

# 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

Highlight column for products or features

Brand position 2



SIERRA GENERATOR  
PARTS



Impellers



Thermostat Gaskets



Air Filters



Thermostat Kits



Anode



Approved



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

Brand position 1



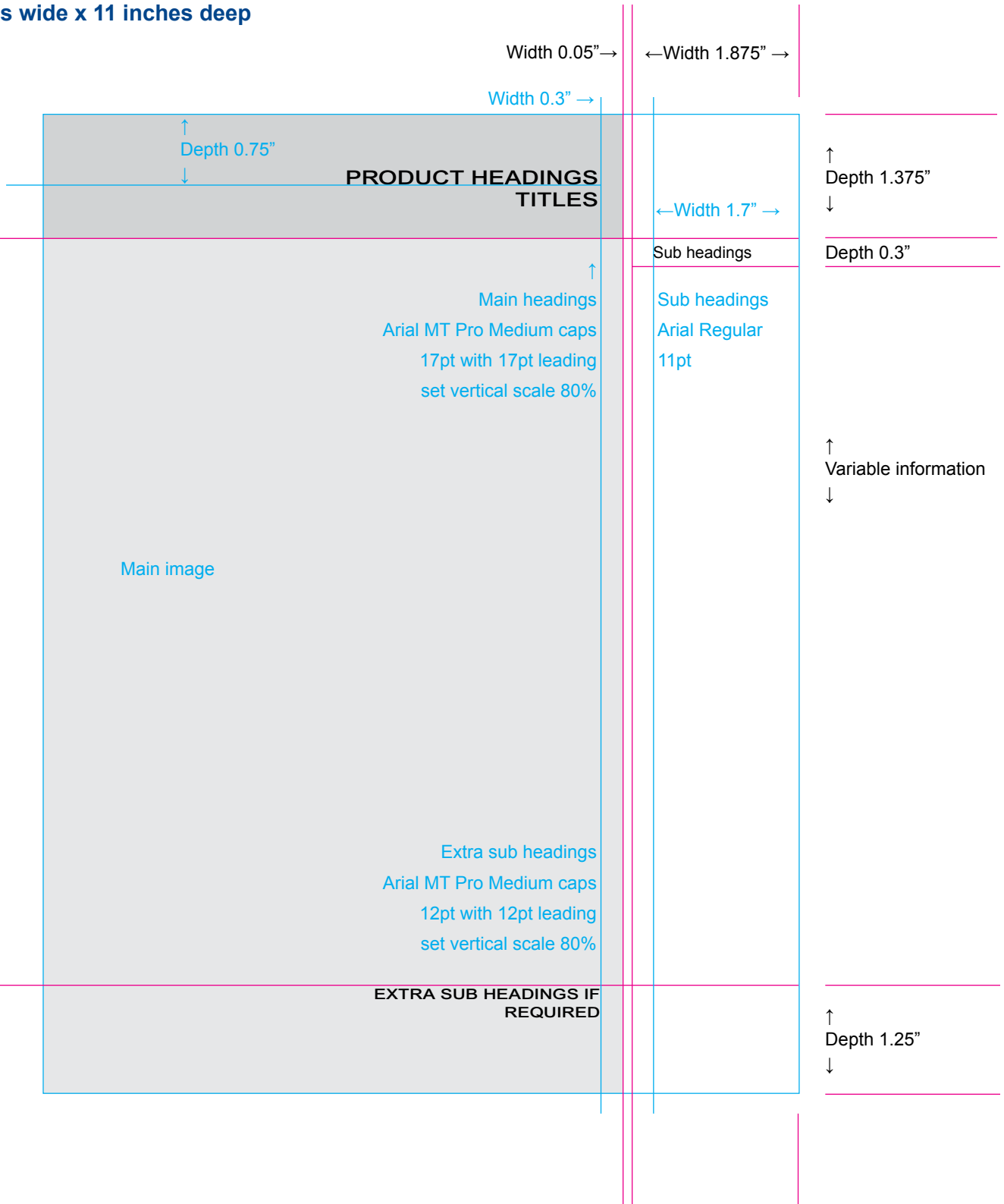
FROM THE EXPERTS IN  
MARINE ENGINE PARTS

Identity position 1

Main image

# standard product brochure grid

8.5 inches wide x 11 inches deep



# standard product brochure spread

4 page and 6 page examples - Templates available ✓

**CUTTING EDGE FUEL SOLUTIONS - INTRODUCTION**

Quality fuel components are vital to long term vessel operation. Sierra offers a comprehensive fuel solution that supplies the right combination of performance components for specific marine applications. Chosen by industry requirements and backed by years of expertise, their unique products offer cost-effective solutions to the demanding marine environment.

The future of boating depends on better fuel efficiency, enhanced engine performance, and environmental responsibility. Sierra takes the charge in developing products which meet these criteria. Sierra doesn't just offer fuel components, they provide fuel solutions.

**FILTRATION**

Today's marine engines work in a demanding environment. Increased levels of pollution, coupled with ethanol fuel blends, necessitate the use of a high quality fuel filter. Engineered for today's stern drive and inboard engines, along with 2 cycle and 4 cycle outboard fuel and lower pressure fuel systems, Sierra filters are the best in the business. Sierra filters are engineered to offer the ultimate in filtration, separation of water from the fuel supply and provide maximum fuel flow.

**10 MICRON RETENTION - OVER 90% EFFICIENCY**

Efficiency ratings relative to the percentage of particles at a given size that filter can capture. The higher the efficiency, the higher the percentage of dirt retained by the filter. Many filter manufacturers claim 10 micron filtration but in our rigorous efficiency tests show:

**ETHANOL COMPLIANT FETTER BUILDS**

Sierra's SP series of fether built are manufactured using a special formulation compound which allows it to resist the 10% ethanol E10 fuel's 200ppm rating.

**SILVERADO 4000**

Sierra's Silverado 4000 fuel line is constructed with a 316 stainless steel, positive maintenance, and a CIP resistant and 100% resistant cover with a non permeable floor that meets all current EPA and CMB standards. This formulation is easier to clean, and maintains its flexibility under a range of extreme environmental conditions and is designed to resist ethanol fuels.

**EXTREMELY LOW PERMEATION**

**SILVERADO 4000 HOSE**

**NETSILE JACKET**

**THU 500 BARRIER**

**ICE USER**

**Titles**

Vertical scale 80%

Horizontal 100%

Tracking set to 0

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

**YOKO** - for impact (not adjusted)

**Branding**

**SIERRA TOUCH AND TEST SYSTEM**

## ENGINE DIAGNOSTICS = STATS

STATS™ Sierra Touch And Test System is an innovative new handheld engine diagnostic tool for boats. Now a marine technician can plug in a marine engine's Electronic Control Module (ECM) and diagnose engine problems without needing a laptop or PC. In fact, you can even diagnose and save money - meaning directly to the job, with no laptop and no diagnostic tool that costs multiple engine replacements. In fact, you can even perform engine diagnostics while the boat is still in the water.

In addition, ECM diagnostic software and computer systems have typically been available only to franchised or authorized dealers of each particular brand. With the STATS engine diagnostic tool, any dealer, franchised or independent, can now have access to this important service capability, creating opportunities to work on any of your regular engine brands.

**USER FRIENDLY**

Thanks to its intuitive user interface, technicians will find STATS easy to use. The lightweight console can be comfortably held in either hand, and the screen on the right is easy to read, even in bright daylight. STATS can also clear codes once the problem has been resolved.

To purchase additional modules or to update existing software for the new, dealer will simply plug the STATS console into their laptop using the included USB cable and follow installation instructions. The STATS tool is rugged, easy to transport, and update point. It can run on 12V DC power (either from the engine power lead or using a power cable with battery input) or 110V AC using the included AC adapter. New software modules are currently in development.

**PROTIP:** MSP 1, 2, 3, 4 and 6 give you access to Volvo® Inboard™, Cummins™, P/MP and Mercuri Power™ engines that can MSP™ systems.

**ORDER INFORMATION**

For the most complete coverage, order 18-30102. It includes the STATS console, USB cable, 10-pin and motor cables, necessary transfer cables/converters, limited STATS engine data engine connection cables and software for Mercury®/Johnson® "Powerful", Suzuki®, Yamaha®, MSP and MSP 1, 2, 3, 4, 6. Also includes printed instruction manual (available electronically).

Component Kit	Part No.
Mercury/Mercuri/MSP, Yamaha, Suzuki Diagnostic System	18-30102
Johnson/Mercuri/MSP, Yamaha Diagnostic System	18-30103
Mercury/Mercuri/MSP, Yamaha Diagnostic System	18-30104
Mercury/Mercuri/MSP, Yamaha Diagnostic System	18-30105
Mercury/Mercuri/MSP, Yamaha Diagnostic System	18-30106
Mercury/Mercuri/MSP, Yamaha Diagnostic System	18-30107
Mercury/Mercuri/MSP, Yamaha Diagnostic System	18-30108
Mercury/Mercuri/MSP, Yamaha Diagnostic System	18-30109
Mercury/Mercuri/MSP, Yamaha Diagnostic System	18-30110

**FEATURES**

- 100+ diagnostic codes
- Real-time Fuel Cycles
- Clean Fuel Cycles
- Display Live Data
- Software Updates
- Software Info
- Software Proof
- Service Book
- Component Activation
- Internet Software Updates
- Clean Fuel Cycles
- USB, PC Interface
- Standard 10 Pin Software
- Engine Troubleshooting
- Programs logs and retrieves on systems that have this capability

**ORDER INFORMATION**

Component Kit	Part No.
STATS Console	18-30102
STATS Console Case	18-30103
STATS Console Case	18-30104
STATS Console Case	18-30105
STATS Console Case	18-30106
STATS Console Case	18-30107
STATS Console Case	18-30108
STATS Console Case	18-30109
STATS Console Case	18-30110

**INCREASE PROFIT = STATS**

Use our color range

- 30% black
- 60% black
- Black
- Blue
- Orange

**Quick connect feature on both steering cable and sport lower tube for easy quick installation.**

**Installs in same mounting pattern and bracket location as current Teleflex Marine steering systems.**

**Smallest footprint possible to accommodate smooth tight dash brace stations.**

**Made, designed and assembled in the USA.**

**Components**

This complete new steering system includes new helix, high efficiency 3.5MM™ cable and new style lower tube. Also includes with Sport or Sport Plus 100 modules.

**New Helm**

The patent pending helm has a complete new gear train designed to provide smooth, helix, minimal backlash and low effort at the wheel. It also offers the smoothest helix clock rotation and low backlash compared to the current 4.2 helix. All settings are designed to reduce weight while offering superior strength.

**STREEM™ Steering is perfect replacement for current inboard mechanical systems up to 34 feet with new engines.**

**New Bezel**

New style, patent pending, bezel keeps up with the design of the STREEM™ 100 and facilitates better pump design.

**Order by Component or Kit**

Part No.	DESCRIPTION	COMPONENTS
18-30102	STATS™ MSP 100 Helm, Inboard and Hardware Kit	
18-30103	STATS™ MSP 100 Helm, Inboard and Hardware Kit	For OEM applications only
18-30104	STATS™ MSP 100 Helm, Inboard and Hardware Kit	For OEM applications only
18-30105	STATS™ MSP 100 Helm, Inboard and Hardware Kit	
18-30106	STATS™ MSP 100 Helm, Inboard and Hardware Kit	
18-30107	STATS™ MSP 100 Helm, Inboard and Hardware Kit	
18-30108	STATS™ MSP 100 Helm, Inboard and Hardware Kit	
18-30109	STATS™ MSP 100 Helm, Inboard and Hardware Kit	
18-30110	STATS™ MSP 100 Helm, Inboard and Hardware Kit	

**Installation**

is on both the cable and sport lower tube.

No bleeding of hydraulic system or electrical wiring is required.

This new system fits the standard Teleflex dash cut out with standard 100, 2 and 4 brackets. The system helm is also available with the STREEM/MSP 100 100 modules.

# standard product brochure grid

8.5 inches wide x 11 inches deep

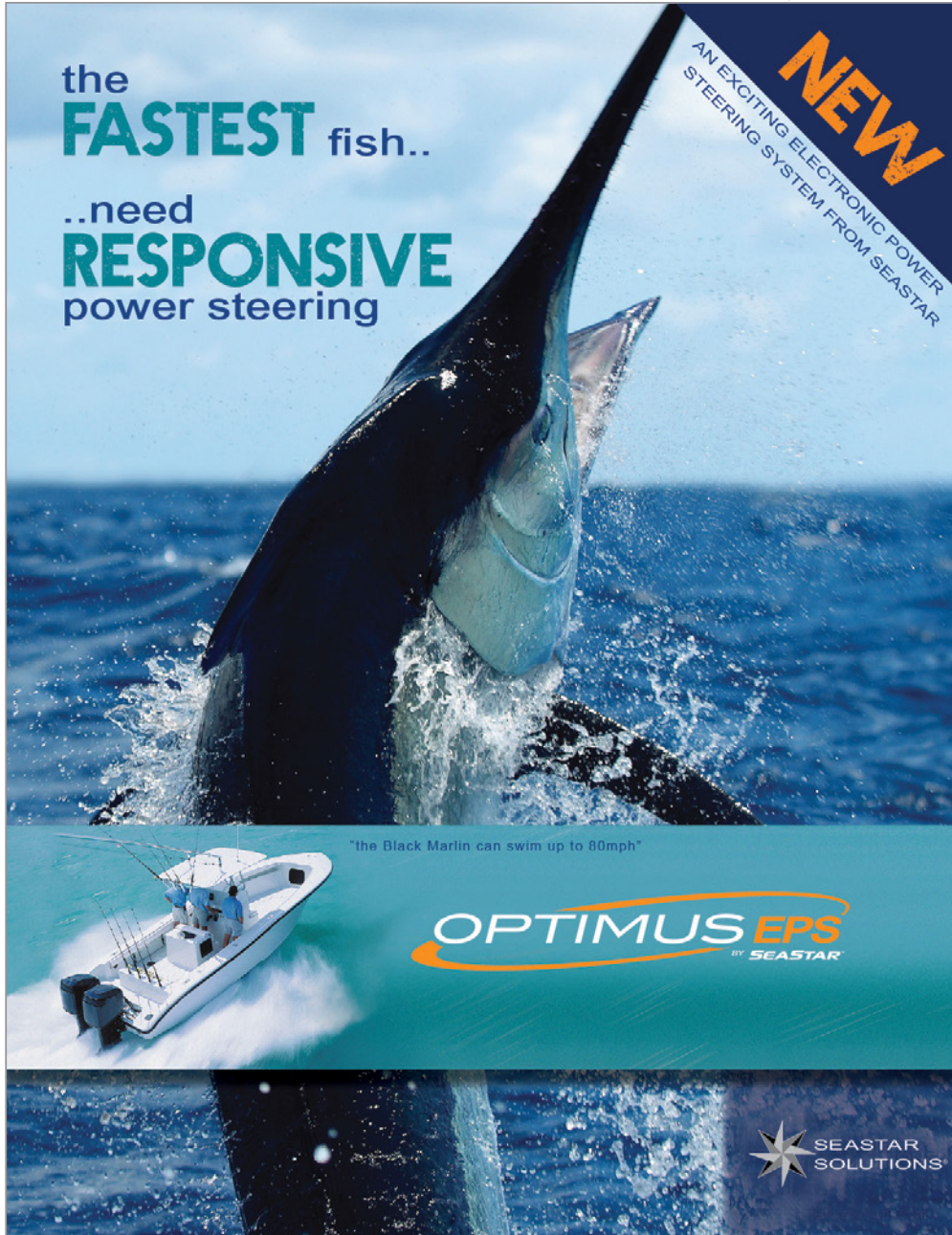
<p>Examples</p> <p><b>Titles</b></p> <p><b>TITLES</b></p>	<p>Examples</p> <p><b>Headings</b></p> <p><b>Sub Headings</b></p> <p>Body text Arial Regular</p>	<p><b>Headings</b></p> <p>Vertical scale 80%</p> <p>Horizontal 100%</p> <p>Tracking set to 0</p> <p>Arial MT Pro Medium - 16pt with 16pt leading - (preferred)</p> <p>Arial Bold - 16pt with 16pt leading</p> <p>Arial Black - 16pt with 16pt leading</p> <p><b>Sub Headings</b></p> <p>Arial Bold - 11-12pt with 15pt leading</p> <p><b>Body Text</b></p> <p>Vertical scale 100%</p> <p>Horizontal 100%</p> <p>Tracking set to 0</p> <p>Arial Regular - 9pt with 15pt leading - (preferred)</p> <p>Arial MT Pro Medium - 9pt with 15pt leading</p>
---	--	---

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





# 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

Main image  
 Use quality images only

## Titles

Vertical scale 80%  
 Horizontal 100%  
 Tracking set to 0

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

Branding

**OPTIMUS EPS**  
BY SEASTAR

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  
 ALL HELMS ACTIVE  
 PORT STBD  
 BINA BDR  
 BIRL BDR  
 ANGLE ENG 1  
 ENG 2  
 BINA ADR BDR  
 OPTIMUS

Optimus Smartcylinder

CANtrak Digital Display for messaging and user interface

360 Jayslick ready  
 Autopilot ready  
 The best steering in the world  
 Speed-sensitive helm turns  
 250 Reliable operation  
 Superior feel  
 Perfect for twin engines  
 Personalize your settings  
 Effortless power steering like your car  
 Minimizes power consumption  
 Ease of control  
 Optimus Electronic helm

# product impact brochure grid

8.5 inches wide x 11 inches deep

## 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 examples

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



Quality can be emphasized using images showing products in action

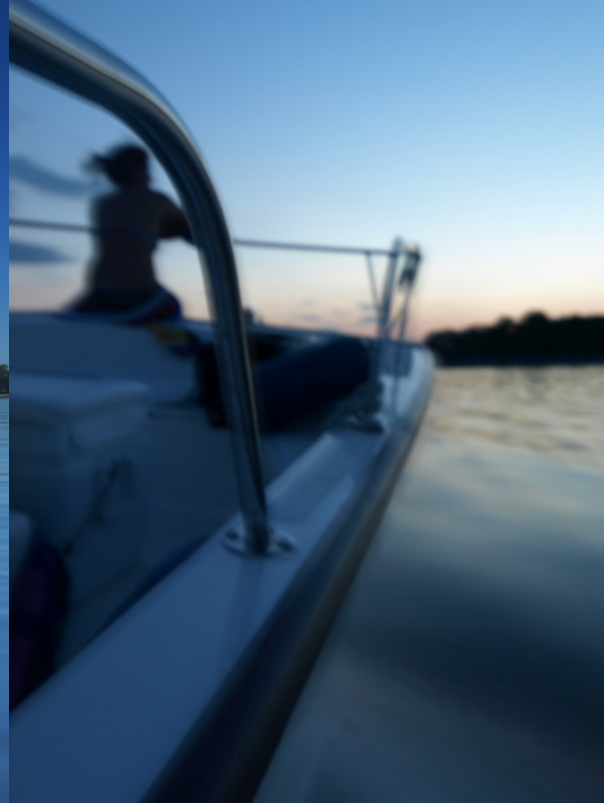


Emphasizing trust in our products

# image placement and quality

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 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.**

▶ see advertisements, for grid layouts p63

# 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	

 [see brochures, for grid layouts p32](#)

# corporate letter

Word documents - Templates available ✓

Electronic communications are widely used in place of traditional printed business media.

Width 0.5" ← →

←Width 2.68" →

←Width 2.75" →

Depth 0.85"

Depth from top 2"

Enter date here

Enter text here

Black

SeaStar Solutions®  
1 Sierra Place  
Litchfield, IL 62056 USA  
Phone: 217-324-9430  
Fax: 217-324-2461

Star

↑  
Depth 3.24"  
↓

Font

Font: Arial, Font style: Regular, Size: 10

Font color: [Color Picker], Underline style: (none), Underline color: Automatic

Effects:  Strikethrough,  Double strikethrough,  Superscript,  Subscript,  Small caps,  All caps,  Hidden

Preview: Sierra Place

Paragraph

Alignment: Left, Outline Level: Body text

Indentation: Left: 0", Right: 0", Special: (none), By: [ ]

Spacing: Before: 0 pt, After: 0 pt, Line spacing: Multiple, At: 1.15

Don't add space between paragraphs of the same style

Preview: [Text]

Width 0.5"

Depth 0.7"

Depth 0.5" www.seastarsolutions.com

Address  
Arial Regular 10pt

Font color 50% black

SeaStar Solutions  
Font color web safe colors 003366

The elements for corporate digital media can be found in our design guideline pack.

# corporate electronic stationary

←Width 2.24" →

↑  
Depth 2"  
↓



## MEMO

**To:**  
**From:**  
**Date:**  
**Subject:**

SeaStar Solutions®  
1 Sierra Place  
Litchfield, IL 62056 USA  
Phone: 217-324-9430  
Fax: 217-324-2461

Enter text here



## BULLETIN

**To:**  
**From:**  
**Date:**  
**Subject:**

Enter text here

www

www.seastarsolutions.com



# brand letter

Word documents - Templates available ✓

Continuity across brands and businesses

Sierra  
Marine Engine and Drive Parts

Enter date here

Enter text here

SeaStar Solutions®  
1 Sierra Place  
Litchfield, IL 62056 USA  
Phone: 217-324-9430  
Fax: 217-324-2461

Star  
↑  
Depth 3.24"  
↓

Width 0.5"

Depth 0.7"

Depth 0.5"

SEASTAR SOLUTIONS® formerly known as Teleflex Marine  
www.seastarsolutions.com

The elements for corporate digital media can be found in our design guideline pack.

# brand electronic stationary

## Electronic media

**SEASTAR™**

Enter date here

Enter text here



Enter date here

Enter text here

**SEASTAR™**

**MEMO**

**To:**  
**From:**  
**Date:**  
**Subject:**

Enter text here

SeaStar Solutions®  
3831 #6 Road  
Richmond  
BC V6V 1P6, Canada  
Phone: 604-270-6899

**SEASTAR™**

**BULLETIN**

**To:**  
**From:**  
**Date:**  
**Subject:**

Enter text here



**MEMO**

**To:**  
**From:**  
**Date:**  
**Subject:**

Enter text here

SeaStar Solutions®  
1 Sierra Place  
Litchfield, IL 62056 USA  
Phone: 217-324-9430  
Fax: 217-324-2461



**BULLETIN**

**To:**  
**From:**  
**Date:**  
**Subject:**

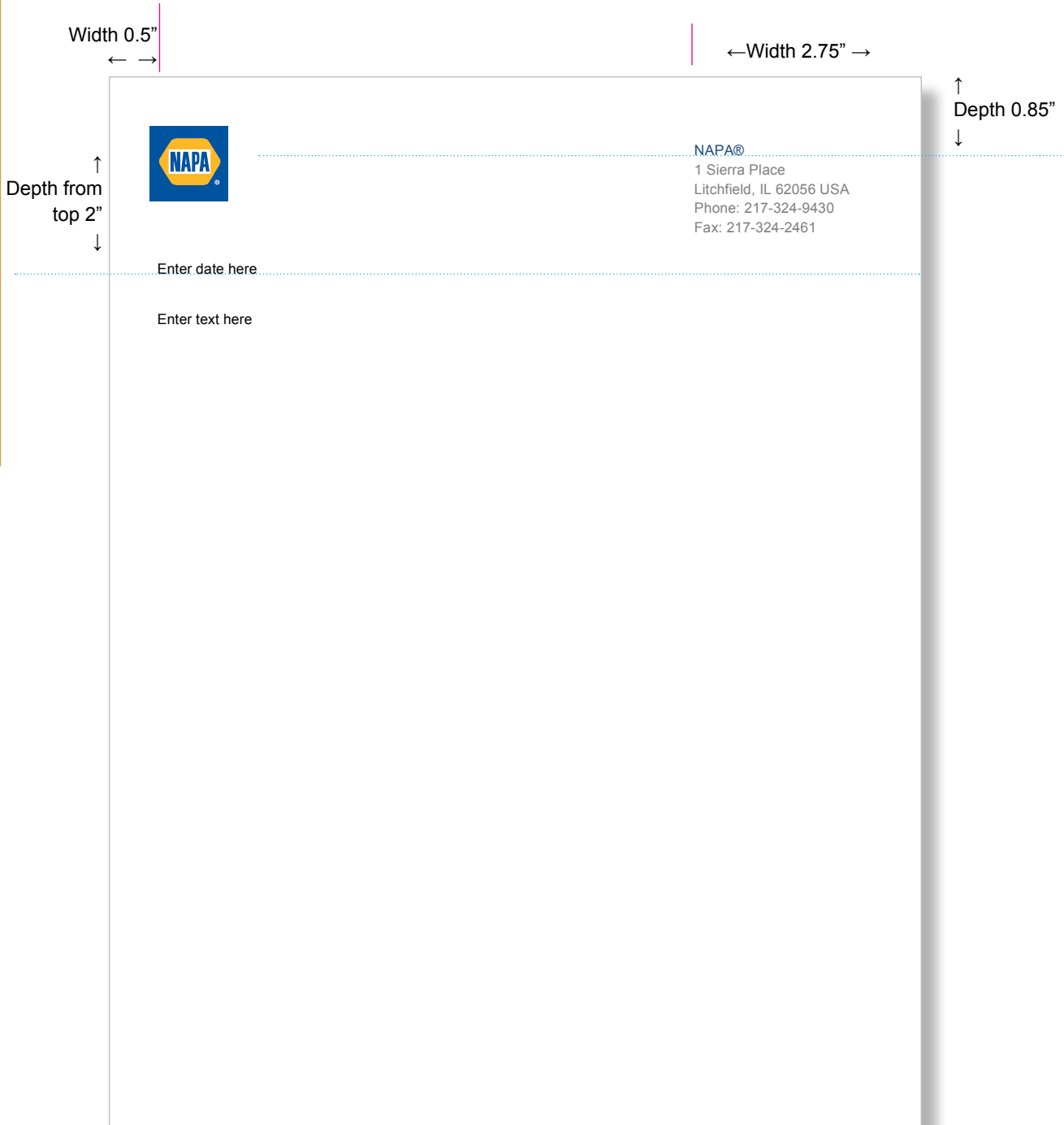
Enter text here

SEASTAR S

# other business letters

## Word documents

Continuity across brands and businesses



The templates for corporate digital media can be found in our design guideline pack.

# other business letters

Templates available ✓



Primeline®  
1 Sierra Place  
Litchfield, IL 62056 USA  
Phone: 217-324-9430  
Fax: 217-324-2461

Enter date here

Enter text here



Proheat®  
3831 #6 Road  
Richmond  
BC V6V 1P6, Canada  
Phone: 604-270-6899

Enter date here

Enter text here

# corporate business cards

## Printed business cards



Business cards are often the first point of contact when meeting a new or potential business partner or supplier.

Representing our company with consistent communications across all brands and businesses owned by SeaStar Solutions.

# corporate business cards

Templates available ✓

Identity

←Width 2.09" →

Name - Calibri Bold 10pt

Name color

C - 100%

M - 75%

Y - 0%

K - 20%

Address - Calibri Regular 9pt

Font color black



Star

↑  
Depth 1.45"  
↓

Identity

←Width 1.25" →

# brand business cards

## Printed business cards



Business cards are often the first point of contact when meeting a new or potential business partner or supplier.

Representing our company with consistent communications across all brands and businesses owned by SeaStar Solutions.

# other business cards

Templates available ✓



**POWER EQUIPMENT &  
MARINE PRODUCTS**

**Walter Rieck**

Product Manager  
Office 217-324-9473  
Mobile 217-851-9023  
Fax 217-324-2461  
walter.riek@primelinepe.com

1 Sierra Place | Litchfield, IL 62056



**Walter Rieck**

Product Manager - Power Equipment  
Office 217-324-9473  
Mobile 217-851-9023  
Fax 217-324-2461  
walter.riek@primelinepe.com

1 Sierra Place | Litchfield, IL 62056

[primelinepe.com](http://primelinepe.com)



**Rick Lawrence**

Industrial Product Manager  
Office 610-382-1941  
Mobile 610-427-9993  
Fax 610-569-4230  
richard.lawrence@tflexinc.com

640 N. Lewis Rd. | Limerick, PA 19426

[primelinecontrols.com](http://primelinecontrols.com)



**Brian Curliss**

Product Manager - Heaters and Military  
Mobile 604-270-6899  
brian.curliss@proheat.com

3831 No. 6 Road | Richmond, BC V6V 1P6

[proheat.com](http://proheat.com)



# power point template

## Master title slides - Template available

Power Point presentations are used widely across our business promoting new ideas, products, pricing, systems and benefits.

This master Power Point can be tailored for all brands with or without reference to boating but always using the identity as a standard sign off.

We have designed one master to use across all areas.

Easy to use, just select the relevant slides from the master set from within the Power Point file.

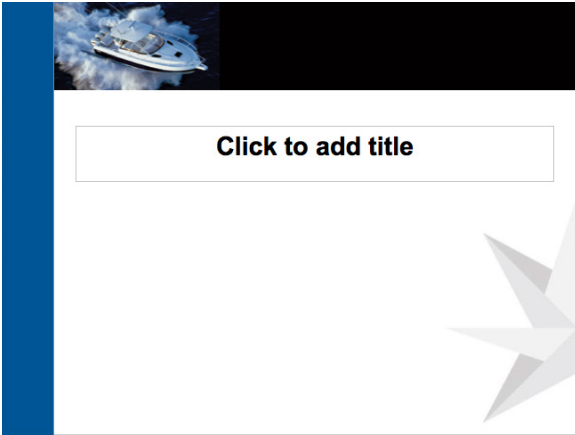


Master title and introduction for boating related presentations

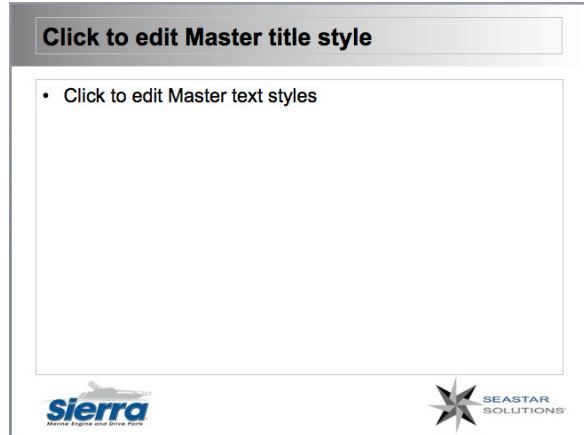


Blank Master title and introduction for non boating presentations

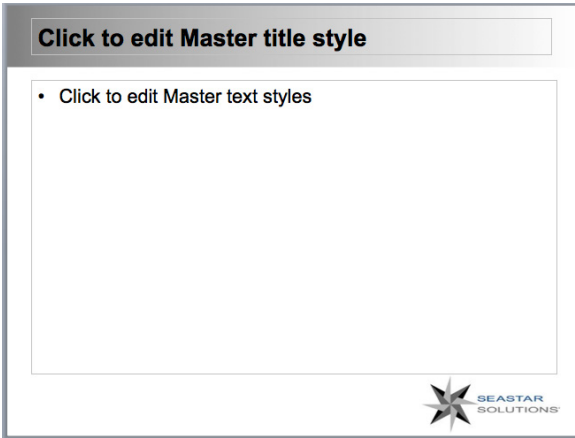
# power point template



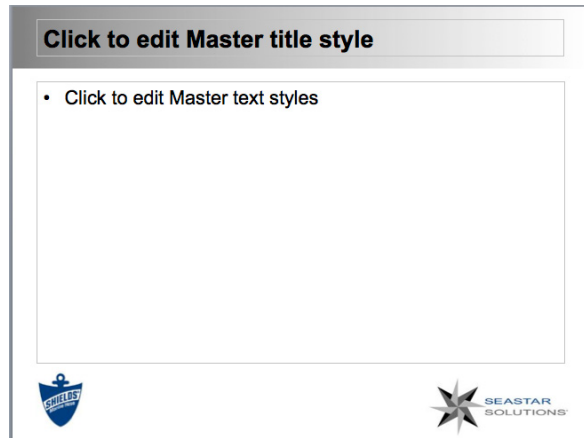
Section title page



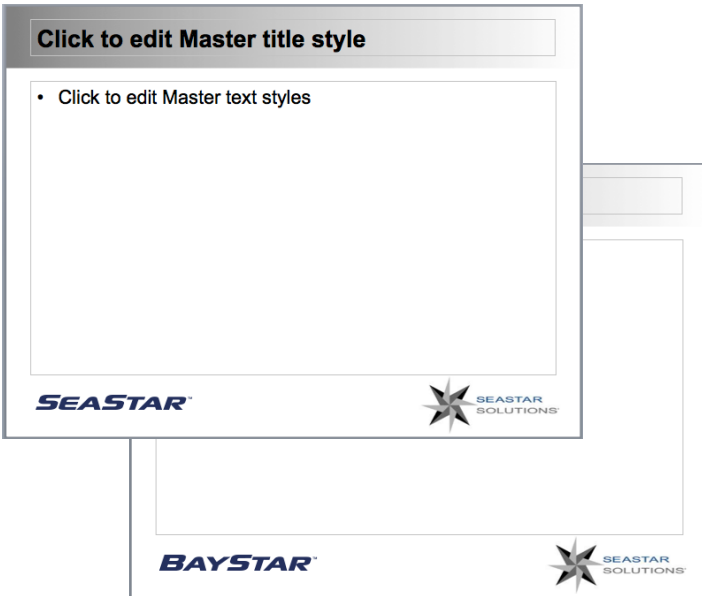
Bullet point page Sierra



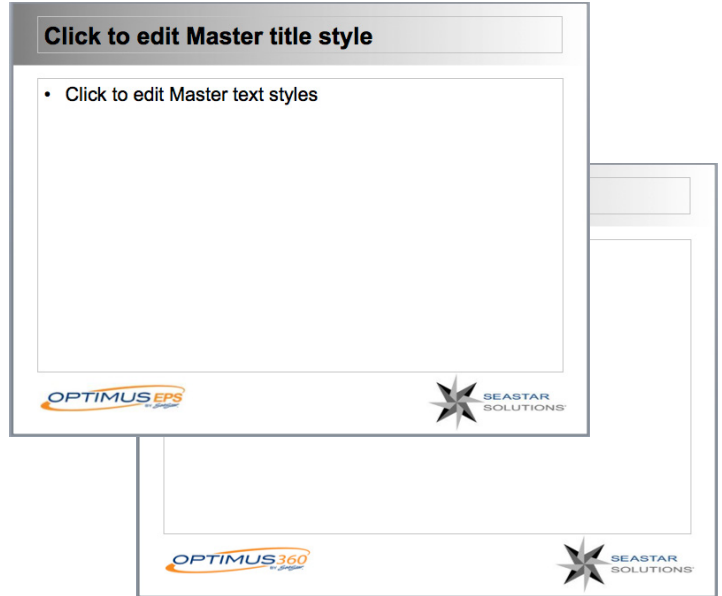
Bullet point page



Bullet point page Shields



Bullet point page SeaStar - BayStar

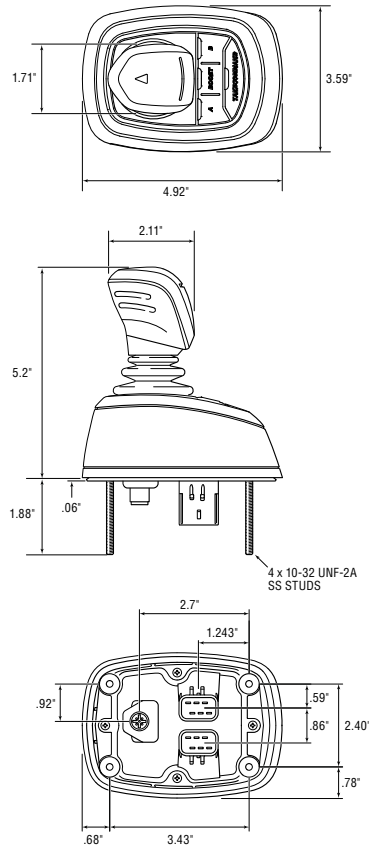


Bullet point page Optimus EPS - Optimus 360

# data sheets

Grid layout for datasheets  
 Template available ✓

Product data sheets are a vital part of our continued quest to provide useful information to customers, engineers and dealers. Simple clean layouts supply technical data in an easy to follow format. Quality images and illustrations only enhance our products global position as some of 'the best in the world'.



## Headings

Vertical scale 80%  
 Horizontal 100%  
 Tracking set to 0

Arial Bold - 16pt with 16pt leading

## Sub Headings

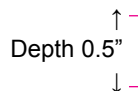
Arial Bold - 12pt with 15pt leading

## Body Text

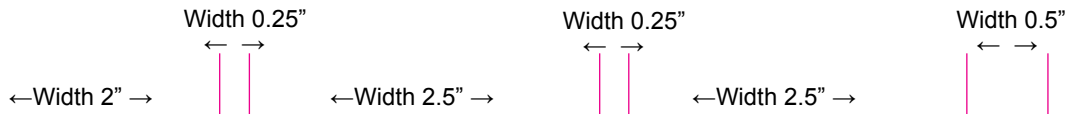
Vertical scale 100%  
 Horizontal 100%  
 Tracking set to 0

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

Graduation rules, chart specifications, identity and social medial links supplied on template.



# data sheets



## OPTIMUS 360 JOYSTICK

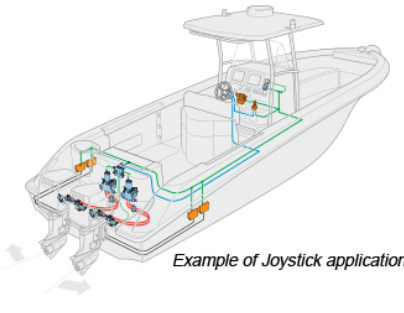
Page 1 / 2

### APPLICATIONS

- Marine vessel control: Joystick maneuver, bow thruster.
- Industrial multi-axis control: off-highway, mobile equipments, agricultural.

### FEATURES

- Rugged electronic 3-axis joystick for 12VDC marine or industrial applications.
- Dual redundant, non-contact hall effort sensors on each axis, sensors total.
- Dual CAN bus outputs: High-speed CAN and fault tolerance CAN.
- Dual redundant, power supplies.
- Design for high-end recreational boats and vehicles.
- Ergonomic handle and base design for comfortable, precision operation.
- Guided feel for preferential primary axis control.
- Flexible base lip seal to fit natural curve of dashboard.
- Soft touch elastomeric four-button keypad with blue LED's.



Example of Joystick application

The Optimus 360 Joystick is a non-contact, 3-axis vessel control module providing intelligent position control.

It feature dual redundancy for inputs for the most demanding joystick control applications. Specially designed for the marine industry

### JOYSTICK SPECIFICATIONS

#### Electrical

- Operating voltage: 9-16 VDC [SAE J1455]
- Two CAN busses
  - CAN bus 1: High Speed CAN 250 kbps [SAE J1939]
  - CAN bus 2: Fault Tolerance CAN 125 kbps [ISO 11898-3]
- Protected from reverse polarity, power interruption.
- Power transient protection: Switching transient, starter motor disturbance, and load dump. [SAE J1113-11]
- Conducted immunity: 10 Vrms, Criteria A [IEC 60945]
- Radiated immunity: 30 V/m, Criteria A [IEC 60945]
- Electrostatic discharge protection: 6kV contact, 8 kV air [IACS E10]
- Compass safe distance: 50 cm, at 1° deflection [IEC 60945]

#### Mechanical for X, Y axes

- Mechanical angle of movement: +/- (15° +/- 2°)
- Actuator force: 1.0 +/- 0.2 lbf
- Typical current drawn: Less than 300mA
- Tangential overload limit: 78 lbf [ISO 25197]
- Square limiting plate
- Guided feel for primary X, Y directions
- Durability: Minimum 500,000 cycles

#### Mechanical for Z axis

- Mechanical angle of movement: +/- (30° +/- 2°)
- Actuator force: 1.0 +/- 0.3 in-lbf
- Rotational overload limit: 8 in-lbf [ISO 25197]

#### Connection

- 2 x 6-Pin male, FCI Apex-2.8 connectors
- Built in CAN network tee for multi-station connection
- Connector tensile pull resistance: 60 lbf [ISO 10133]

Issue Date - March 2013  
Issue Number - eps2

↑ Depth from top 1.21"  
↓

↑ Depth 2.59"  
↓

↑ Depth 6.1"  
↓

↑ Depth 1.1"  
↓



www.seastarsolutions.com



# technical manuals

## Technical manual design

Technical manuals are available on the [www.seastarsolutions.com](http://www.seastarsolutions.com) web site. Technical manuals are produced by the factory of manufacture only. No attempt to copy or reproduce these manuals are permitted. No templates are available.

MEMBER  
**ABYC**  
Setting Standards for Safer Boating

51

FIFTY ONE  
ISO 9001

*OPTIMUS EPS*  
BY SEASTAR

**BAYSTAR**

**SEASTAR**

OPERATION INSTRUCTIONS

AND USER'S MANUAL

[www.seastarsolutions.com](http://www.seastarsolutions.com)





---

Electronic Power Steering for  
Outboard Powered Vessels

---



**SEASTAR  
SOLUTIONS®**

Before you do it your way,  
please try it our way

# press releases

Templates available ✓

Press releases are a vital part of our communications allowing our business to publish vital and current information as it happens. All press releases can be found on [www.seastarsolutions.com](http://www.seastarsolutions.com)



## Press Release

---

For Immediate Release  
 Contact: Rick Hauser  
 (805) 427-5259 or [rickhauser@rickhausergroup.com](mailto:rickhauser@rickhausergroup.com)

### TELEFLEX MARINE ANNOUNCES NAME CHANGE TO SEASTAR SOLUTIONS

**New Name Reflects Company's Commitment To Performance, Quality and Innovation  
 In The Global Marine Market**

**(February 14, 2013 – Litchfield, Ill)** Teleflex Marine, the leading manufacturer and distributor of marine control systems, engine and drive components and other products for the OEM and aftermarket marine trade, today announced that it is changing its name to SeaStar Solutions.

The name change comes two years after Teleflex Marine was acquired by H.I.G. Capital. "This change represents more than just a new name," said Yvan Cote, CEO of the new SeaStar Solutions. "SeaStar connects us with our brand heritage, to be sure, but the new name goes further with an inherent promise to provide the marine market with the very best in products, services and innovation. We want to make the boating experience more enjoyable for everyone."



The company's new focus is already yielding impressive results. In 2012, SeaStar Solutions introduced two NMMA Innovation Award-winning products, the Optimus 360 Joystick Control System and Xtreme Mechanical Steering System. "New product innovation is a part of our DNA," said Cote. "Being on our own feels like starting a new company. We're now able to create new and better ways to serve our customers and enhance the boater's experience on the water. You can expect that drive to continue as we move forward," he added. The recent acquisition of Detwiler Jack Plates has also proven successful and the company is working on additional acquisitions to fuel growth.

The new logo design is built around a compass rose that fits well with the company's marine heritage. "Our new logo points the way to an exciting future for our company, our employees and for our customers," added Cote.

Transition to the new name, including rebranding of products and changes to packaging and marketing materials, will take place over the next 12 months. SeaStar Solutions has planned extensive outreach programs to their employees, customers and vendors to help chart the course to their new identity.

The templates for corporate digital media can be found in our design guideline pack.

# dealer electronic promotions

## e-blasts



E-Blasts and electronic media are a strong part of company marketing reaching to many customers, dealers and distributors via direct contact with bespoke messages.

We update the design for e-blast media each year and will therefore update these guidelines to include the changes.

OnBoard Rewards program logo for Dealer specific promotions. Only use in this color format.

Use a 1pt white keyline for dark backgrounds.

Headings  
Arial MT Pro caps  
Set vertical scale to 80%

Text  
Arial Regular

**dealernetworknews**  
Issue 92 February 2013





## SIERRA SPLINE GREASE

Sierra offers high quality marine grade spline grease.



### Features/Benefits

- High quality specialty grease for yolks and engine couplers.
- Supreme protection from heat, rust and corrosion.
- Formulated for high operating pressures at varying temperatures.
- Ultimate water resistant formula.
- Backed by our industry leading warranty.
- Sierra #18-9200 replaces Mercury 92-81639A4



**SEASTAR SOLUTIONS®**

LEARN MORE ABOUT  
**SIERRA GREASE** ▶



Visit SeaStar Solutions | **Login Dealer Network** | Contact Us

# other electronic promotions

Web banners - rotating gifs

from the **MASTERS** in  
electronic power steering

**OPTIMUS EPS**  
BY SEASTAR

SEASTAR  
SOLUTIONS

www.seastarsolutions.com

SEASTAR  
SOLUTIONS®

Web banners are a great way to promote a strong message.  
Simple, straight to the point web banners can be very effective.

Users browse in different ways, some click only on information they are looking for and some surf via information that catches their eye.

Users generally notice web banners. Eye-tracking tests and other means provide information on how users perceived a single web page and what they could recognize and recall of it afterwards.



# product advertising

Advertising guidelines - Template available ✓

Product advertising must have a simple strong message combined with quality photography, illustrations or electronically generated media. Strong background color to enhance the product is encouraged but must not be abused such as florescent colors.

**Sierra**  
Sierra Starts With Five Parts

**DON'T START WITHOUT US!**  
SIERRA STARTERS & ALTERNATORS

STARTERS

ALTERNATORS

Sierra specializes in the most comprehensive range of starters and alternators. Sierra offers an extensive selection of over 400 Rotating Electrical products including starters, alternators, trim motors, solenoids, rectifiers and relays. All products are backed by Sierra's industry leading warranty!

Explore 

[www.seastarsolutions.com](http://www.seastarsolutions.com)

**SEASTAR SOLUTIONS®**

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

or

YOKO

Use either typeface its own or both as shown

## Headings

Vertical scale 80%

Horizontal 100%

Tracking set to 0

Arial Bold - 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 - (go up in increments where space allows)

# corporate advertising

Corporate advertising is based on 1 background image with 1 main heading and sign off text.

Quality imagery follows the same criteria as product advertising.



**NEW NAME, BRIGHT FUTURE**



**SEASTAR  
SOLUTIONS®**

- \* Innovative new products
- \* Advanced technology
- \* OEM preference
- \* Extensive product coverage
- \* 65 year heritage
- \* Infinite possibilities



**SEASTAR  
SOLUTIONS®**

The new SeaStar Solutions 'Star' will provide energy and core strength to support its brands and products.

[www.seastarsolutions.com](http://www.seastarsolutions.com)

# exhibition graphics

Graphic guidelines - Template available ✓



Exhibition graphics are generally viewed from a distance to attract attention.

Detail can be added for discussion points and should not overpower or interfere with the main message.

# SeaStar

Main titles - Arial MT Pro Medium 90pt  
set vertical scale 80%

# exhibition graphics

The Style of graphics will change approximately every 2 years.  
These guidelines will be updated accordingly.

## Main Titles

Arial MT Pro Medium 90pt  
set vertical scale 80%

or  
YOKO

Use either typeface its own or both as shown

## Body Text

Arial MT Pro Medium 43pt with 65pt leading  
set vertical scale 80%

## 10' Panel



# Hydraulic ..