



# Brand Guidelines

## The Boatgirl Logo

There are 2 color versions of the Boatgirl logo as shown below:

### Color Version 1: Pink/Orange



Pantone Uncoated 130



Pantone Uncoated Magenta 0521

### Color Version 2: Blue/Green



Pantone Uncoated 319



Pantone Uncoated 354

The Boatgirl logo can be used in conjunction with Boatgirl products only, and it can only be used by those who have received prior approval.

Boatgirl should always be used as 1 word in copy. Upper case B, lower case word as in this example:

Boatgirl bags are made with Sunbrella marine canvas.

