



# DESIGNGUIDE

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2025

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## **DESIGN. DETAIL. DIRECTION.**

The design guide is a cornerstone of ShipCore Fluid Systems, ensuring visual consistency and professionalism across all communication.

This document defines the core guidelines for the use of logos, colors, typography, layout, and other visual elements that together form a recognizable and cohesive brand identity for ShipCore Fluid Systems.

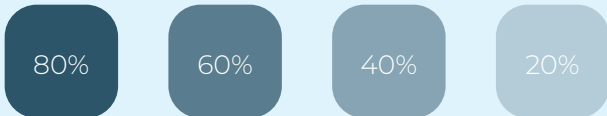
It plays a vital role in maintaining a strong visual presence and ensures that all materials clearly reflect the company's values, mission, and commitment to innovation in a unified and compelling way.

# 01.

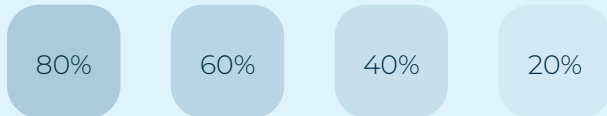
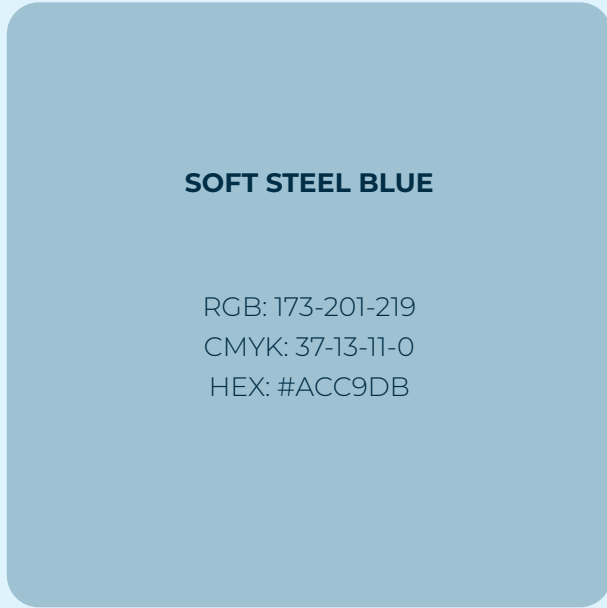


**COLORS**

# PRIMARY COLOR PALETTE



This deep ocean blue is the primary logo color of ShipCore Fluid Systems. It reflects the company’s maritime focus and professionalism while ensuring strong brand recognition across all materials.



Soft Steel Blue is used more sparingly—primarily for highlights, accents, icons, and graphical elements.

The primary color palette must always be the dominant visual element in all materials produced on behalf of ShipCore Fluid Systems.

## SECONDARY COLOR PALETTE

### TURBINE BLUE

RGB: 15-118-168  
CMYK: 85-44-16-3  
HEX: #0C75A7

A clear, technical tone used for illustrations, diagrams, and supportive design elements.

Reinforces the brand's engineering mindset without drawing focus.

### SKY MIST

RGB: 231-245-253  
CMYK: 11-0-0-0  
HEX: #E7F7FF

A very light and airy blue for backgrounds or contrast.

Adds freshness and visual breathing room.

### SIGNAL NAVY

RGB: 30-60-114  
CMYK: 100-83-27-8  
HEX: #00387B

The primary **call-to-action** color.

Bold, trustworthy, and ideal for buttons and key interactive elements.

### OCEAN TEAL

RGB: 9-73-87  
CMYK: 92-53-46-41  
HEX: #074957

A deep, sustainable tone reflecting environmental focus.

Used for emphasis in content and infographics.

The secondary colors support the primary palette by adding flexibility in data visualization, UI design, and complex graphic layouts. These colors are particularly useful for charts, diagrams, technical schematics, or when additional contrast is needed without overpowering the brand's core identity.

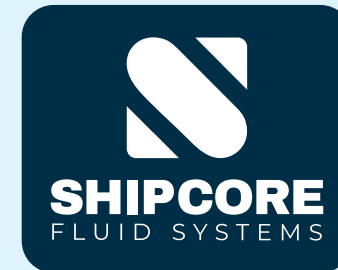
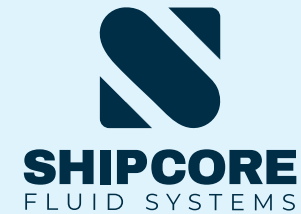
02.  LOGO

## LOGO VARIANTS

To ensure flexibility across formats, ShipCore Fluid Systems uses two official logo variants: horizontal and stacked.

The horizontal version suits wide layouts like websites, headers, and signage.

The stacked version fits compact or square formats such as icons, social media, or narrow print spaces.



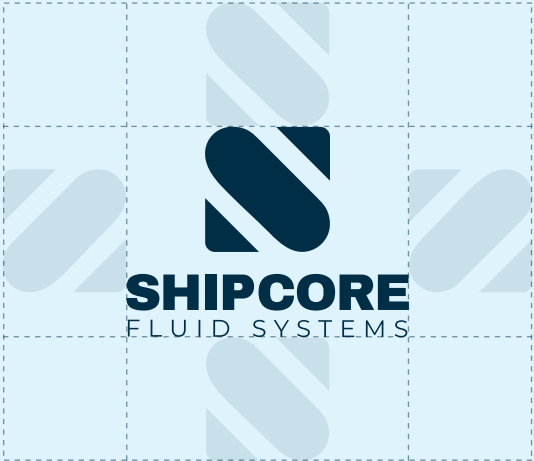
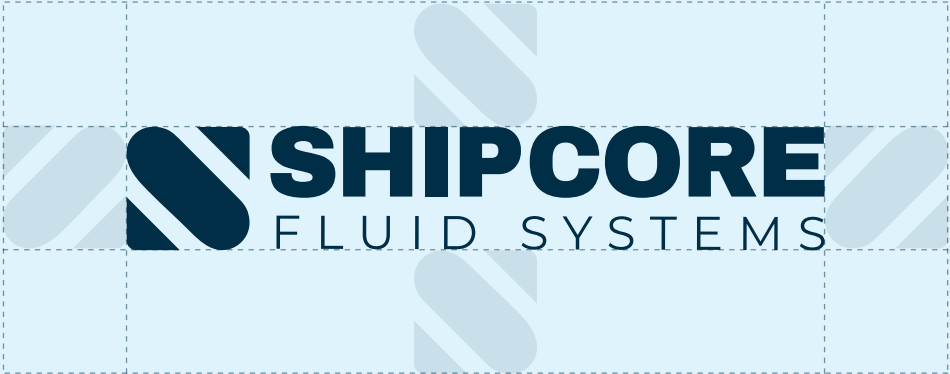
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Both variants share the same core design elements and color values, ensuring a consistent and recognizable visual identity across all platforms. Each logo is available in both the original Deep Ocean Blue version and a reversed (white) version for use on dark or photographic backgrounds.

Always use the logo variant suited to the available space, while maintaining the required clear space shown on the next page.

# LOGO CLEAR SPACE

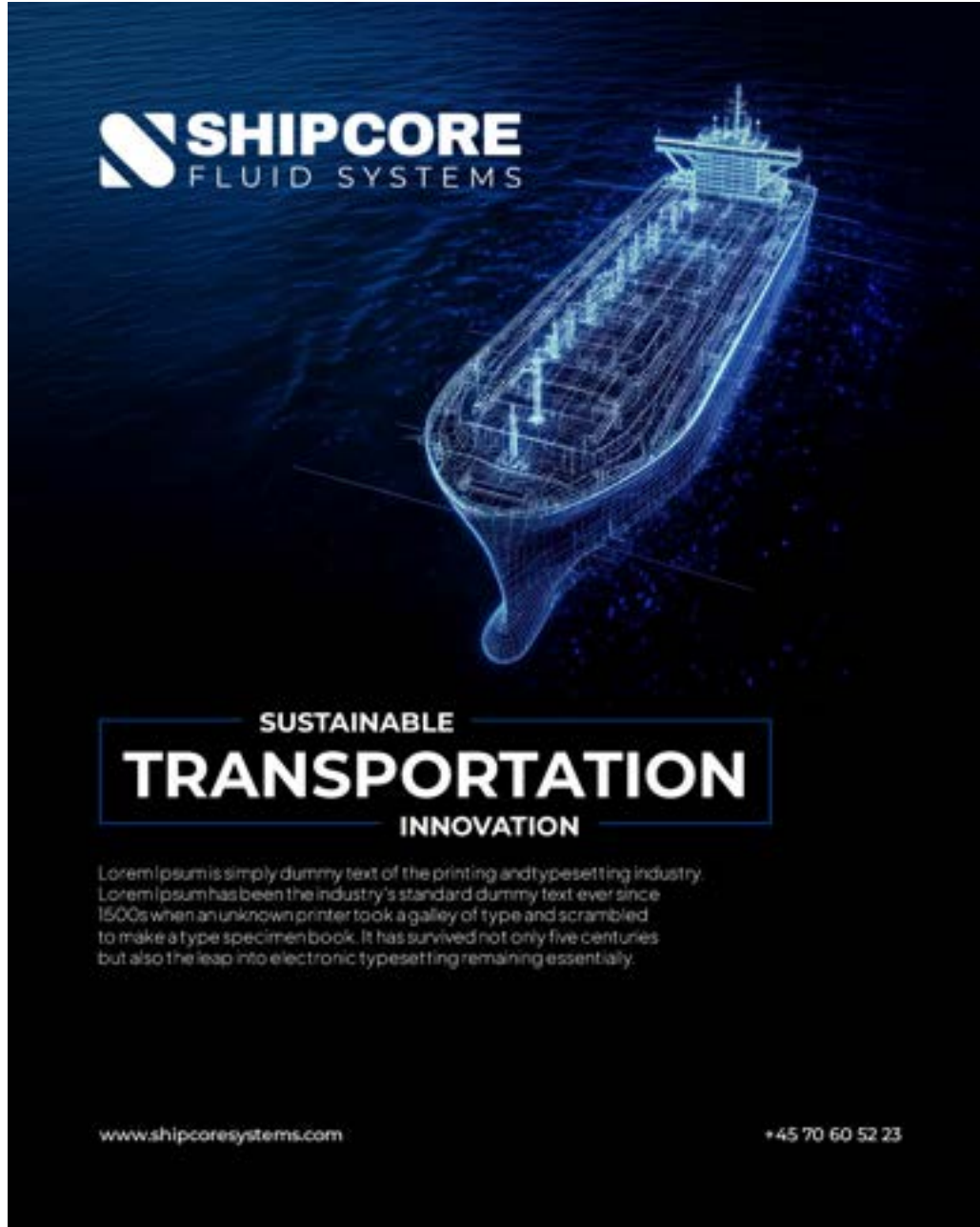
To ensure visibility and impact, the logo must always be surrounded by a minimum amount of clear space. This buffer zone protects the logo from visual clutter and maintains its integrity across all formats and sizes.



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The minimum clear space around the logo is defined by the height of the logo mark, ensuring consistency and clarity across all applications.

## BRINGING THE HORIZONTAL LOGO INTO CONTEXT



## BRINGING THE STACKED LOGO INTO CONTEXT




03.

**GRAPHIC ELEMENTS**

*Supporting shapes and visual accents in the ShipCore identity*

## WAVE DIVIDER

A soft transition that adds rhythm and motion

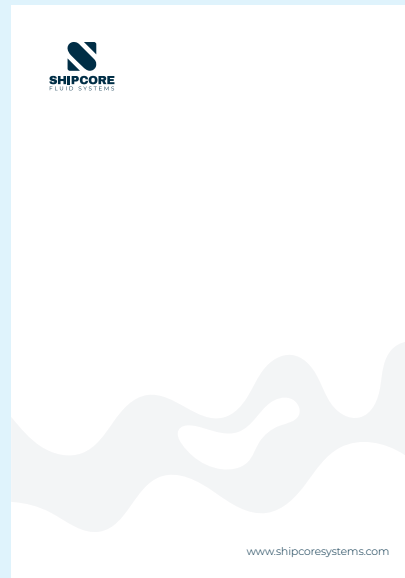


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The Wave Divider is a fluid, scalloped graphic used to separate sections on backgrounds. It reflects the maritime identity of ShipCore Fluid Systems and introduces a sense of flow and natural movement. The element is mainly used as a bottom or top divider on light background sections to create organic variation in the page structure.

## FLUID FORM

A dynamic shape inspired by flow and flexibility



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The Fluid Form is a soft, organic background element used to add depth and continuity to layouts. Inspired by the movement of fluids in engineering systems, it visually supports ShipCore's identity as a specialist in fluid handling technologies. The shape enhances the sense of innovation and adaptability, without ever distracting from core content.

## THE CORE RINGS

A layered symbol of identity and impact

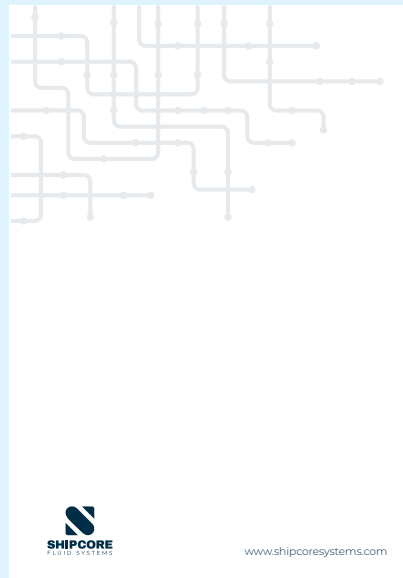


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The Core Rings are a graphic motif consisting of four overlapping circles with increasing transparency, always placed over photography. Inspired by the “core” in ShipCore, this element subtly reinforces the brand’s name while visually representing focus, depth, and expanding influence. It creates a visual anchor that draws attention without overpowering the image beneath.

## THE FLOW GRID

A visual reference to engineered precision and system connectivity



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The Flow Grid is a subtle background pattern inspired by the complex piping systems found in marine engines. It symbolizes the flow of fluids, connectivity between components, and the technical foundation of ShipCore's solutions. Used sparingly and with low contrast, it adds structure and depth to content-heavy sections without distracting from the main message.

## GRAPHIC ELEMENTS IN USE



04.

FONTS

## HEADLINES & SUBHEADINGS

A geometric sans-serif font with strong character

# Montserrat

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
01234567890!/?/+ - @ £ \$ % % ^ & \* ( )

Usage:

- **Page titles (Headlines)**
- **Section titles (Subheadings)**
- **Callouts and large numbers**

Weights:

- **SemiBold**
- **Bold**

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Montserrat is used for all headings and subheadings. Its bold, architectural form adds authority and structure to key messages.

Montserrat is a free font and available via Google Fonts here:  
[fonts.google.com/specimen/Montserrat](https://fonts.google.com/specimen/Montserrat)

## BODY TEXT

Clean and legible for longer reading

# Plus Jakarta Sans

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNPOQRSTUVWXYZ  
01234567890!/?/+--@£\$%%^&\*()

Usage:

- Paragraphs
- Captions
- UI descriptions and labels

Weights:

- Light
- Regular
- Medium
- **Bold**

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Plus Jakarta Sans is used for all body content. It ensures excellent legibility at smaller sizes and a calm, professional tone across digital and print platforms.

Plus Jakarta Sans is a free font and available via Google Fonts here:  
[fonts.google.com/specimen/Plus+Jakarta+Sans](https://fonts.google.com/specimen/Plus+Jakarta+Sans)

## OUTLINED STATEMENTS

A bold typographic element designed to emphasize key messaging and brand values across digital and printed media.

EFFICIENCY IN  
EVERY DROP

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ShipCore Fluid Systems uses outlined **Montserrat ExtraBold** typography as a graphic device to highlight statements, taglines, and strategic brand messages throughout the website and other materials.

Use this format sparingly and purposefully – for impactful messages that align with our core values of innovation, safety, and sustainability.

