



CORPORATE IDENTITY & STYLE GUIDELINES



1. PRIMARY CHRIS-CRAFT LOGO

- 1.1 CHRIS-CRAFT LOGO**
- 1.2 LOGO & COLOR PALETTE**
- 1.3 EXCLUSION ZONE & MINIMUM SIZE**
- 1.4 CHRIS-CRAFT 1874 LOGO**
- 1.5 LOGO & COLOR PALETTE**
- 1.6 EXCLUSION ZONE & MINIMUM SIZE**

2. ADDITIONAL CHRIS-CRAFT LOGOS

- 2.1 CHROME LOGO**
- 2.2 BURGEE LOGO**
- 2.3 CIRCULAR BOAT LOGO**
- 2.4 SPEED BOAT LOGO**
- 2.5 VINTAGE SCRIPT LOGO**
- 2.6 CHRIS SMITH & SONS BOAT CO. LOGO**
- 2.7 VINTAGE BURGEE LOGO**
- 2.8 CREST LOGO**
- 2.9 PROPELLER LOGO**

3. TYPOGRAPHY

- 3.1 CORPORATE FONTS**
- 3.2 TYPOGRAPHY EXAMPLES**

4. PHOTOGRAPHY

- 4.1 PHOTOGRAPHY - INSPIRING IMAGERY**
- 4.2 BOAT PHOTOGRAPHY**
- 4.3 LIFESTYLE PHOTOGRAPHY**
- 4.4 CRAFTSMANSHIP PHOTOGRAPHY**

5. REFERENCE MATERIAL

- 5.1 REFERENCE MATERIAL**

1

PRIMARY CHRIS-CRAFT LOGO



1.1 CHRIS-CRAFT LOGO

This is the primary Chris-Craft Logo.

On the following pages you will find examples and restrictions of usage for this logo and the approved variations and Color usage.



1.2 LOGO & COLOR PALETTE

These are the approved Chris-Craft Logo variations.

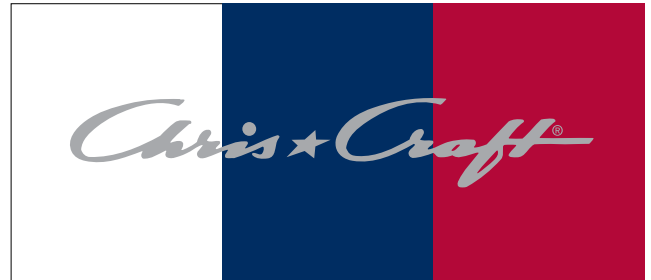
The Primary Logo usage, where possible should be the printed Silver Foil on either 4 Color imagery, Blue PMS 282 or Red PMS 201.

When this is not appropriate, the Secondary Logo variations may be used.

Primary Logos



Silver Foil Logo printed onto 4 color image
Logo Ref. CC_LogoSilver.eps



Silver Foil Logo printed onto either White, Blue PMS 282 or Red PMS 201. Logo Ref. CC_LogoSilver.eps

Secondary Logos



White Logo reversed out of Blue PMS 282
Logo Ref. CC_LogoWhite.eps



Blue Logo
Logo Ref. CC_Logo282.eps



Red Logo
Logo Ref. CC_Logo201.eps



White Logo reversed out of Red PMS 201
Logo Ref. CC_LogoWhite.eps



Black Logo
Logo Ref. CC_LogoBlack.eps

Color Palette



Silver Foil	PMS 282	PMS 201	PMS Black
	CMYK	CMYK	CMYK
	C: 100	C: 0	C: 0
	M: 68	M: 100	M: 0
	Y: 0	Y: 63	Y: 0
	K: 54	K: 29	K: 100

1.3 EXCLUSION ZONE & MINIMUM SIZE

The Logo must be surrounded by a exclusion zone that is at least equal to one-half the height of the logo.

Never use less than this specified minimum clear space.

In order to maintain legibility, the logos must not be reduced beyond the specified minimum sizes.

The minimum size for the Logo must not be less than 1.5" in width.



1.4 CHRIS-CRAFT 1874 LOGO

This is the Chris-Craft 1874 Logo.

On the following pages you will find examples and restrictions of usage for this logo and the approved variations and Color usage.



1.5 LOGO & COLOR PALETTE

These are the approved Chris-Craft 1874 Logo variations.

The Primary Logo usage, where possible should be printed Silver Foil with accompanying 'Established 1874' line in white text out of either 4 Color imagery, Blue PMS 282 or Red PMS 201.

When this is not appropriate, the Secondary Logo variations may be used.

Primary Logo



Silver Foil Logo (White 'Established 1874') printed onto 4 color image
Logo Ref. CC_1874LogoSilver.eps

Color Palette



Silver Foil



PMS 282



PMS 201

CMYK

C: 100

M: 68

Y: 0

K: 54

CMYK

C: 0

M: 100

Y: 63

K: 29



Silver Foil Logo (White 'Established 1874') printed onto Blue PMS 282
Logo Ref. CC_1874LogoSilver.eps



Silver Foil Logo (White 'Established 1874') printed onto Red PMS 201
Logo Ref. CC_1874LogoSilver.eps

Secondary Logo



Logo Ref. CC1874_Logo.eps



Logo Ref. CC1874_Logo.eps

1.6 EXCLUSION ZONE & MINIMUM SIZE

The Logo must be surrounded by a exclusion zone that is at least equal to one-half the height of the logo.

Never use less than this specified minimum clear space.

In order to maintain legibility, the logos must not be reduced beyond the specified minimum sizes.

The minimum size for the Logo must not be less than 2" in width.



2

ADDITIONAL CHRIS-CRAFT LOGOS



Chris ★ Craft®

Chris ★ Craft®







Chris-Craft®

Chris-Craft®

Chris Smith & Sons Boat Co.

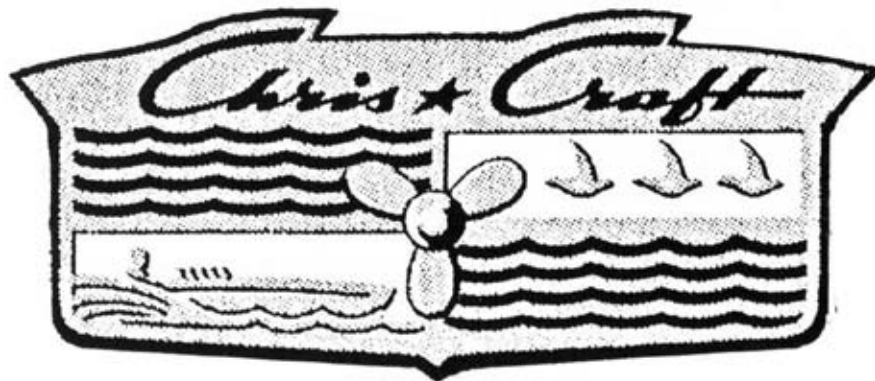
Chris Smith & Sons Boat Co.

Chris-Craft[®]
Chris Smith & Sons Boat Co.

Chris-Craft[®]
Chris Smith & Sons Boat Co.







3

TYPOGRAPHY



Bauer Bodoni was selected as the Advertising/ Brochure Headline Font. Chosen for its classic elegance, it was felt to be perfect in reflecting the classic beauty of the Chris-Craft models.

As a contrast to Bauer Bodoni, Trade Gothic Bold Condensed No.20 was selected for impact and is to be used in print and web applications as the Boat Names Font.

News Gothic was selected as the Body Copy Font for its clean design and ease of legibility.

Helvetica was selected as the Website Font, as it is commonly found on all computer systems.

AaBbCcDdEeFfGgHhIiJjKkLlMmNn

Bauer Bodoni

AaBbCcDdEeFfGgHhIiJjKkLlMmNn

Trade Gothic Bold Condensed No.20

AaBbCcDdEeFfGgHhIiJjKkLlMmNn

News Gothic Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNn

News Gothic Demi

AaBbCcDdEeFfGgHhIiJjKkLlMmNn

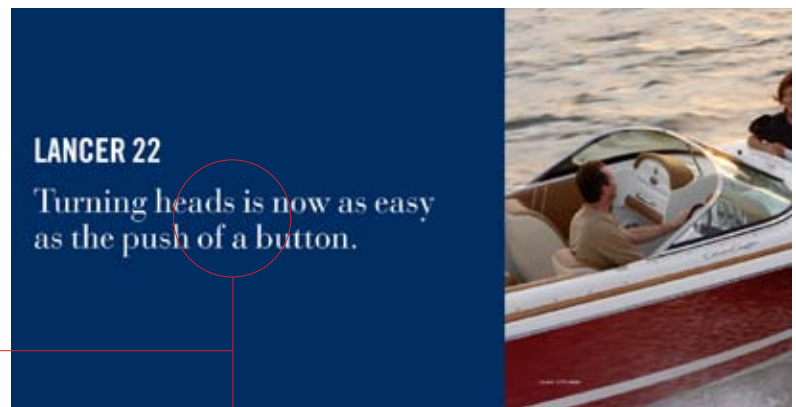
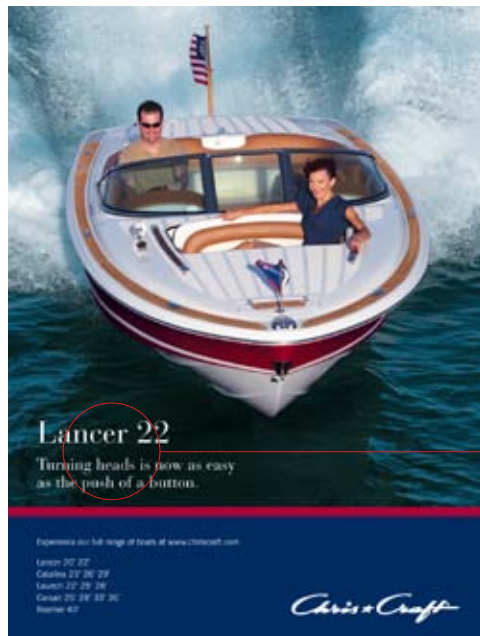
Helvetica Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNn

Helvetica Bold

3.2 TYPOGRAPHY EXAMPLES

These are a few examples of the corporate fonts and their application.



Bauer Bodoni - Advertising/ Brochure Headline Font



Helvetica - Website Font



Trade Gothic Bold Condensed No.20 - Boat Names Font

News Gothic - Body Copy Font

4

PHOTOGRAPHY



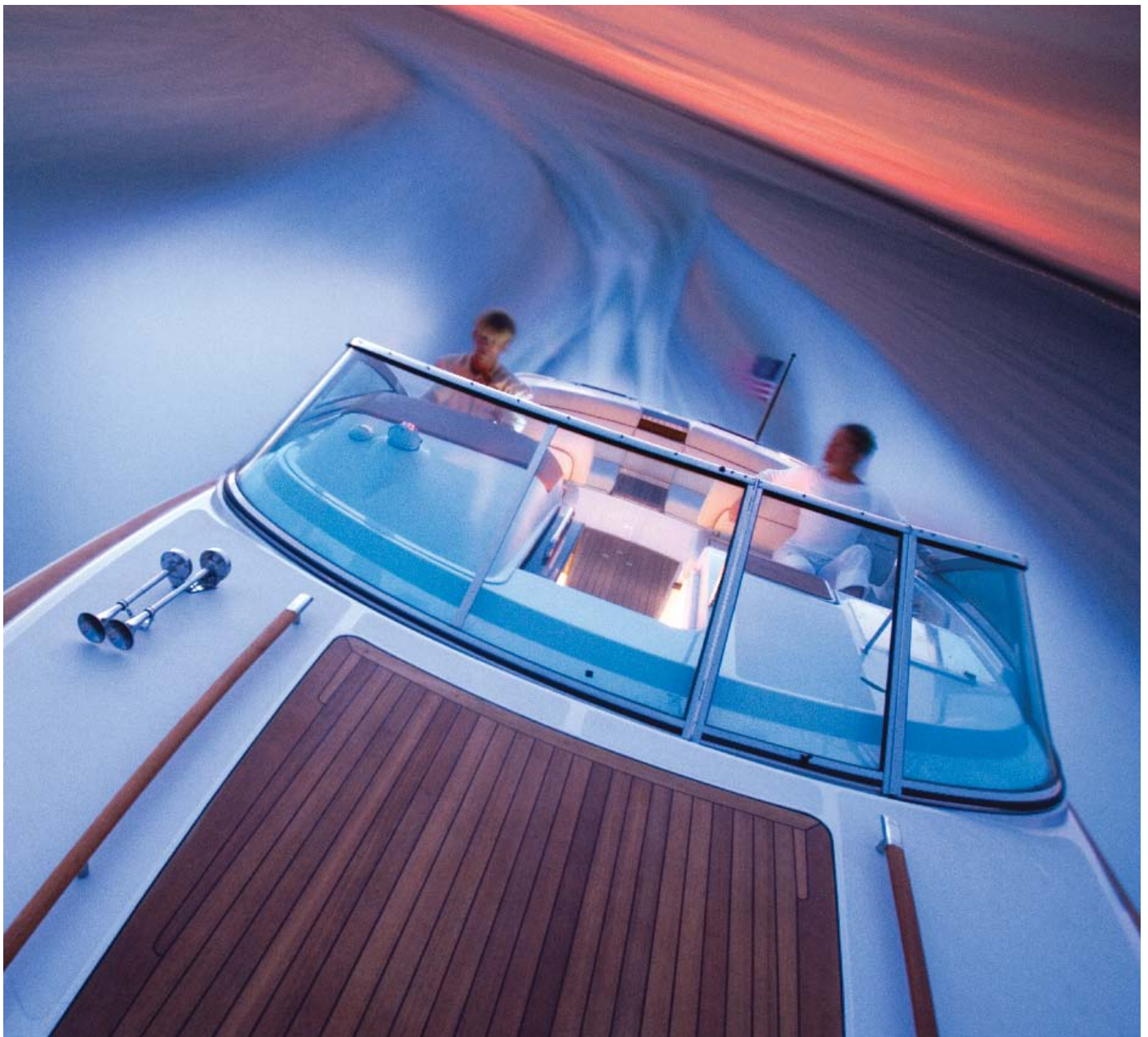
4.1 PHOTOGRAPHY - INSPIRING IMAGERY

Clint Clemens was commissioned to create a library of images to tell the exciting Chris-Craft story. His dramatic images have helped establish a strong visual identity by both capturing the beauty of the craft and the pleasure and experience of ownership.

The photographic themes can be divided into 3 categories:

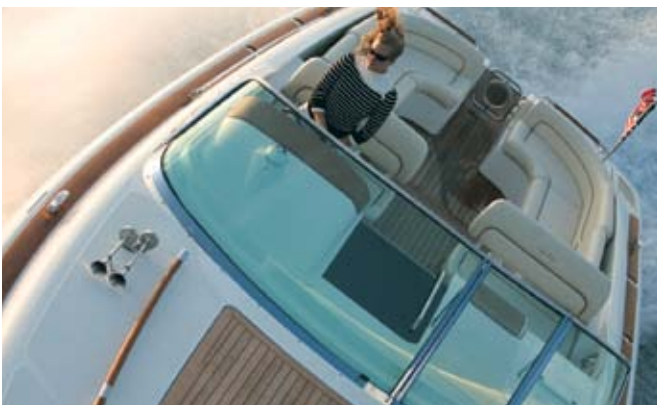
1. Boat Photography
2. Lifestyle Photography
3. Craftsmanship Photography

Please contact Chris-Craft for additional photography option.



4.2 BOAT PHOTOGRAPHY

The Boat Photography works on two levels, descriptive and experiential. The variety of image choices ranges from varying views that describe the look and feel of the models as well exciting action pictures of what they are like to own and drive.



4.3 LIFESTYLE PHOTOGRAPHY

The Lifestyle Photography is both aspirational and experiential. It seeks to identify with the viewer and build upon the idea of the 'Romance of Boating'.



4.4 CRAFTSMANSHIP PHOTOGRAPHY

The Craftsmanship Photography is a beautifully detailed record of the meticulous production process and striking attention to detail which is bestowed on every Chris-Craft model.



5

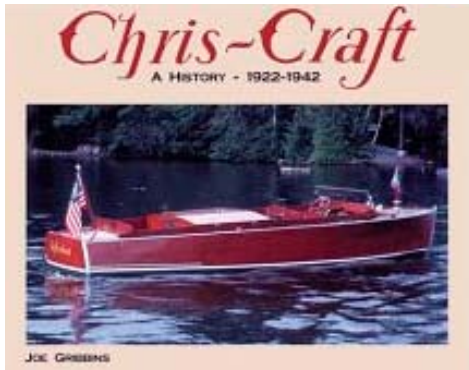
REFERENCE MATERIAL



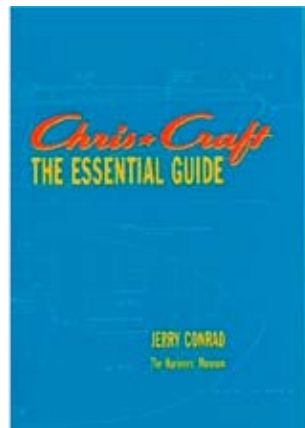
5.1 REFERENCE MATERIAL

Our history is an important part of who we are as company and continues to define our future and the boats we produce. As a reference point, it is important to understand our legendary journey in communicating our core values to our audience.

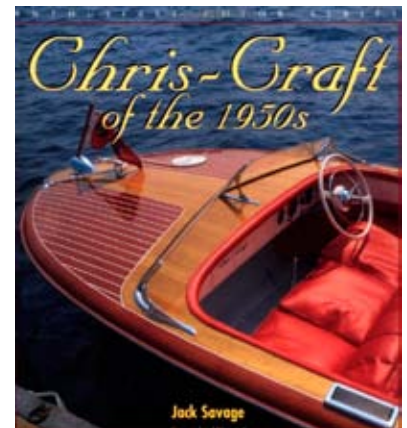
Below is a list of books on the history of Chris-Craft which can be purchased from Amazon. Information about us can also be found at The Mariners' Museum website: <http://www.mariner.org/>



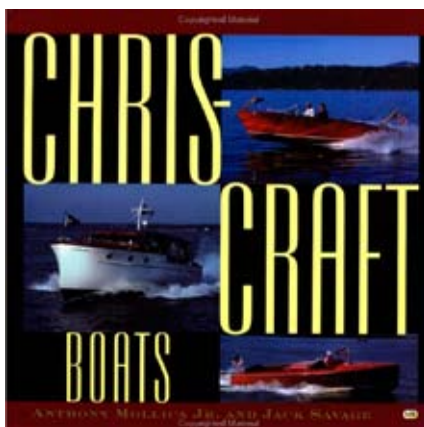
Chris-Craft A History 1922-1942
by Joe Gribbins



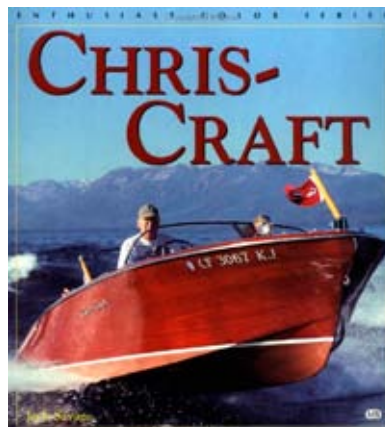
Chris-Craft: The Essential Guide
Hardcover by Jerry Conrad



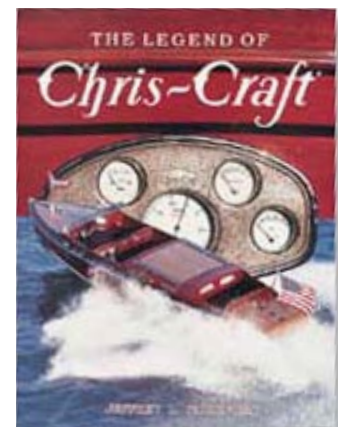
Chris-Craft in the 1950s
Paperback by Jack Savage



Chris-Craft Boats
Hardcover by Jack Savage



Chris-Craft (Enthusiast Color)
Paperback by Jack Savage



The Legend of Chris-Craft Boats
Hardcover by Jeffrey L. Rodengen