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

Themostat Kits

Anode

Approved

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

Brand position 1
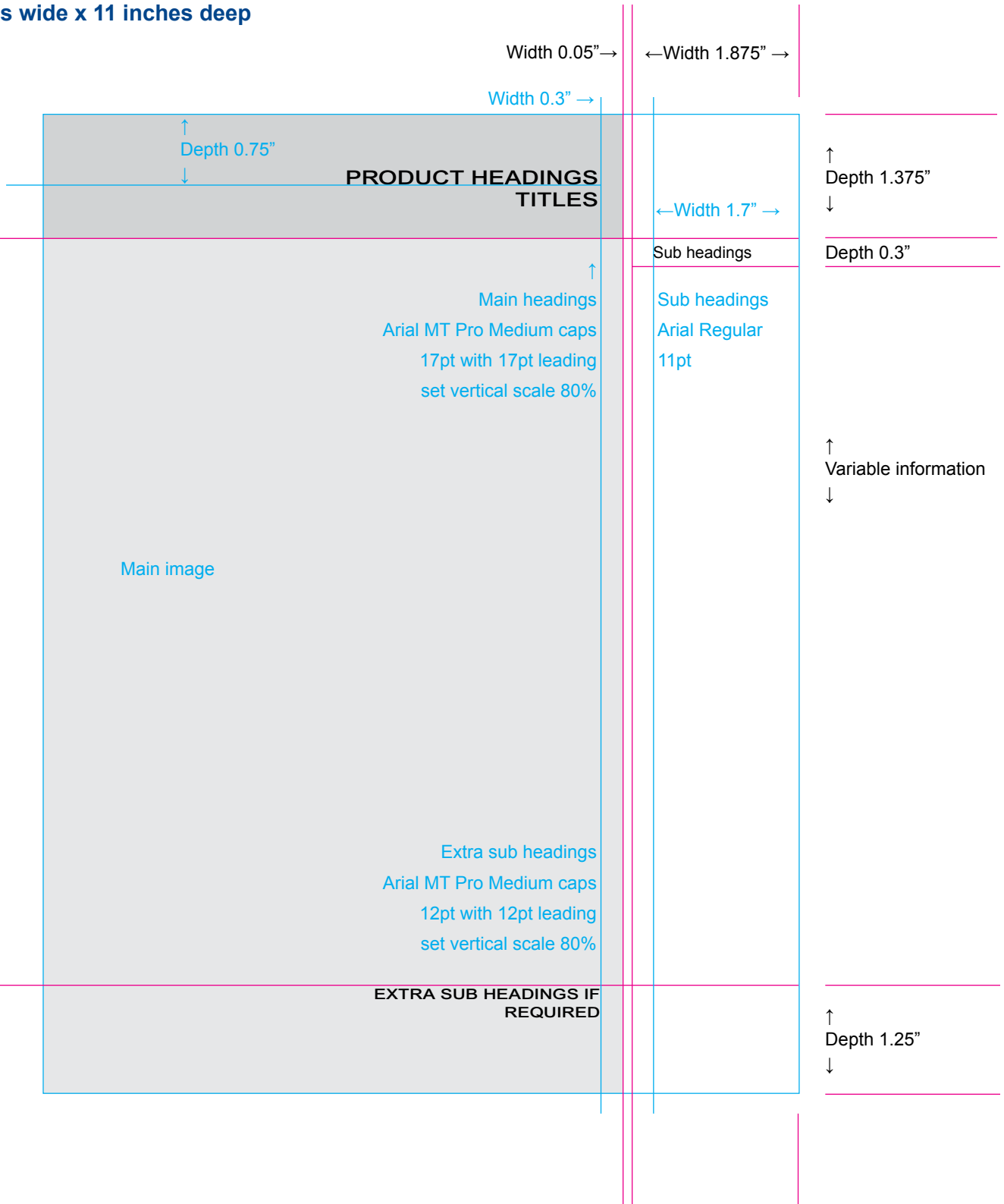
sierra
Marine Engine and Drive Parts

FROM THE EXPERTS IN MARINE ENGINE PARTS

SEASTAR SOLUTIONS®

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"
↓

↑
Depth 1.375"
↓

PRODUCT HEADINGS
TITLES

←Width 1.7" →

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 ✓

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

Use our color range

30% black

60% black

Black

Blue

Orange

standard product brochure grid

8.5 inches wide x 11 inches deep

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

the
FASTEST fish..
..need
RESPONSIVE
power steering

NEW
AN EXCITING ELECTRONIC POWER
STEERING SYSTEM FROM SEASTAR

"the Black Marlin can swim up to 80mph"

OPTIMUS EPS
BY SEASTAR

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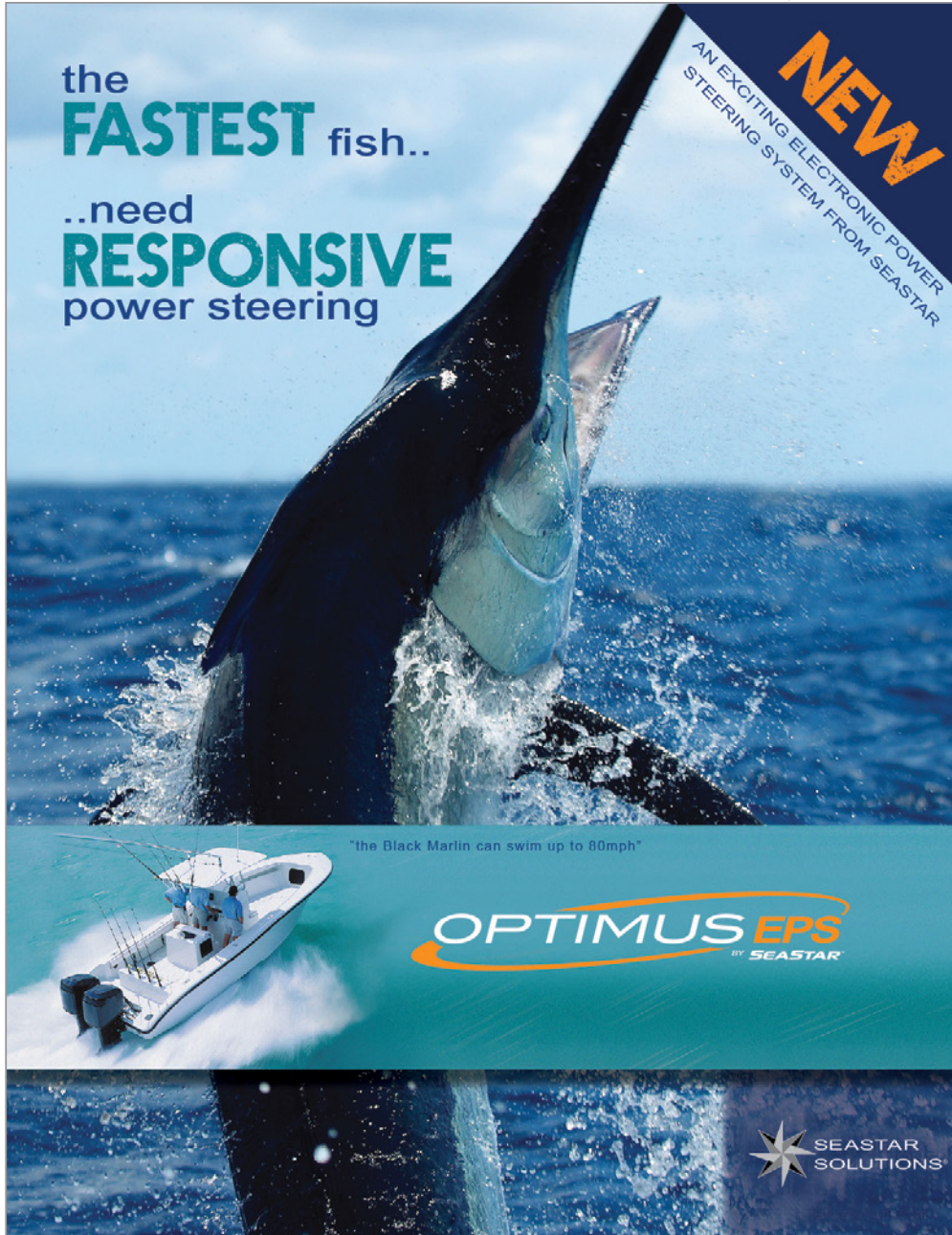
Use our color range
30% black
60% black
Black
Blue
Orange

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

NEW
PRODUCT DESCRIPTION

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”
↓

SEASTAR
SOLUTIONS®

↑
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

Main image

Branding

Use quality images only

Titles

Vertical scale 80%

Horizontal 100%

Tracking set to 0

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

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 stye 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.
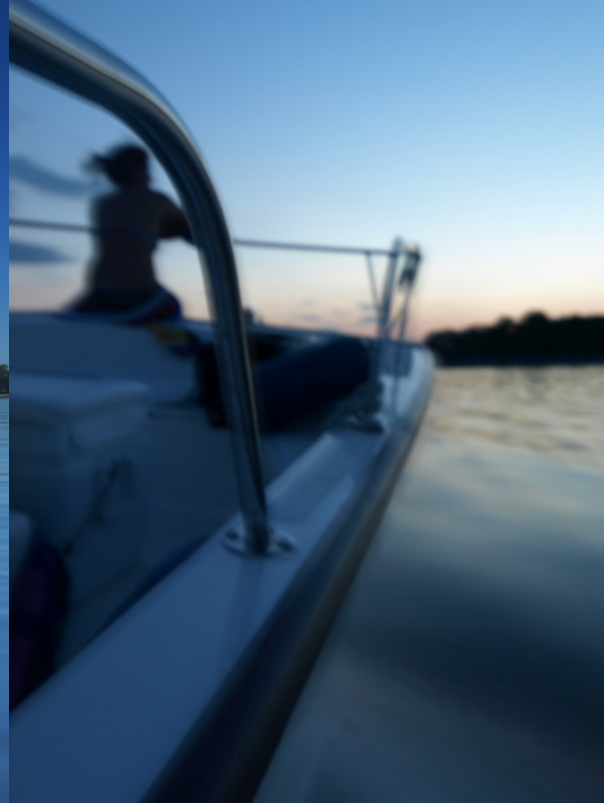
quality standards in reproduction

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.

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	

corporate letter

Word documents - Templates available ✓

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

Width 0.5"
← →

Identity

←Width 2.68" →

←Width 2.75" →

Depth 0.85"
↓

Depth from top 2"
↓

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

Star

↑
Depth 3.24"
↓

Enter date here

Black

Enter text here

Address
Arial Regular 10pt

Font color 50% black

SeaStar Solutions
Font color web safe colors 003366

Width 0.5"
← →

Depth 0.7"
↓

Depth 0.5"   www.seastarsolutions.com

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

corporate electronic stationary

←Width 2.24" →

↑
Depth 2"
↓

SEASTAR SOLUTIONS®

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

SEASTAR SOLUTIONS®

BULLETIN

To:

From:

Date:

Subject:

Enter text here

www.seastarsolutions.com

46

brand letter

Word documents - Templates available ✓

Continuity across brands and businesses

Sierra
Marine Engine and Drive Parts

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

Enter date here

Enter text here

Star

↑
Depth 3.24"
↓

Width 0.5"
← →

Depth 0.7"
↑
↓

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

↑ Depth 0.5"
↓

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

brand electronic stationary

Electronic media

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

SEASTAR™

Enter date here

Enter text here

SHIELDS Marine Hose

Enter date here

Enter text here

SHIELDS Marine Hose

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

SHIELDS Marine Hose

BULLETIN

To:
From:
Date:
Subject:

Enter text here

SEASTAR S

48

other business letters

Word documents

Continuity across brands and businesses

Width 0.5"
← →

←Width 2.75" →

↑
Depth 0.85"
↓

↑
Depth from
top 2"
↓

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

Enter date here
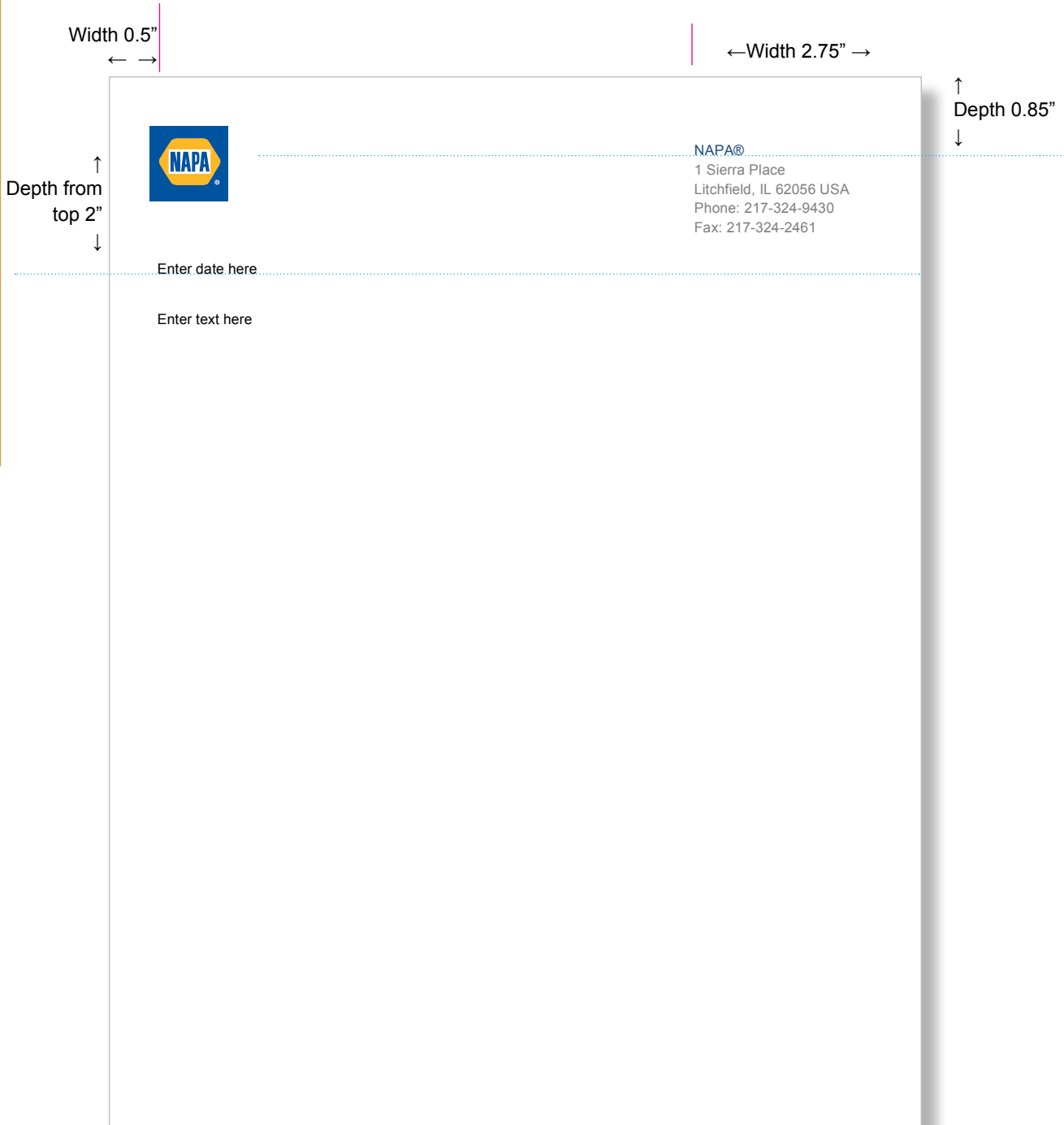
Enter text here

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.

SEASTAR SOLUTIONS®

Tom Douglass
Vice-President Sales & Marketing
Mobile 610-766-2964
tom.douglass@seastarsolutions.com

629 Loughmor Pass | St. Charles, MO 63304

BAYSTAR™   ✴*xtreme*
SEASTAR   SHIELDS
OPTIMUS EPS   ☰luSkies
✴*nfb*   *Sierra* Marine Engine and Drive Parts   **INCA** MOLDED PRODUCTS

SEASTAR SOLUTIONS®

seastarsolutions.com

corporate business cards

Templates available ✓

Identity

←Width 2.09" →

SEASTAR SOLUTIONS®

Star

↑
Depth 1.45"
↓

Tom Douglass
Vice-President Sales & Marketing
Mobile 610-766-2964
tom.douglass@seastarsolutions.com

629 Loughmor Pass | St. Charles, MO 63304

Name - Calibri Bold 10pt

Name color

C - 100%

M - 75%

Y - 0%

K - 20%

Address - Calibri Regular 9pt

Font color black

seastarsolutions.com

Identity

←Width 1.25" →

52

brand business cards

▶ Printed business cards

Larry Louvier
Product Manager - Marine
Office 217-324-9450
Mobile 217-851-3570
Fax 217-324-2461
larry.louvier@seastarsolutions.com

1 Sierra Place | Litchfield, IL 62056

sierramarine.com

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 ✓

NAPA **POWER EQUIPMENT & MARINE PRODUCTS**

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

1 Sierra Place | Litchfield, IL 62056

PRIME LINE
Power Equipment Products

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

1 Sierra Place | Litchfield, IL 62056   primelinepe.com

PRIME LINE
INDUSTRIAL CONTROLS

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

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PROHEAT

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

54

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
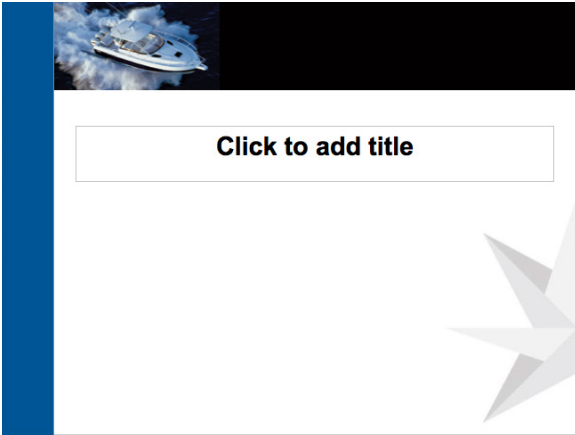
Section title page
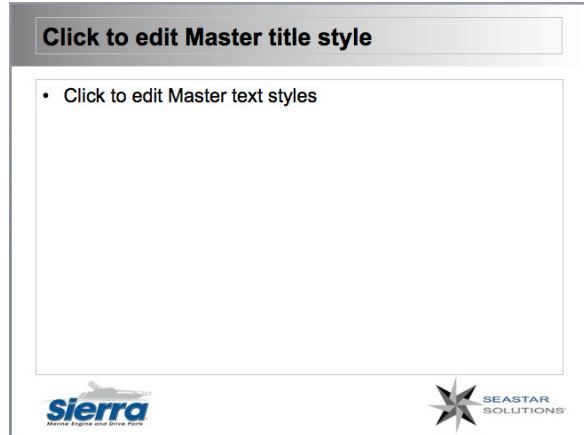
Bullet point page Sierra
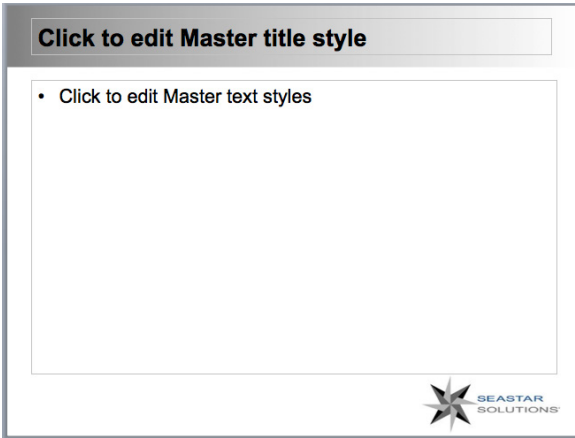
Bullet point page
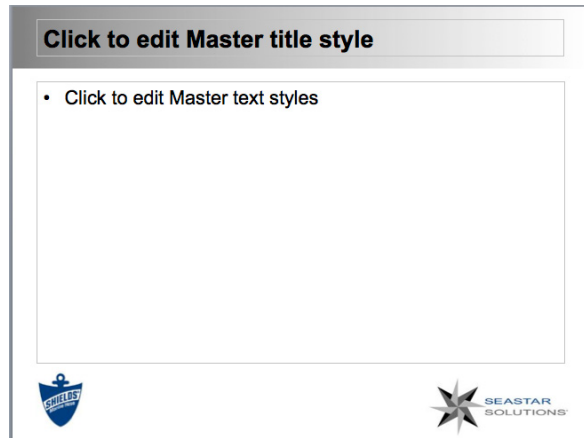
Bullet point page Shields
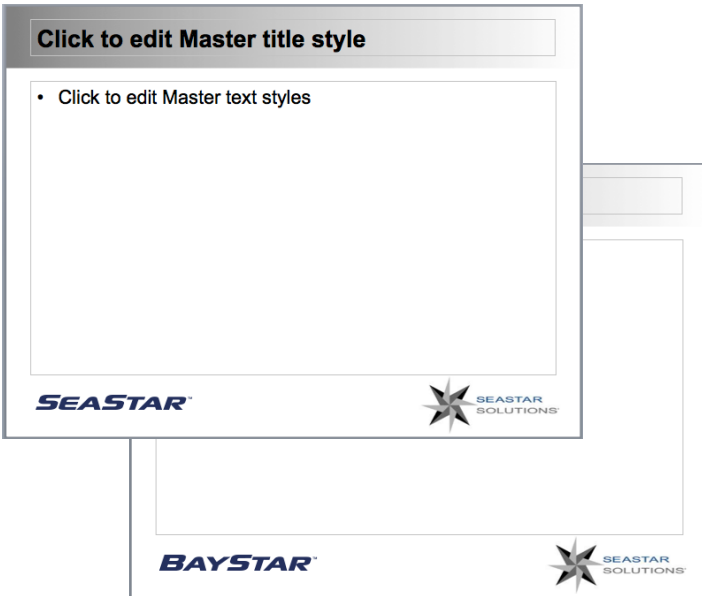
Bullet point page SeaStar - BayStar
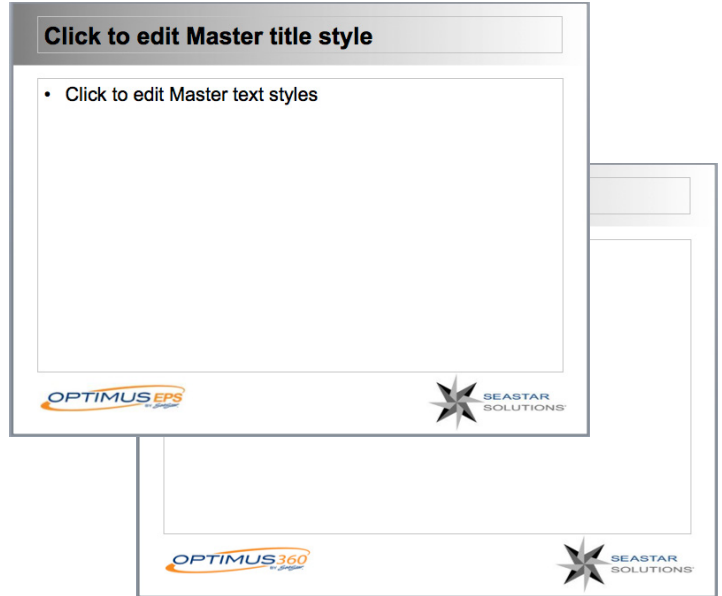
Bullet point page Optimus EPS - Optimus 360

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'.
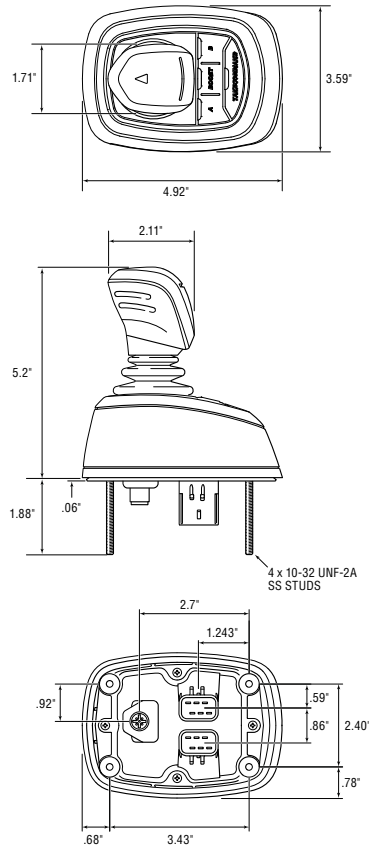
Headings

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.

Depth 0.5"

data sheets

Width 0.25"
← →

Width 0.25"
← →

Width 0.5"
← →

←Width 2" →

←Width 2.5" →

←Width 2.5" →

↑
Depth from top 1.21"
↓

↑
Depth 2.59"
↓

↑
Depth 6.1"
↓

↑
Depth 1.1"
↓

OPTIMUS 360 JOYSTICK

Page 1 / 2

APPLICATIONS

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

Example of Joystick application

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.

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 demending 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.
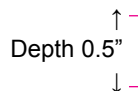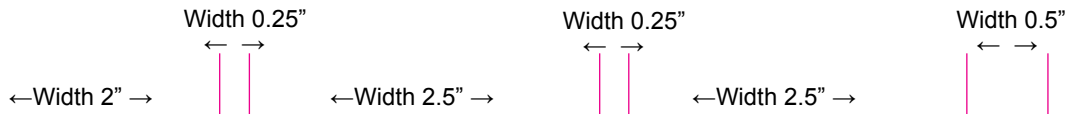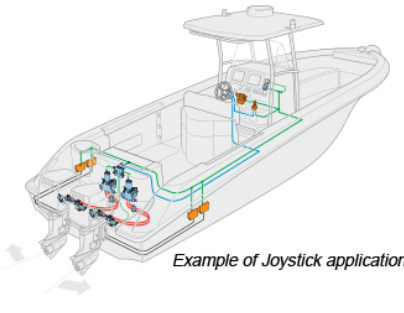- Power transient protection: Switching transient, sarter motor disturbance, and load dump. [SAE J1113-11]
- Conducted immunity: 10 Vrms, Criteria A [IEC 60945]
- Radiated immunity: 30 V/m, Criteria A [IEC 60945]
- Electrostatic discharge protection: 6kV contact, 8 kV air [IACS E10]
- Compass safe distance: 50 cm, at 1° deflection [IEC 60945]

Mechanical for X, Y axes

- Mechanicalangle of movemrnt: +/- (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

- Mechanicalangle of movemrnt: +/- (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

SEASTAR SOLUTIONS®

Learn More

www.seastarsolutions.com

technical manuals

Technical manual design

Technical manuals are available on the 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.

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

Press Release

For Immediate Release
Contact: Rick Hauser
(805) 427-5259 or 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 Febuary 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

Sierra.
Marine Engine and Drive Parts

SEASTAR SOLUTIONS®

LEARN MORE ABOUT SIERRA GREASE ▶

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

other electronic promotions

Web banners - rotating gifs

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.

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.

exhibition graphics

Graphic guidelines - Template available ✓

SeaStar Hydraulic Outboard Steering

The 'World Renowned' range of hydraulic, manual and power steering systems for Outboard, Inboard and Sterndrive boats.

Power Purge JR
The EASY way to 100% purge air out of BayStar and SeaStar hydraulic steering systems. A typical manual fill and purge takes the about 30 minutes per boat - using the Power Purge Jr. this can be reduced to 10 minutes or less.

Tournament Cylinder and Tie Bar

Extreme heavy duty cylinders and tiebars designed primarily for high performance multiple engine applications. Also available for single engine applications.

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 ..