

BRAND GUIDELINES

Sea Ray®

EVERY MOMENT PERFECTLY CRAFTED

3	Introduction	21	Product Photography & Videography
4	Who We Are	25	Video Editing
5	Our Brand Purpose	27	Brand Voice
6	Our Brand Promise	28	Tagline
7	Our Five Pillars	29	Typography
12	Who We're Talking To	34	Brand Colors
13	Sea Ray Manifesto	35	Logo Usage
14	How We Look, Act and Feel	36	Retouching Direction
15	Brand Personality	40	Creative Exploration
17	Lifestyle Photography & Videography		

WELCOME TO THE SEA RAY BRAND GUIDELINES.

Sea Ray has had a long and proud reputation of being a premiere maker of sport boats and sport cruisers. This document will help guide us into the future as we continue to express who we with a strong and consistent look, feel and voice. At the same time, it will help differentiate us from the competition by establishing distinct and ownable messaging.

Since 1959, Sea Ray has held a place of honor among the water's most coveted boats. Our success has come from our total commitment to enhancing our customers' time on the water.

OUR BRAND PROMISE

At the heart of the Sea Ray brand lies our brand's purpose: Our Why. Our why reflects our deepest beliefs about the affirming and transformational power of a life on the water and the difference Sea Ray can make. It is the foundation behind our brand promise, a belief we share with our most loyal customers and it anchors the decisions that drive our value proposition.

WHAT

Creating elegantly designed, remarkably crafted boats.

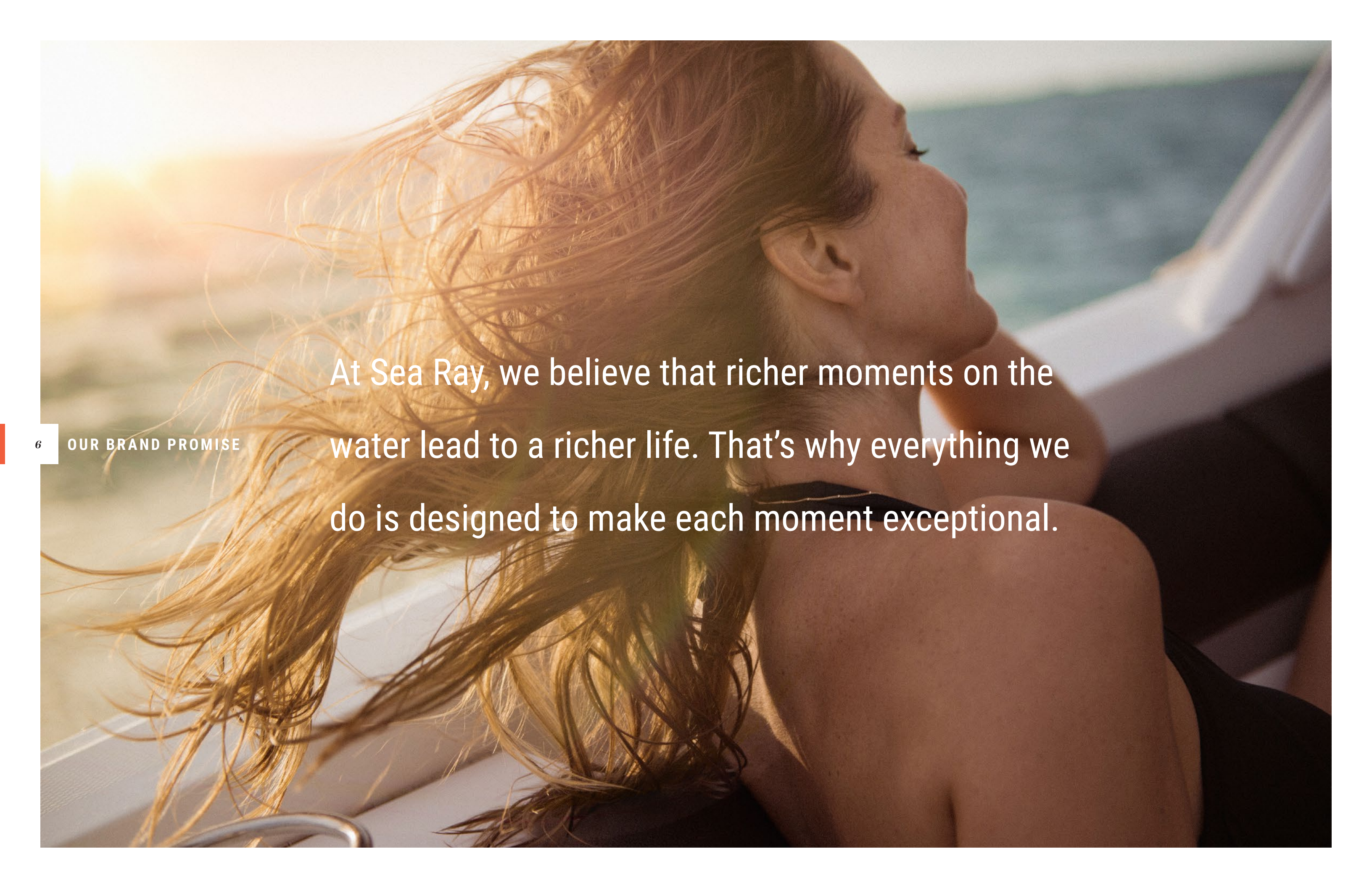
HOW

With thoughtful touches designed to honor a boater's choice in us at every interaction.

WHY

Because richer moments on the water lead to a richer life.





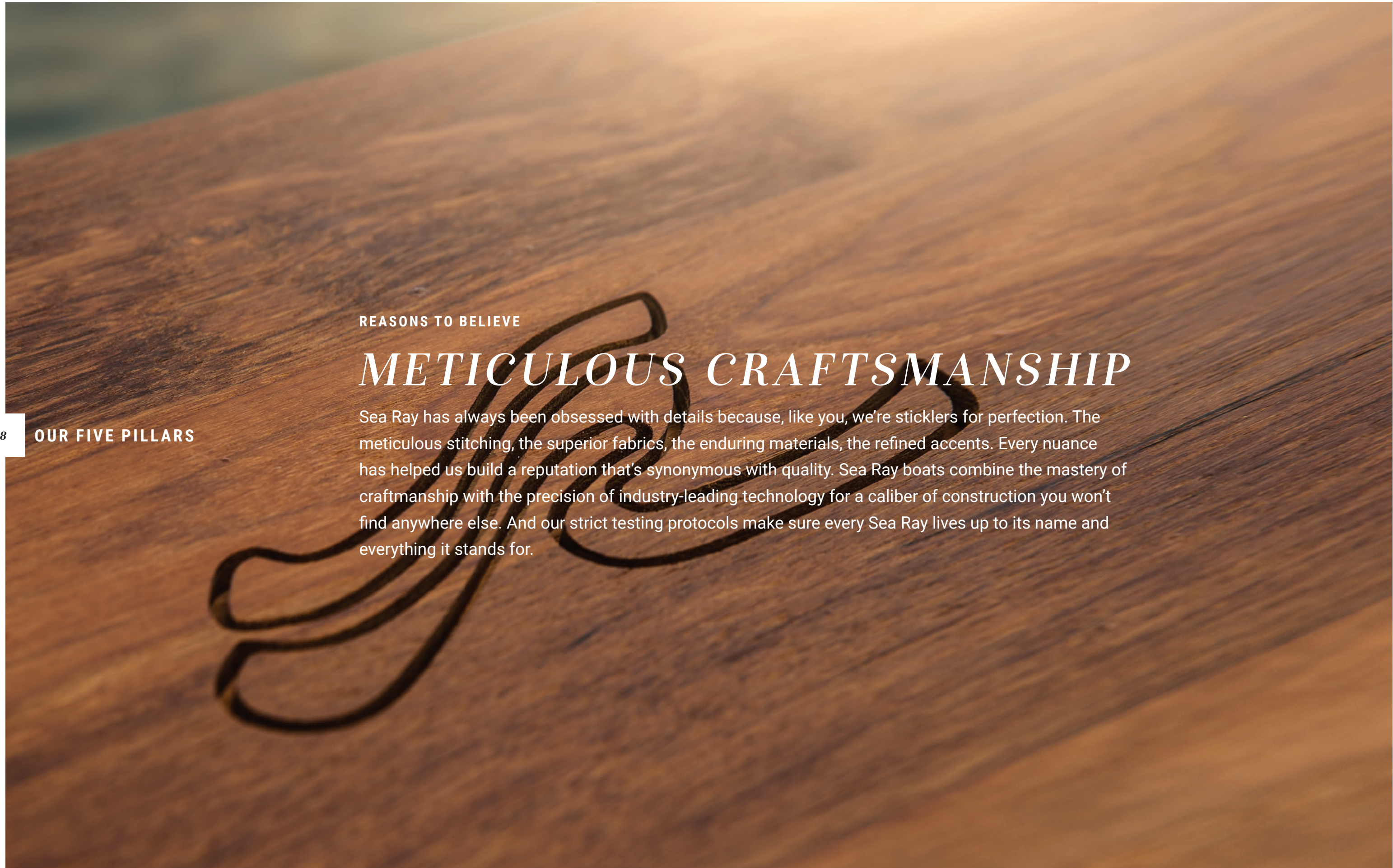
At Sea Ray, we believe that richer moments on the water lead to a richer life. That's why everything we do is designed to make each moment exceptional.



REASONS TO BELIEVE

INSPIRED DESIGN

When you see a Sea Ray, you know it. And it's love at first sight. That's because every Sea Ray is designed with classic, yet current, Sea Ray styling. But a Sea Ray is more than just style, it's also designed with a deep understanding of consumer needs and an anticipation of their desires. Our staff of naval architects, engineers and designers strive to make every interaction on a Sea Ray feel natural and seamless. And we continue to set new industry benchmarks for thoughtful and modern design. It's all in the pursuit of creating an experience that's perfectly, distinctively Sea Ray.



REASONS TO BELIEVE

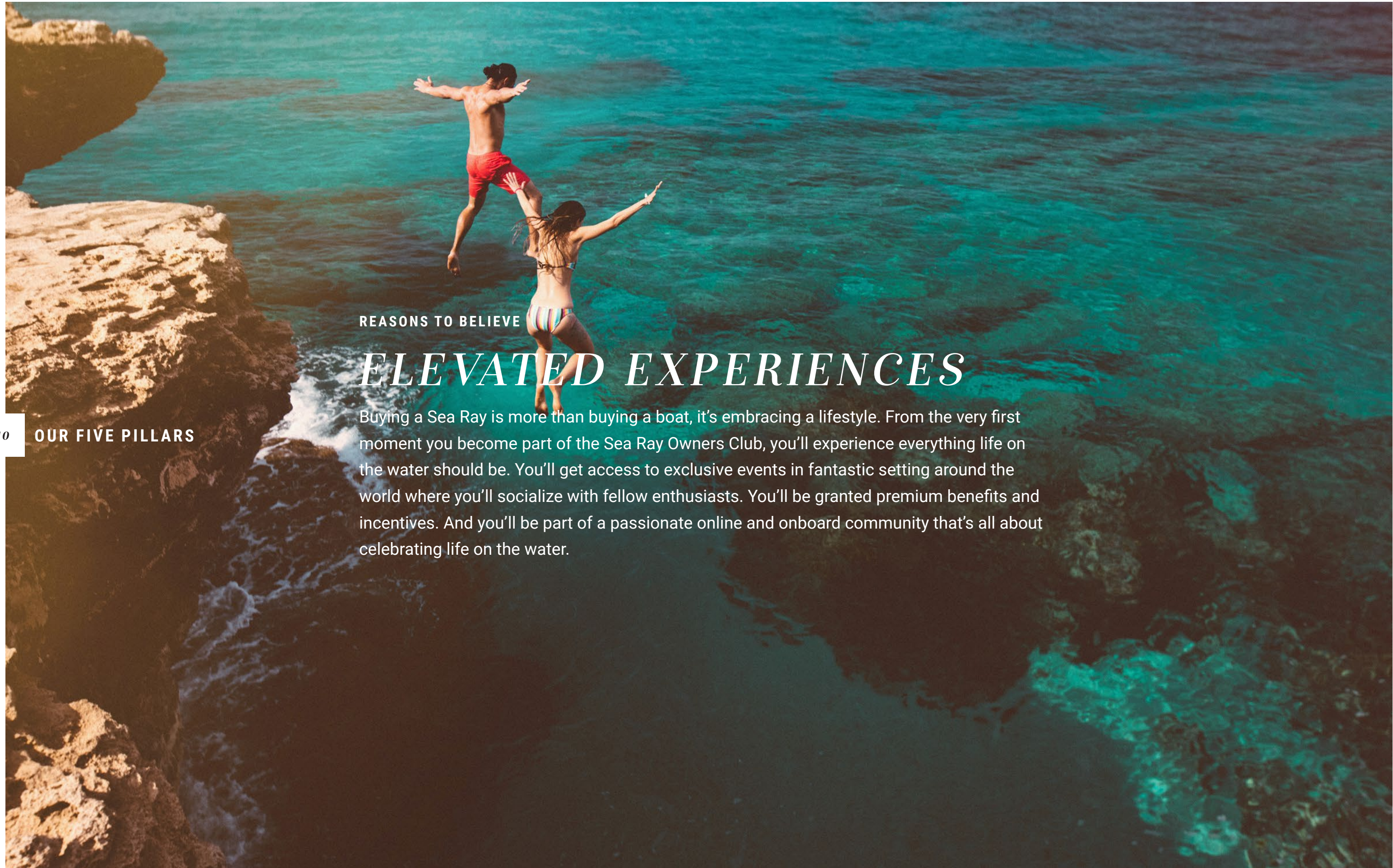
METICULOUS CRAFTSMANSHIP

Sea Ray has always been obsessed with details because, like you, we're sticklers for perfection. The meticulous stitching, the superior fabrics, the enduring materials, the refined accents. Every nuance has helped us build a reputation that's synonymous with quality. Sea Ray boats combine the mastery of craftsmanship with the precision of industry-leading technology for a caliber of construction you won't find anywhere else. And our strict testing protocols make sure every Sea Ray lives up to its name and everything it stands for.

REASONS TO BELIEVE

UNRIVALED SUPPORT

No one else in the industry is as committed to keeping you out on the water, living in the moment. That's why you'll find a level of support and commitment to customer satisfaction that's unmatched by any other marine manufacturer. We earn more awards for dealer performance, quality and customer satisfaction than any other marine brand. With dealers in more than 80 countries, an industry leading warranty and 24/7 call-support, you can be confident that Sea Ray stands beside you.



REASONS TO BELIEVE

ELEVATED EXPERIENCES

Buying a Sea Ray is more than buying a boat, it's embracing a lifestyle. From the very first moment you become part of the Sea Ray Owners Club, you'll experience everything life on the water should be. You'll get access to exclusive events in fantastic setting around the world where you'll socialize with fellow enthusiasts. You'll be granted premium benefits and incentives. And you'll be part of a passionate online and onboard community that's all about celebrating life on the water.



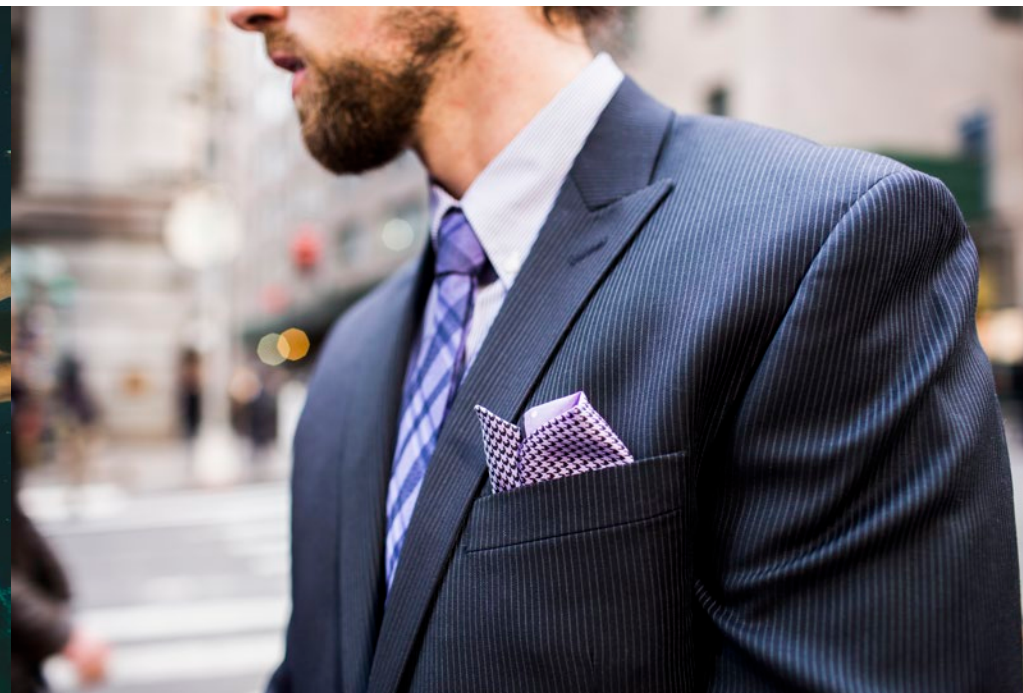
REASONS TO BELIEVE

EFFORTLESS PERFORMANCE

A Sea Ray always performs with grace. Every ride is engineered to be agile, responsive, intuitive and as powerful as you want it to be. You won't sacrifice experience for maximum horsepower. On a Sea Ray, your ride is smooth and quiet, with everything controlled but the adrenaline rush. It's built to handle with confidence, whether you're towing a wakeboarder or effortlessly maneuvering up to the dock. Escape or adventure, both are seamlessly delivered.

II

OUR FIVE PILLARS



The Affluent Intender aspires to a higher lifestyle, with a refined taste for product, appearances and experiences. They believe by projecting confidence, competence, and an optimistic mindset, a person can realize those qualities in life. He's image conscious, leads an active lifestyle and likely belongs to a country club. He's also interested in current affairs, cultural events and the arts.

12

WHO WE'RE TALKING TO

40-year old male

Married with children

Earns over \$200,000

Intends to buy powerboat in the next 12 months



Somewhere in between the long list of life's to-dos, there exists a small sliver of time. Yet, it's this part that, while tiny in comparison, takes up the most room in our hearts and memories. It's the part you save for the things you love. It's the part that makes you feel alive and fully present. And you do all you can to squeeze every ounce of enjoyment out of every single second.

At Sea Ray, we understand how vital this time is to you. How a weekend afternoon with the water stretched out before you is the most rewarding part of your week. It is this understanding that defines everything we do. From craftsmanship you can feel in your hands and see in every square inch. To innovations that delight and make your experiences more effortless. To service that keeps you out there, living in the moment. Because while we do build and engineer the finest boats in the world, what we are really building and engineering is the ability to make the most of the sacred time you have.



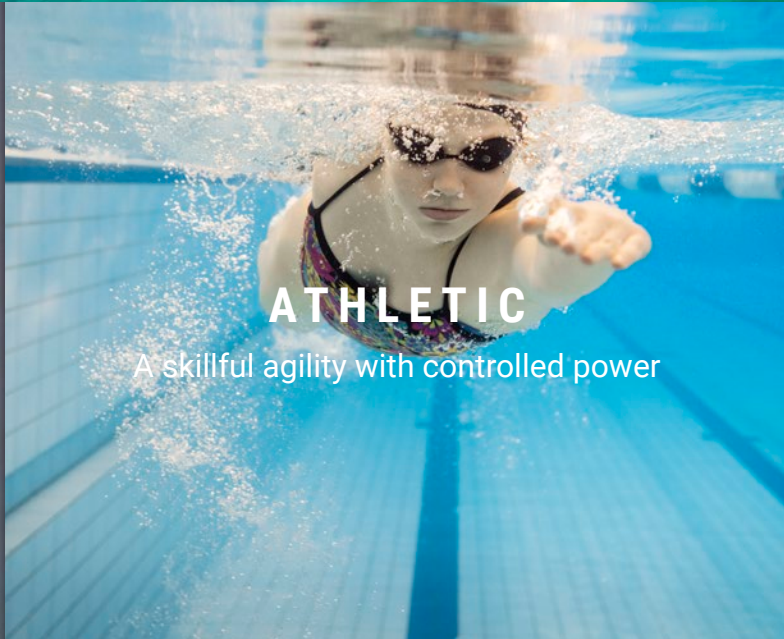


SEA RAY IS



CONFIDENT

A self-assured leader



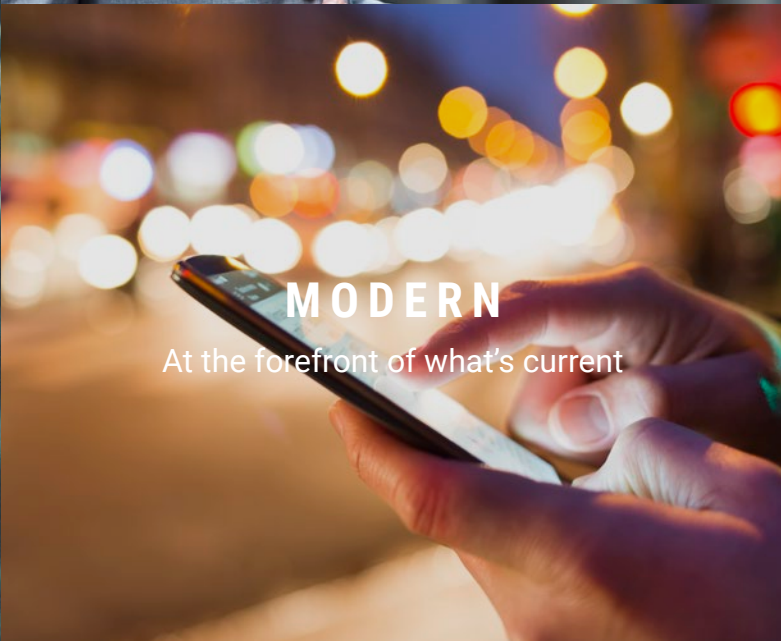
ATHLETIC

A skillful agility with controlled power



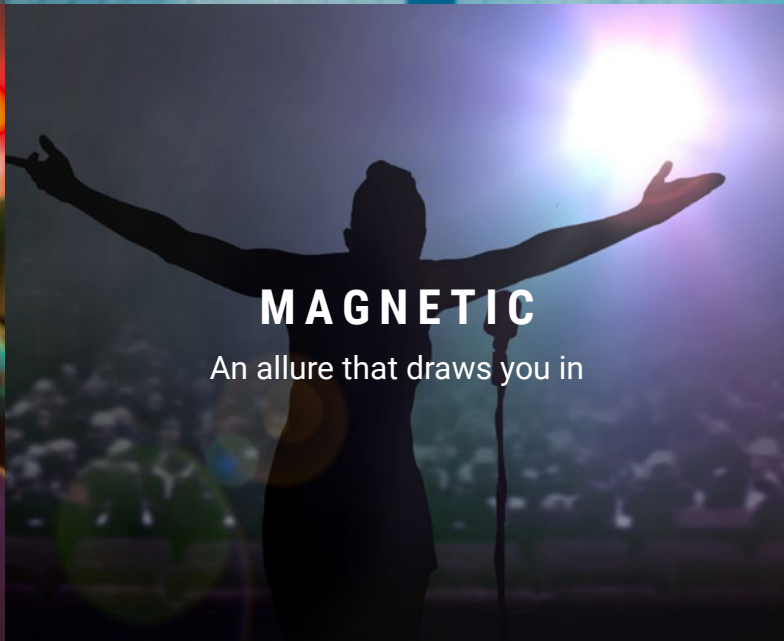
SLEEK

Sculpted, finely contoured and sensual



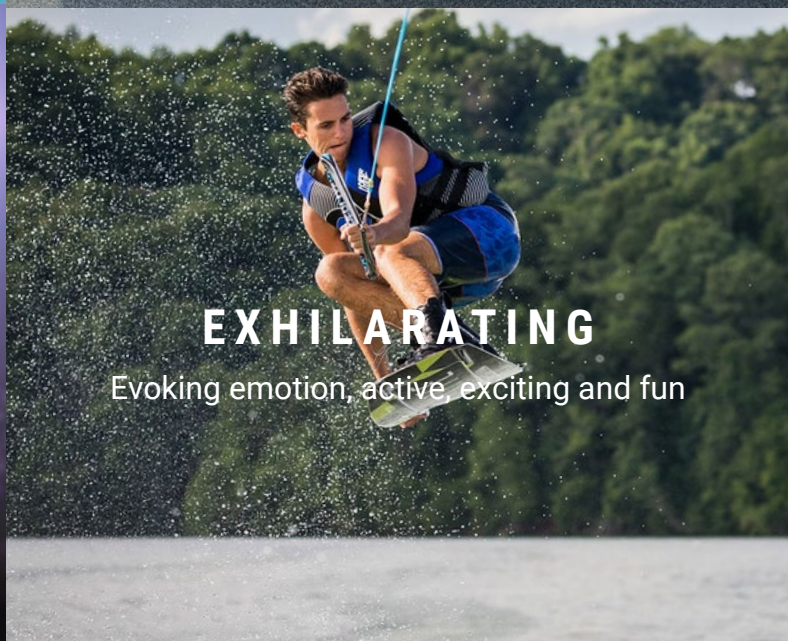
MODERN

At the forefront of what's current



MAGNETIC

An allure that draws you in



EXHILARATING

Evoking emotion, active, exciting and fun

SEA RAY IS NOT



RIGID



COMPLACENT



TRENDY



ROUGH



EXCLUSIONARY



INTELLECTUAL

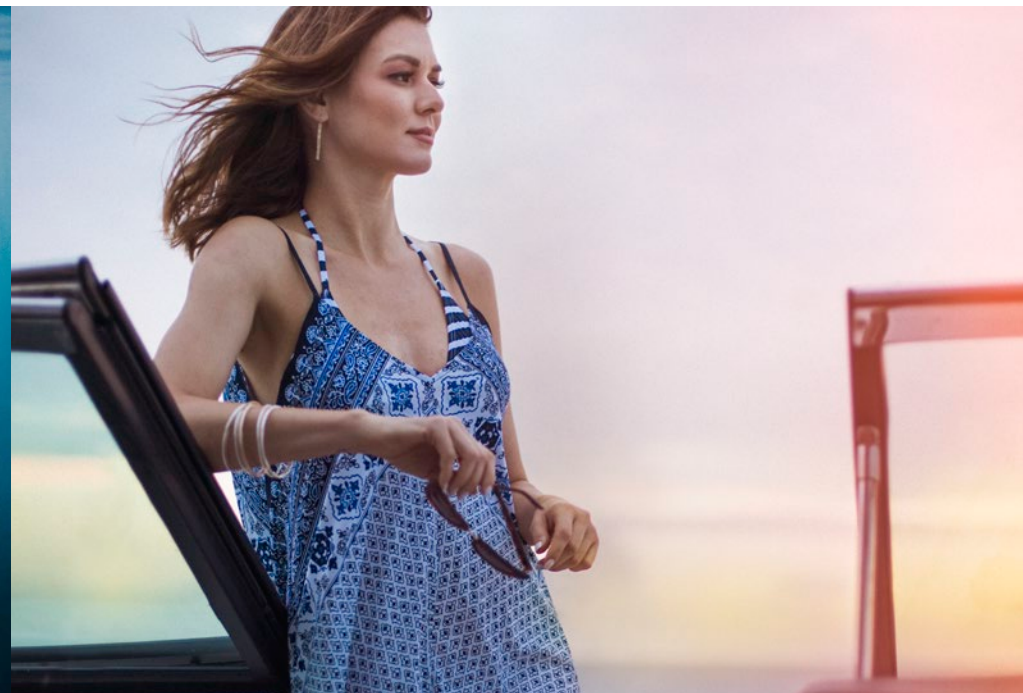




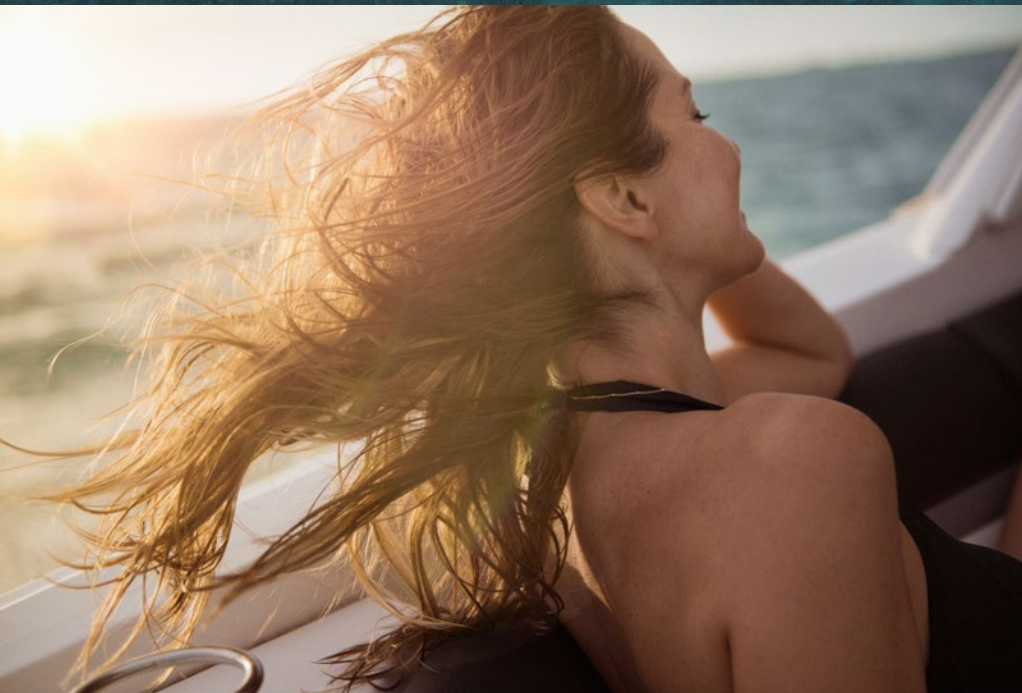
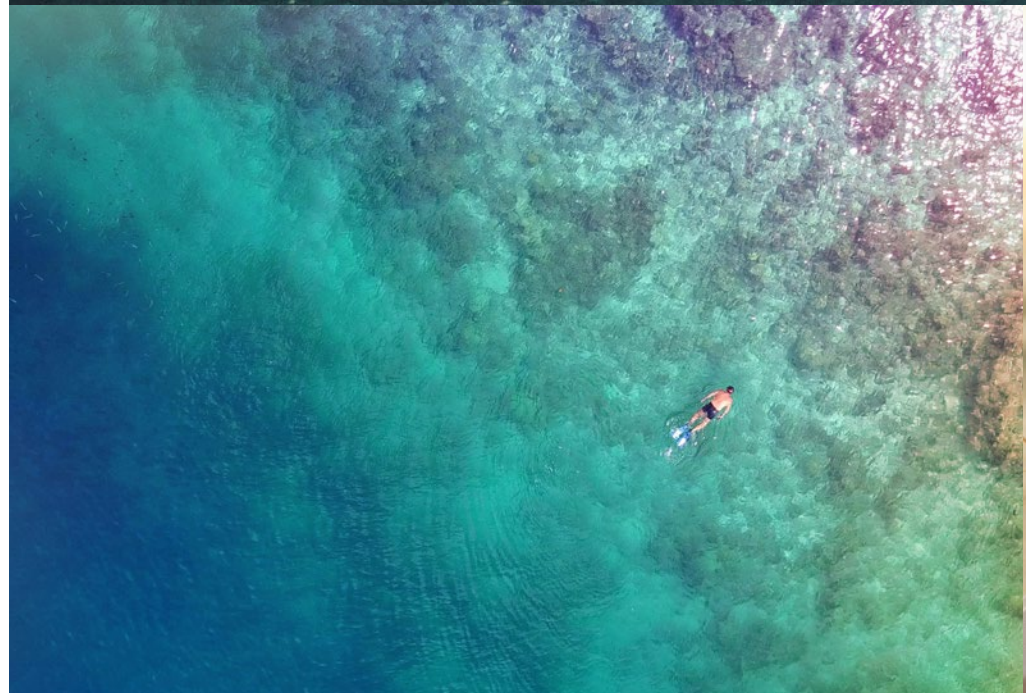


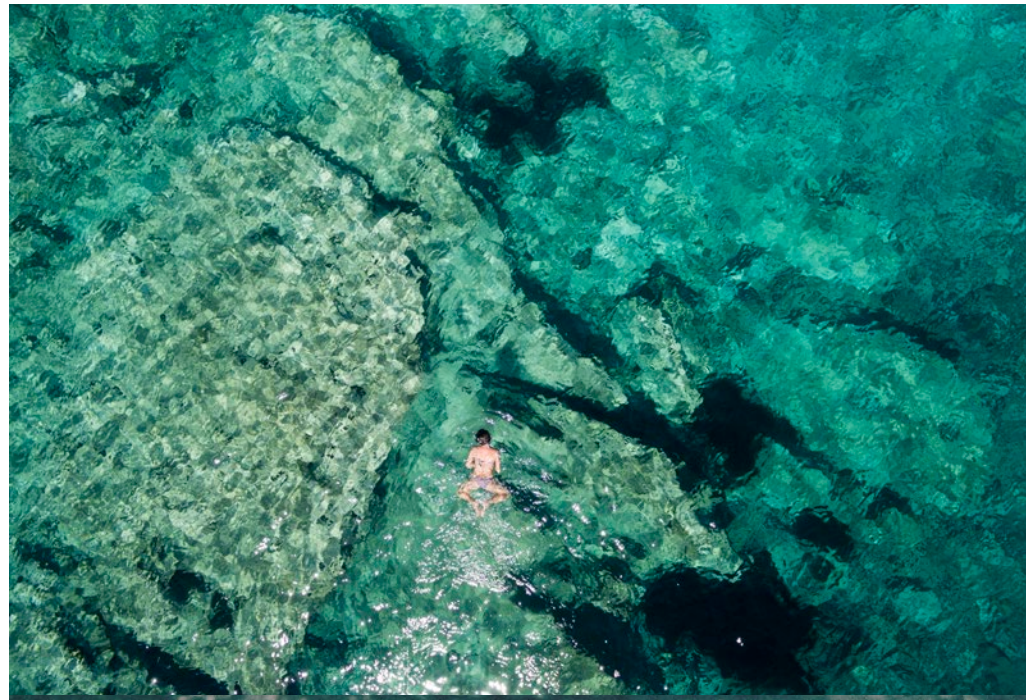
Capture moments that feel bigger than life, stylized and beautifully cinematic. The lighting should be warm, directional and energetic – it should never feel cold, sterile or studio-like. Use sun flares, light leaks and slight motion blurs to give shots energy. Capture these moments candidly and voyeuristically by finding interesting angles and things to shoot through or past.





These moments should have natural grit, mess and an authentic looseness to them. They shouldn't feel rigid or overly staged, every hair doesn't need to be in place, and every scene doesn't need perfect smiles. Our models' movements should feel natural, yet energetic, loose and dynamic. Capture close-up, intimate moments that tell the story of a single emotion and distant cinematic moments that show the wonders of the world around us.

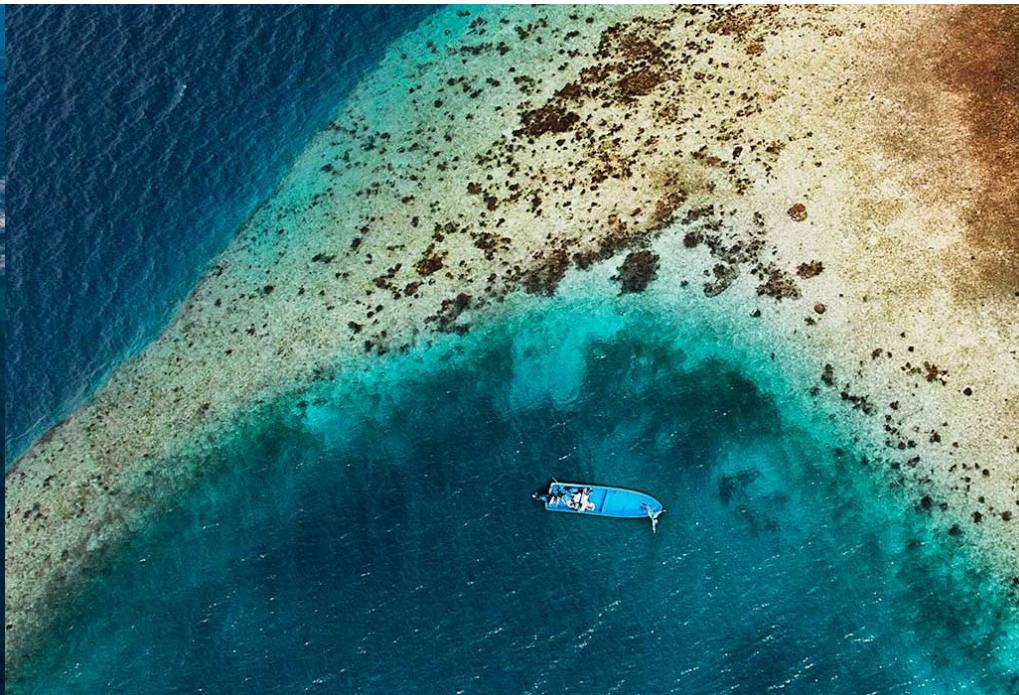
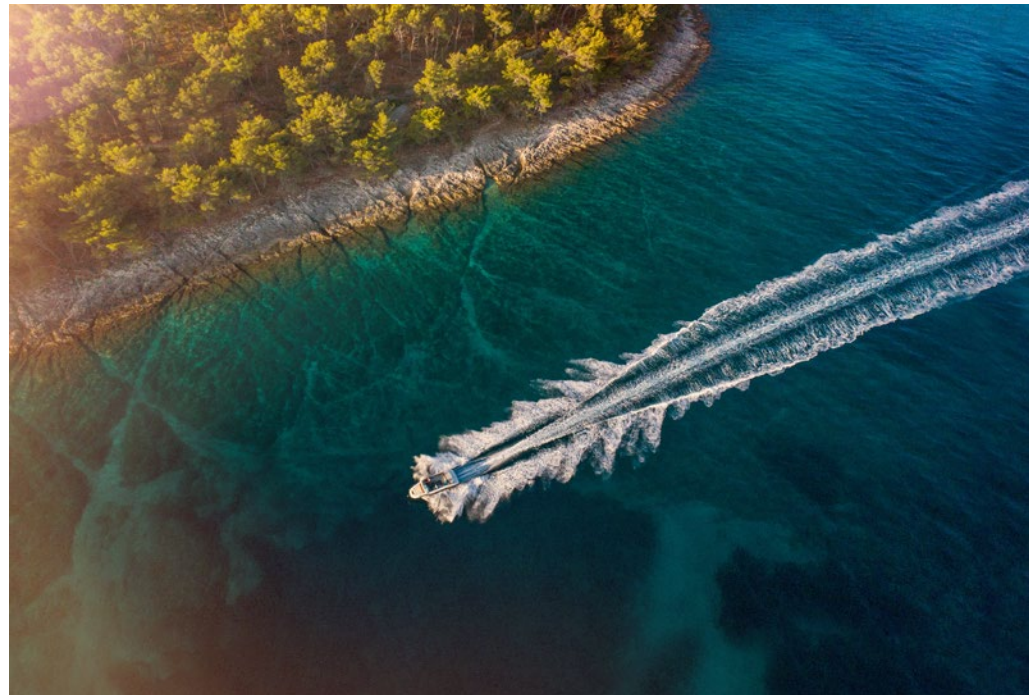




Though these moments do not feel directed, crafted or staged, this is not amateur photography. These images should feel real enough to be plucked from an Instagram feed, but developed with enough craft and care to elevate the brand far beyond your typical photo. Stay away from silly and bring potency to all moments. Strive for an athletic, luxurious tone.

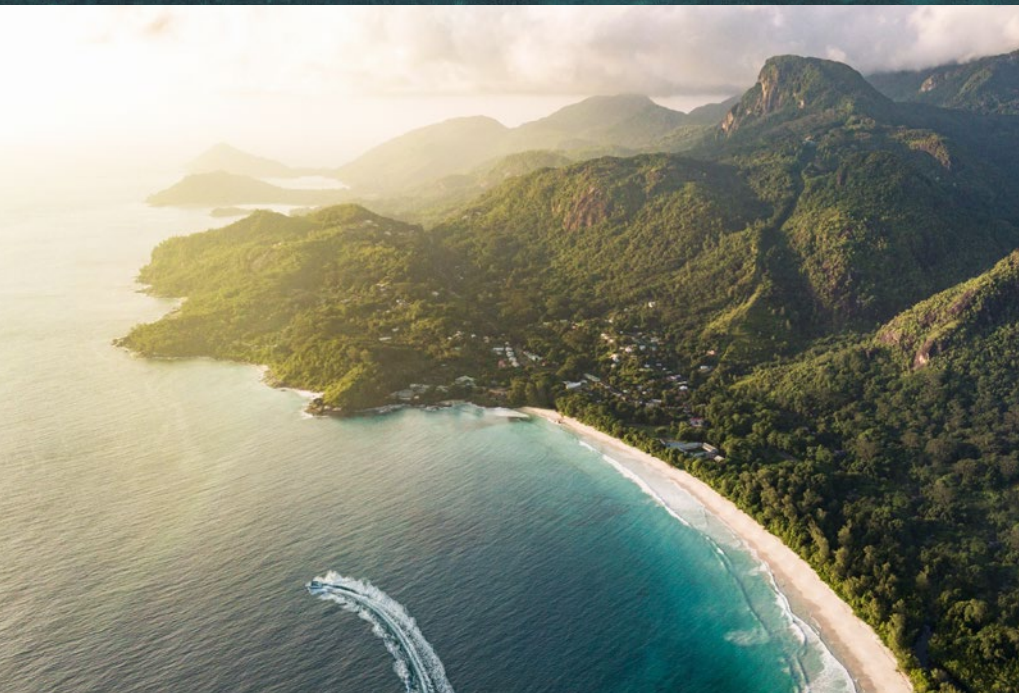






BOAT PHOTOGRAPHY

Our boat photography should capture the same cinematic elements as our lifestyle photography. Our hero boat shots should be given a sense of motion, whether they're running or anchored. Favor dynamic shots with unique angles that show off the athleticism of the boats. Use flares and motion blurs to give shots energy. Lighting should be warm and directional to give the impression of endless summer days on the water. When showing the full boat, favor wide shots that show not just the boat, but where it came from and where it is going.





Complement our cinematic, expansive landscape shots by focusing in and showing tight, detailed shots. Use these tight shots to highlight the craftsmanship, speed and freedom of Sea Ray. Use these tight moments to tell a piece of a story, and allow the viewer to connect the dots in their own way. The addition of textured motion shots can provide a sense of energy. The lighting and mood should be the same as with the full boat shots – warm and well-shaped, with soft focus and foreground elements.





When showing product features, find unique angles and crop tight so they feel dynamic and carry the same energy as the rest of the photography. Strive to show either A) the benefit of the feature or B) the feature in use, with a hint of environmental context. Lighting should feel natural and carry the same warmth as a lifestyle shot. Avoid the look of “studio” lighting even when the product needs to be lit artificially.



VIDEO CREATION

Video content represents one of the most powerful ways Sea Ray can connect with current and potential boat owners. Each video should be approached with a clear understanding of the purpose, its audience and where it's going to live.

Footage captured for video assets should reflect the Sea Ray brand promise and capture the essence of 'Every Moment Perfectly Crafted.' All video content should elevate the Sea Ray experience with an aspirational look and feel, and reflect the tone of the campaign.

Boat Footage:

Favor dynamic shots with unique angles that show off the athleticism of the boats. Use flares to give shots energy. Lighting should be warm and directional to give the impression of endless summer days on the water. Full boat shots should be complemented with imagery that highlights the craftsmanship, speed and freedom of Sea Ray. They should include expansive landscape shots and tight, detailed shots. Product features should be cropped so they feel dynamic.

Lifestyle Footage:

Depict moments in a stylized, cinematic way. Capture people almost candidly and voyeuristically. Use flares and light leaks to give shots energy. Stay away from silly and bring potency to all moments. Lighting should be warm, directional and energetic, avoiding anything that looks like a studio. Moments should feel natural – not staged – and dynamic in movement. Capture closeup intimate moments and distant cinematic moments that show the world around us.

VIDEO EDITING

When editing video content, choose footage that best represents the “Every Moment Perfectly Crafted” sentiment. When piecing footage together, avoid predictable patterns. Include a variety of wide, medium and closeup shots. Vary the pacing of the shots. Be mindful of the video’s overall energy and flow. All these things will help it feel dynamic.

Length:

Keep the audience and placement in mind when determining the length of the video. Videos shouldn’t extend beyond a viewer’s typical attention span. Content should remain focused and engaging.

Endcards and Graphics:

Every video needs to end on the Sea Ray logo + tagline lockup and SeaRay.com when possible. Brand typography should be referenced when creating any graphics or end cards (pages 22-26 of the Brand Guidelines).

Music:

Music can add a distinct tone and should be chosen carefully to make sure Sea Ray is represented in an energetic, elevated way.

Finally, make sure the videos are formatted for the correct platform (examples: SeaRay.com, YouTube, Facebook, Instagram, Snapchat, Twitter).

A FEW WORDS ABOUT THE WORDS.

Copy should feel aspirational and capture the spirit of living well. It should put you in a place and time and make you feel part of the experience. Copy should compliment the product without sounding like a hard sell. We should never be heavy handed in our message.

Copy tone should be have a warm, friendly and natural confidence. Elevated but not snobby. We should speak like the leader we are. True leaders don't try too hard to be impressive. When writing about features and benefits, be descriptive but not too technical.

In social media, we are personal and gracious, with an enthusiasm that's contagious. Our role is to serve as host as we invite people to experience the lifestyle Sea Ray has to offer.

EVERY MOMENT PERFECTLY CRAFTED

Sea Ray understands that time on the water is precious. When people are on a Sea Ray, they want to feel alive and fully present. Nothing should feel ordinary. Every second should feel special. Our tagline embodies that thought. Our creative elements should capture those moments and elevate them to show how everything we do contributes to a heightened experience on board.

Primary Headlines	ROBOTO CONDENSED BOLD ABCDEFGHIJKLMN OP QRSTUVWXYZ abcdefghijklmnopqurstuvwx yz 0123456789
Primary Headlines	<i>ISABEL REGULAR ITALIC</i> <i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i> <i>abcdefghijklmnopqurstuvwxyz0123456789</i>
Body Copy	Roboto Regular ABCDEFGHIJKLMN OP QRSTUVWXYZ abcdefghijklmnopqurstuvwx yz 0123456789
Support Headline To be used for secondary headlines/callouts.	Roboto Condensed ABCDEFGHIJKLMN OP QRSTUVWXYZ abcdefghijklmnopqurstuvwx yz 0123456789
Alternate To be used When Roboto is not available	Helvetica Regular ABCDEFGHIJKLMN OP QRSTUVWXYZ abcdefghijklmnopqurstuvwx yz 0123456789

CAMPAIGN HEADLINES

When constructing a branded headline over an image, follow these simple guidelines to help insure a consistent brand look across all mediums.

CAMPAIGN HEADLINE GUIDELINES

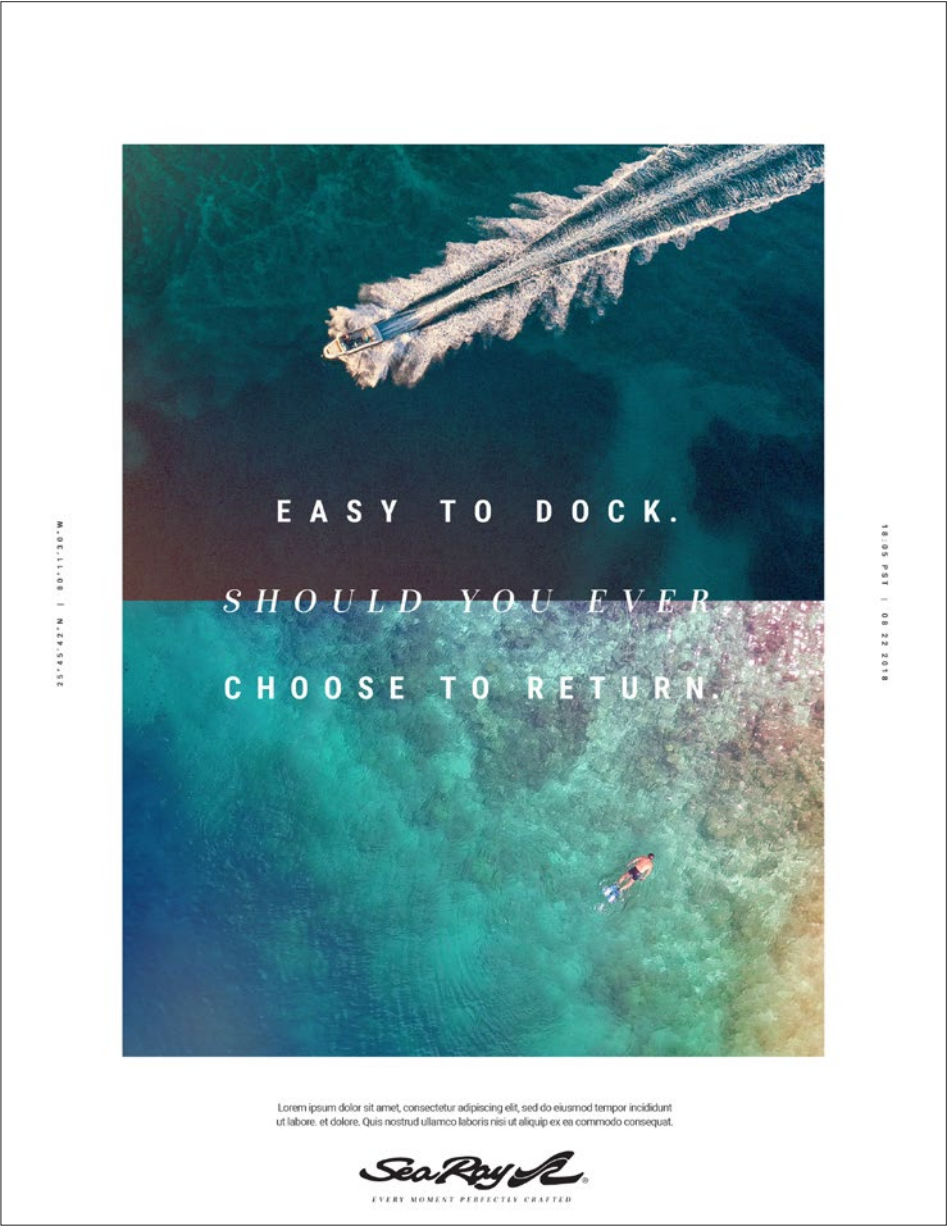
- Headlines are always in all capitals.
- Headlines should be center justified.
- Headlines should be located near the vertical and horizontal center of the image.
- Headlines are always in white over an image.
- Do not add a drop shadow to headlines. Instead, adjust the photo to increase readability.

TRACKING GUIDELINES

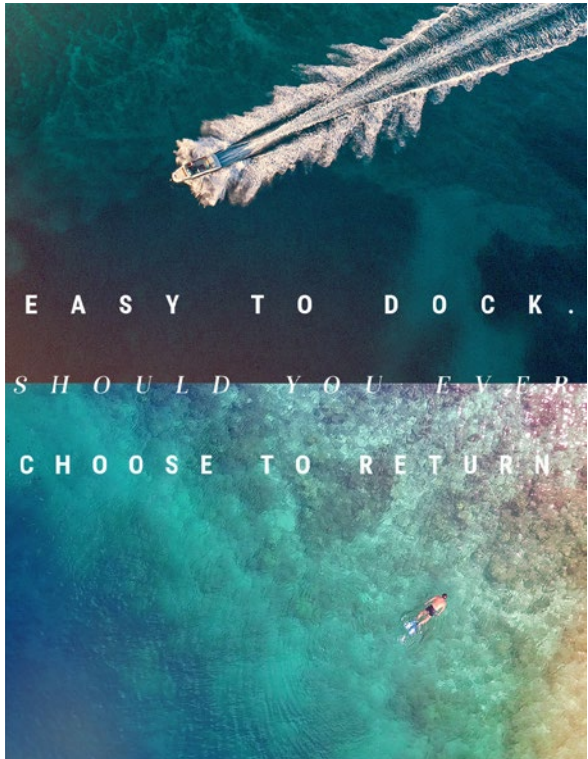
- Headlines should be tracked out between 350-500pts.
- Don't track out so far that the headline is too close to the edge of frame. Let it breathe.
- This type of tracking is only for main headlines, do not track out body copy like this.

LEADING GUIDELINES

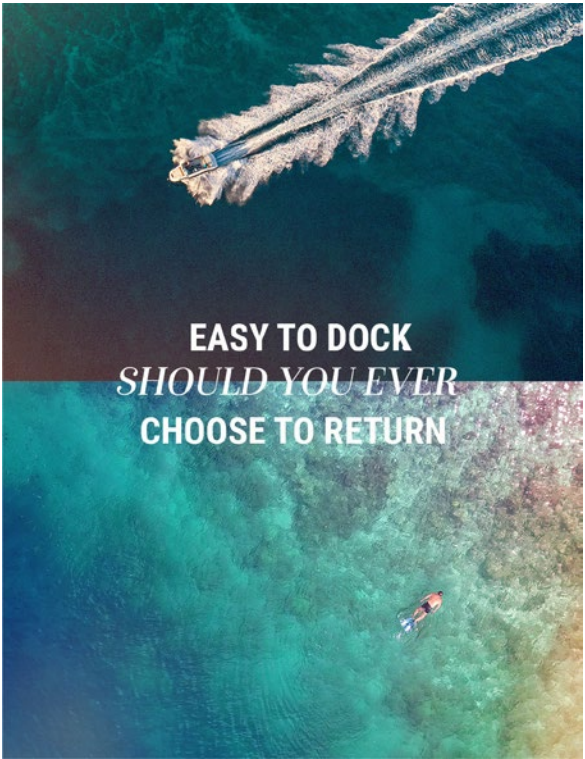
- Headlines should have 2x to 4x line leading over font size.
- This means if a headline is 20pts, the line leading should be between 40-80pts.



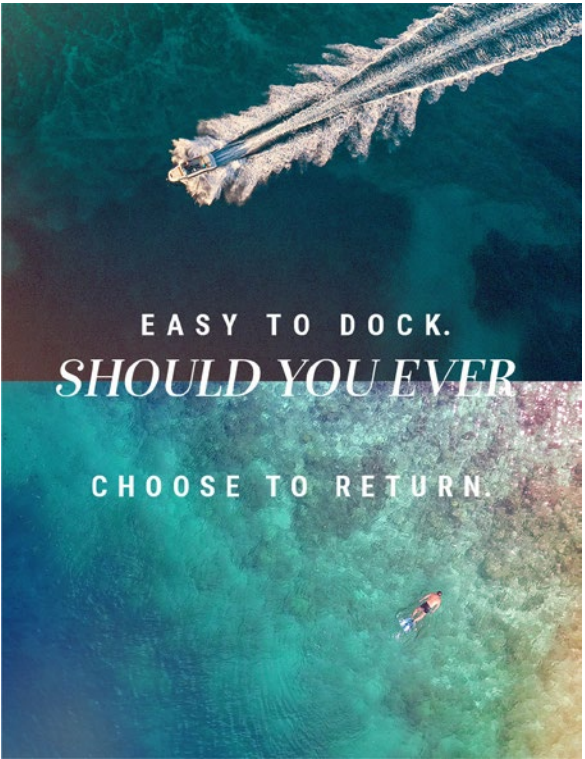
HEADLINE DON'TS



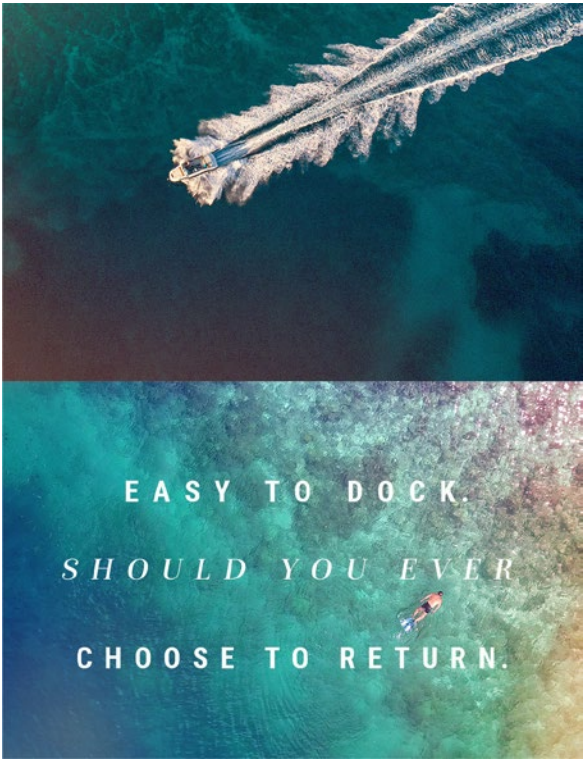
- The type is over tracked out.
- Type is too close to the endge.



- The type is not tracked out enough.



- Don't vary the font size or tracking of different lines. Each line should all be visually the same size.



- Don't change the location of the headline. Keep it centered.

SECONDARY USE HEADLINES

Beyond our main campaign headlines outlined above, there is a need for a secondary headline. Secondary headlines are used for harder-working, straight-forward information. These headlines are likely to be used in longer form content such as: catalogs, brochures and website design. They may often be used as a descriptor or category titles. The headline on this page “Secondary use headlines” is a perfect example. They serve a different purpose than a campaign headline, so they are not meant to replace, but instead be used together. Below are some guidelines on how and when to use these headlines:

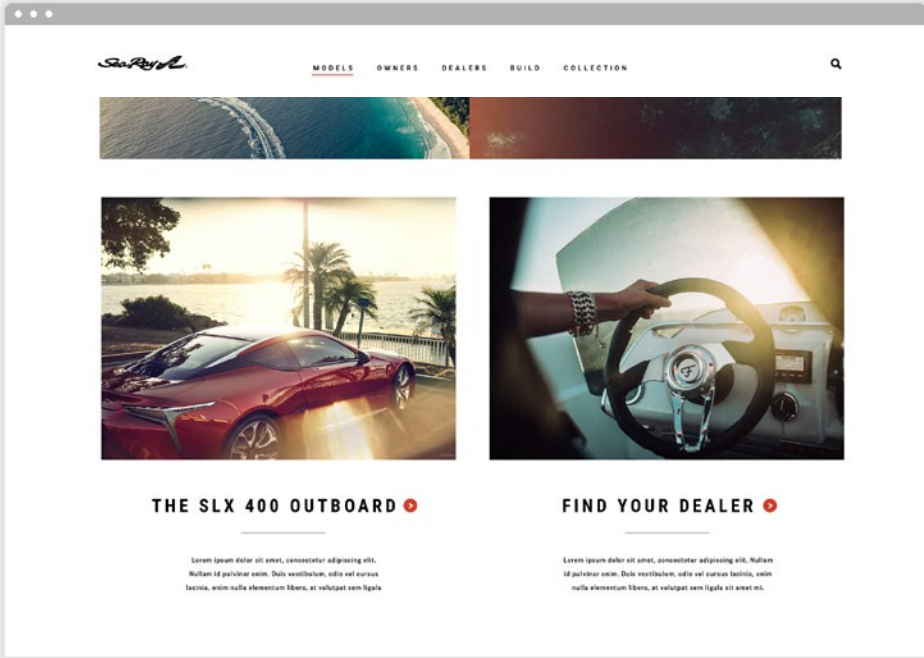
SECONDARY HEADLINE GUIDELINES

- Use a secondary headline when the content is not high level brand or boat messaging.
- Use Roboto condensed bold or Isabella regular italic.
- On most occasions, we use each font singularly and don’t combine them.
- On a few occasions, it is acceptable to combine fonts.
- Use all capitals.
- Secondary headlines are primarily black type on a white background.
- When using a secondary headline over an image, always use white.
- Secondary headlines are usually left justified, but occasionally are center justified.
- Secondary headlines should be tracked out between 100-200pts.
- Secondary headlines should have 1x to 1.5x line leading over font size.

BOAT SHOW SIGNAGE



WEBSITE USAGE



SUPPORT TYPOGRAPHY

Outside of campaign and secondary headlines, we will use subheadlines, callouts and body copy to tell a full story. Follow these guidelines below to keep a consistent branded look.

SUBHEADLINES AND CALLOUTS

Subheadlines and callouts aren't used very often in our main advertising campaign, but you may find them helpful to create hierarchy when developing longer format content such as: trade show and instore displays, website designs and catalog materials. Here are some guidelines to follow:

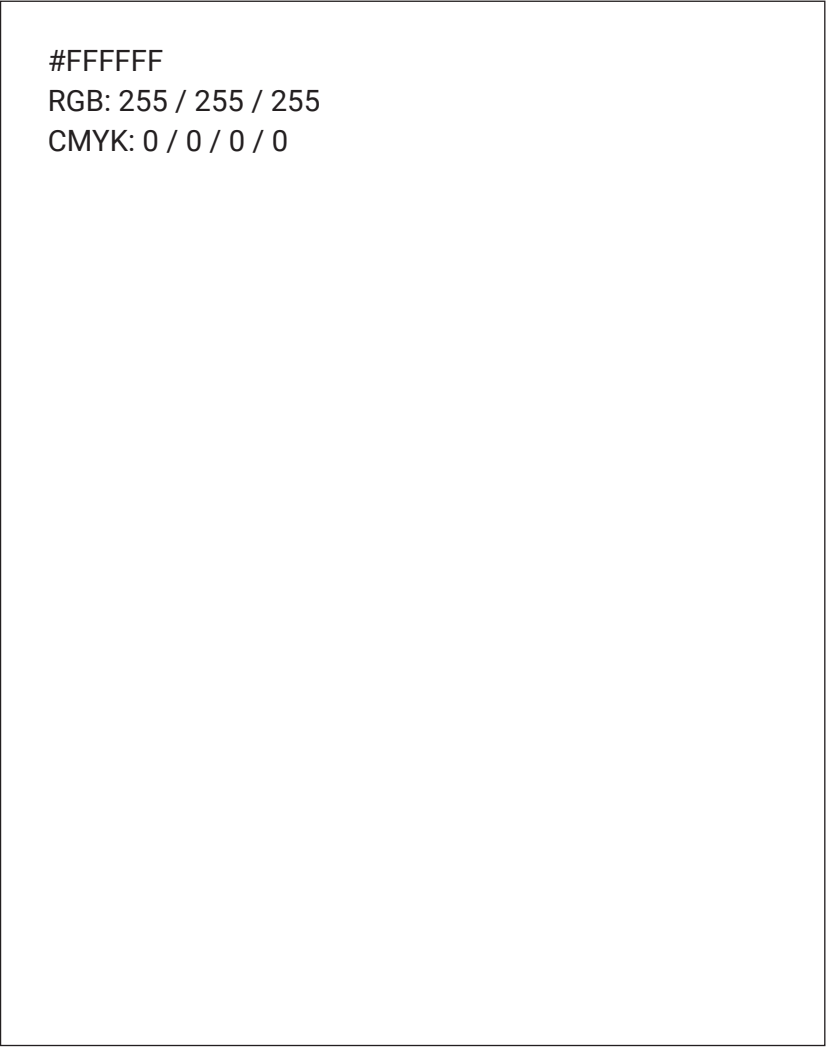
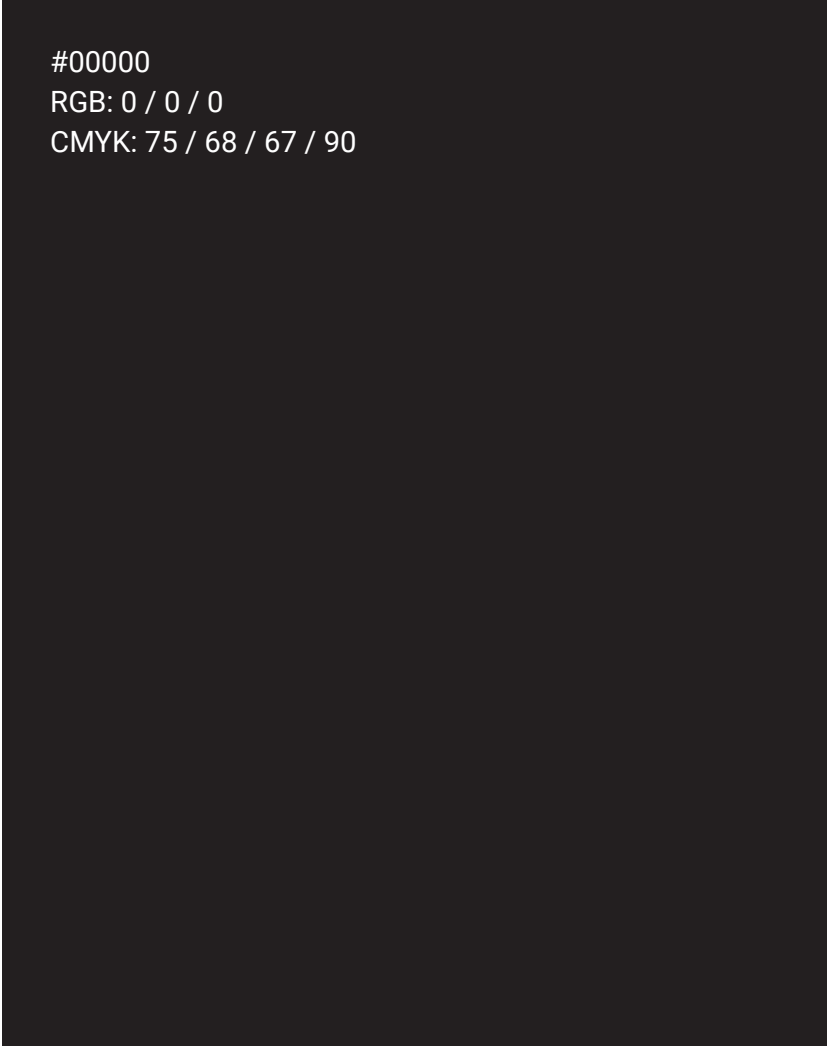
- Use Roboto bold or Roboto condensed regular.
- Use all capitals.
- Subheadlines should be tracked out between 80-150pts.
- Subheadlines should only be used if there is already a headline on the page.
- Subheadlines should not be much larger than body copy. They should be much smaller than a headline.

BODY COPY

- Body copy should be set in Roboto regular or light
- Use traditional sentence case punctuation.
- Copy should be tracked out from 0-30pts.
- Copy should have a line height of 1.5x to 2x font size.

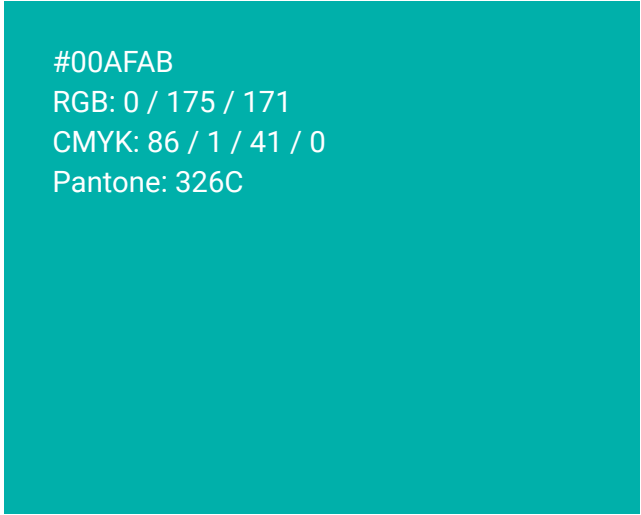
PRIMARY

Black and white are the primary colors for the brand. Simple, timeless and elegant. These colors project a level of quality and give the brand a premium luxury presence.



ACCENT COLORS

Used sparingly, a vibrant orange and sea blue adds a point of contrast and interest.





Logo and tagline should be used together as depicted here. To maintain readability, be sure to use the provided spacing around the logo.

RETOUCHING DIRECTION

When choosing images, keep in mind the Sea Ray pillars. These images should highlight or embrace these five pillars and have a clean and aspirational look and feel to them. These images should elevate the Sea Ray experience and give essence to the tonality of the campaign direction.

While no two images are the same, some direction rings true from image to image.

1. Technical retouching should be considered with each image; whether that is rectifying an error on a photoshoot or removing something that shouldn't be there; each image should be looked at in order to see if there is anything that can be edited to make the photo better.
2. In terms of a stylistic approach to each image, we recommend keeping the following direction top of mind:
 - Warm up whites so they have a yellowish tint to them.
 - Images are generally warmer rather than cooler in color
 - Blacks aren't true black, they have somewhat of a faded washed out feeling
 - Adding a bit of grain to each photo
 - Brightening up photos that seem too dark to allow detail to shine through
 - Adding light leaks to photos will help make existing assets feel fresh and different



ORIGINAL

Notes

- Make the blacks lighter to flatten the image overall
- Warm up image overall
- Need to make the people smaller
- Make color palette more teal than deep blue
- Add a light leak



RETOUCHED



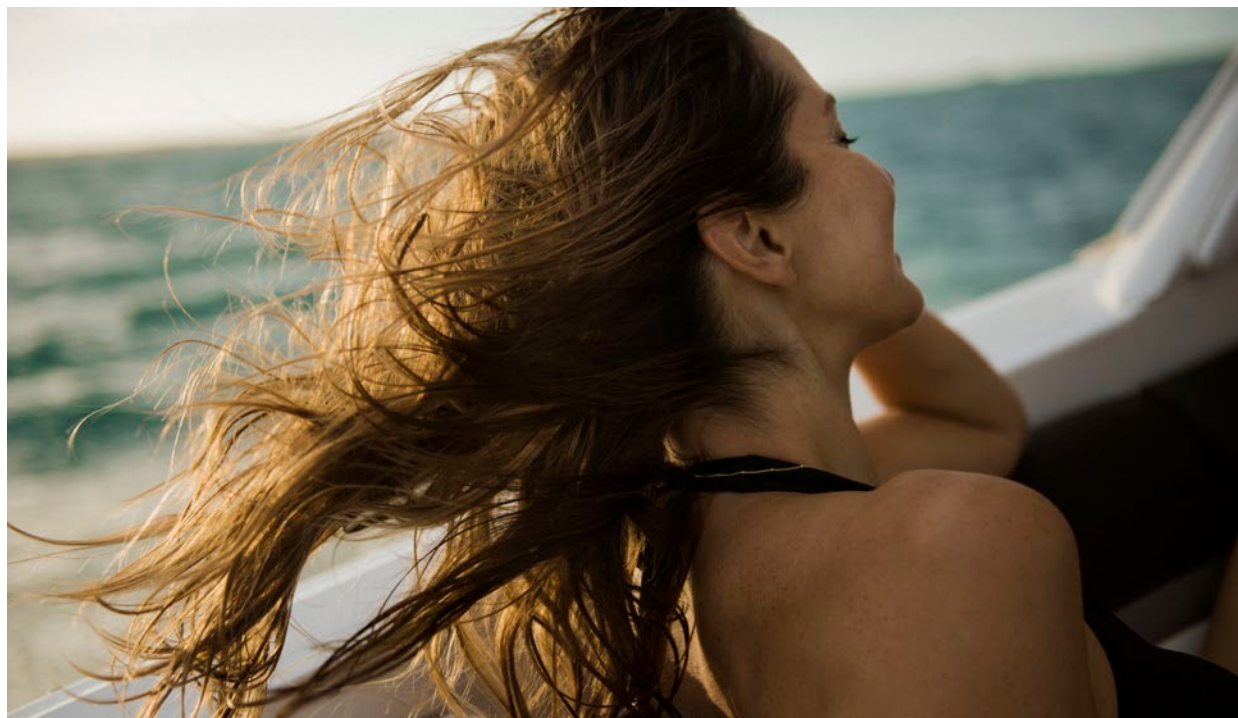
ORIGINAL

Notes

- Replace the sky and horizon line
- Remove the sailboats and boats in the background
- Add a light leak
- Warm up image overall
- Need to darken the wake from the horizon to the back of the boat so that we can put text over it



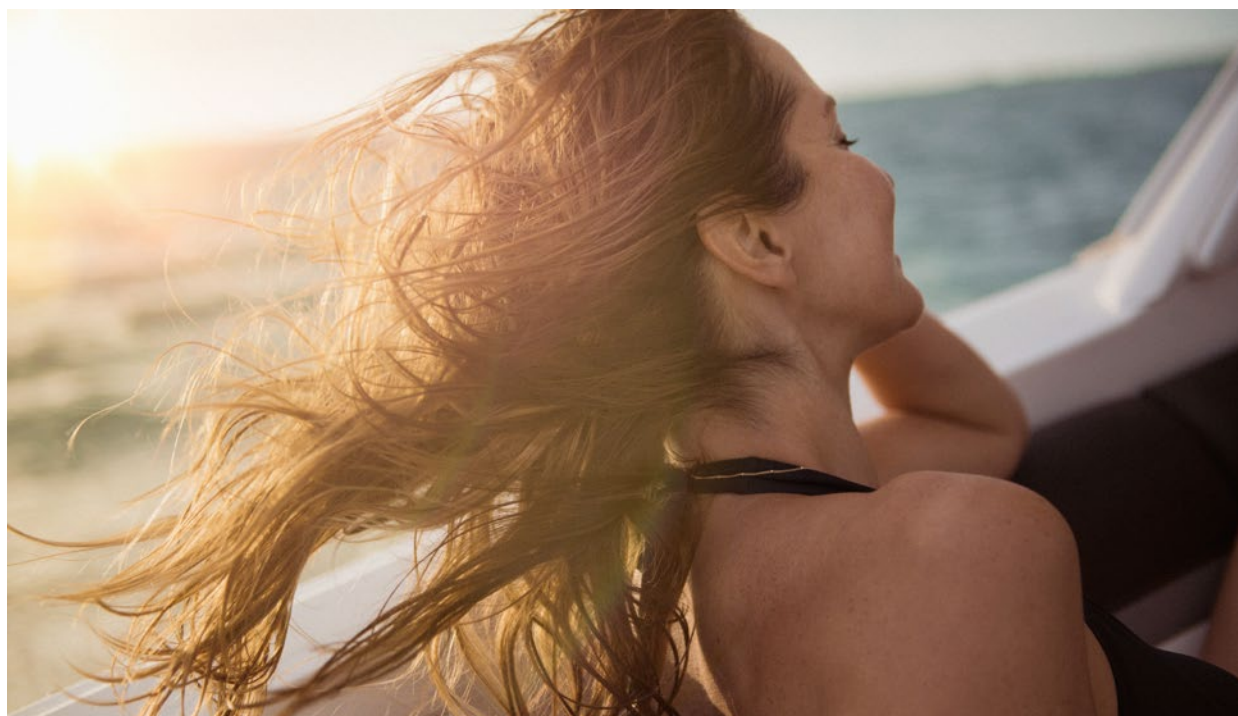
RETOUCHED



ORIGINAL

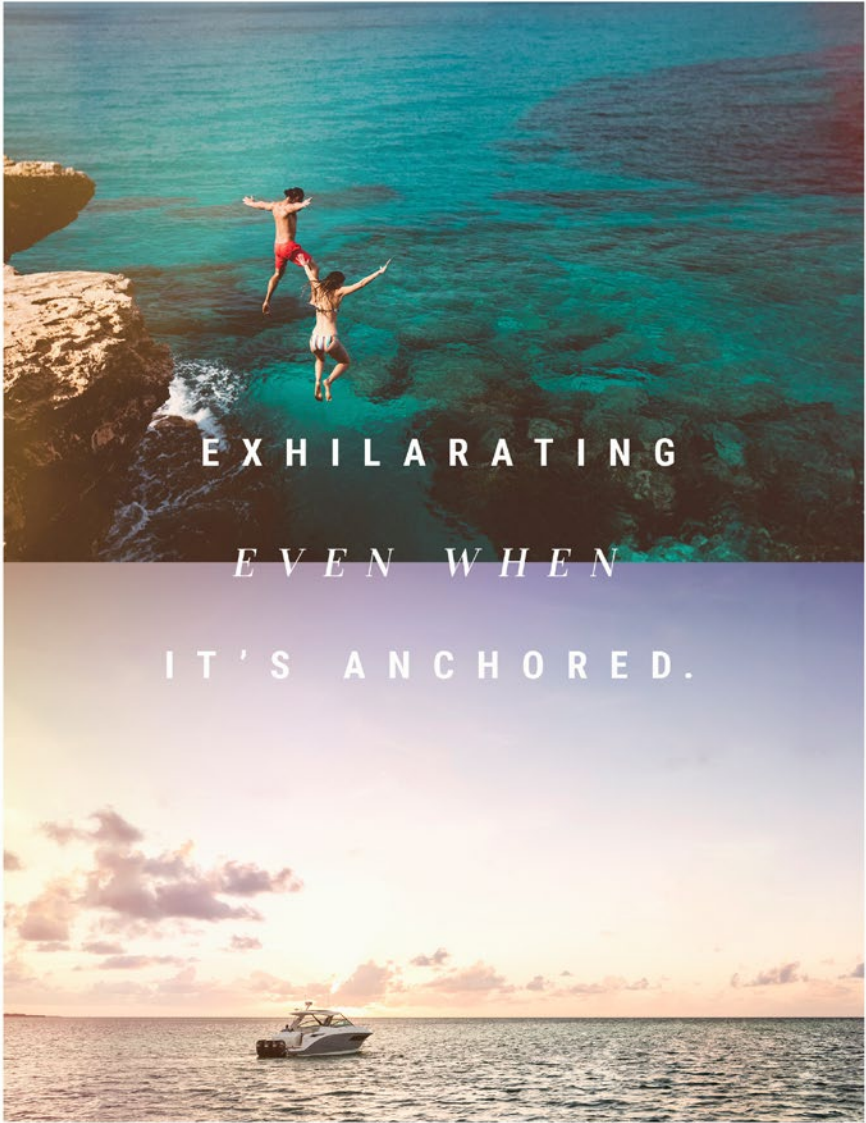
Notes

- Brighten up image
- Warm up image overall
- Add a light leak
- Add grain overall



RETOUCHED

25°45'42"N | 80°11'30"W

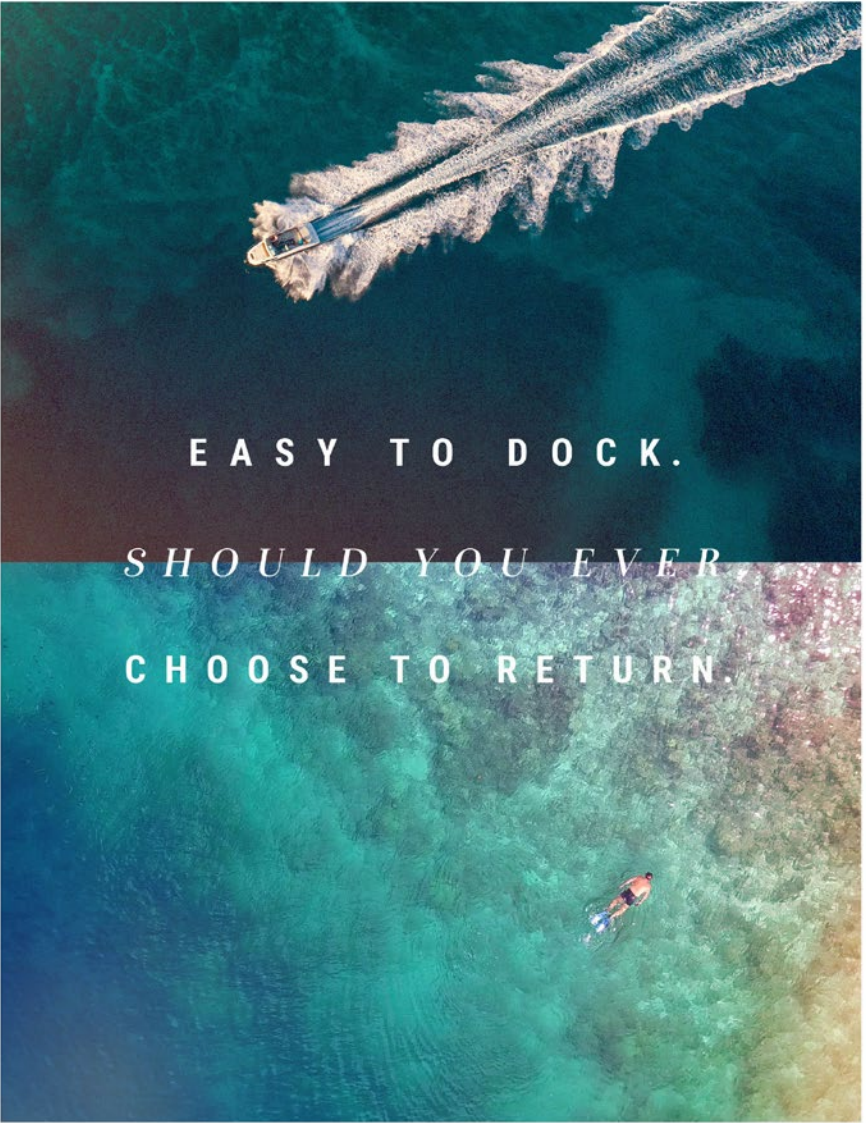


18:05 PST | 08.22.2018

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Sea Ray®
EVERY MOMENT PERFECTLY CRAFTED

25°45'42"N | 80°11'30"W



18:05 PST | 08.22.2018

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Sea Ray®
EVERY MOMENT PERFECTLY CRAFTED

25°45'42"N | 80°11'30"W

COMPROMISES
ARE FOR
LAND.

18:05 PST | 08.22.2018

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Sea Ray
EVERY MOMENT PERFECTLY CRAFTED

WIDE OPEN SPACES
ARE BEST ENJOYED

WIDE OPEN SPACES.
IN WIDE
OPEN SPACES.

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Sea Ray
EVERY MOMENT PERFECTLY CRAFTED

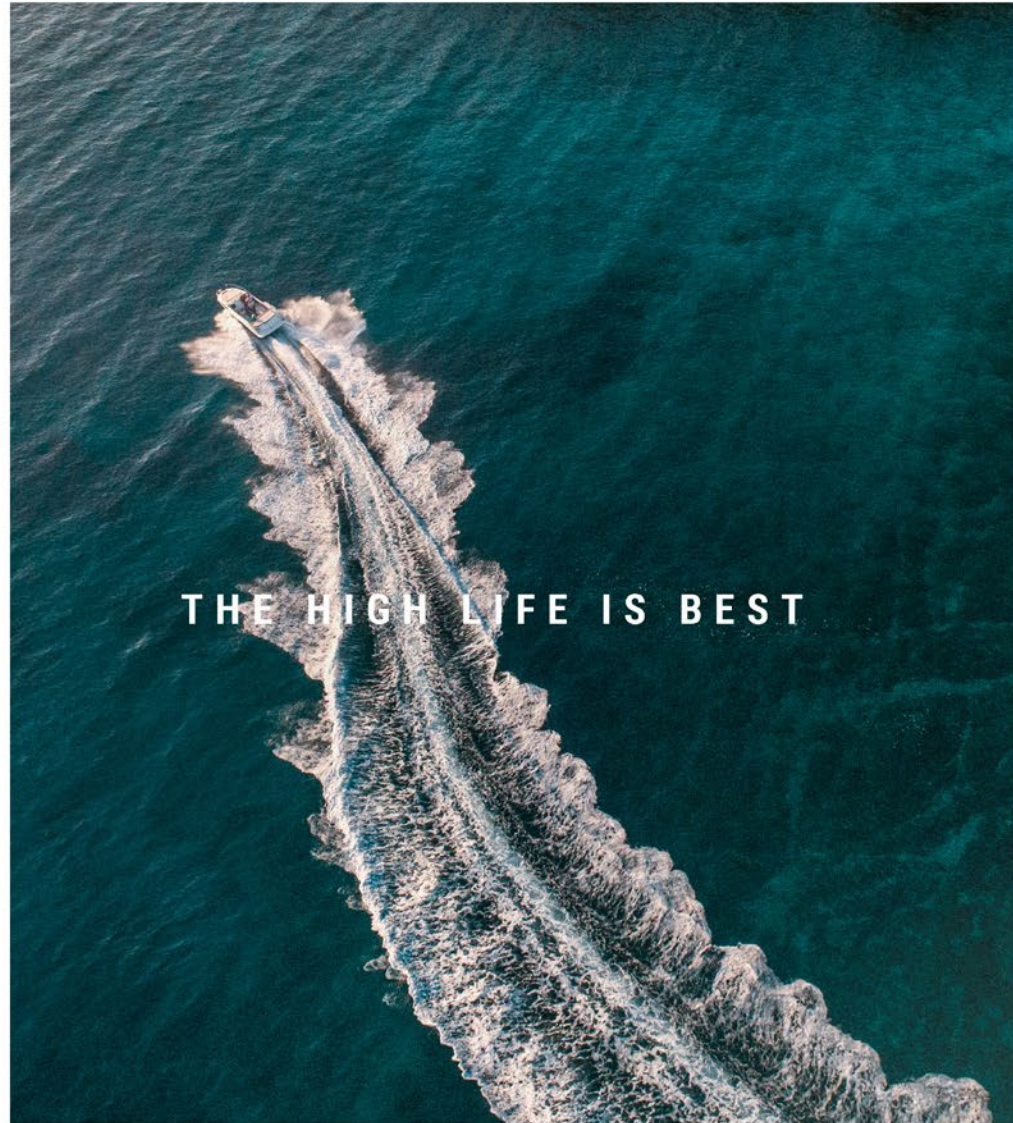
IF YOU GO
FAST ENOUGH

IF YOU GO
FAST ENOUGH
YOUR CARES
CAN'T KEEP UP.

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Sea Ray
EVERY MOMENT PERFECTLY CRAFTED

18°27'50"N | 66°5'32"W



THE HIGH LIFE IS BEST



ENJOYED AT SEA LEVEL.

13:05 PST | 07.10.2018

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Sea Ray®
EVERY MOMENT PERFECTLY CRAFTED

Sea Ray®

INSPIRED DESIGN

METICULOUS CRAFTSMANSHIP

EFFORTLESS PERFORMANCE

UNRIVALED SUPPORT

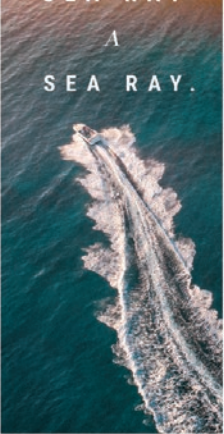
ELEVATED EXPERIENCES

28°45'42"N | 80°11'30"W

28°45'42"N | 80°11'30"W



WHAT MAKES A SEA RAY
A SEA RAY.



Sea Ray®

Sea Ray®

INSPIRED DESIGN

METICULOUS CRAFTSMANSHIP

EFFORTLESS PERFORMANCE

UNRIVALED SUPPORT

ELEVATED EXPERIENCES

18°27'50"N | 84°5'32"W

18°27'50"N | 84°5'32"W



WHAT MAKES A SEA RAY
A SEA RAY.



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EVERY MOMENT PERFECTLY CRAFTED

