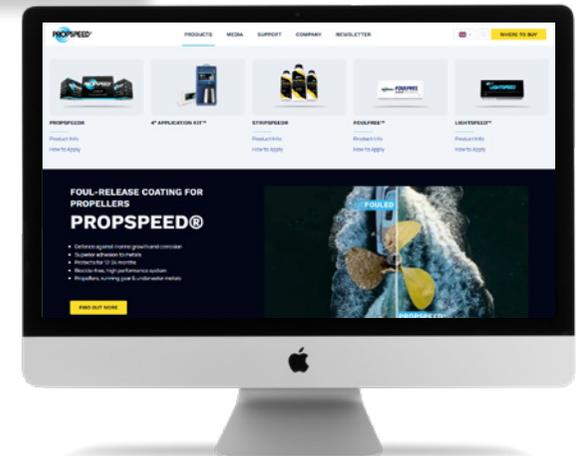
Click below to go to:

[Home Page](#)

[Products](#)

[Case Studies](#)

[About Us](#)



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VIDEO

Click each video to watch.



[PropSpeed Promo Video](#)



[Like A Pro Video](#)



[How to Apply PropSpeed](#)



[Stripspeed Promo Video](#)



[Foulfree Promo Video](#)



[Lightspeed Promo Video](#)

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FOULFREE™

LOGO PROPORTIONS

Logos can become lost in the context of communication if there is not sufficient clear space around them. Clear space around the logo should be the width of the Foulfree 'E' as shown. The Foulfree logo must always be used with a trademark symbol.



LANDSCAPE VARIATION

The 'square' version of the logo block is the preferred option. A 'landscape version' of the logo may be used in some circumstances, when space height is limited.



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FOULFREE™

LOGO - FULL COLOUR

Full Colour

The primary execution of the logo is in blue and black on a white background. The logo must be used together with the following 'AIRMAR certifies' sentence:

*** AIRMAR certifies that the application of Foulfree™ coating on its transducers results in no loss in transducer performance.**



On white or light background.

Reversed Out

The logo may be reversed out of a solid blue background, which is the preferred option when reversing the logo out of a background color. The logo can appear on a full colour background image, provided the image where the logo sits is not so busy that it affects the readability of the logo. Good contrast is essential between the image and the logo.



On black or dark background.

PROPSPEED® BRAND GUIDELINES

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- STRIPSPEED®

FOULFREE™

LOGO - GREYSCALE

Greyscale

Another secondary execution of the logo (in the rare occasion when no colour is available) is in black/grey on a white background.



On white or light black and white background.

Reversed out of black

The logo may be reversed out of a black background.



On black or dark black and white background.

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MINIMUM SIZE

The logo may not appear smaller than the size shown on the right. Exceptions to this are when the logo must be used in a small space, such as in small digital ads.



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FOULFREE™

BRAND COLORS

Airmar blue



PMS 294 | C100 M58 Y0 K21 | R28 G86 B147

Airmar black



PMS 426 | C0 M0 Y0 K100 | R0 G0 B0

Airmar grey



PMS 423 | C45 M37 Y36 K2 | R145 G145 B147

Propspeed blue



PMS 299 C | C65 M0 Y0 K0 | R65 G192 B240

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FOULFREE™

THE DON'TS

Careful thought and consideration has been given to the development of the Foulfree™ brand identity and its product brands. As the brands custodians, we need to ensure the implementation of the brands and their equity elements into various marketing collateral and online applications is consistent and correct.

- Do not reproduce the logo in non-approved colors.
- Do not stretch or alter the logo proportions.
- Always use the whole logo block - not just part of it.
- To make things easier, don't try to reconstitute the logo block yourself and always use the full versions provided.
- Never use the logo on an angle.
- Never use the logo as part of a sentence.
- Do not print on top of the logo.
- Never change the order of the logo elements/words.
- Do not change the space between the elements.
- Never change the relative sizing and position of the logos.
- Do not use the logo against a photo that does not allow readability.
- Do not forget to use the 'AIRMAR certifies' sentence together with the logo with asterisk.
- Never place the 'AIRMAR certifies' sentence against a busy background.
- Never use without the Propspeed logo.



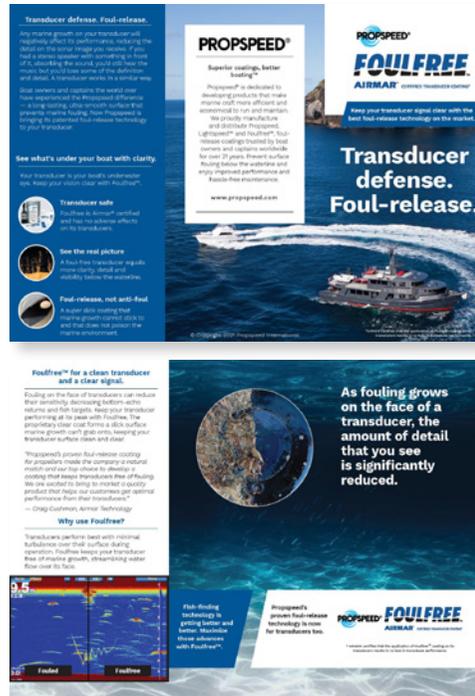
PROPSPEED® BRAND GUIDELINES

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LOGO PLACEMENT

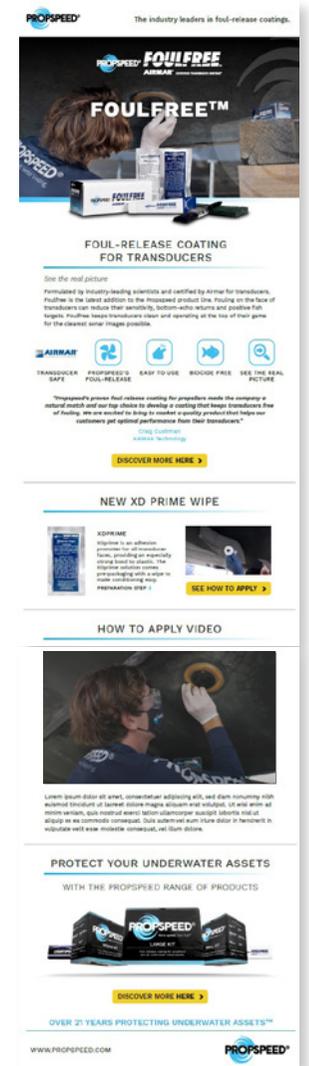
Where the logo is positioned will depend on what type of visual communication the logo is used. In most cases the logo will appear on the top, in the center or on the bottom, in the right corner.



Brochure



Digital advertising



Email Marketing

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LIGHTSPEED™

LOGO PROPORTIONS

The Lightspeed™ logo **must stand clear of any other elements**, with an exclusion zone of at least equal to the capital 'E', as seen on the right side, on all sides around the logo. No other graphic element must ever appear inside this zone. The Lightspeed logo must always be used **with a trademark symbol**.



LOGO VARIATIONS

Primary logo

You can use the logo in black or in white as the primary logo, making sure there is enough contrast between the background and the logo.



On white or light background.



On black or dark background.

Black and white logo:

Use this version **only** for black and white print material.



On white or light black and white background.



On black or dark black and white background.

- STRIPSPEED®

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LIGHTSPEED™

BRAND COLORS

Lightspeed blue



PMS 121-2C | C18 M0 Y5 K0 | R206 G235 B240

Propspeed black



PMS Black C | C40 M40 Y40 K100 | R0 G0 B0

Prop speed blue



PMS 299 C | C65 M0 Y0 K0 | R65 G192 B240

• STRIPSPEED®

PROPSPEED® BRAND GUIDELINES

LIGHTSPEED™

THE DON'TS

Careful thought and consideration has been given to the development of the Lightspeed™ brand identity and its product brands. As the brands custodians, we need to ensure the implementation of the brands and their equity elements into various marketing collateral and online applications is consistent and correct.

- Never use anything but the approved and provided logo.
- Never attempt to create your own Lightspeed logo.
- Never reproduce the logo in non-approved colors.
- Never stretch or alter the logos proportions.
- Never use part of the approved logo, always keep it as a whole.
- Never use the logo as part of a sentence.
- Never print on top of the logo.
- Never use the logo in a crowded space.
- Never alter the horizontal orientation of the logo.
- Never use without the Propspeed logo.



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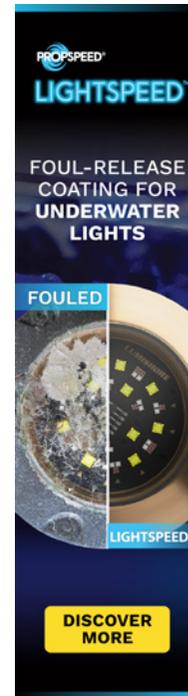
LIGHTSPEED™

LOGO PLACEMENT

Where the logo is positioned will depend on what type of visual communication the logo is used. In most cases the logo will appear on the top, in the center or on the bottom, in the right corner.



Brochure



Digital advertising



40mm

Minimum size

- STRIPSPEED®

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STRIPSPEED™

LOGO PROPORTIONS

The Stripspeed™ logo **must stand clear of any other elements**, with an exclusion zone of at least equal to the capital 'E', as seen on the right side, on all sides around the logo. No other graphic element must ever appear inside this zone. The Stripspeed logo must always be used **with a trademark symbol**.



LOGO VARIATIONS

Full Colour

The primary execution of the logo is in black, gold and blue on a white or light background. Always make sure there is enough contrast between the background and the logo.



On white or light background.

Reversed Out

The logo may be reversed out of a black background, which is the preferred option when reversing the logo out of a background color.

The logo can appear on a full colour background image, provided the image where the logo sits is not so busy that it affects the readability of the logo. Good contrast is essential between the image and the logo.



On black or dark background.

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- **STRIPSPEED®**

STRIPSPEED™

LOGO VARIATIONS

Black and White Logo

Use this version **only** for black and white print material.



On white or light black and white background.



On black or dark black and white background.

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• STRIPSPEED®

STRIPSPEED®

BRAND COLORS

Stripspeed gold

Propspeed black

PMS 7406 C | C8 M26 Y100 K0 | R236 G186 B30

PMS Black C | C40 M40 Y40 K100 | R0 G0 B0

Propspeed blue

Propspeed gold gradient



PMS 299 C | C65 M0 Y0 K0 | R65 G192 B240

Gold gradient 30% opacity

over

PMS 7406 C | C8 M26 Y100 K0 | R236 G186 B30

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- **STRIPSPEED®**

STRIPSPEED®

THE DON'TS

Careful thought and consideration has been given to the development of the Stripspeed™ brand identity and its product brands. As the brands custodians, we need to ensure the implementation of the brands and their equity elements into various marketing collateral and online applications is consistent and correct.

- Never use anything but the approved and provided logo.
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PROPSPEED
International