Action water sports

BRAND IDENTITY GUIDE

BRINGING FAMILIES TOGETHER

est. 1990

BRINGING FAMILIES TOGETHER

For over 30 years, Action Water Sports has been bringing families together on the water. By offering premium brands and unmatched customer service, AWS is considered one of the best in the industry.

CORRECT LOGO USE

The Action Water Sports logo is protected under copyright and should be used correctly to ensure that our brand remains consistent and recognizable.

Use the **blue lettering mark** with the red star when placed on white or **lighter backgrounds.**

Use the **white lettering mark** with the red star when placed on **dark backgrounds.**

Avoid one-color uses of the logo (all black, white, or grayscale) except for when it is necessary. In circumstances when you need to use a solid color logo, make sure that **all white** is only used on **dark backgrounds** and **all black/dark** is only used on **light** backgrounds.

INTEGRITY OF THE LOGO

To avoid confusion and protect the integrity of our brand's reach, below are guidelines on ways we should not use our logo.

Do not skew or stretch the logo in height or length.

Do not remove 'water sports' from the logo.

Sadly, we are not the avengers.

Do not break up or partially use the logo.

Do not place the navy logo over a dark or busy background.
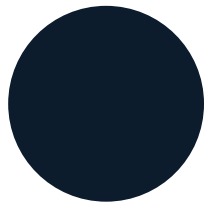
Do not re-color the logo.

Do not place the white logo or white lettering logo over a light background.

COLORS

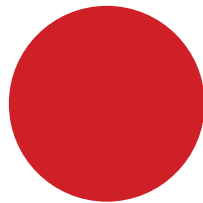Below are the preferred and legacy colors for our brand.

NAVY
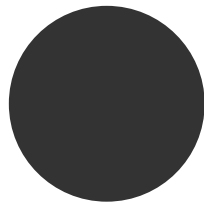
#0a1e2f

C - 91%
M - 76%
Y - 53%
K - 3%

R - 10
G - 30
B - 47

RED

#cf0c0c

C - 12%
M - 100%
Y - 100%
K - 3%

R - 207
G - 12
B - 12

DARK GREY

#333333

C - 69%
M - 63%
Y - 62%
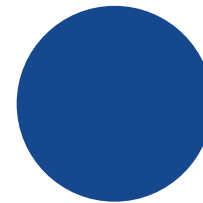K - 58%

R - 51
G - 51
B - 51

LIGHT GREY

#ededed

C - 6%
M - 4%
Y - 4%
K - 0%

R - 237
G - 237
B - 237

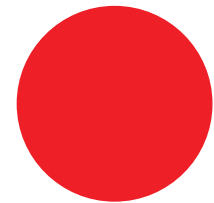### LEGACY BLUE

#1a468d

C - 100%
M - 83%
Y - 13%
K - 2%

R - 26
G - 70
B - 141

LEGACY RED

#ed1c24

C - 1%
M - 99%
Y - 97%
K - 0%

R - 237
G - 28
B - 36

TYPEFACE

Below is an overview of our preferred typeface.

ROBOTO

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

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