

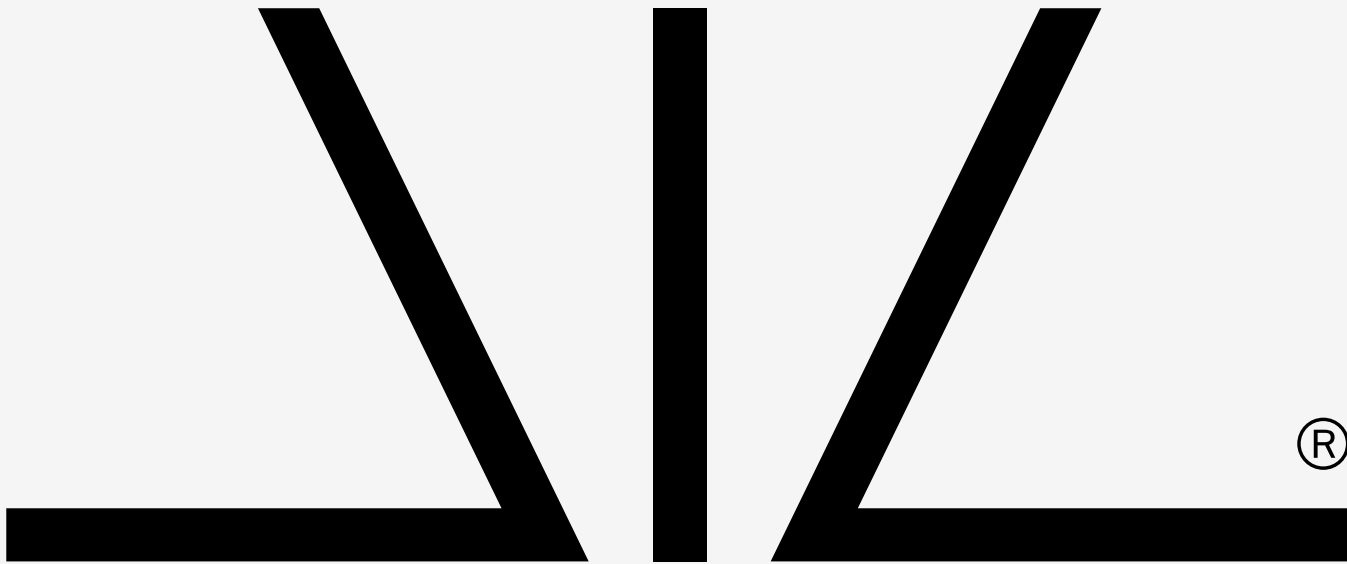
GUIDELINE is a technical document that outlines the rules for using your brand’s visual identity system / corporate identity. Adhering to the rules outlined in this document is essential. The guideline's purpose is to streamline and speed up the workflow while maintaining the brand's visual identity.

The guideline can be used by designers, SMM managers, marketers, printers, and other specialists working with the brand. It defines all the key aspects of the brand's visual identity. The document includes detailed technical information about the identity components, along with links to working files.

PROJECT: ROMEO MARINE
CLIENT: SHIPYARD

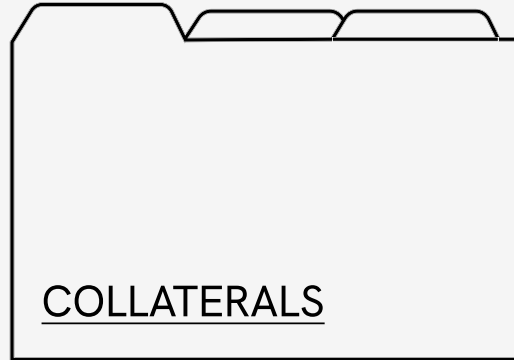
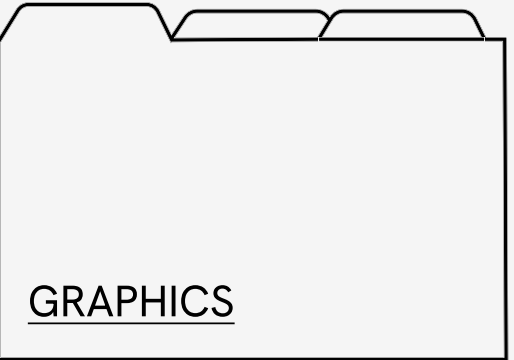
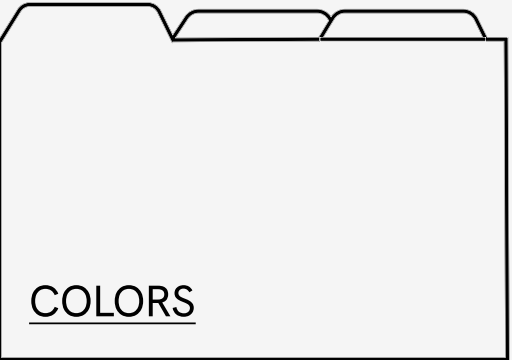
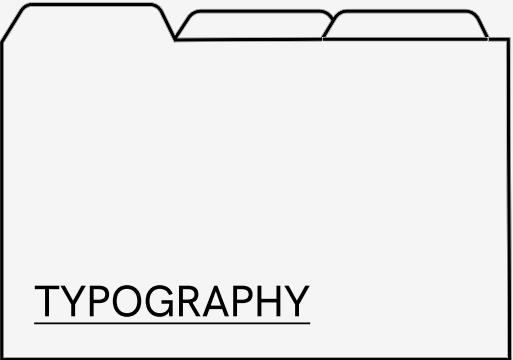
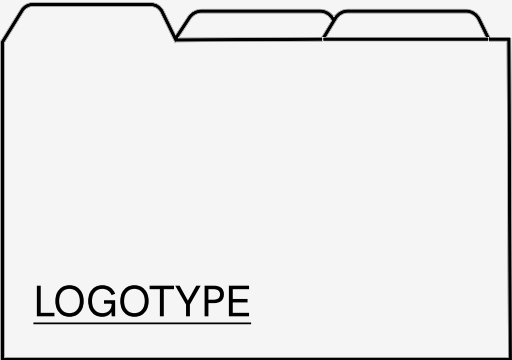
LOCATION: DUBAI, UAE

FEBRUARY
2024



ROMEO MAR/NE
EST SHIPYARD 2001

BRAND GUIDELINE



PAGE	SECTION:	PAGE	SECTION:	CATEGORY:	PAGE	SECTION:	CATEGORY:
2	DOWNLOAD FILES	3	INTRODUCTION	About the project Visual concept Design solution	16	IDENTITY	Branded color palette Color combinations Pantones & foils Branded paper Branded font & typography Branded graphic
		7	LOGOTYPE	Primary text version Horizontal version Logotype versions Logotype save zone Signmark Signmark save zone Logotype rules	28	COLLATERALS	Gmail signature Document folder Business card Leaser folder Notebook & pen Shirt & T-Shirt Overalls

REBRAND

FULL BRAND IDENTITY &
COLLATERALS

PROJECT:
ROMEO MARINE

LOCATION: UAE, DUBAI

ABOUT THE PROJECT

Romeo Marine, headquartered in Dubai, epitomizes modern shipbuilding in the Middle East. Over the last two decades, the company has transitioned from a focus on custom yacht interiors to constructing world-class, fully customized megayachts.

Romeo Marine creates vessels that are both functional and iconic, blending advanced engineering with timeless design. Each yacht embodies the perfect synergy of scale, sophistication, and craftsmanship.

In 2025, Romeo Marine will showcase its visionary designs at the Monaco Yacht Show, setting new benchmarks for excellence and positioning itself as a key player in the global luxury yacht market.

SEGMENT Premium

MISSION

To build yachts of the highest quality, blending artistry, innovation, and engineering mastery, setting new standards in the luxury yacht industry for the most discerning clients.

PRODUCT AUDIENCE

Primary Segment (80%):
Other Yacht Builders &
Manufacturers

Secondary Segment (20%):
Private Clients (UHNWIs)

VALUES

- (01) Excellence
- (02) Innovation
- (03) Sustainability
- (04) Client-focused
- (05) Timelessness
- (06) Modern
- (07) Scale
- (08) Growth
- (10) Precision

TONE OF VOICE

Professional,
Confidence & Restrained



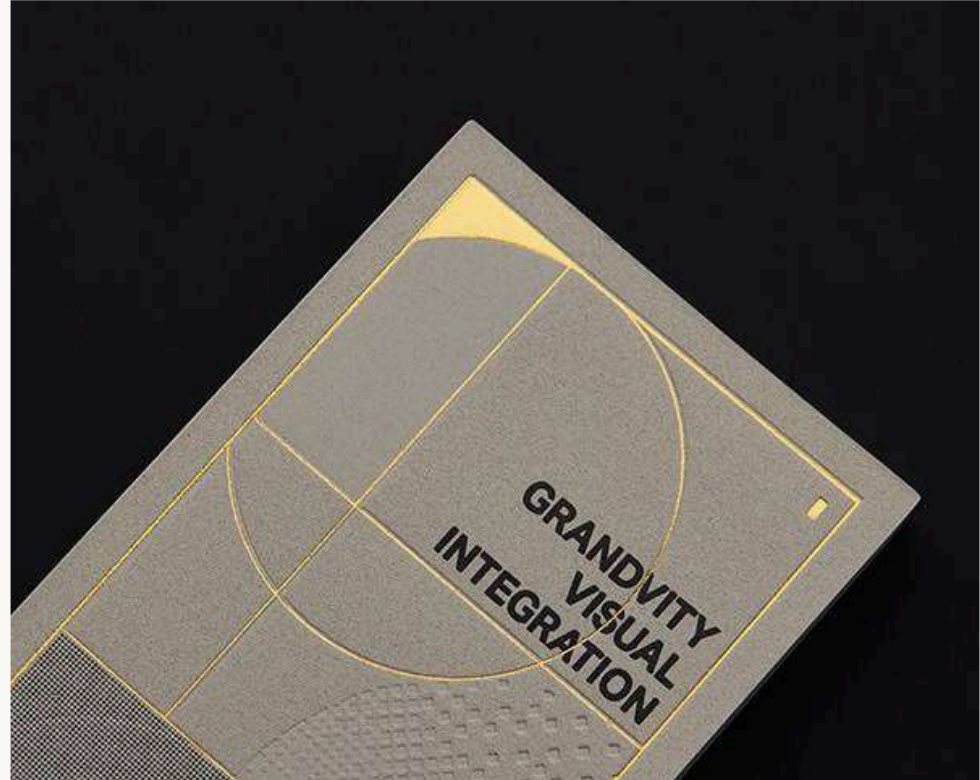
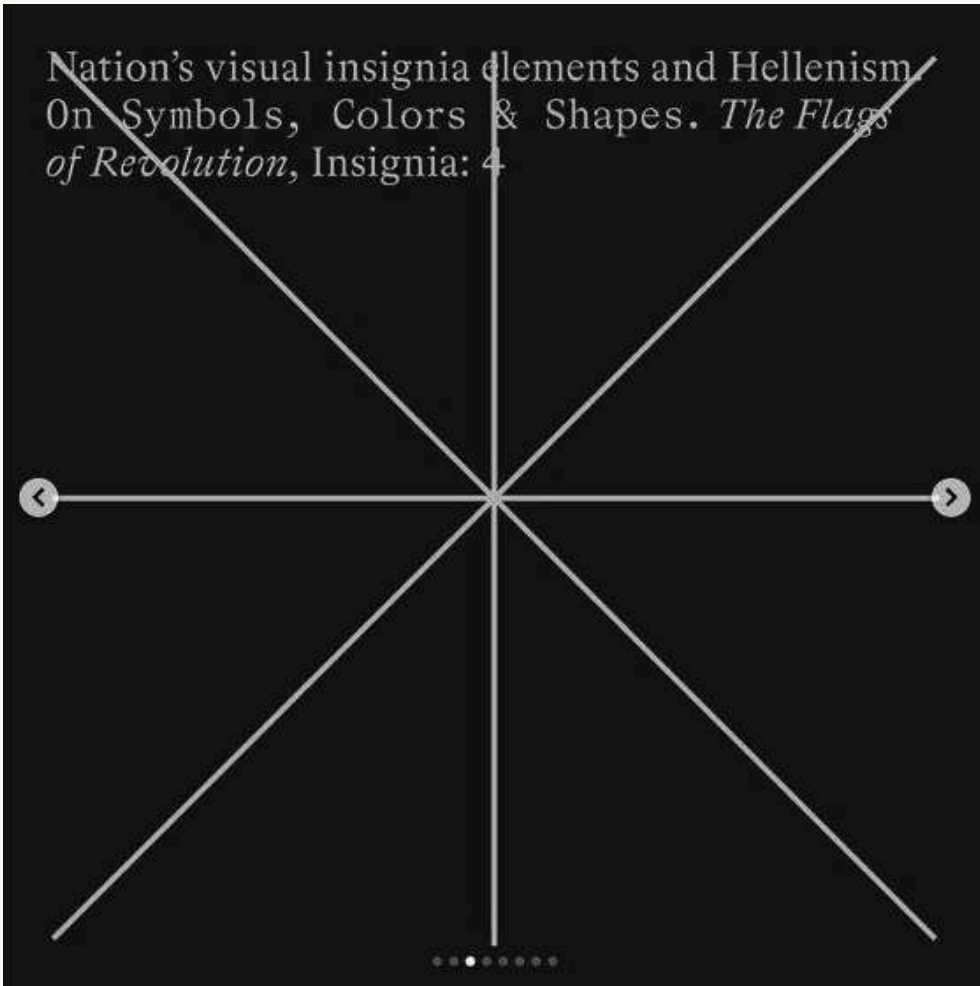
INSPIRED BY THE LIMITLESS HORIZON, WE CREATE VESSELS THAT EMBODY FREEDOM AND ELEGANCE.



ROMEO
MAR/NE®

/ SPOILER

BALANCE OF AESTHETICS AND FUNCTIONALITY, WHERE INNOVATION MEETS TIMELESS DESIGN.



// Frederic J. Brown,
Maritime Innovation Entrepreneur

CRAFTING NOT JUST YACHTS, BUT JOURNEYS THAT DEFINE THE ESSENCE OF LUXURY AND ADVENTURE.

DESIGN SOLUTION

The concept for Romeo Marine is inspired by the notion of constant movement and precision, capturing the essence of a yacht journey.

At the heart of the concept is the idea of direction and path symbolizing the company's philosophy of progress and growth.

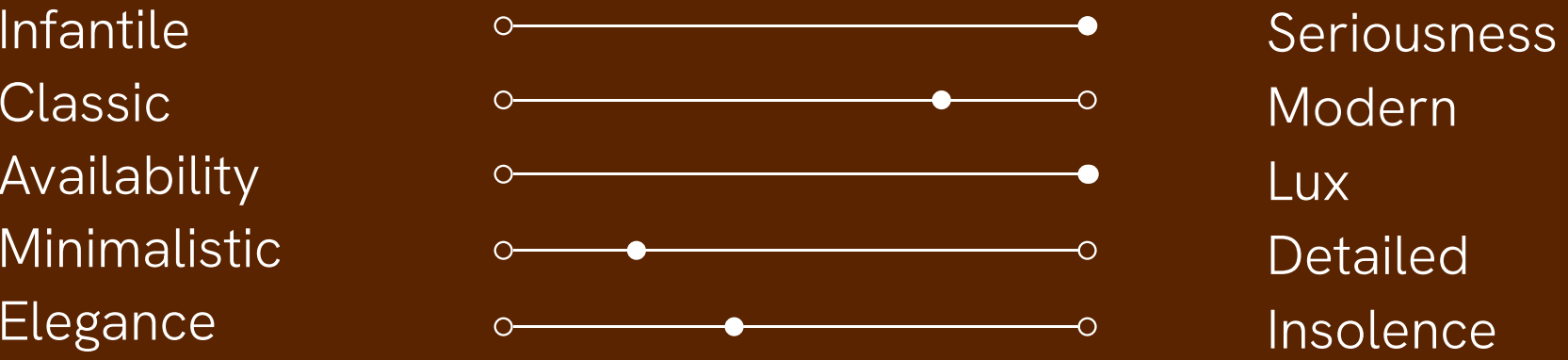
The color palette of deep browns is chosen to evoke a sense of trust, sophistication, and stability, while also conveying warmth and elegance. Typography is kept modern and simple, reinforcing the brand’s professional and precise character.

This concept is not just about aesthetics, but about embodying the values of technological advancement, premium quality, and reliability. It aims to establish Romeo Marine as a brand that is always moving forward, pursuing excellence, and exploring new horizons.

Through this visual language, Romeo Marine positions itself as a forward-thinking leader in the maritime industry, guiding its customers toward new horizons with confidence and professionalism.

VISUAL EXPECTATIONS

Modernity, stability, professionalism, service, comfort, movement, details



ROMEO®
MAR/NE
EST SHIPYARD 2001

MOVEMENT + INDIVIDUALITY

CLASSIC GEOMETRIC FONT

CLEAN LINES

RECOGNIZABLE ACCENT

FRIENDLY & PROFESSIONAL

TWO-LEVEL COMPOSITION

DYNAMIC COMPOSITION

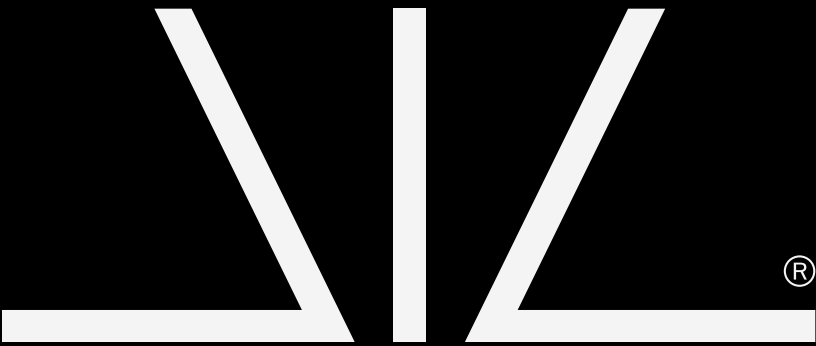
RECOGNIZABLE FORM

/ 01 The two-level logotype composition symbolizes yacht decks, while the accent diagonal line represents movement and direction, reflecting the company's character.

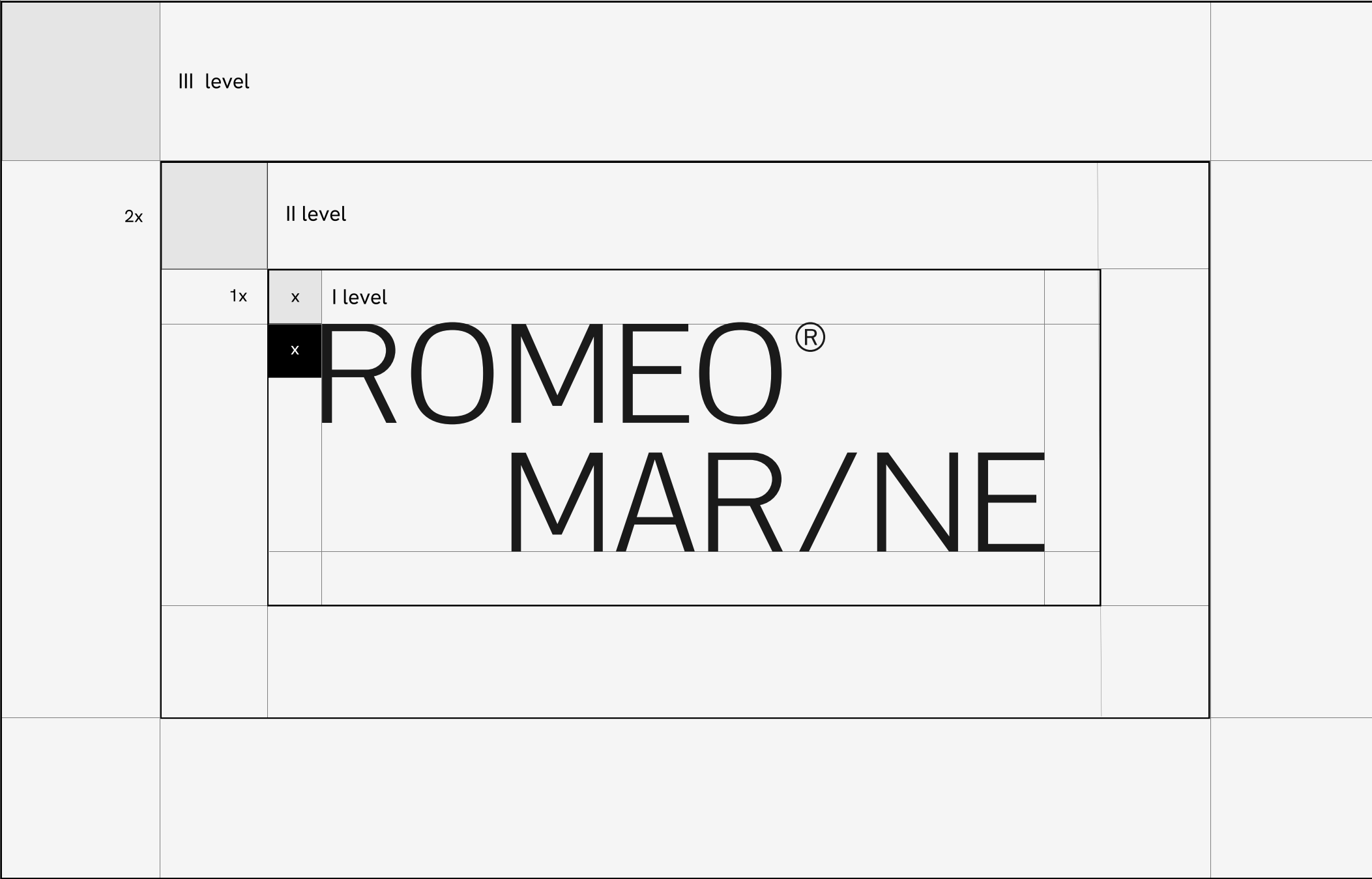
/ 02 The logo is perceived as confident and serious, yet it features rounded corners, which convey a sense of safety. The small spacing reflects closeness and trust.

/ 03 A geometric grotesque typeface has been used, combining classic structure with modern execution, which emphasizes the company's.

RM ROMEO
MAR/NE®
EST SHIPYARD 2001



ROMEO MAR/NE[®]
EST SHIPYARD 2001



The logo clearance area / safe zone is the space around the logo that must remain free of other elements to ensure its readability, visibility, and recognition. It is calculated proportionally from the measured point X.

I level — for placement along the upper or bottom edge across the full width of the layout.
II level — for placement in the top part of the layout.
III level — for centered placement.

The minimum logo size corresponds to the minimum line thickness of 1 pt (≈ 0.3 mm).

 MEASUREMENT POINT

/ 01

I LEVEL



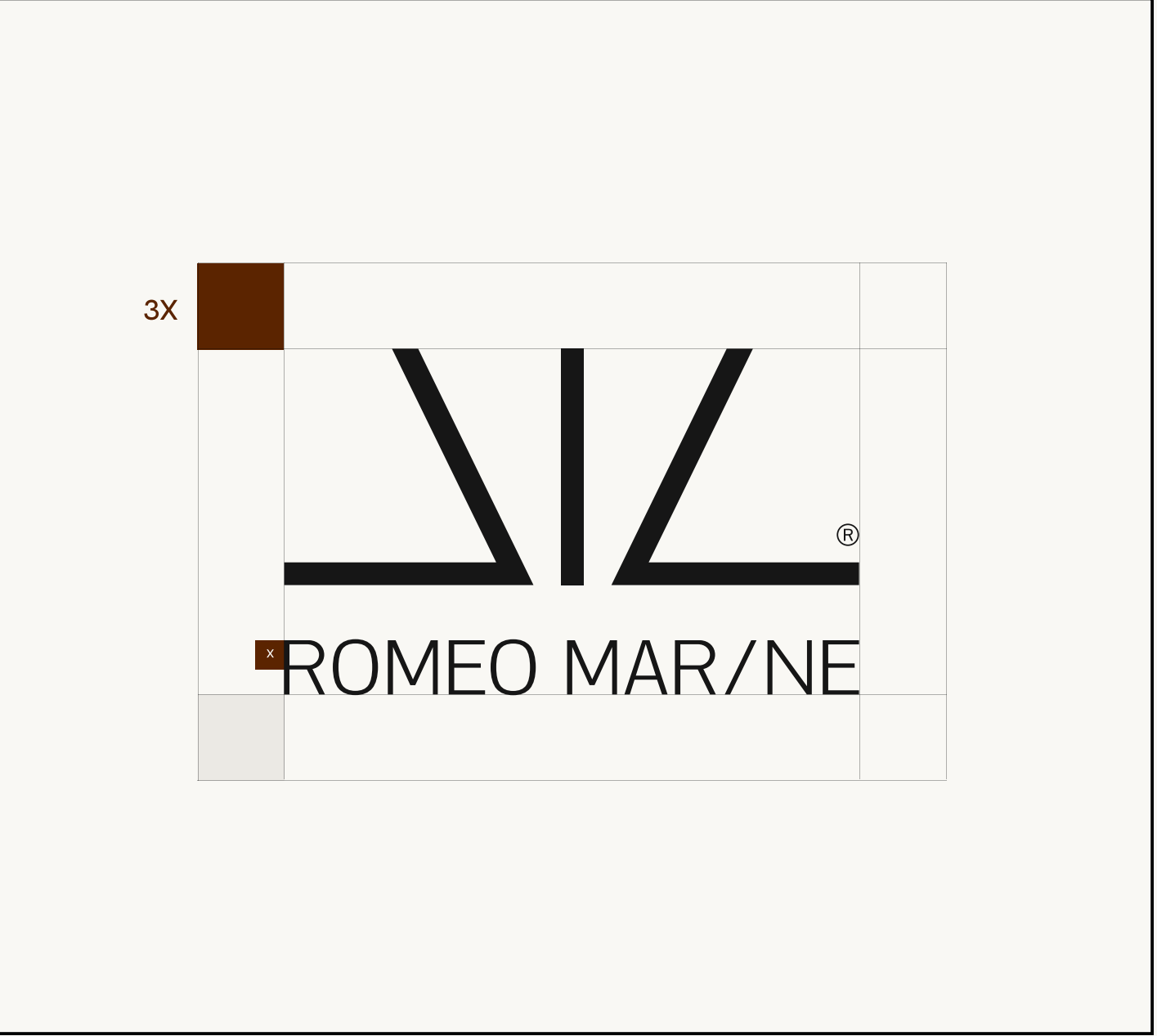
/ 02

II LEVEL



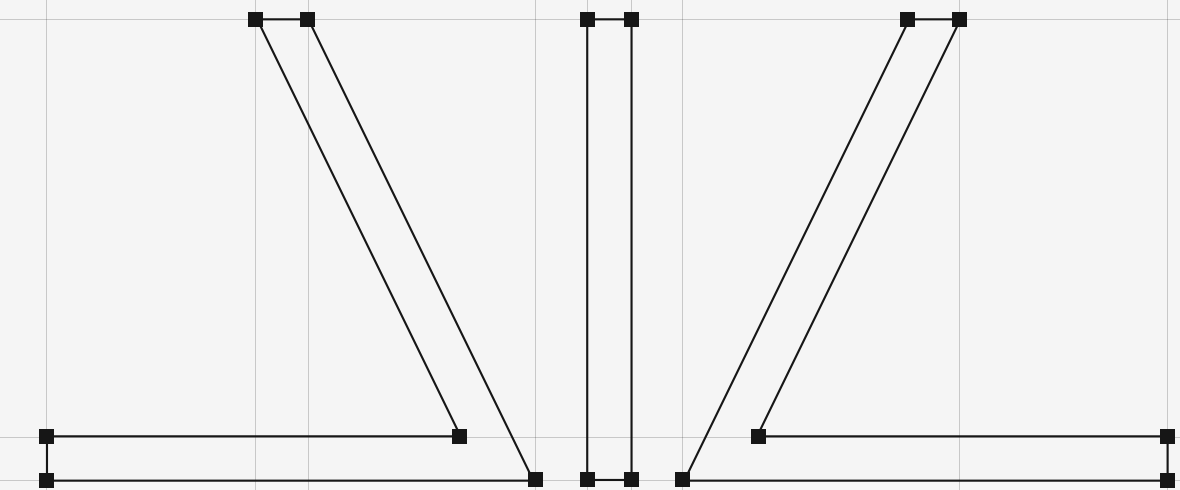
/ 03

III LEVEL





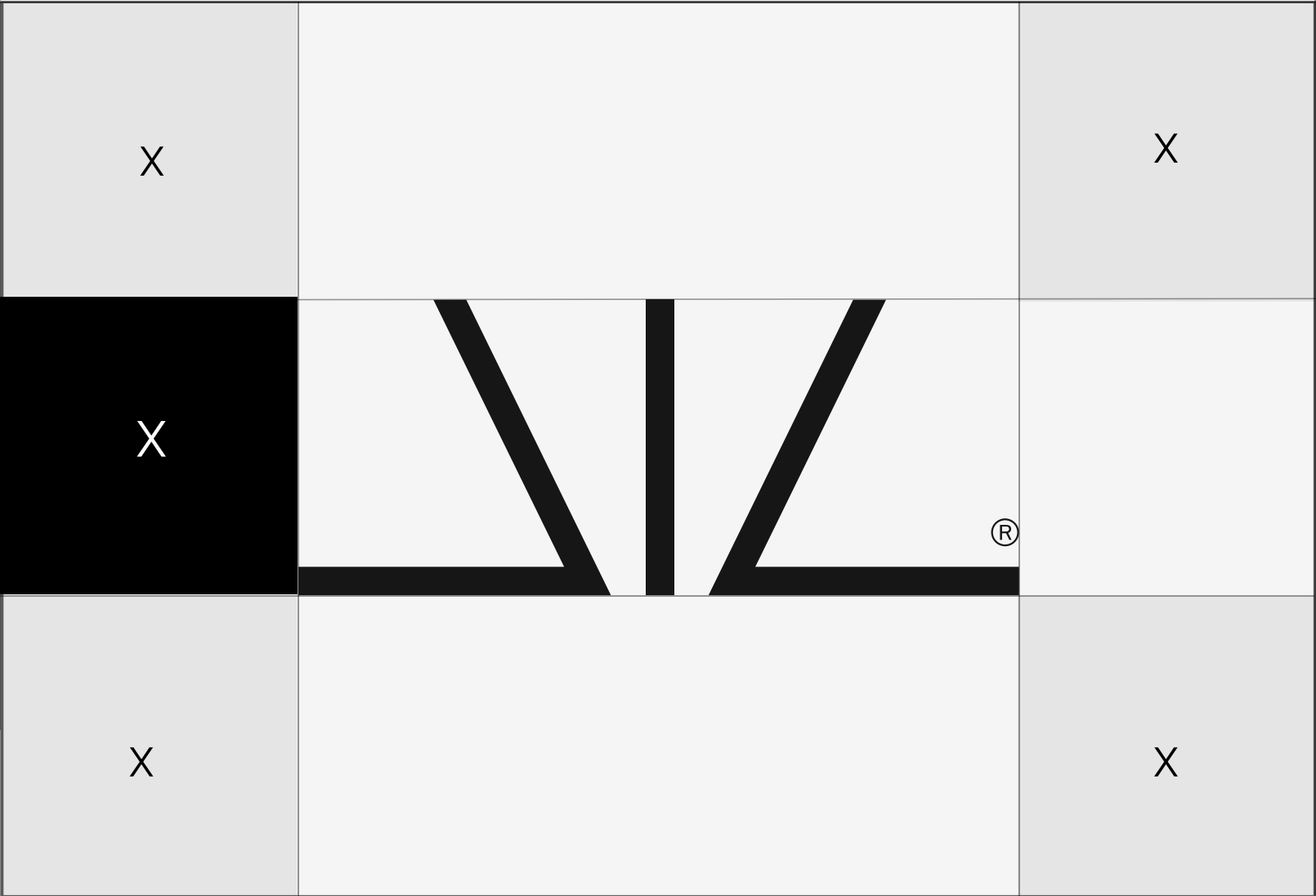
/ SIGNMARK CONSTRUCTION



DIRECTION + SUSTAINABILITY

/ The brand symbol (signmark) features a stable and modern geometric icon that embodies professionalism and trust. It mirrors the accent line from the main logo, creating a unique symbol that resembles the bow of a yacht.

Paired with the logo, it ensures a harmonious blend of tradition and contemporary elegance, making it both memorable and impactful.



/ ANY MODIFICATIONS TO THE LOGO ARE NOT ALLOWED.

/ TILTING OR ROTATING THE LOGO IS NOT ALLOWED.

/ THE USE OF NON-BRAND COLORS IS NOT ALLOWED.

LOGO USAGE GUIDELINES

Download Logotypes

The color palette of Romeo Marine is designed to convey elegance, reliability, and premium quality.

Basic — 30% Warm White and 15% Black:
These basic colors represent professionalism and timeless sophistication, with black adding depth and authority, while warm whites bring clarity and balance.

Primary — 30% Terracotta and 10% Dark Brown:
These earthy tones evoke comfort and elegance, with terracotta providing warmth and vibrancy, while brown reflects reliability and stability.

Accent — 15% Gold:
The gold accent symbolizes luxury and excellence, adding a refined touch to the brand’s identity.

This combination creates a harmonious balance between tradition and modernity, positioning Romeo Marine as a trusted leader in the industry.

30%	30%	15%	10%	15%
BASE	PRIMARY 01	ASSENT	PRIMARY 02	BASE
WARM WHITE	TERRACOTTA	GOLD	DARK BROWN	BLACK
RGB CMYK HEX	RGB CMYK HEX	RGB CMYK HEX	RGB CMYK HEX	RGB CMYK HEX
249 248 245 0 80 100 0 #F9F8F5	92 37 0 0 75 100 70 #5C2500	255 217 139 #FFD98B	22 22 22 0 80 100 0 #1B1A1A	22 22 22 0 80 100 0 #1B1A1A
—	PANTONE 1685 C	—	PANTONE 2479 C	—

ROMEO MAR/NE®

/ 01 WARM WHITE + BLACK

ROMEO MAR/NE®

/ 02 DARK BROWN + WHITE

ROMEO MAR/NE®

/ 03 BLACK + WHITE

ROMEO MAR/NE®

/ 02 TERACOTTA + WHITE

ROMEO MAR/NE®

/ 03 WARM WHITE + TERACOTTA

ROMEO MAR/NE®

/ 04 DARK BROWN + GOLD

ROMEO MAR/NE®

/ 06 BLACK + GOLD

ROMEO MAR/NE®

/ 02 TERACOTTA + GOLD

PANTONE



PANTONE®

1685 C / 7587 C



PANTONE®

2479 C / 440 C



PANTONE®

GOLD

FOILCO



EXAMPLES

BROWN

- 764 / SADDLE (GLOSS BROWN)
- 7037 / CACOA (MATT BROWN)
- 6990 / AMBER (METALLIC BROWN)
- 6984 / ESPRESSO (GLOSS BROWN)

GOLD

- 6570 / 5 A.M.
- 6123 / COASTAL GOLD
- 23 / ESCOVA GOLD

/ BRANDED PAPERS

/ WILD CLAY

450 GSM

/ COLORPLAN BITTER CHOCOLATE

540 / 700 GSM

/ CONQUEROR LAID HIGH WHITE

400 GSM

/ GMUND URBAN CEMENT BLACK

310 GSM

/ GMUND ACTION GO TO HELL BLACK

310 GSM

/ GMUND GOLD
250 / 310 GSM





HK HANKEN GROTESK

Designed by [Alfredo Marco Pradil](#), [Hanken Design Co.](#)

[DOWNLOAD FONT](#)

Hanken Grotesk is a sans serif typeface, modern, minimalist aesthetic. Designed by Alfredo Marco Pradil in 2017, the font is inspired by the Swiss classic grotesque style, offering a combination of legibility and elegance. It features a slightly condensed structure with geometric shapes, making it highly versatile for both print and digital media.

License: [Open Font License](#).
You can use font in your products & projects — print or digital, commercial or otherwise (free).

Aa

Light

Aa

Light Italic

Aa

Regular

Aa

Bold

FONT SELECTION RATIONALE:

The Hanken Grotesk font was chosen for the Romeo Marine project for its strict, geometric style that reflects the brand’s confidence, quality, and technological excellence.

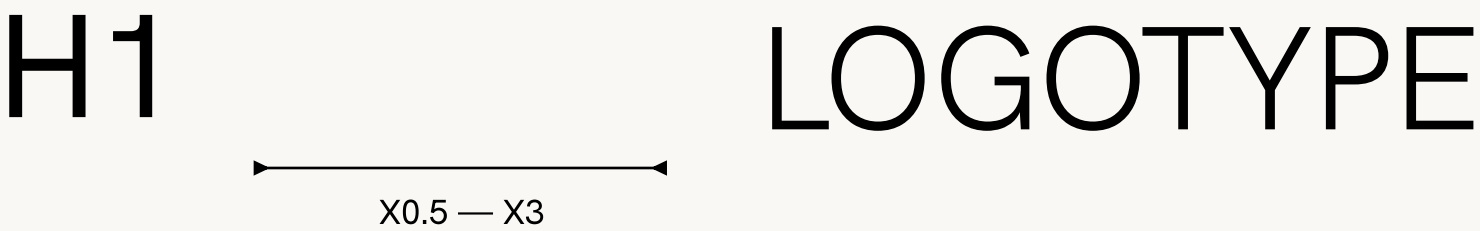
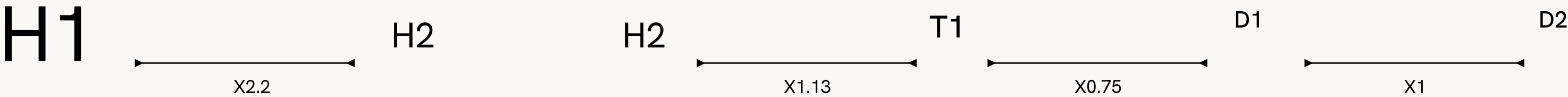
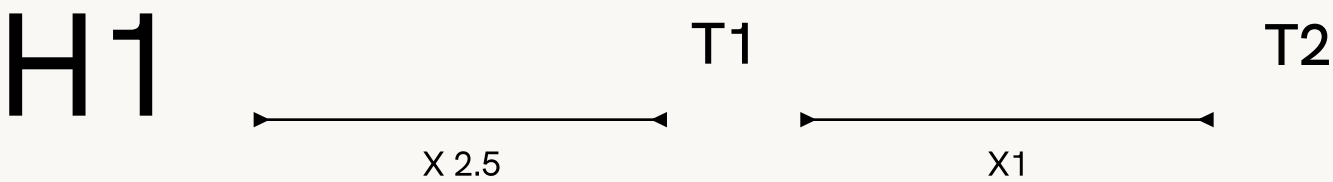
Its clean lines and high readability emphasize the company’s premium nature, creating a sense of reliability and professionalism.

This font perfectly aligns with the brand’s philosophy, conveying values of precision, modernity, and high-level craftsmanship.

The versatile nature of Hanken Grotesk ensures a consistent and cohesive visual identity across all brand materials, reinforcing the project's commitment to clarity, sophistication, and attention to detail.

Hanken Grotesk is the sole brand font for Romeo Marine. It is used for all levels of text hierarchy: headings, subheadings, body text, and details. The weight and size vary according to hierarchy

H1	HEADLINE 55pt	YACHT BUILDING		LEADING 100%	LIGHT
H2	SUBTITLE 25 pt	STRUCTURE ENGINEERING		LEADING 120%	LIGHT REGULAR
T1	BASIC TEXT 22 pt	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud.Lorem ipsum dolor sit amet, consectetur adipiscing elit.	T2	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud.Lorem ipsum dolor sit amet, consectetur adipiscing elit.	LEADING 140% REGULAR / BOLD
D1	DETAILS 16.5pt	DETAILS / NOTES / LINKS	D2	DETAILS / NOTES / LINKS	LEADING 140% LIGHT / L. ITALIC



2X



ROMEO
MAR/NE

INTERIOR
MANUFACTURING &
FIT-OUT

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed
do eiusmod tempor incididunt ut labore et dolore magna
aliqua. Ut enim ad minim veniam, quis nostrud. Lorem ipsum
dolor sit amet, consectetur adipiscing elit.

DETAILS / NOTES / LINKS


SEA TRIAL &
HANDOVER

1X



ROMEO MAR/NE

3X



ROMEO MAR/NE

/ IMAGE

CONSULTATION

Lorem ipsum dolor sit amet, consectetur elit, sed
do eiusmod tempor incididunt ut labore et dolore
magna aliqua. Ut enim ad minim veniam, quis
nostrud. Lorem amet, consectetur adipiscing elit.

CRAFTING TIMELESS LUXURY, WHERE EVERY YACHT IS A REFLECTION OF SUCCESS
AND PERSONAL STYLE. LUXURY YACHT OWNERS ARE CONNOISSEURS OF EXCEL-
LENCE, SEEKING VESSELS THAT EMBODY THEIR SUCCESS AND INDIVIDUALITY.

YACHT BUILDING IS ALL ABOUT PRECISION, LOGIC, AND STAGES. THE GRAPHICS WILL EMPLOY GEOMETRIC SHAPES LIKE STRAIGHT LINES, CIRCLES, ARROWS AND GRIDS TO HIGHLIGHT THE STRUCTURE AND LOGIC OF EACH PHASE, FROM DESIGN TO COMPLETION.

THE SLASH (/) IS A SYMBOL THAT EXTENDS BEYOND THE LOGO, INTEGRATING INTO GRAPHICS AND TEXT, BECOMING A CRUCIAL DESIGN ELEMENT. IT BECOMES AN ANCHOR OF RECOGNITION

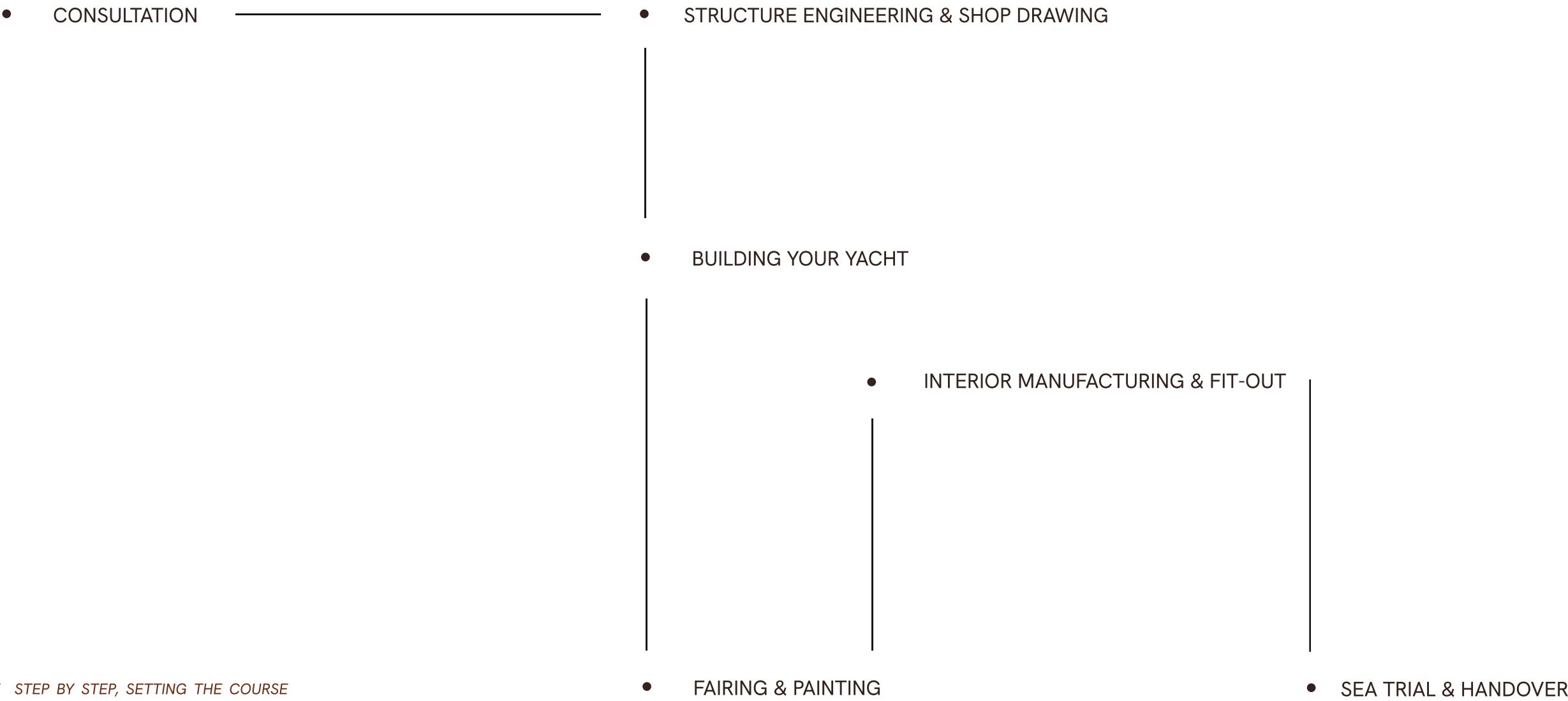


/ YACHT BUILDING

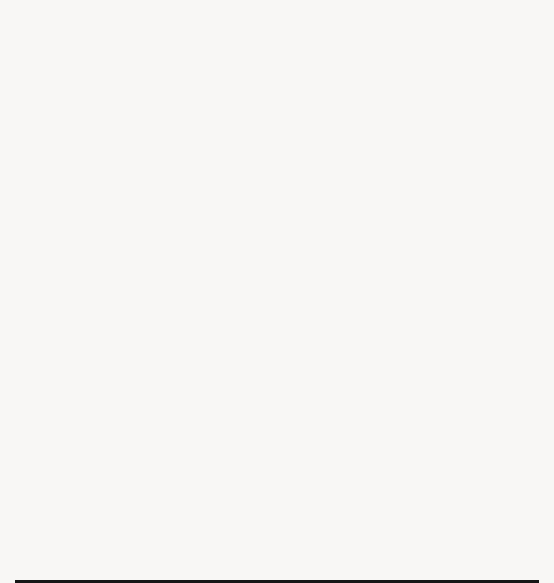
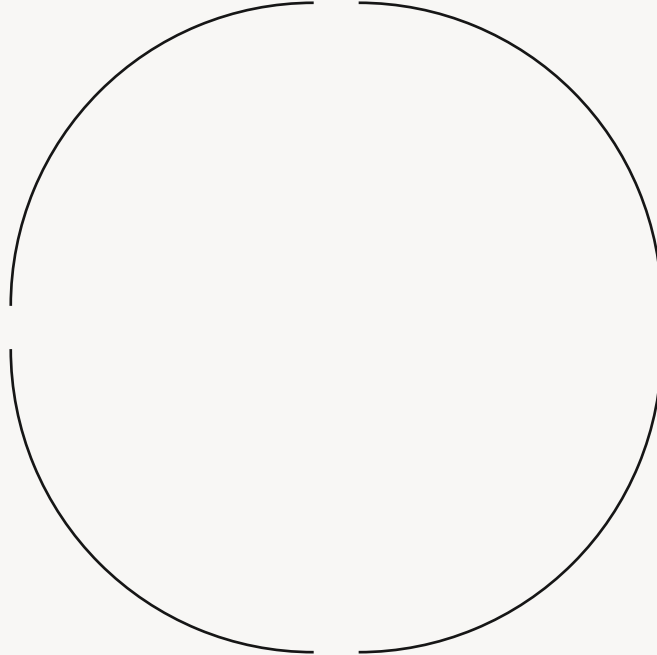
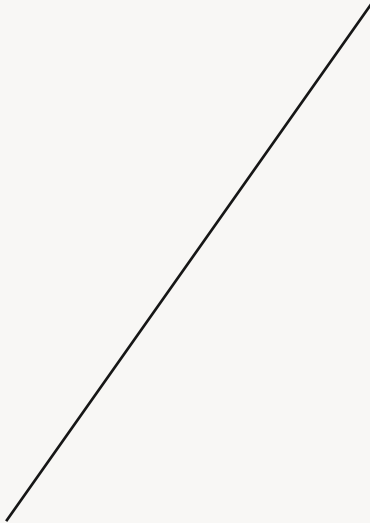
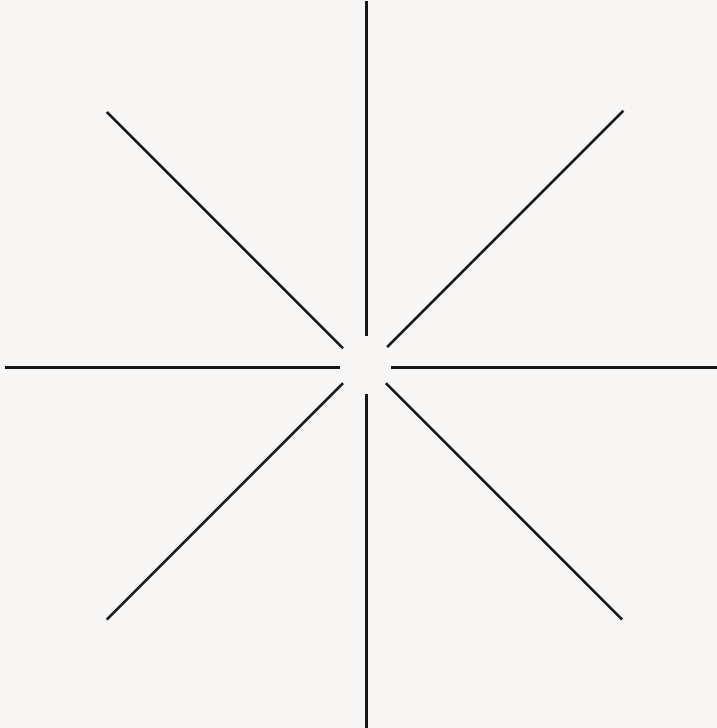
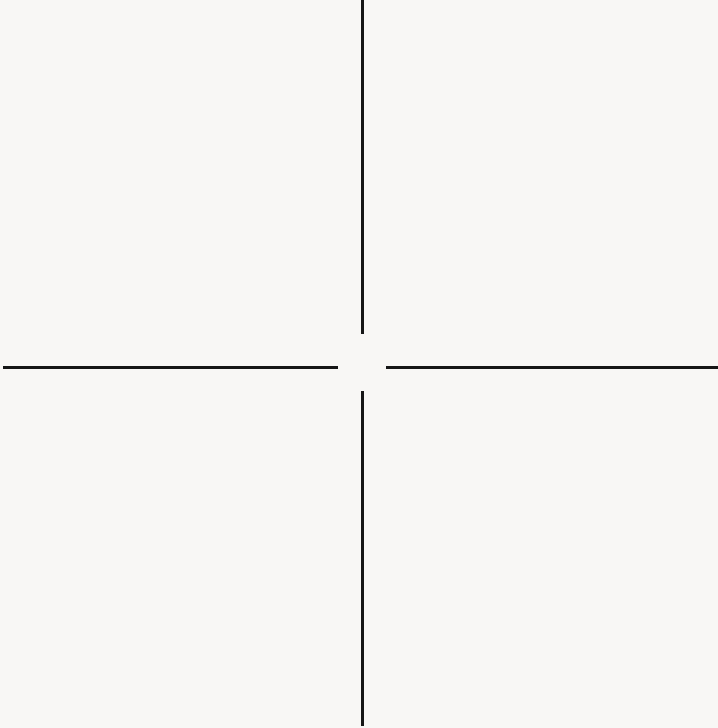


We provide exclusive turnkey solutions for yacht creation and transformation. From structural redesigns and advanced systems engineering to bringing your initial concepts to life, our state-of-the-art facility— the largest in the Middle East— specializes in yachts up to 120 meters.

Our team of elite engineers, designers, and naval architects ensures a seamless process, delivering unmatched luxury and precision at every stage.



/ STEP BY STEP, SETTING THE COURSE FOR EXCELLENCE



ROMEO MAR/NE®

TAILORED APPROACH AT ROMEO MARINE

/ 01 PERSONALIZATION AT EVERY STEP

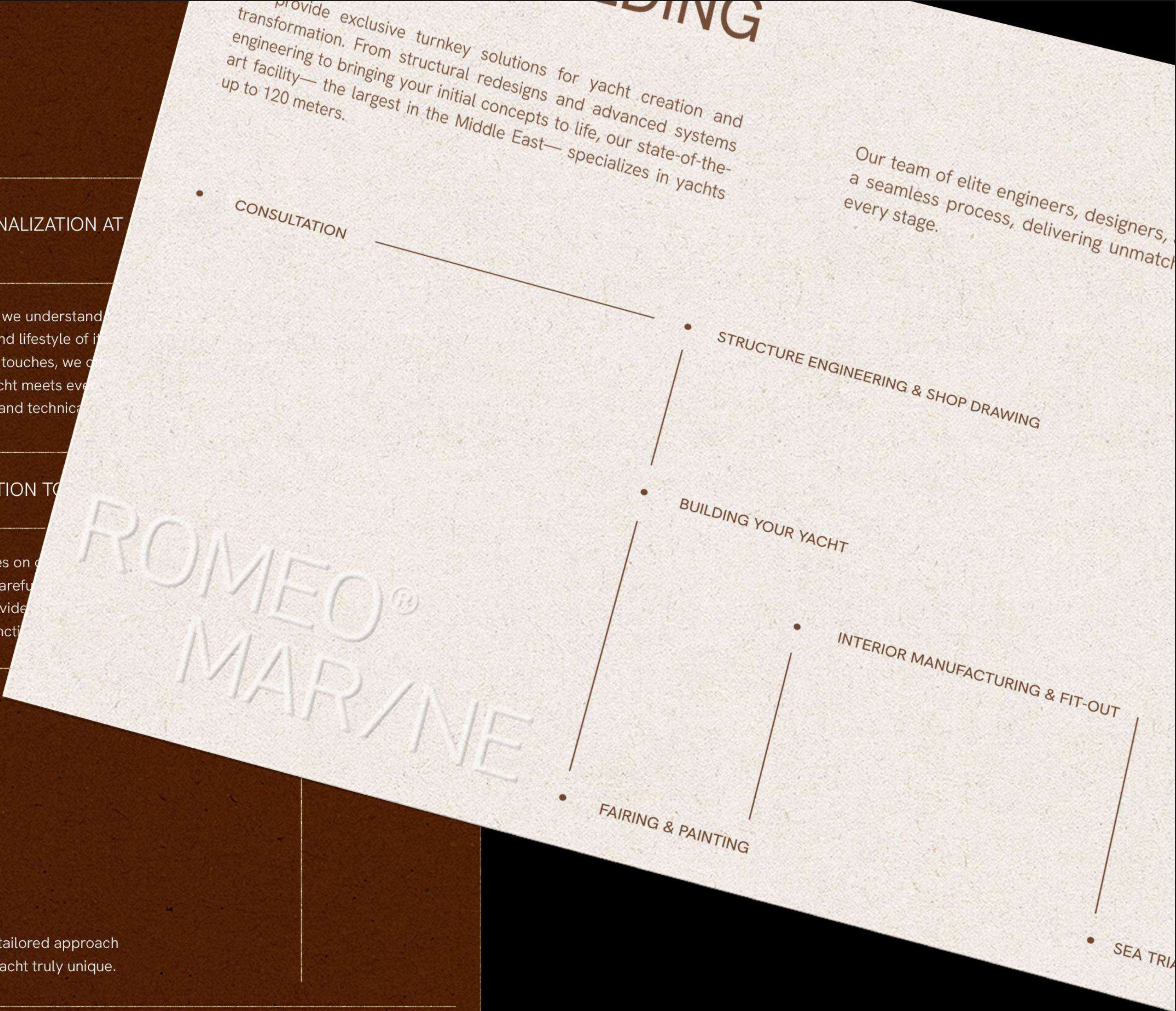
At Romeo Marine, we understand the unique style and lifestyle of each client. From initial design to the final touches, we ensure your yacht meets every requirement in terms of materials, layout, and technical specifications.

/ 02 ATTENTION TO DETAILS

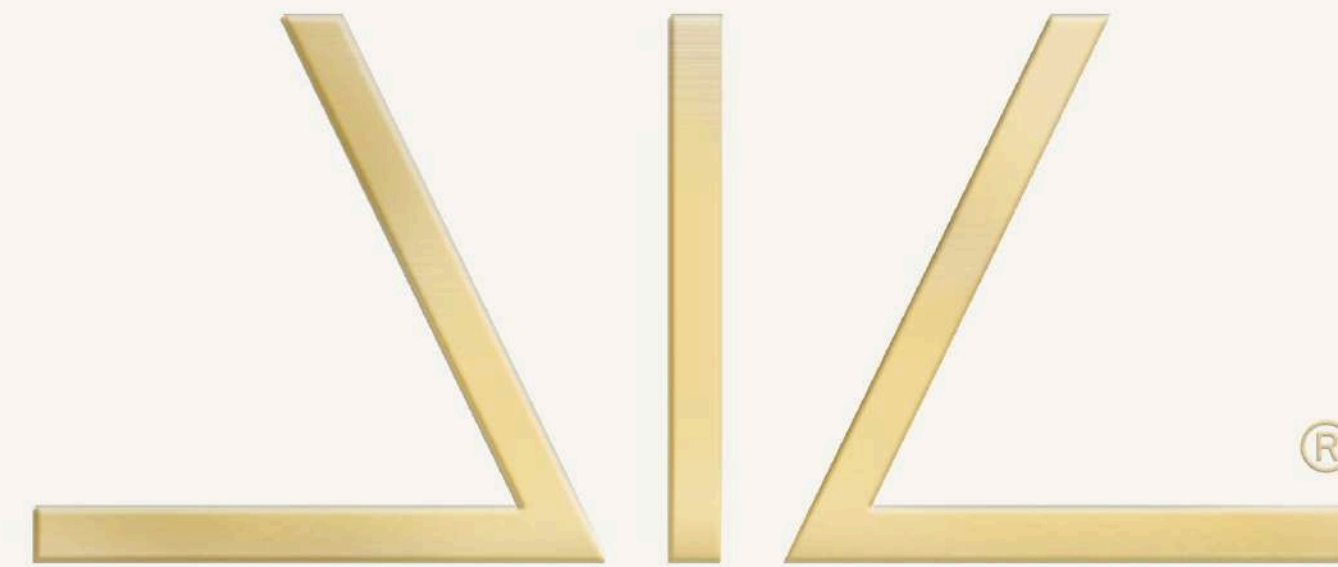
We pride ourselves on our attention to detail. Every request is carefully considered and executed with clients to provide a seamless process, delivering unmatched aesthetics with functional excellence.



Romeo Marine: A tailored approach that makes your yacht truly unique.



[illegible]



ROMEO MAR/NE

EST

SHIPYARD

2001

THARWAT MOUSTAFA

Technical Director



P.O. Box 392121, Dubai

M: +971 56 718 5359

E: tharwatm@romeomarine.com

T: +971 4 321 60 60

W: romeomarine.com



SHIPYARD ESTD IN 2001
DUBAI, UAE

A: P.O. BOX 392121, DUBAI

E: MARINE@ROMEOMARINE.COM

T: + 971 04 321 6060

W: ROMEOMARINE.COM

SHIPYARD ESTD IN 2001
DUBAI, UAE

A: P.O. BOX 392121, DUBAI

E: MARINE@ROMEOMARINE.COM

T: + 971 04 321 6060



ROMEOMARINE®
ESTD 2001

NOUR AL-HAMIDI

Al Sarab Industries
Office 1203, Marina Plaza, Dubai
Marina, Dubai, UAE
@alsarab.ae

Dear Ms. Al-Hamidi,

We, Romeo Marine, are a leading shipbuilding company specializing in the design and manufacture of premium-class yachts and vessels that embody cutting-edge innovation, unrivaled quality, and an exceptional level of customization. Our name is synonymous with craftsmanship, reliability, and an unwavering pursuit of excellence, positioning us at the forefront of the industry.

Romeo Marine is actively expanding its network of strategic partners, collaborating exclusively with companies that meet our exacting standards and share our philosophy of excellence. We take a highly selective approach in choosing our partners, considering only those organizations that demonstrate outstanding expertise, impeccable reputation, and a long-term vision for the industry's advancement.

At this stage, we are exploring the opportunity to establish a long-term partnership with your company, given your expertise, professionalism, and leadership within your sector. We are confident that our collaboration will unlock new opportunities and create significant competitive advantages for both parties.

We would be pleased to discuss potential avenues for collaboration, define key areas of synergy, and outline the next steps for integration into our partnership network. We propose arranging a meeting at your convenience to explore the full scope of possibilities.

Please let us know your availability and suggest a suitable time for a discussion.

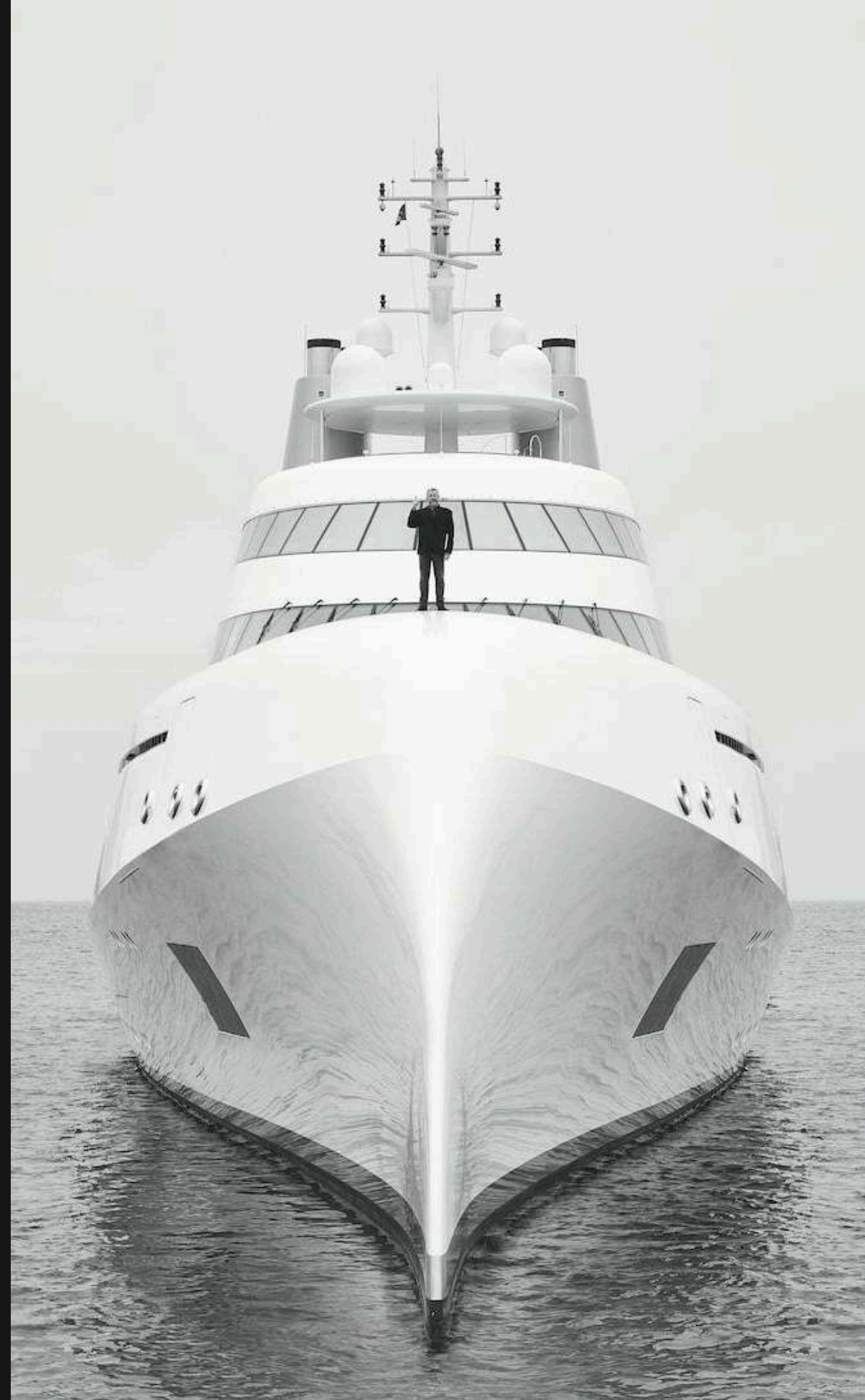
Best regards,
Sherif Nasser
Commercial Manager
Romeo Marine

/ LEATHER FOLDER, NOTEBOOK & PEN









EDITING:

- WARM PROCESSING WITH SOFT TONES.
- BLACK-AND-WHITE PHOTO TO EMPHASIZE FORMS, LINES AND PERSPECTIVE
- SUBTLE RETOUCHING TO PRESERVE NATURAL APPEARANCE.

- LINEAR ANGLES TO EMPHASIZE FORM CLARITY AND SYMMETRY.
- USE OF PERSPECTIVE TO ENHANCE VISUAL IMPACT (E.G., A VIEW OF THE YACHT FROM BOW TO STERN).
- MINIMALIST SHOTS THAT EMPHASIZE FORMS

BOTH VERTICAL AND HORIZONTAL SHOTS FOR VERSATILE USE



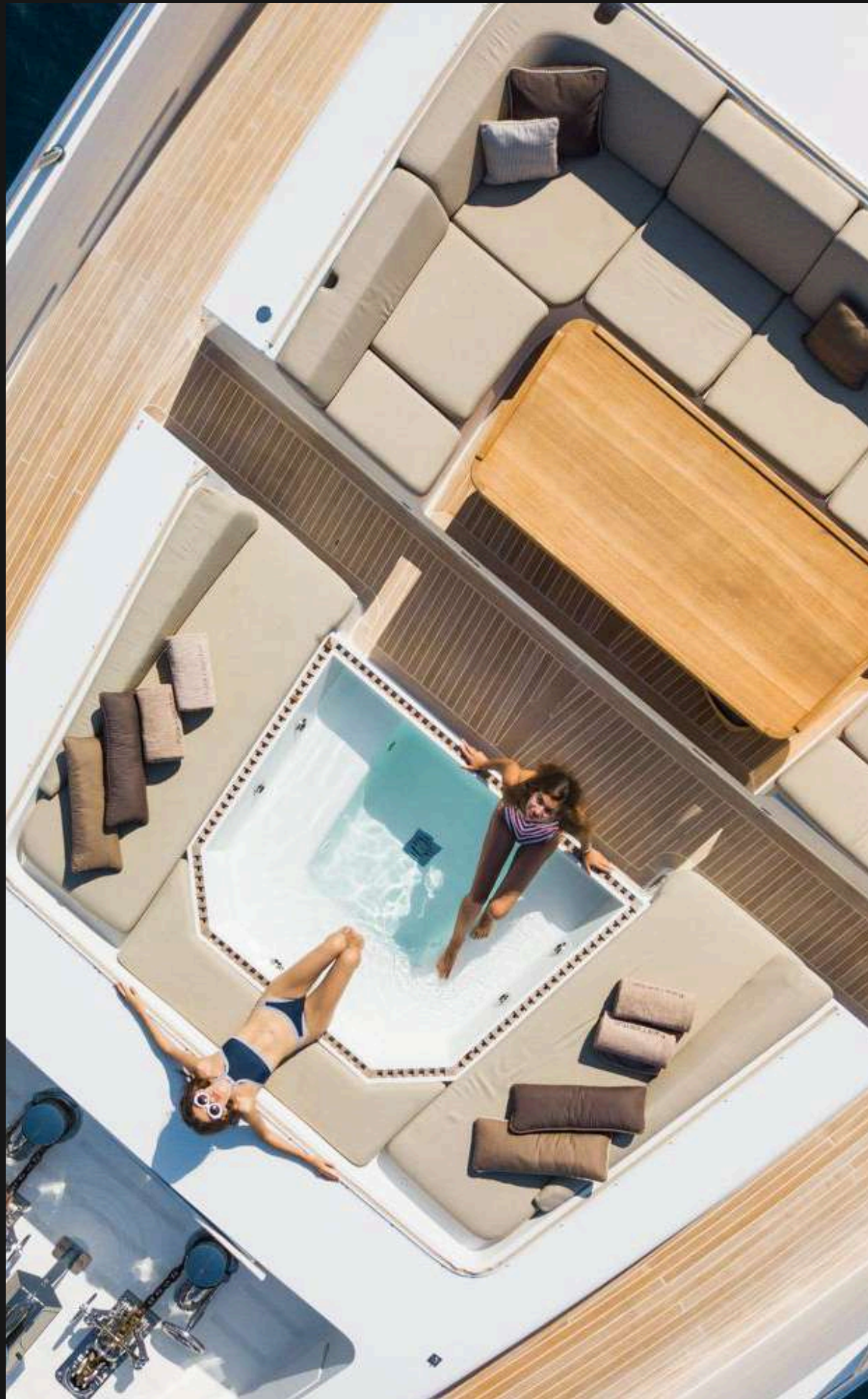
- INTERIOR SPACES OF YACHTS
- EYE-LEVEL SHOTS FOR NATURAL PERCEPTION OR TOP VIEW
- INTERIOR DESIGN ELEMENTS WITH THE STUNNING SUNSET VIEW AND ITS REFLECTION ON THE WATER
- PERSPECTIVE ALONG THE DECK

BOTH VERTICAL AND HORIZONTAL SHOTS FOR VERSATILE USE



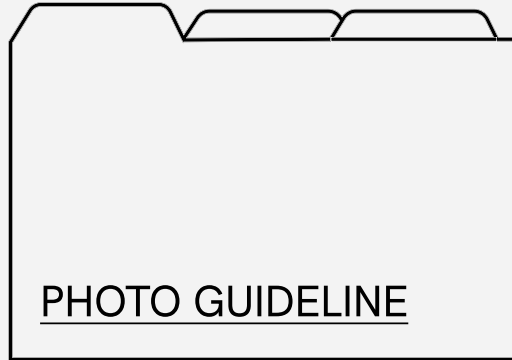
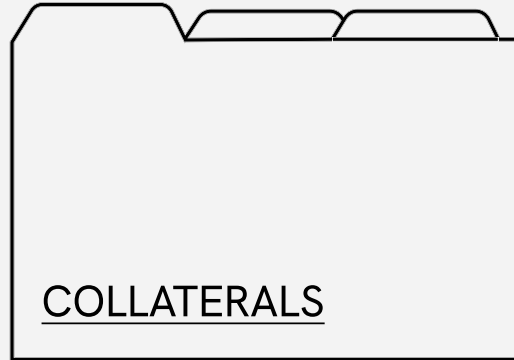
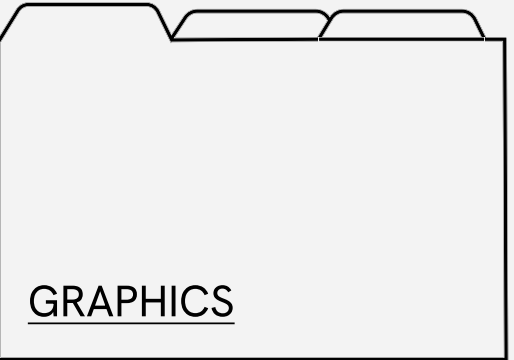
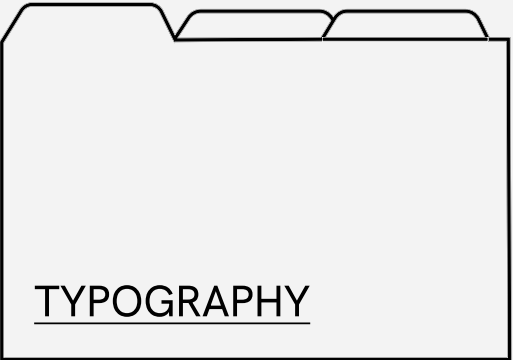
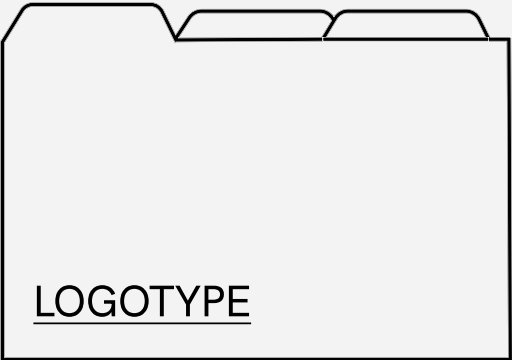
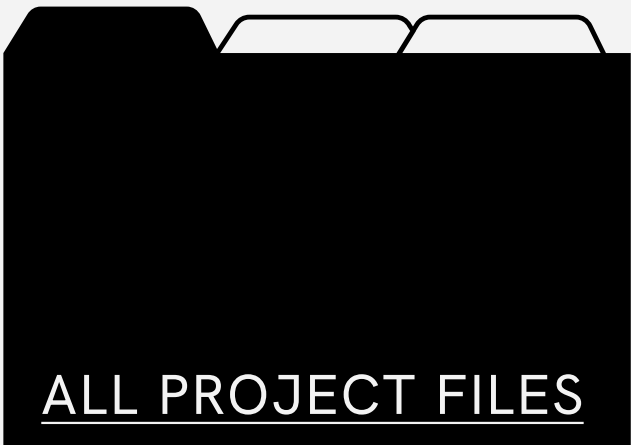
- PANORAMIC VIEWS OF THE SHIPYARD
- HIGHLIGHT THE SIZE OF THE SHIPYARD, ITS INFRASTRUCTURE, AND PRODUCTION CAPACITY
- SYMMETRICAL AND LINEAR ANGLES TO EMPHASIZE ORGANIZED WORKFLOWS

BOTH VERTICAL AND HORIZONTAL SHOTS FOR VERSATILE USE



- CLOSE-UP/MACRO SHOTS OF DETAILS (E.G., YACHT, STEERING WHEELS, DECK FINISHES, HULL TEXTURES)
- HORIZONTAL OR DIAGONAL LINES FOR DYNAMISM
- EMPHASIZE DETAILS THROUGH LIGHT AND SHADOW INTERPLAY

BOTH VERTICAL AND HORIZONTAL SHOTS FOR VERSATILE USE



PROJECT: ROMEO MARINE
CLIENT: SHIPYARD

LOCATION: DUBAI, UAE

FEBRUARY
2024



ROMEO MAR/NE

EST SHIPYARD 2001

THE END.
THANK YOU FOR YOUR ATTENTION!