for designers

2

The following section covers grid layouts and guidelines for designers and art workers. Without stifling creativity, the following grids and layouts will give pointers to form a uniform look to our literature, stationary, web design and social media.

Quality is key, when using quality imagery and design this can only reflect our company's outward image at all times.

layouts and grids

Creating a uniform for the company

Product impact brochures

Product semi technical information brochure

Product technical data sheet

standard product brochure cover

4 page semi technical information brochure (scaled down) -Templates available ✓

Brand position 2

Highlight column for products or features

Use our color range
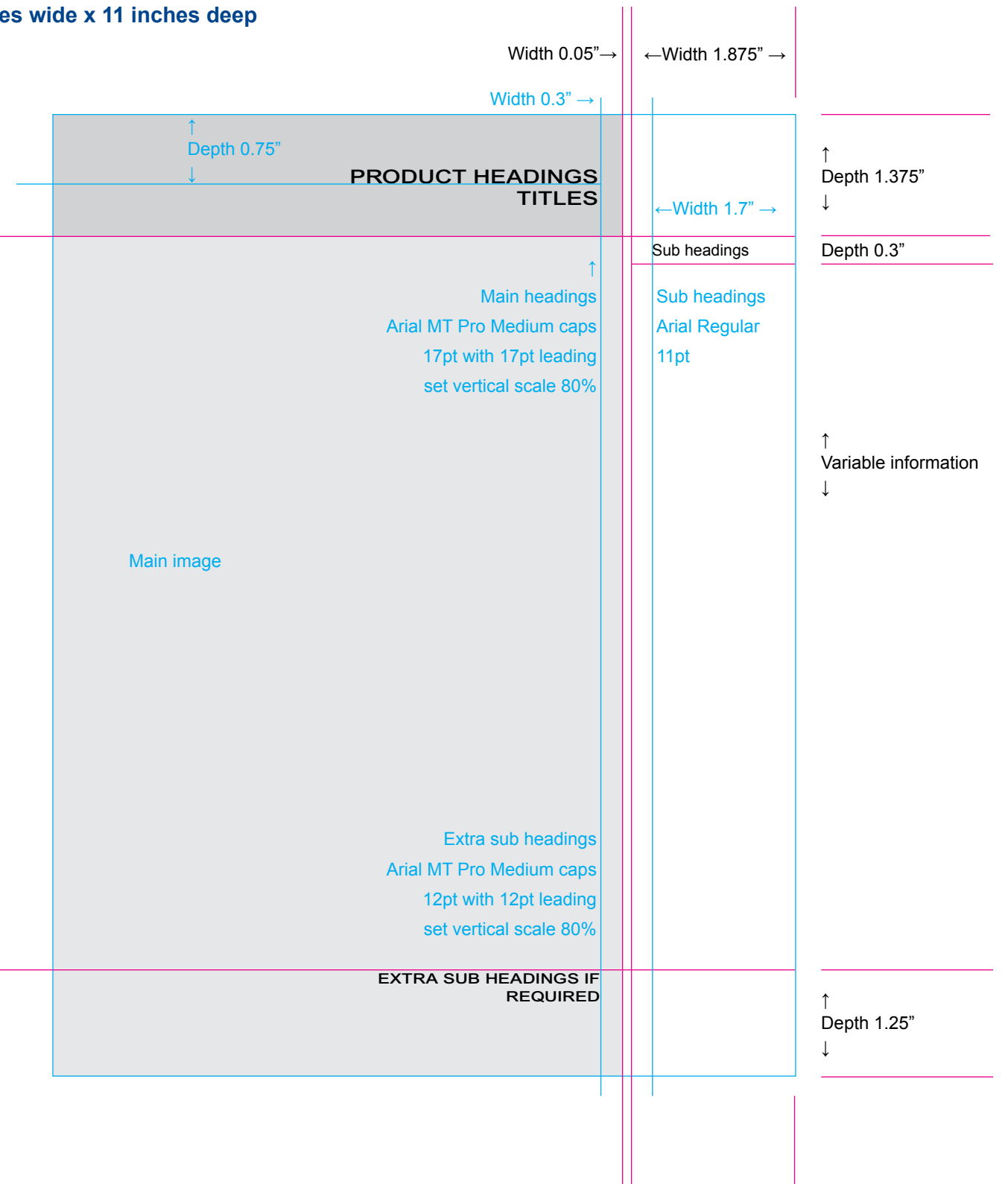30% black
60% black
Black
Blue
Orange

Brand position 1

Identity position 1

Main image

standard product brochure grid

8.5 inches wide x 11 inches deep

Width 0.05"→   ←Width 1.875" →

Width 0.3" →

↑
Depth 0.75"
↓

PRODUCT HEADINGS TITLES

←Width 1.7" →

↑
Depth 1.375"
↓

Sub headings   Depth 0.3"

Main headings
Arial MT Pro Medium caps
17pt with 17pt leading
set vertical scale 80%

Sub headings
Arial Regular
11pt

↑
Variable information
↓

Main image

Extra sub headings
Arial MT Pro Medium caps
12pt with 12pt leading
set vertical scale 80%

EXTRA SUB HEADINGS IF REQUIRED

↑
Depth 1.25"
↓

standard product brochure spread

4 page and 6 page examples - Templates available ✓

standard product brochure grid

8.5 inches wide x 11 inches deep

Branding

Use our color range
30% black
60% black
Black
Blue
Orange

Titles
Vertical scale 80%
Horizontal 100%
Tracking set to 0

Arial MT Pro Medium - 25pt with 25pt leading - (preferred)

YOKO - for impact
(not adjusted)

Examples

Titles

TITLES

Examples

Headings

Sub Headings

Body text Arial Regular

Headings
Vertical scale 80%
Horizontal 100%
Tracking set to 0

Arial MT Pro Medium - 16pt with 16pt leading - (preferred)

Arial Bold - 16pt with 16pt leading

Arial Black - 16pt with 16pt leading

Sub Headings
Arial Bold - 11-12pt with 15pt leading

Body Text
Vertical scale 100%
Horizontal 100%
Tracking set to 0

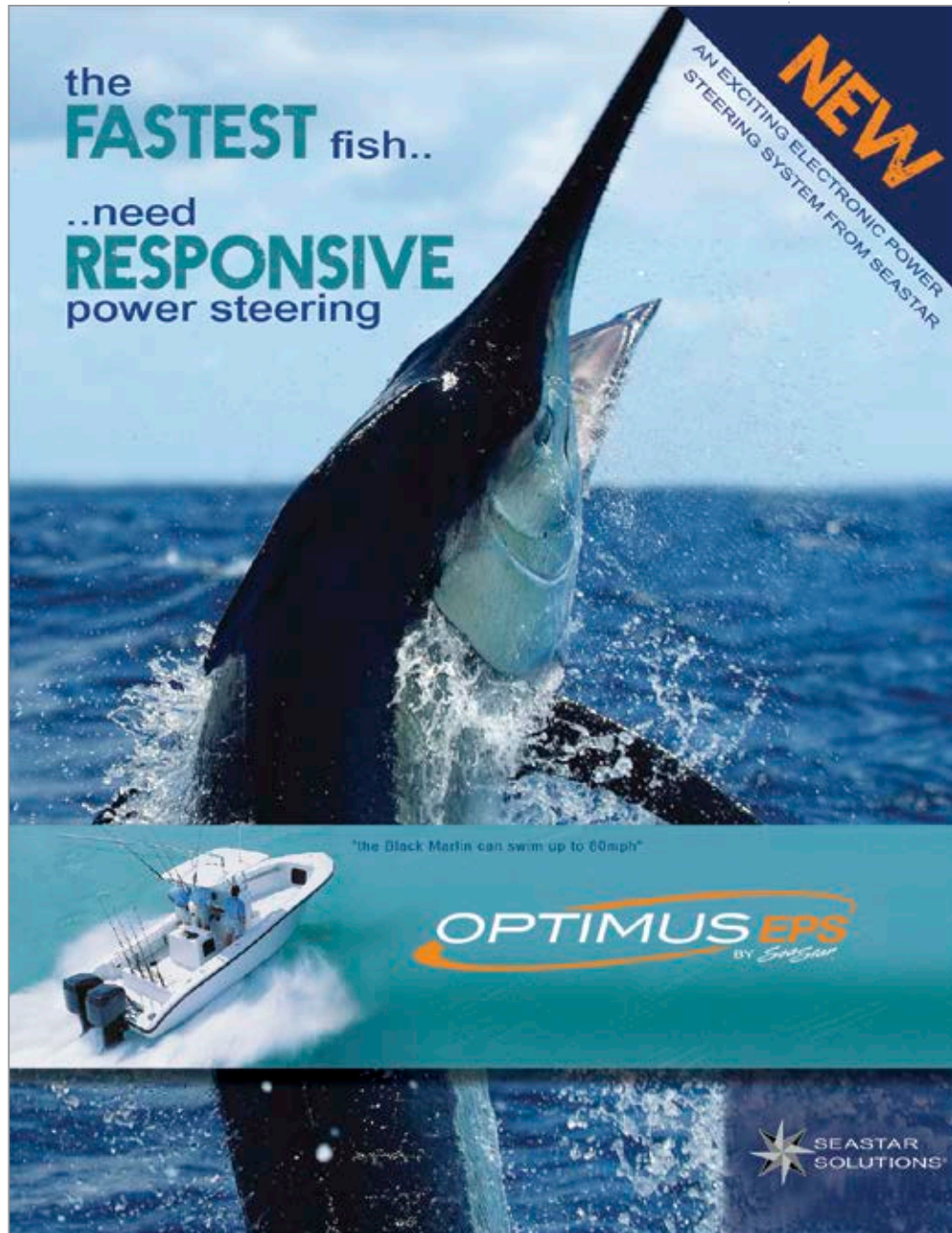Arial Regular - 9pt with 15pt leading - (preferred)

Arial MT Pro Medium - 9pt with 15pt leading

Set up for InDesign
Page size 11" x 8"
2 column spreads with 0.16" gutter
All margins 0.5"

product impact brochure

**4 page semi technical information brochure
(scaled down) - Templates available ✓**

Highlight area if required

Use our color range
30% black
60% black
Black
Blue
Orange

Identity position 1

Main image

product impact brochure grid

8.5 inches wide x 11 inches deep

Main titles - Arial MT Pro Medium
set vertical scale 80% 30pt

YOKO 44pt
Use either typeface its own or
both as shown

Banner flash if required
Yoko
Arial MT Pro
12 with 16pt leading
set vertical scale 80%

Main image
Use quality images only

Additional image if required

Area for brands

↑
Depth 2.2"
↓

Depth 1.25"
↓

↑
Depth 0.75"
↓

←Width 1.875" →

product impact brochure spread

4 page example - Templates available ✓

Set up for InDesign

Page size 8.5" x 11"

2 column spreads with 0.16" gutter

All margins 0.5"

Use our color range

30% black

60% black

Black

Blue

Orange

Branding

Main image

Use quality images only

the ultimate Art of Power Steering

for Dual Engine Outboard Application

Effortless Power Steering

The Optimus EPS is designed for precise control and ease of handling while underway. Adjustable speed-sensitive helm turns, wheel resistance and lock-to-lock steering travel let the operator electronically fine-tune boat handling performance to provide a custom match to the operating characteristics of the boat and boat owner. Optimus EPS makes it easier than ever to turn at speed, maintain course and otherwise maneuver during long days on the water.

Additionally, Optimus EPS easily interfaces with Optimus certified third-party autopilot systems, including the Garmin® GHP™ 20 and Raymarine® SPX-40 models and eliminates the need for a second pump and the lengthy installation and purging procedure.

The patented Optimus electronic helm connects via Can Bus to the Pump Control Module (PCM) that operates individual hydraulic pumps installed below deck.

These pumps are connected to specially-engineered electro-hydraulic Smartcylinders that control individual movement of the outboards. Redundant sensors in the new helm and hydraulic Smartcylinders are all synchronized for instantaneous response to operator input and control of the vessel.

We've applied our most sophisticated technology yet to help make boating simpler and more enjoyable for a key segment of the recreational powerboat market.

Optimus CANtrak Display

The Optimus EPS system replaces the traditional hydraulic steering system without the need for tie bars. The Optimus system exceeds North American ABYC and European ISO Standards - recognized symbols of quality assurance for boat builders and boaters alike.

CANtrak Digital Display for messaging and user interface

Optimus Smartcylinder

360 Joystick ready

Autopilot ready

The best steering in the world

Ease of control

Speed sensitive helm turns

Minimizes power consumption

Reliable operation

Effortless power steering like your car

Superior feel

Optimus Electronic helm

Perfect for twin engines

Personalize your settings
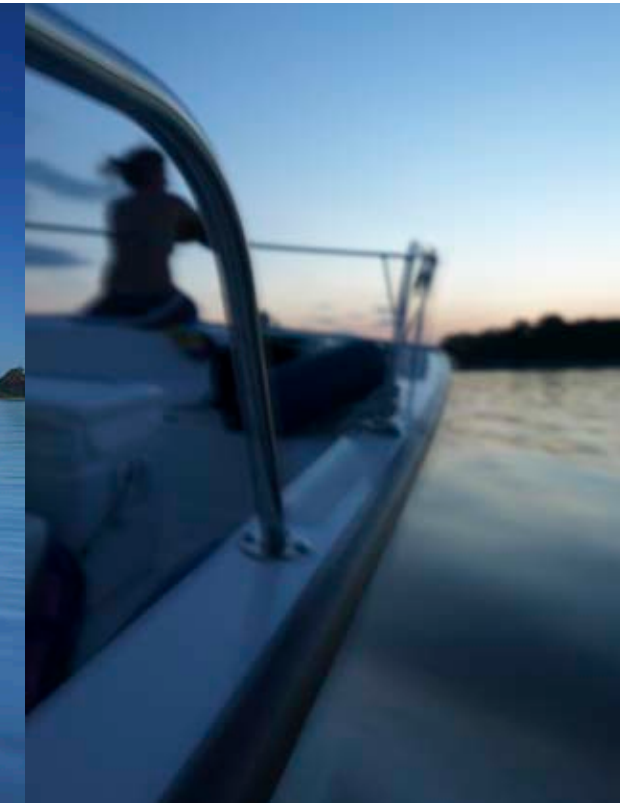
product impact brochure grid

8.5 inches wide x 11 inches deep

Titles

Vertical scale 80%

Horizontal 100%

Tracking set to 0

Arial MT Pro Medium - 25pt with 25pt leading - (preferred)

Titles

Titles

TITLES

YOKO - for impact

(not adjusted)

Examples

Headings

Sub Headings

Body text Arial Regular

Headings

Vertical scale 80%

Horizontal 100%

Tracking set to 0

Arial MT Pro Medium - 16pt with 16pt leading - (preferred)

Arial Bold - 16pt with 16pt leading

Arial Black - 16pt with 16pt leading

Sub Headings

Arial Bold - 12pt with 15pt leading

Body Text

Vertical scale 100%

Horizontal 100%

Tracking set to 0

Arial Regular - 9pt with 15pt leading - (preferred)

Arial MT Pro Medium - 9pt with 15pt leading

image placement and quality

image placement and quality

Image examples

Here are some example background and life stye images. Background images should have plenty of 'clean' area to place text and product images on top.

Uncomplicated images are more powerful and more effective when used with additional graphics and text.

Life style images add 'good feel' to the publications.

Quality can be emphasized using images showing products in action

Emphasizing trust in our products

quality standards in reproduction

Notes on reproduction

Reproduction of material can be key to the final result. Maintaining a high standard of quality for product design, artwork and web work has become a priority for companies entering the global market. Competition on the international market means competing against different sets of markers and criteria that vary from nation to nation and region to region. In order to compete on this level, we must adhere to principals of quality to remain highly competitive.

Advertising reproduction

Use these settings for high quality print ready output when producing Acrobat PDF files.

[Based on '[PDF/X-1a:2001]'] Use these settings to create Adobe PDF documents that are to be checked or must conform to PDF/X-1a:2001, an ISO standard for graphic content exchange. For more information on creating PDF/X-1a compliant PDF documents, please refer to the Acrobat User Guide. Created PDF documents can be opened with Acrobat and Adobe Reader 4.0 and later.

quality standards in reproduction

Printed material

Print ready files should have all images set to CMYK 300dpi and color adjusted.
Images should not be reproduced oversized where they become pixilated or out of focus.
Retouch or remove unnecessary objects, wires or unsightly items.
Make horizon lines exactly 'horizontal' if it's meant to be so.

Print Specifications	
4 page color folds to 11 x 8.5"	6 page Tri Fold
120# Gloss Cover	25.375 x 11 – Folds to 8.5 x 11
4 Color Process with Gloss Aqueous	
Print, Score, Fold, Carton Pack	