

UTTERN

Brandguide



Welcome to Uttern's brand guide. The guardian of our brand identity.

This book will guide you through the basic elements of our identity system and accurately describes how we use them to build our brand.

Understanding and adhering to these guidelines will be essential for building and maintaining a consistent, unforgettable and meaningful experience of our brand.

Preface

UTTERN

Table of Contents

1.0 Brand Introduction	4	5.0 Photography Values	21	8.0 Navigation	41
1.1 Brand Statement	5	5.1 Photography Values	22	8.1 Buttons	42
1.2 Brand Values	6	5.2A Photography Examples	23	9.0 Tone of Voice	43
1.3 Needscope Positioning	7	5.2B Photography Examples	24	9.1 Tone of Voice Introduction	44
2.0 Logo	8	5.2C Photography Lifestyle Examples	25	9.2 Attributes & Phrases	45
2.1 Logo Construction	9	5.2D Photography Boat Usage Examples	26	9.3 Word Bank	46
2.2 Logo Primary	10	5.2E Photography Target Audience Examples	27	9.4 Examples - Social Media	47
2.3 Logo Model	11	5.3 Photography Guidelines	28	10.0 Brand Assets	48
2.4 Logo Don'ts	12	5.4 Photography Composition Checklist	29	10.1 LinkedIn Banner	49
3.0 Typography	13	5.5 Photography Legal Guidelines	30	10.2 Instagram Post	50
3.1 Typography Families	14	5.6 Photography Don'ts Examples	31	10.3 Event Poster	51
3.2 Typography Usage	15	6.0 Icons	32	10.4 Apple Watch	52
4.0 Color	16	6.1 Hero Icons	33	10.5 Mug	53
4.1 Color Palette Primary	17	6.2 Basic Icons	34	10.6 T-Shirt	54
4.2 Color Palette Secondary	18	7.0 Design Language	35	10.7 Paper Bag	55
4.3 Color Palette Functional	19	7.1A Design Language Construction	36	10.8 Boat	56
4.4 Color Ratio	20	7.1B Design Language Construction	37		
		7.2A Design Language	38		
		7.2B Design Language	39		
		7.2C Design Language	40		

1.0

Brand Introduction

The creation of our brand identity is based on deliberate strategic decisions. In this section, we give insight into what underlies them.

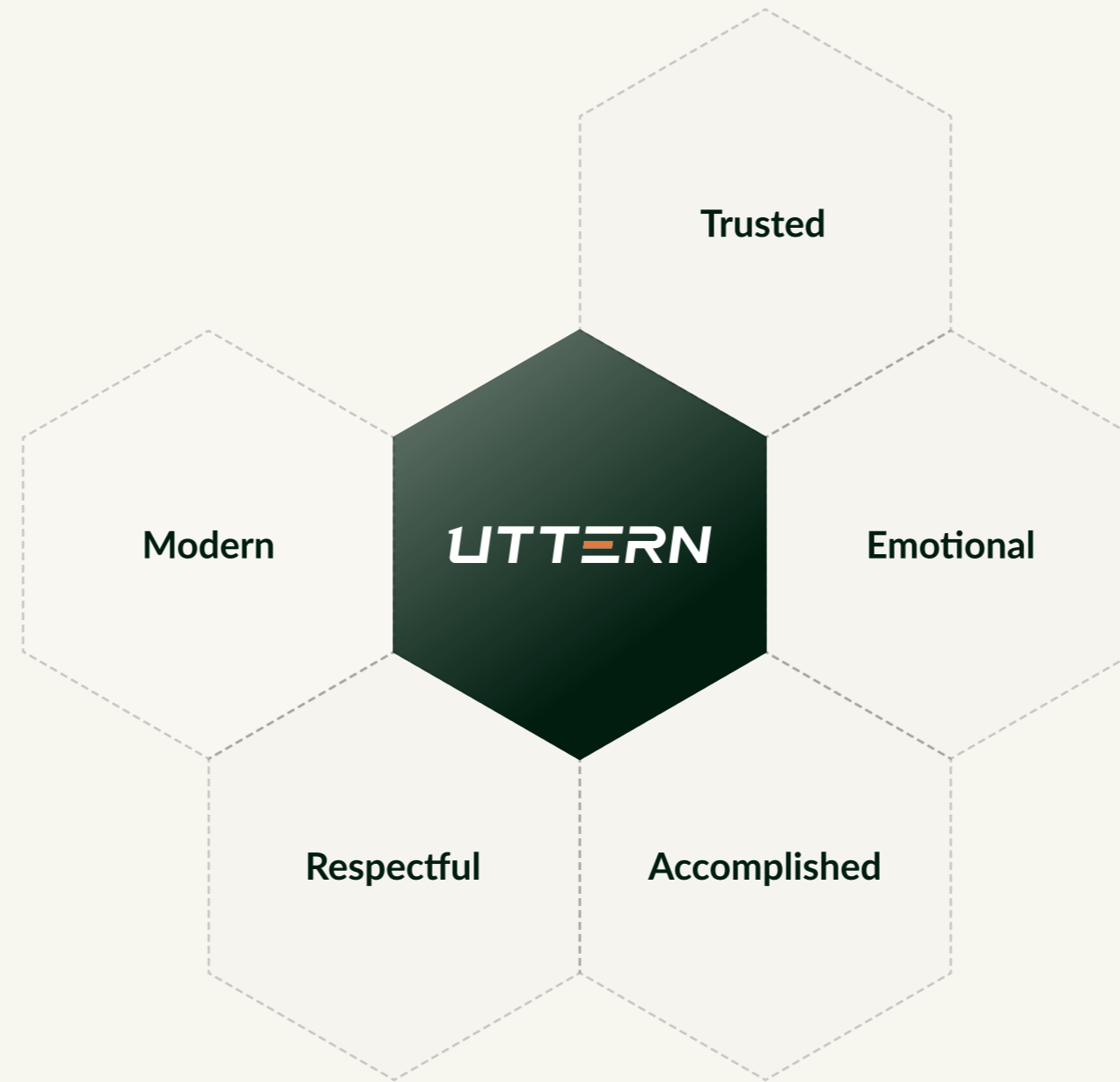
By mapping out our brand statement, positioning and design values, we equip everyone who is directly or indirectly responsible for the management and correct application of our brand with the necessary background information to understand the building blocks of our brand and the experience that needs to be conveyed.

1.1 Brand Statement

We are **Uttern**. Manufacturer of leisure boats and Scandinavian heritage. We strive to let our boat users experience the optimal feeling of northern nature.

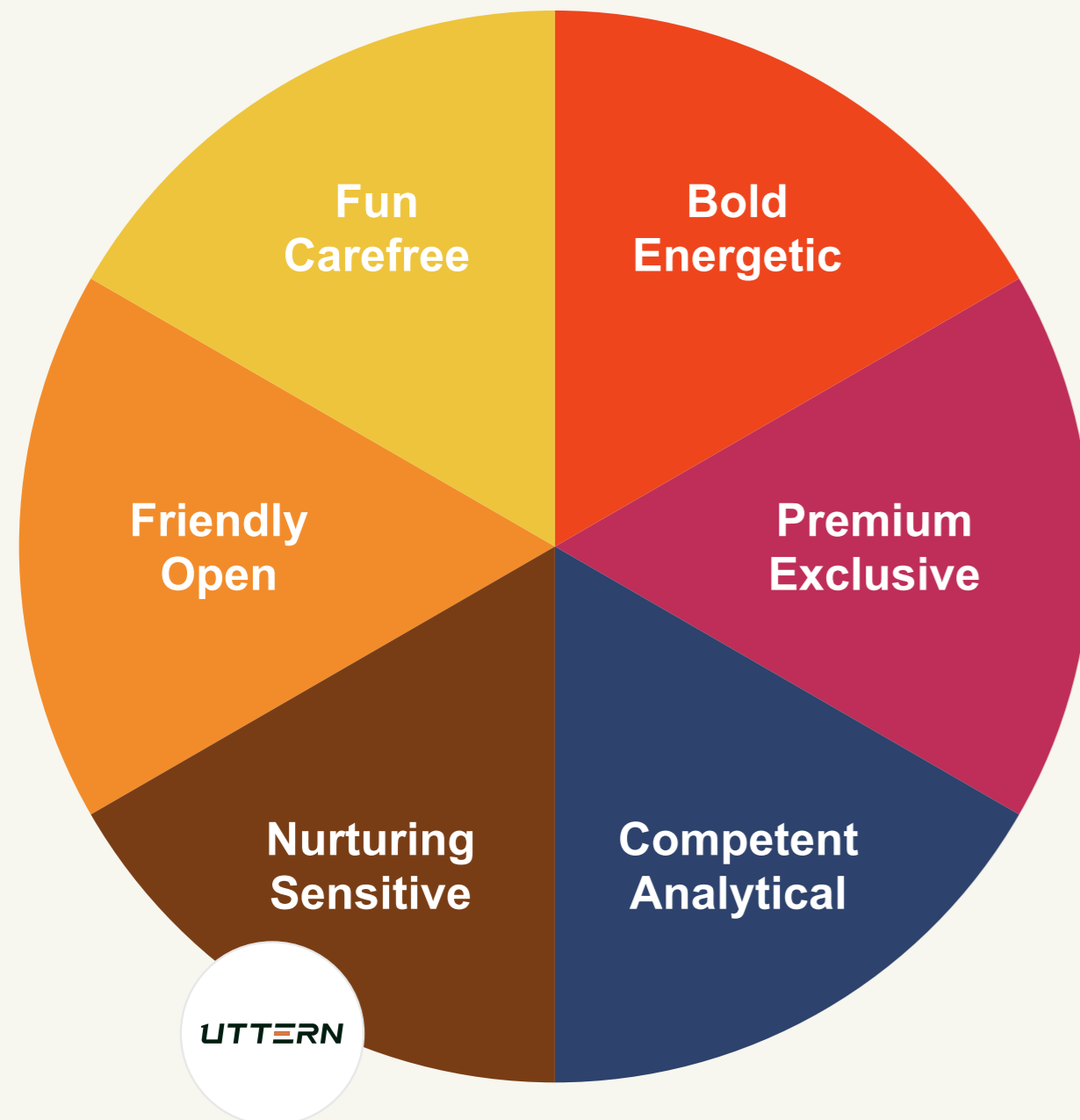
1.2 Brand Values

The key words that clarify what our brand stands for and believes in. That gives our brand color and character. Our brand values serve as the compass that guides the creative process.



1.3 Needscope Positioning

The Needscope model is a validated psychology-based framework that has been applied to position our brand.



Nurturing / Sensitive

Brown characteristics

At the heart is comfort and nature, a sense of caring for yourself, others and the world around us.

Soft, gentle and sensitive. An absolute authenticity. Appreciating everything that is simple and sincere.

Radiating serenity, a feeling of being at peace with the world. Calm and relaxed. There's an everyday familiarity, completely at ease and unpretentious.

2.0

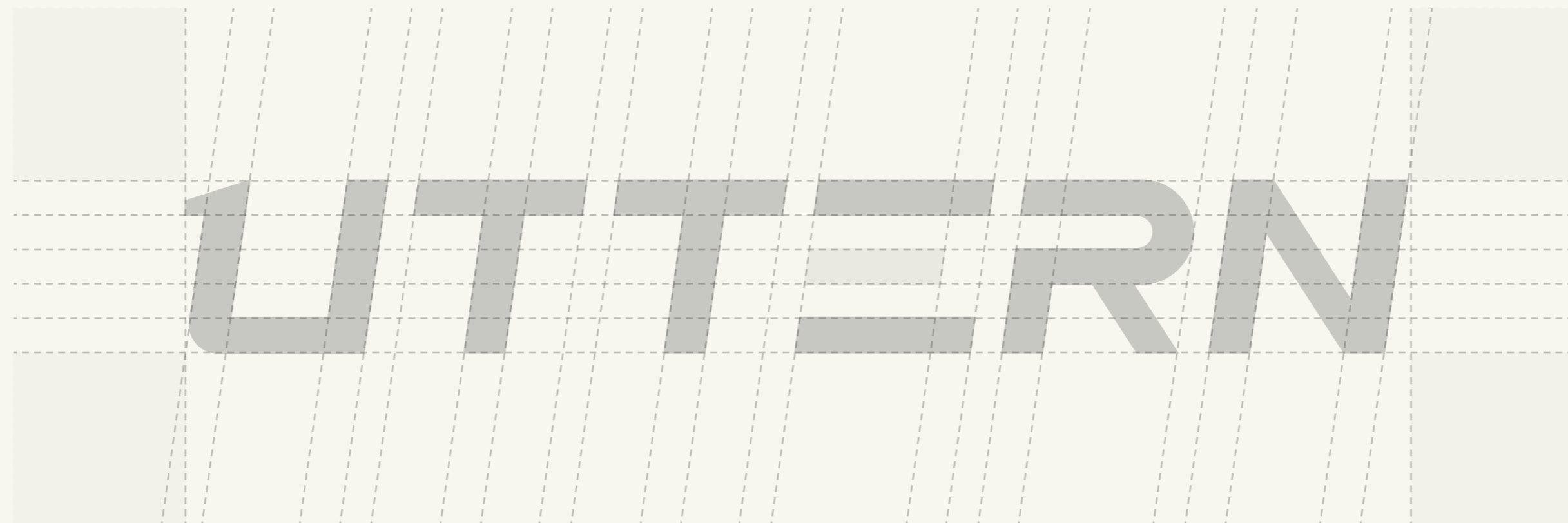
Logo

Our logo is unique and ensures recognisability. But it is more than just an identification symbol. It encapsulates the core of our corporate identity and conveys our brand message.

Our logo is a vital brand expression and therefore an element that should be respected and treated with care at all times. This section includes all the logo variations possible and their guidelines for the implementation, all of which aim to ensure its optimal use in/on any type of media.

2.1 Logo Construction

Our logo is designed with an eye for the smallest details and is balanced pixel perfectly.



2.2 Logo Primary

When the logo is displayed on a white or black background, we display the white or black logo with a color accent.



UTTERN

The logo consists of the word "UTTERN" in a bold, italicized, sans-serif font. The letter "E" is replaced by a horizontal orange bar. The text is dark green on a white background.

UTTERN

The logo consists of the word "UTTERN" in a bold, italicized, sans-serif font. The letter "E" is replaced by a horizontal orange bar. The text is white on a black background.

2.3 Logo Model

When the logo is displayed on a white or black background, we display the white or black logo with a color accent.

T65

T65

T65

2.4 Logo Don'ts

The examples below illustrate how the use of the logo should not be applied.
The examples are intended to prevent inconsistency and improper use of the logo.



UTTERN



- Do not use other logo accent colors



UTTERN



- Do not use the primary logo with outlines



UTTERN



- Do not add shadow effects to the logo



UTTERN



- Do not tilt the logo

3.0

Typography

Often subtle, but always present. Our typography. An important part of our brand with which we set the right tone.

Careful application of our typography families is critical to the consistency and recognisability of our brand. Because after all, this is the brand element that literally speaks to our customers. This section lists our different fonts and includes guidelines on how to use them.

3.1 Typography Families

We use Pridi as our primary font for headings. We use Arial as our secondary font for paragraphs and body text.

Primary

Pridi

A B C Č Ć D Đ E F G H I J K L M N O P Q R S Š T U V W X Y Z Ž a b c č ć d đ e f g h i j
k l m n o p q r s š t u v w x y z ž 1 2 3 4 5 6 7 8 9 0 ' ? ' " ! " (%) [#] { @ } /
& \ < - + ÷ × = > ® © \$ € £ ¥ ¢ : ; , . *

Secondary /
Back-Up

Lato

A B C Č Ć D Đ E F G H I J K L M N O P Q R S Š T U V W X Y Z Ž a b c č ć d đ e f g h
i j k l m n o p q r s š t u v w x y z ž 1 2 3 4 5 6 7 8 9 0 ' ? ' " ! " (%) [#] { @ } /
& \ < - + ÷ × = > ® © \$ € £ ¥ ¢ : ; , . *

3.2 Typography Usage

An example is shown below to illustrate when and how we use each font.

Heading

Pridi / Semibold

Nordic by Nature

Paragraph

Lato / Medium

Tellus cum praesent interdum in quis fusce blandit in viverra. At ut sed tristique pharetra.

Maecenas sed diam eget risus varius blandit sit amet non magna. Cras mattis consectetur purus sit amet fermentum. Maecenas faucibus mollis interdum. Nullam id dolor id nibh ultricies vehicula ut id elit.

Body

Lato / Regular

Cras mattis consectetur purus sit amet fermentum. Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec elit. Etiam porta sem malesuada magna mollis euismod. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Curabitur blandit tempus porttitor. Aenean lacinia bibendum nulla sed consectetur. Donec ullamcorper nulla non metus auctor fringilla.

4.0

Color

Color directly communicates emotion. They are the first thing we remember about a product or brand. Rather than the design, numbers and words.

Our colors have been carefully chosen to make sure they immediately elicit the desired psychological response and inspire our audience to take action.

4.1 Color Palette Primary

Our color palette with the associated codes for digital and print applications are shown below.

Color Name	HEX	RGB	CMYK
Orange	#DF7A42	(223, 122, 66)	C 0% M 40% Y 62% K 13%
Grass	#B3CB89	(179, 203, 137)	C 9% M 0% Y 26% K 20%
Cherry	#D1858D	(209, 133, 141)	C 0% M 30% Y 27% K 18%
Brown	#BA9980	(186, 153, 128)	C 0% M 13% Y 23% K 27%
Wave	#649095	(100, 144, 149)	C 19% M 2% Y 0% K 42%

4.2 Color Palette Secondary

Our color palette with the associated codes for digital and print applications are shown below.

<p>Orange F</p> <hr/> <p>HEX #EFBCA0 RGB (239, 188, 160) C 0% M 20% Y 31% K 6%</p>	<p>Grass F</p> <hr/> <p>HEX #D9E5C4 RGB (217, 229, 196) C 5% M 0% Y 13% K 10%</p>	<p>Cherry F</p> <hr/> <p>HEX #E7C1C5 RGB (231, 193, 197) C 0% M 15% Y 13% K 9%</p>	<p>Brown F</p> <hr/> <p>HEX #DCCBBF RGB (220, 203, 191) C 0% M 7% Y 11% K 14%</p>	<p>Wave F</p> <hr/> <p>HEX #B1C7C9 RGB (177, 199, 201) C 9% M 1% Y 0% K 21%</p>
---	--	---	--	--

4.3 Color Palette Functional

Our color palette with the associated codes for digital and print applications are shown below.

Ash

HEX #001B0F
RGB (0, 27, 15)
C 11% M 0% Y 5% K 89%

Stone

HEX #8A8A8A
RGB (138, 138, 138)
C 0% M 0% Y 0% K 46%

Sand

HEX #F6F6EF
RGB (246, 246, 239)
C 0% M 0% Y 3% K 4%

Snow

HEX #FFFFFF
RGB (255, 255, 255)
C 0% M 0% Y 0% K 0%

4.4 Color Ratio

To illustrate the proportions of our color palette, we created a visual representation. Please note: the proportions are only an estimate indication and may slightly deviate in the application.



5.0

Photography

Our photography acts as an important carrier of our message and visualizes what we want to portray.

Photography offers many possibilities. It is important to take our photography values, different dimensions and context in which the photo is placed into account during the photoshoots and while choosing images. Our photography guidelines apply to all channels. From external campaigns to internal communication, content on the website, social posts and when choosing stock images.

5.1 Photography Values

To ensure that our brand experience are consistent and recognizable, we have established a number of values that we use for our photography.

Modern

Our boats are modern and equipped with progressive gadgets and the latest techniques. We express this in our photography by capturing the refinements of our products.

Nordic Sky

We want the colours of crisp Nordic air to further emphasize the harmonious nature and respectful aspect of our brand. Avoid pictures being too dark or being taken on overcast days. Also stay away from shooting pictures during the harsh, noon sun which might give it a more “tropical” feel.

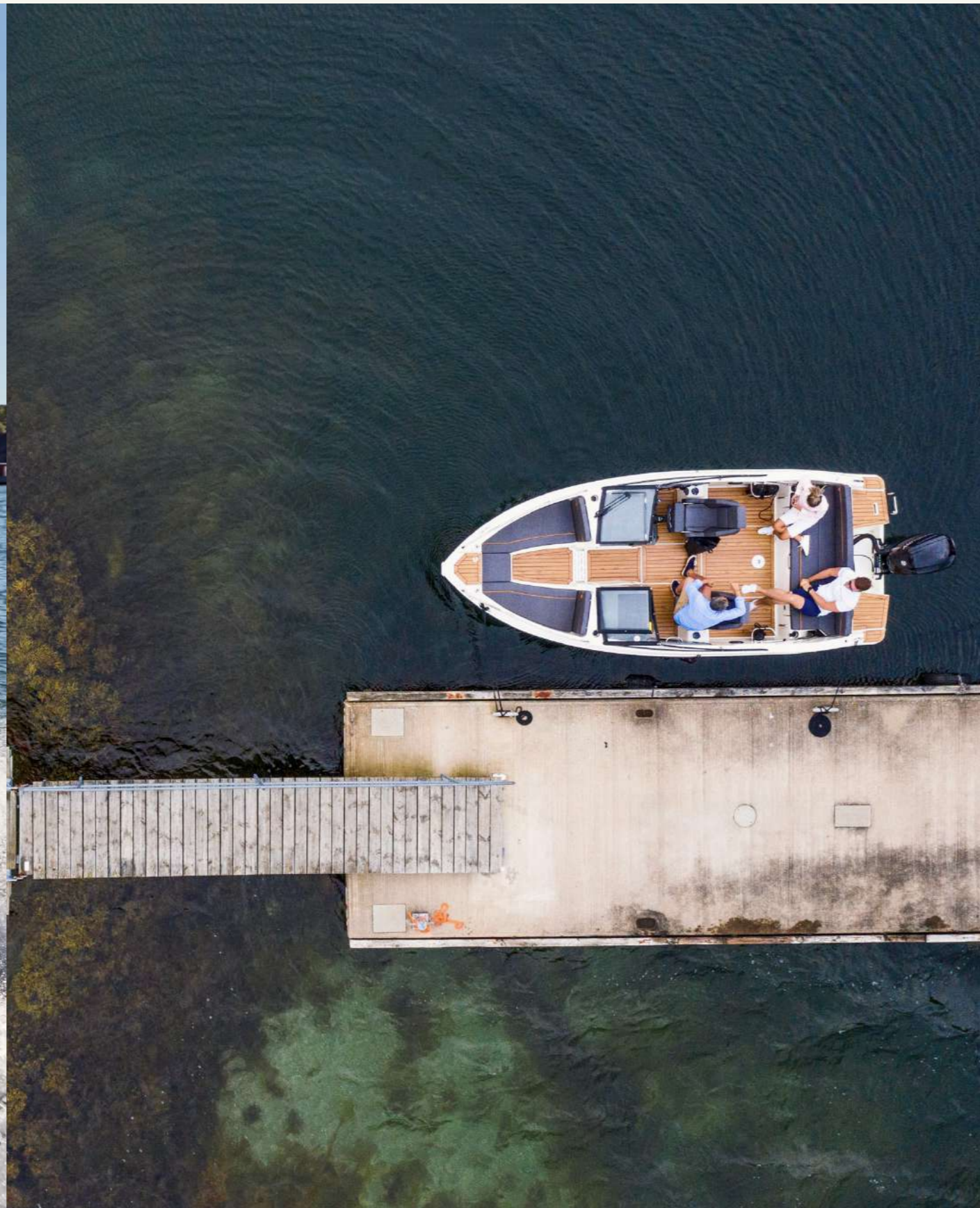
Respectful

We have an eye for sustainability and we treat nature with care. No images of racing or polluting boats. We like to emphasize the calmness and how our boats use the waterways with respect.

One with nature

Being one with nature is key. To achieve this feeling, the northern landscapes are strongly featured in the images. Together with people who radiate serenity and are at peace with the world.

5.2A Photography Examples



5.2B Photography Examples



5.2C Photography Lifestyle Examples



5.2D Photography Boat Usage Examples



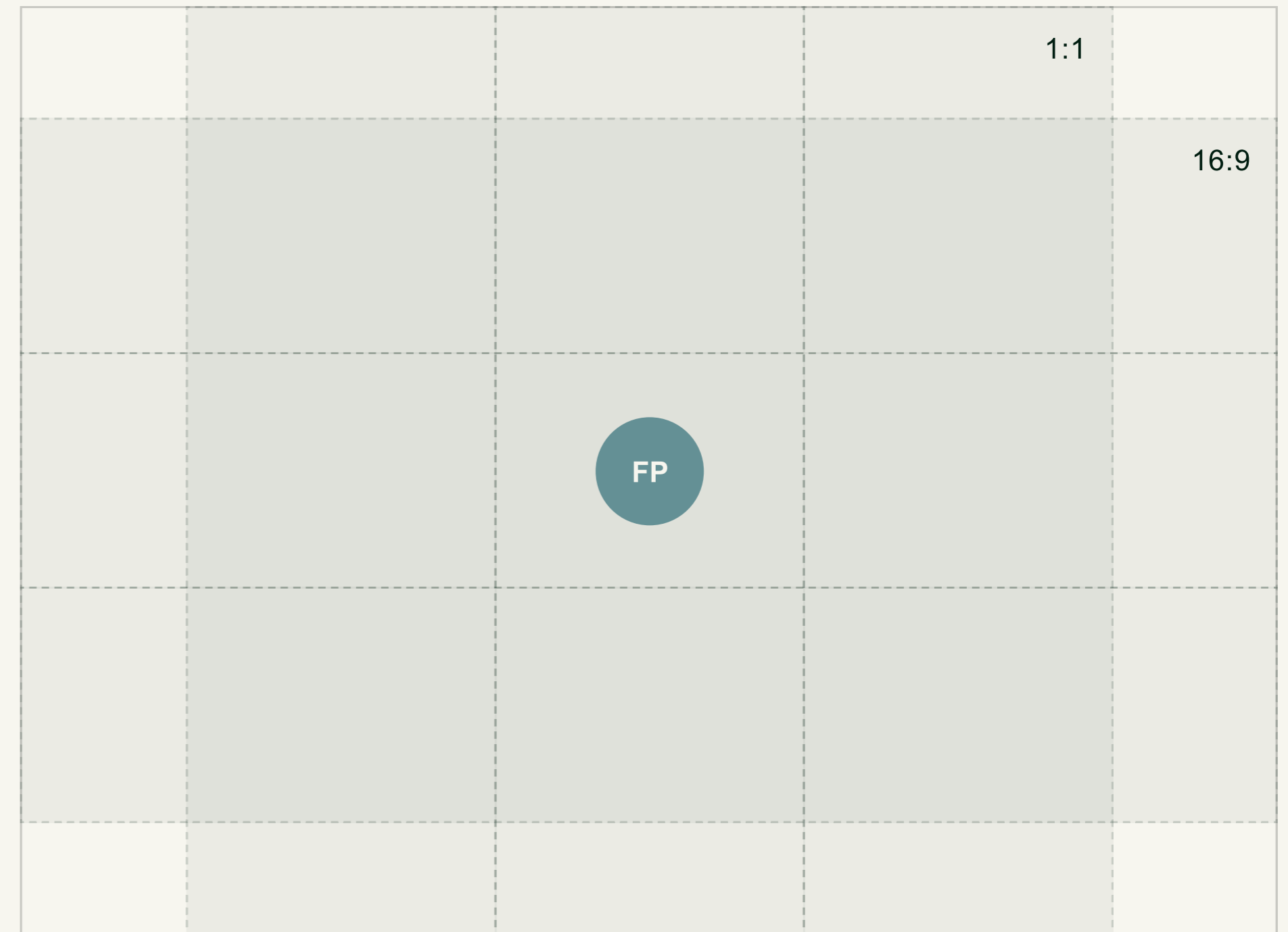
5.2E Photography Target Audience Examples



5.3 Photography Guidelines

Technical feature:

- When shooting the pictures you want to keep the area of interest or main focus point of the picture in the middle of the canvas. This way you ensure that no matter which aspect ratio of the picture is implemented the main selling point of the picture taken is always visible.



5.4 Compostition Checklist

Our checklist with general photography guidelines regarding the composition

- Photography is fresh, bright, colorful. Not too dark and not too busy.
- The background is clean. Make sure there is no clutter or mess or the photo is showing.
- Avoid too strong/present colors in the background.
- Avoid big logos or patterns that steal the focus.
- Photos that capture the entire environment make it easy to make different crops afterwards.
- Capture people in recognizable life situations (never over-acted).
- Show diversity in gender, age and ethnic background.
- Vary in interactions between different people.
- Vary in emotions and facial expressions.
- Portray persons in relation to the environment.
- Provide sufficient space around photographed people.
- For closeups, use a shorter Depth of Field to create a sharper and clearer focus.
- Make sure there is sufficient contrast between the main characters/objects and the background.
- Subtly reflect the secondary spot colors of our brand in the clothing or attributes. These should never prevail.
- Always plan and optimize the images for different sizes and touchpoints.

5.5 Legal Guidelines

Please take into account our legal guidelines when producing or using photo and video content for our brand.

Legal guidelines for photography and videography

a) Show lifejackets in the following situations:

- On children in all situations
- On adults during stationary fishing whether seated or standing
- On adults while riding in fishing boats during high speed operation
- On adults while riding in high performance craft
- On adults while riding in any type of boat during aggressive seat conditions/operations

b) Never show the use of camper canvas while the boat is in motion (CO accumulation)

c) Do not use pictures of dangerous or careless activities

d) Limit the use of alcohol. If depicted, preferably only on a stationary vessel at dock or anchor

e) Engines should never be running while people are in the water around the vessel

f) Passengers should be shown properly seated. If standing, at a designated occupant location indicated by the manufacturer. Occupants should never be seated on seat backs, gunnels or outside the protective confines of the cockpit. Occupants should never be on sun lounges or aft facing seats while the vessel is underway – these seats are generally not included in the on plane designated occupant locations provided by the manufacturer

g) Show proper use of handholds while the boat is in motion

h) Show proper use of the engine cut off switch by the operator at all times

5.6 Photography Dont's Examples



- Uttern is respectful towards nature. Avoid pictures where boating can be experienced as reckless and careless.

- Uttern is geared mostly towards Scandinavian audience. Avoid harsh and oversaturated pictures as they can seem out of context.

- Uttern is a calm and respectful brand. Avoid actionshots and anything that can challenge these values for the sake of the brand's consistence.

6.0

Icons

Our distinctive custom-made icons reinforce our brand identity and are powerful tools for directing and guiding the audience.

This section includes our navigational icons and the hero icons. We explain the usecases for each and provide the correct guidelines for the application of the iconography.

6.1 Hero Icons

The main function of the hero icons is to further enhance our products, services and solutions.



6.2 Basic Icons

These icons have a navigating function and are used to clarify interactions to users of our digital interfaces.



7.0

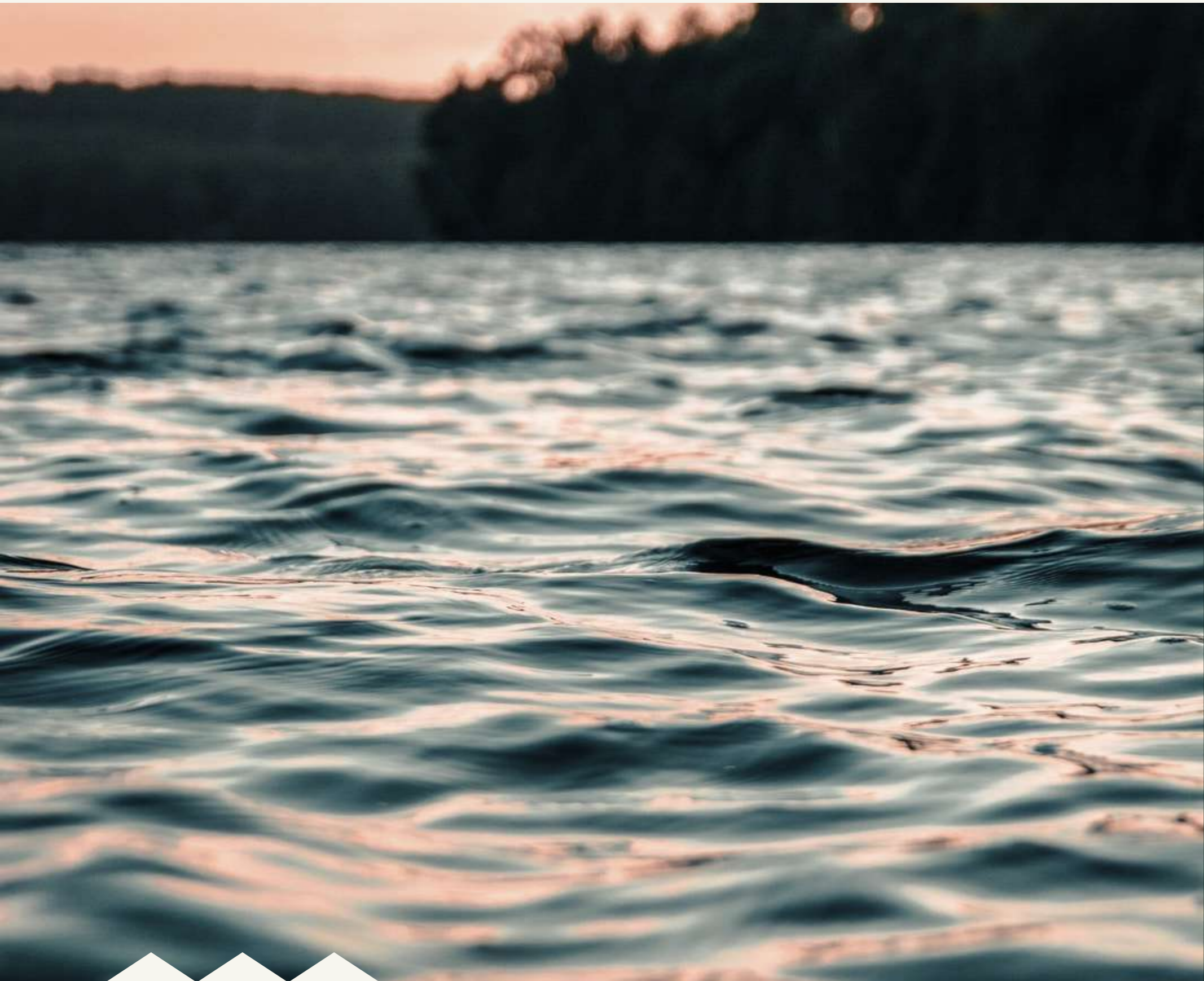
Design Language

**Writers use words to communicate with their readers.
Designers use design language to convey their message.**

Design language is an essential part of our brand identity. It is reflected in almost all expressions of our brand. By adding extra graphical elements in the design language, we ensure the right appearance and increase the recognition of our brand.

7.1A Design Language Construction

The shapes of our design language is derived from the waves of the sea. Together with our recognizable earth tones, it creates the feeling of being in constant contact with nature.



7.1B Design Language Photography

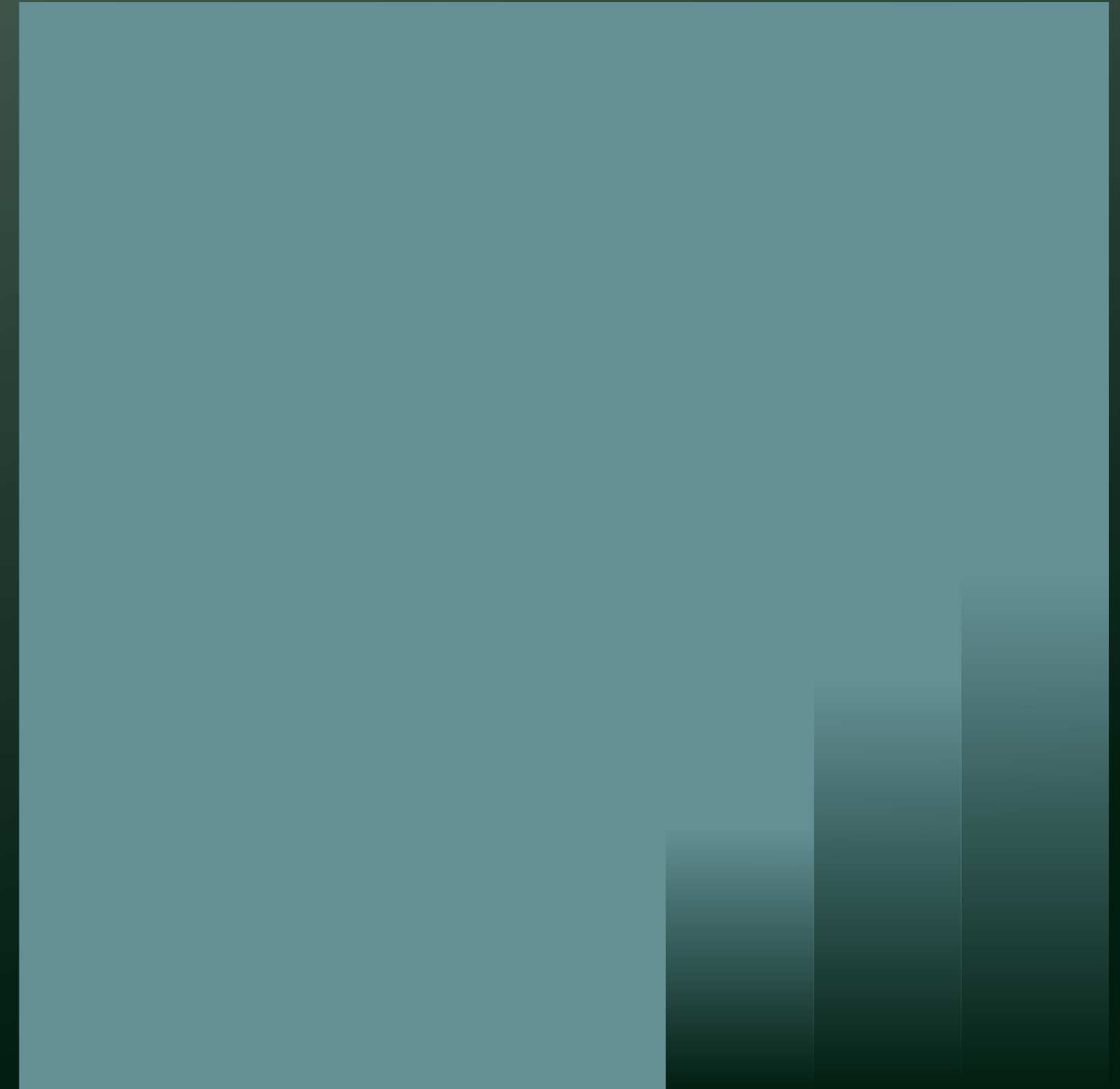
To enhance the feeling of being one with nature, we use the outline of our design language as a frame for the photography.



7.2A Design Language

Our design language is our creative signature and runs like a red thread through the brand. Its function is to ensure the right nuance and balance.

7.2B Design Language



7.2C Design Language



8.0

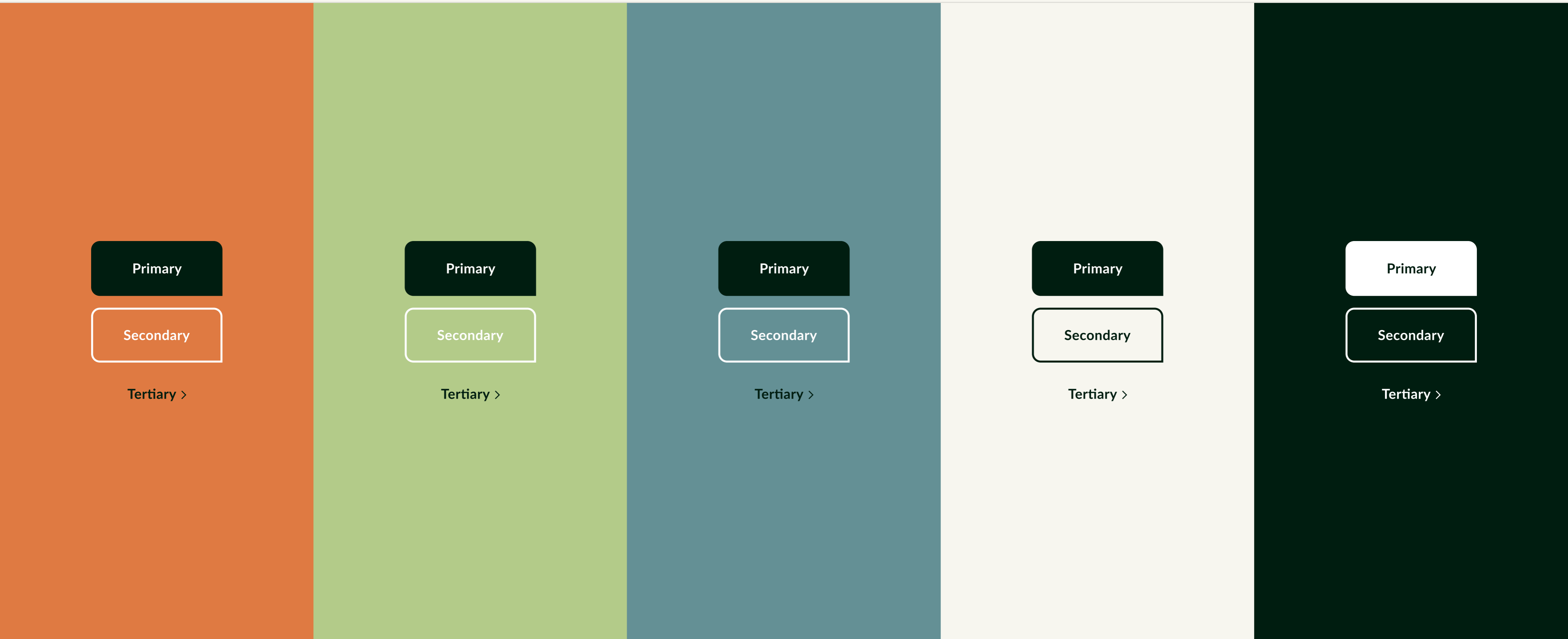
Navigation

Buttons have an important function. They help users of our website to take action and make choices in a single click.

Buttons must be easy to identify and easy to find. At the same time, a button should clearly demonstrate the action the user needs to complete. With well-aligned colors and shapes, we designed recognizable buttons for different action levels that give users the right guidance during their visit to our website.

8.1 Buttons

Primary buttons are the most noticeable and lead to the most important actions. Secondary buttons are used to indicate that it is not the most important action.



9.0

Tone of Voice

Tone of voice is how the character of your brand comes through in your words, both written and spoken. It's not about what you say, but rather the way you say it.

Every brand you meet has their own way of expressing themselves that's as unique as their face or fingerprint. Some are pleasant and polite. Others are pushy and in your face. Some say so much with just a few words. Others never seem to get to the point.

9.1 Tone of Voice Introduction

Nordic by Nature

The Uttern owner craves adventure and wants to discover the world for themselves. They are independent and crave freedom. They seek self-discovery and self-sufficiency, and also encourage this quality in others.

As part of their exploration, they have a respect for the natural world around them. They seek their own place in it and are most at ease in nature.

Tone of voice

Reflective and questioning. Make it clear that we as individuals are connected to the world around us. But also uses “I” and “You” to show the individualism. Ask questions and use prompts that encourage the user/audience/consumer to explore.

9.2 Attributes & Phrases

Phrases to live by

- Fill your life with experiences
- To wander is to be alive
- A good wanderer leaves no trace
- Not all those who wander are lost
- Look deep into nature and then you will understand everything
- Make your own path
- Nature is home
- To be in the wilderness is to be wild and free

Attributes

- Independent
- Always seeking something greater for themselves
- Aim is to live a fulfilling life
- Curious and sensitive to what's around them
- Authentic
- Observant

9.3 Word Bank

Words to use

- Independent | Independence
- Understand | Understanding
- Adventure | adventurous
- Authentic | Authenticity
- Individual | Individuality
- Curious | Curiosity
- Ambition | Ambitious
- Discover | Discovery
- Free spirit | Spirited
- Strong | Strength
- Nature | Natural
- Dare | Daring
- Try | Trying
- Freedom
- Eager
- Ease
- Peace
- Respect
- Wander
- Take time
- Move
- Reflect
- Consider

Words to avoid

- Conformity | Conform
- Wait | Waiting
- Settle | Settling
- Limit | Limits
- Ignore
- Rush
- Work
- Overlook
- Remain
- Narrow
- Restrict
- Consume
- Blend in
- Integrate

9.4 Example - Social Media

Before

Is this the year to upgrade to a new #Uttern cruiser? See if it fits neatly into your budget with a quote on the Uttern website.

After

Need a refill? Maybe it's time for an #Uttern upgrade and get back to what's really important.

Before

Even the most organized person would approve. A ergonomic helm in the center and space for everything, lines and buoys included, the S53 is incredibly well designed.

After

The S53 is so well-designed that you only need to take care of yourself.

Before

A day spent on the water is never a waste of time.

After

Where do you see yourself tomorrow?

10.0

Brand Assets

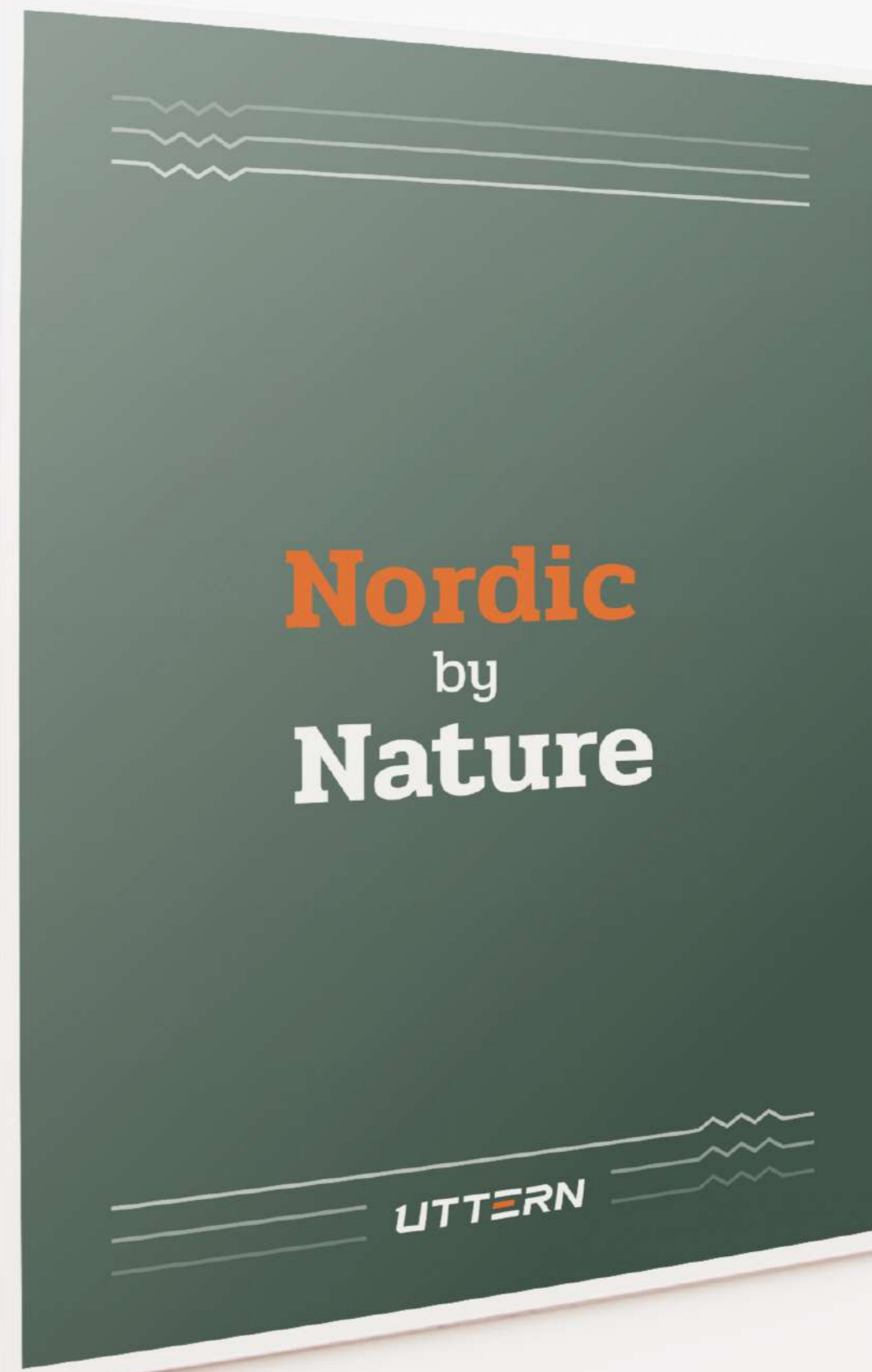
When the brand is depicted on objects, it really comes to life.

This section includes some mock-ups to give an impression of how our brand should be displayed on various brand assets.



UTTERN

Nordic by Nature




Nordic
by
Nature

UTTERN

10.3 Event Banner

Uttern
Belgium



Nordic
by
Nature

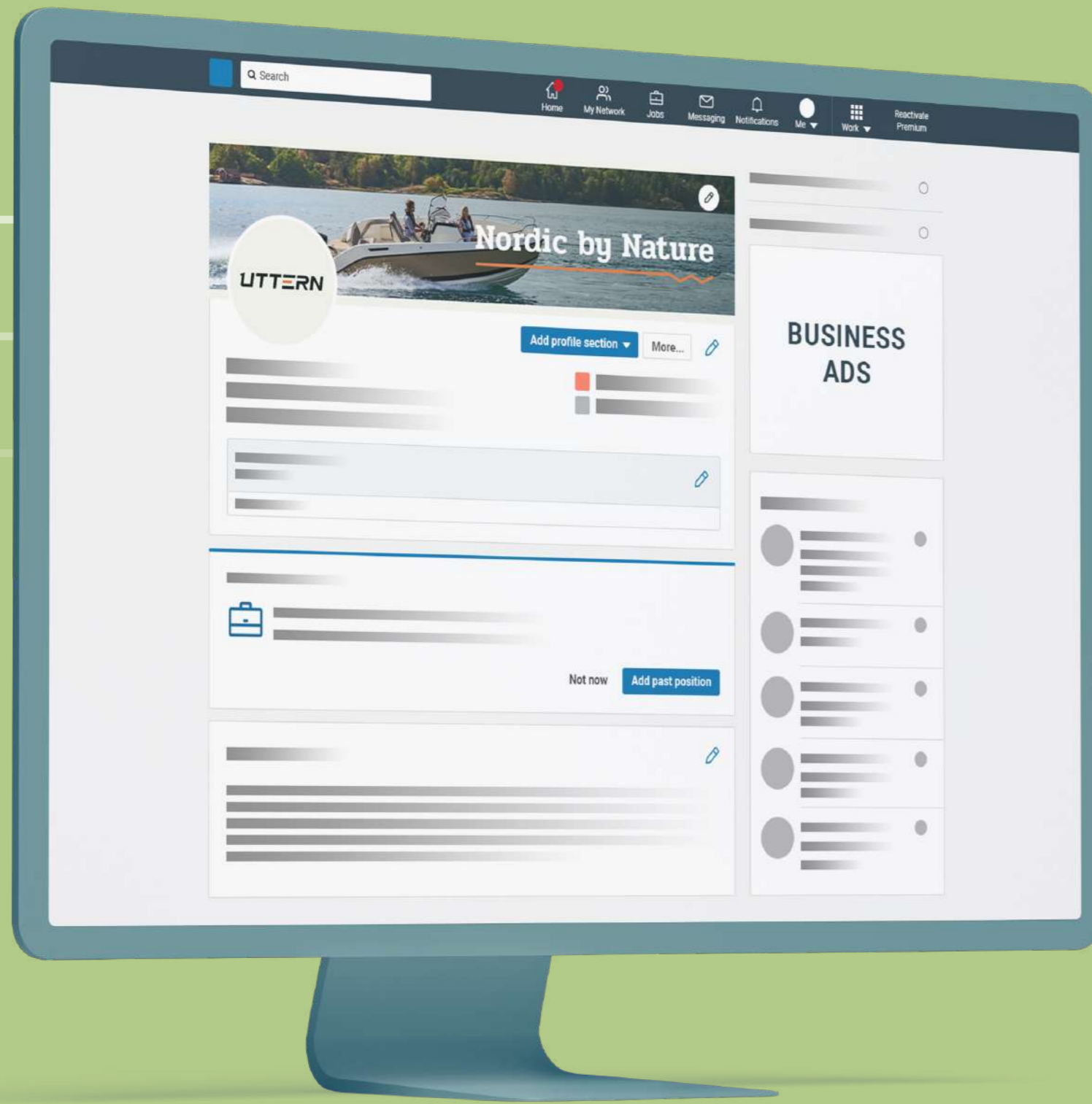
10.328 views
Username instagram template [#template](#)
View all 328 comments
5 DAYS AGO

Uttern
Belgium



Etiam porta
sem **malesuada**
magna mollis
euismod.

10.328 views
Username instagram template [#template](#)
View all 328 comments
5 DAYS AGO







10.5 Mug



10.6 T-Shirt





10.8 Boat

Nordic by Nature

UTTERN