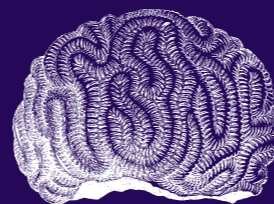


THE SUPERYACHT AGENCY

Our brand identity credentials

THINK



CREATE

CASE STUDY 1

ONEOCEAN

BRAND STRATEGY & IDENTITY

OUR BRIEF

The founders of OneOcean plan to challenge the status quo by introducing new, superior services for superyacht owners and other discerning travellers. We were tasked with defining a brand strategy and positioning, and creating an identity fit for a new global luxury brand with ambitious plans for the future.

OUR SOLUTION

A strategy and identity that immediately distinguishes the brand as a global luxury leader, and a major player in the operation and management of the world's most valuable private assets.

One
Ocean

OneOcean

We distilled the essence of the company and its offer into a beautifully simple visual identity with an iconic copper monogram and logo at its core. The surrounding brand language employed a carefully curated blend of tranquil seascape horizons, harmonious duotone colours, and luxurious materials to create an understated elegance for OneOcean. We then wrote brand guidelines to organise, differentiate and add endorsement to the groups portfolio of brands, products and services.

WORK UNDERTAKEN:

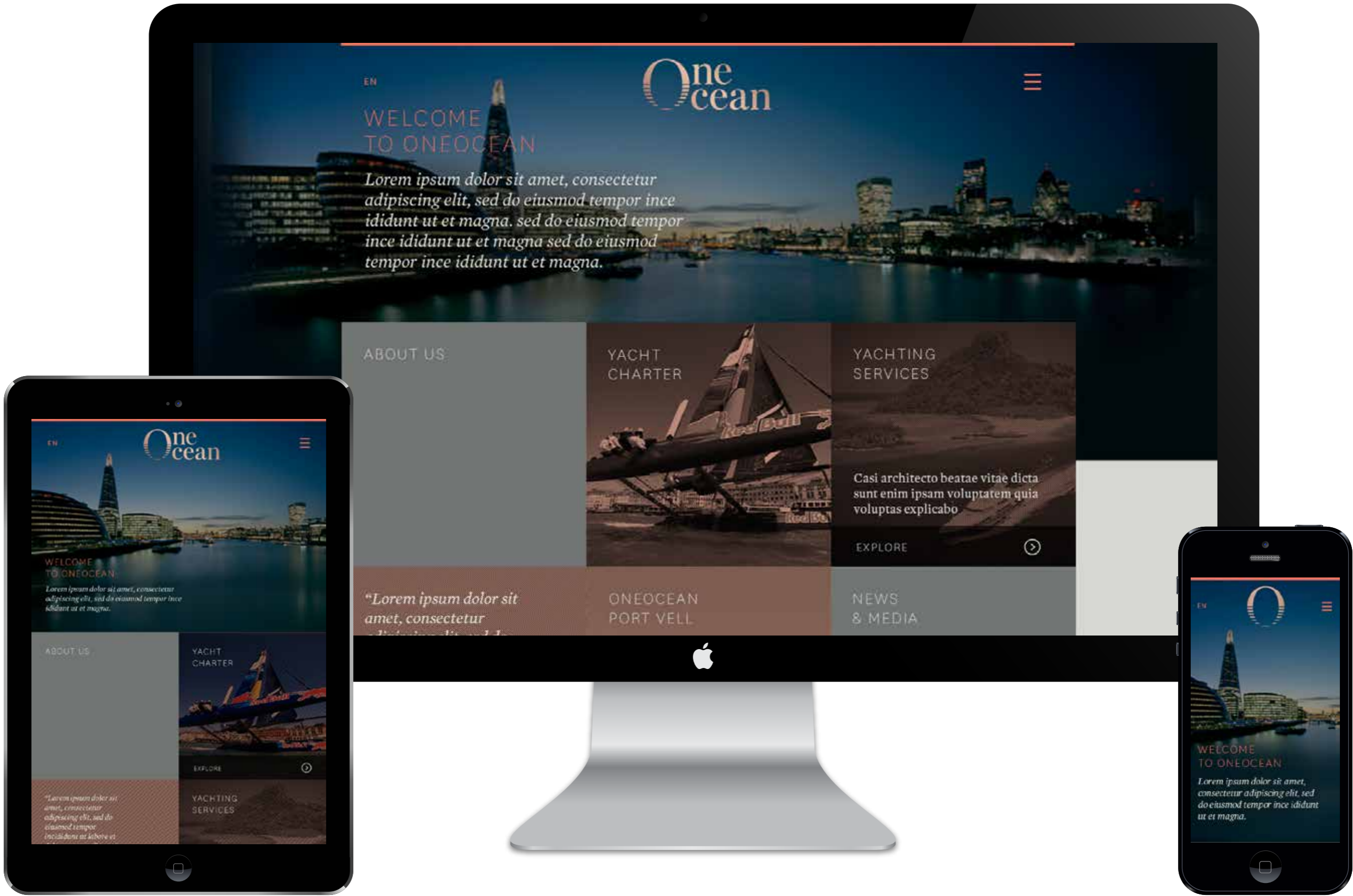
- Brand positioning
- Brand strategy
- Tone of voice
- Copywriting
- Brand guidelines
- Brand identity
- Marketing collateral
- Website
- Exhibition design
- Advertising



OneOcean Club Barcelona signage



OneOcean Ventures website



CASE STUDY 2

MB92

IDENTITY

OUR BRIEF

With new investment and plans for growth in 2016 and beyond, MB92 – already one of the best-known names in superyacht refit – wanted a refreshed brand for all of their communications, as well as a new Website and digital communication tools.

They approached The Superyacht Agency with a broad remit to update their identity. Our goal was to re-deploy a well-loved and respected brand with updated language and tools suited to today's modes of communication.

OUR SOLUTION

We worked with MB92 to clarify their core belief, from which communication and business tools were then developed. Focusing on their forward-thinking approach to technology and refit, we developed the proposition of MB92 as 'smart pioneers.' The positioning worked at all levels within the business and contributed to our approach to their new website, facilitating straightforward messaging inspired by good engineering and effective design.

The new company logo was inspired by the dynamism of MB92's home city, Barcelona, with the outlines of the city forming the new identity.

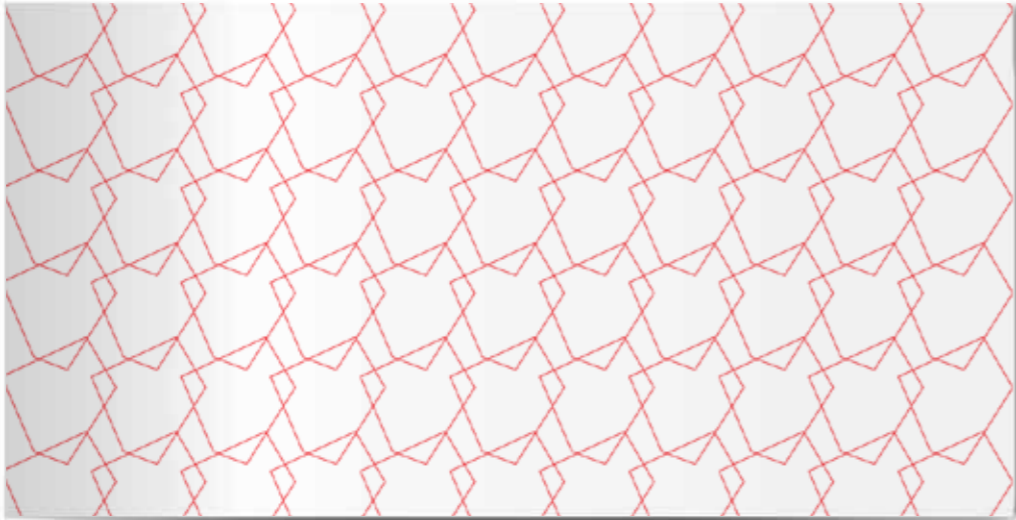
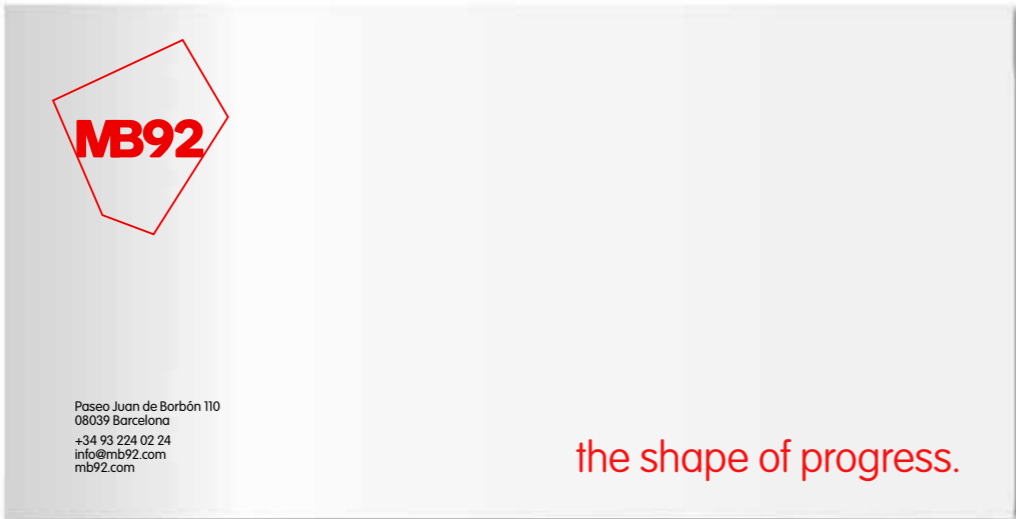
New identity



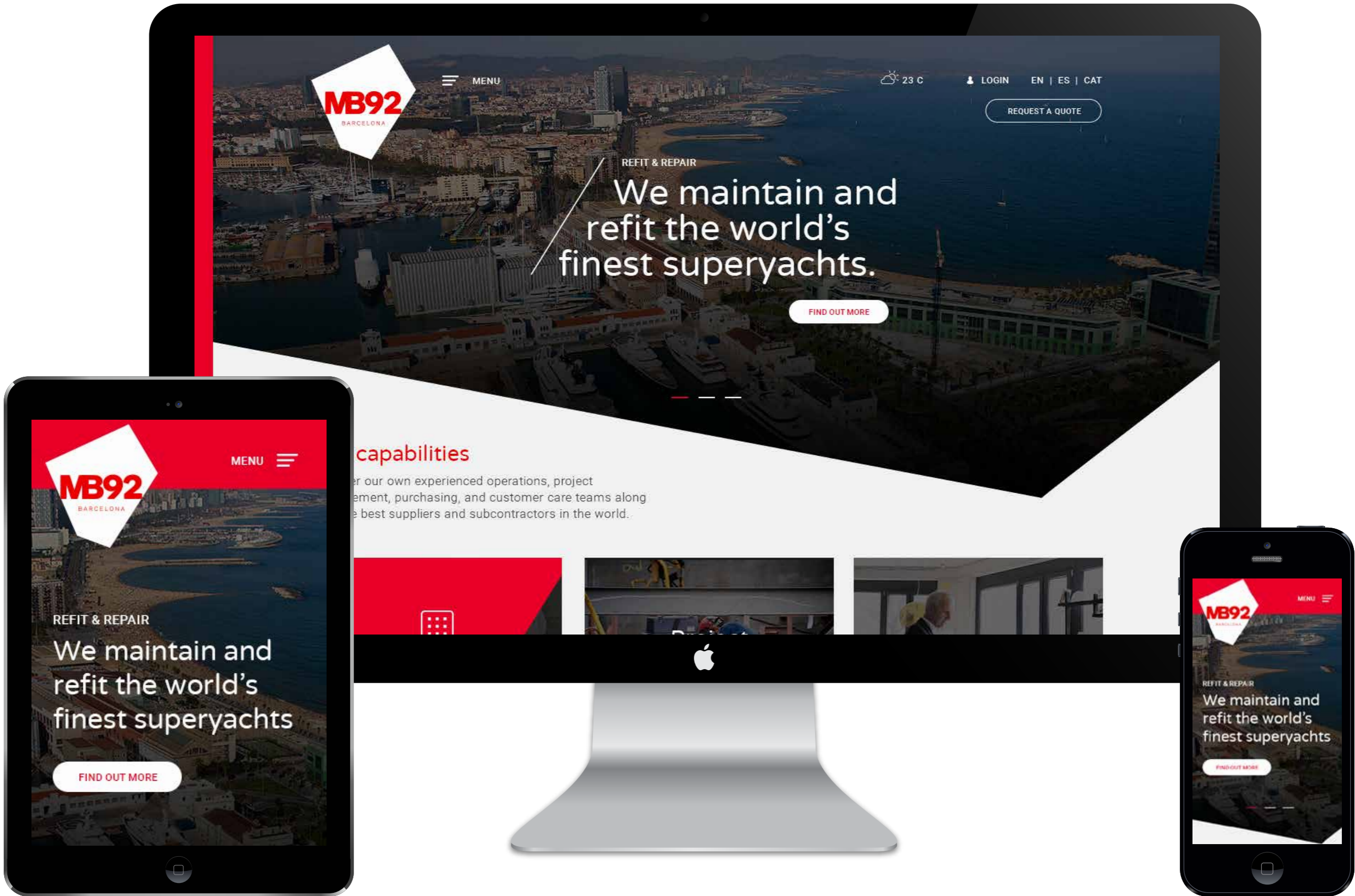
Uniforms



Stationery



New website



CASE STUDY 3

ISA YACHTS

BRAND STRATEGY & IDENTITY

OUR BRIEF

ISA Yachts had gained a successful track record and enviable reputation for delivering substantial projects on time and on budget.

However, they had no defined brand values or positioning, which made it difficult for them to express exactly what set them apart from the competition.

OUR SOLUTION

To clarify the brand's point of difference into a single minded and powerful proposition of 'Trusted to deliver' and completely overhauled the visual identity to communicate this.



ISA
YACHTS

The logo for ISA YACHTS is displayed in white text on a dark blue background. The word "ISA" is in a large, elegant serif font, while "YACHTS" is in a smaller, clean sans-serif font directly below it. The background features a dark blue field with a diagonal split: a teal-colored section on the bottom left and a white section on the top right.

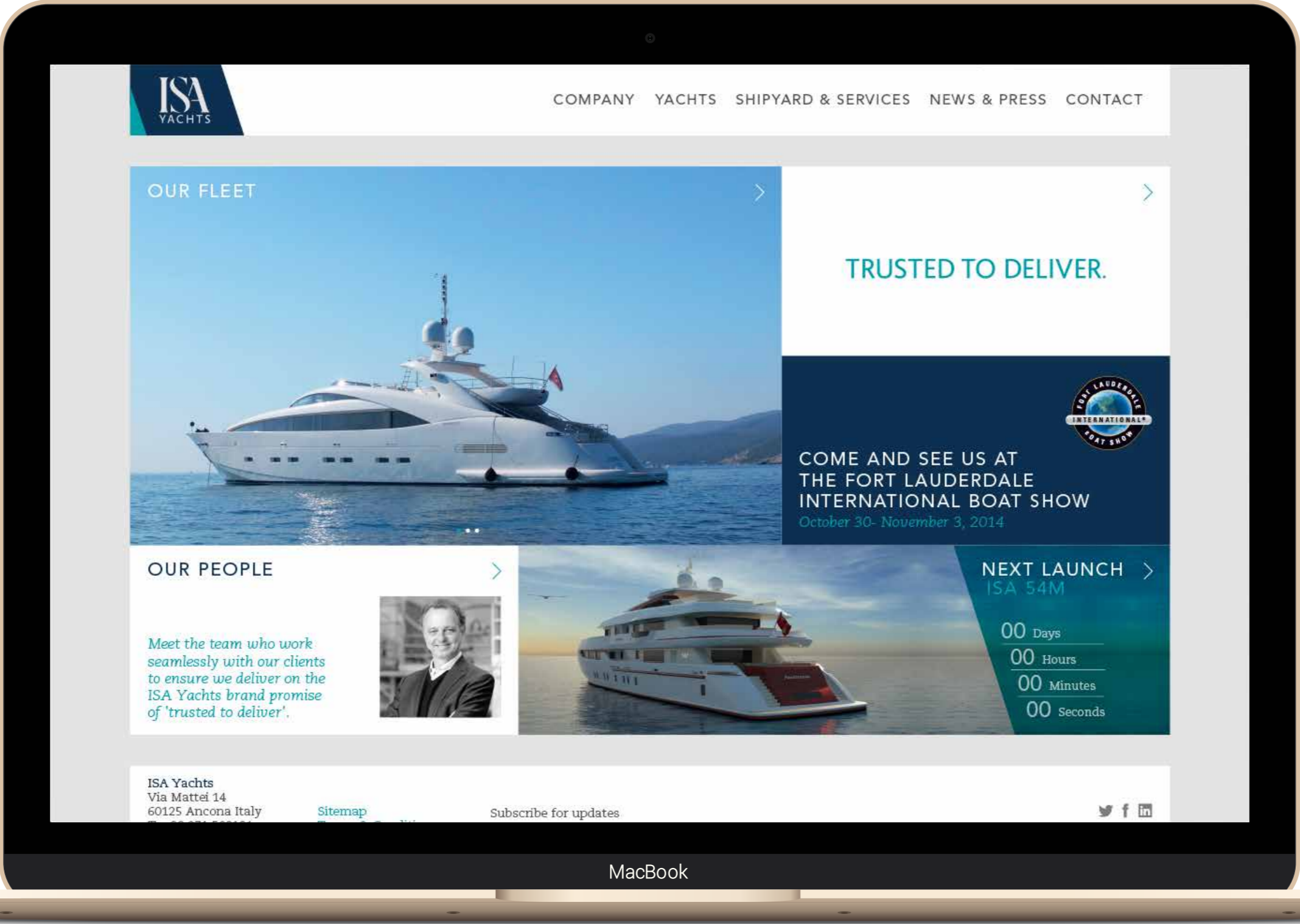
ISA Yachts

We delivered a full brand identity programme and roll-out for ISA Yachts, covering everything from the logo and brand identity guidelines to corporate and yacht brochures, website, iPad app and ongoing brand advisory and guardianship.

WORK UNDERTAKEN:

- Brand positioning
- Brand strategy
- Brand guidelines
- Brand identity
- Marketing collateral
- Website
- Exhibition design
- Print management





ISA Yachts



"Clients feel free to tell us exactly what they want because they understand we can deliver"

HEIN VELEMA
Director Sales & Marketing

WE LOVE BROKERS

ENJOY BUILDING YOUR YACHT

Guaranteed on time delivery and 2 years warranty.
Double the industry standard.

ISAYACHTS.COM

ISA YACHTS

TRUSTED TO DELIVER.

CASE STUDY 4

HODGDON

BRAND IDENTITY

OUR BRIEF

Hodgdon is America's oldest shipyard, with a heritage that can be traced back through five generations of the family name to 1816. They enjoy a successful reputation for the quality of their yachts and tenders, but their business offering had diversified over the years and the visual identity had become fragmented.

OUR SOLUTION

Alongside the strategic work we delivered a fully comprehensive brand refresh covering everything from the logo to advertising and printed collateral. The new look employed a classic colour scheme of red white and blue, and used subtle details to create a distinctive and thoroughly authentic visual identity.

Hodgdon

Hodgdon can trace its heritage back through five generations of the family name to 1816. The Superyacht Agency created a brand architecture and evolved the visual identity to help communicate the company's contemporary offer.

WORK UNDERTAKEN:

- Research
- Brand identity
- Brand guidelines
- Printed marketing collateral
- Advertising



HODGDON

VESSELS SINCE 1816

Hodgdon



CASE STUDY 5

THE NEW CARIBBEAN GATEWAY

CO BRANDING

OUR BRIEF

We were approached by Christophe Harbour to support them with a campaign to launch the new partnership at the Monaco Yacht Show. The aim of the campaign was to raise awareness of 'The New Caribbean Gateway', a partnership between Christophe Harbour and the Yu Lounge, a luxury private terminal which offers new services so that guests can start or finish their Caribbean cruise from the island of St Kitts.

OUR SOLUTION

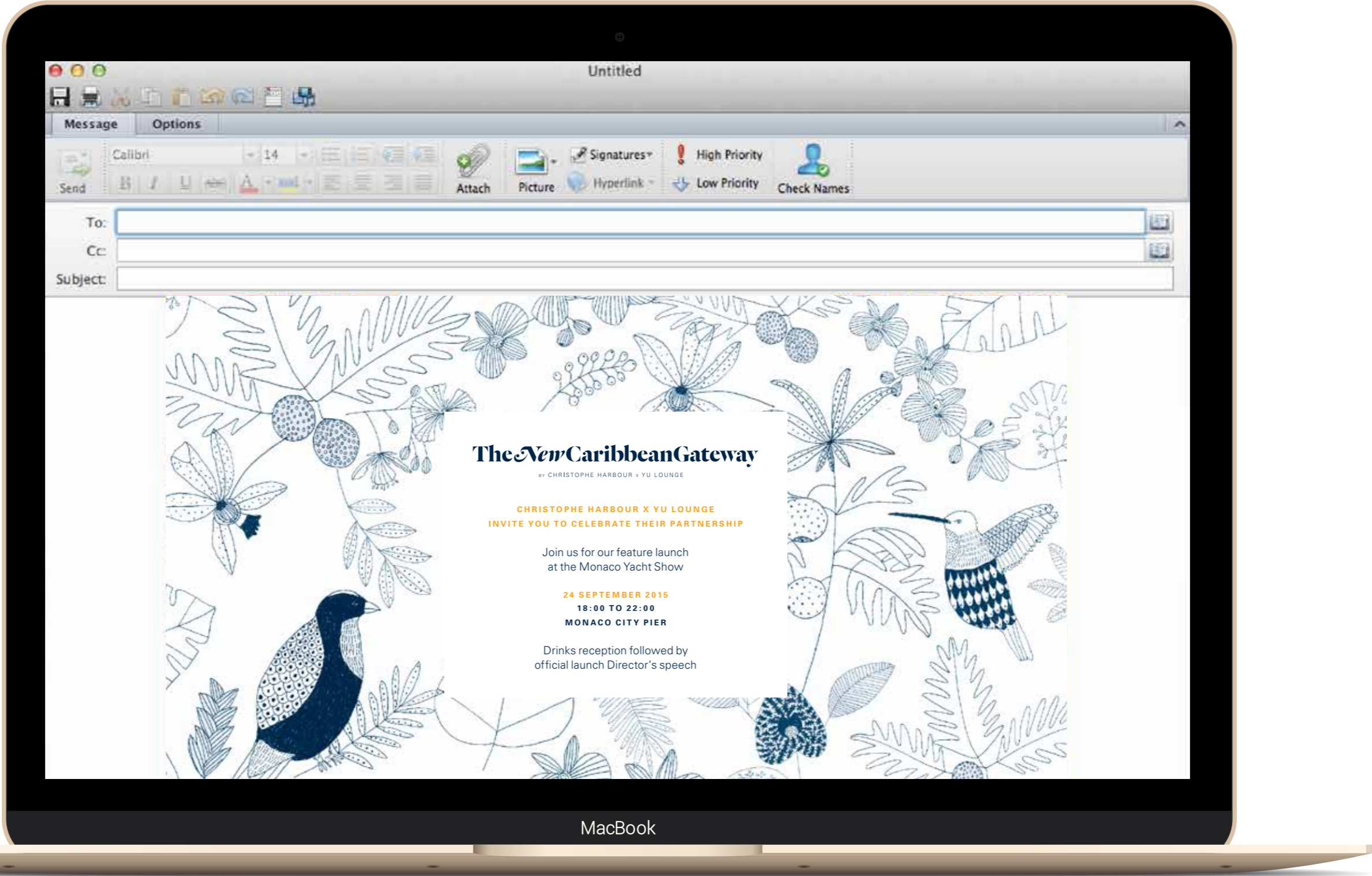
We created a mini brand for the partnership, to draw attention and interest from a wider audience. Using the new visual identity, the campaign elements included graphics for a stand, supporting marketing collateral, as well creating a competition targeted at brokers and journalists to drive charter brokers and journalists to their stand.

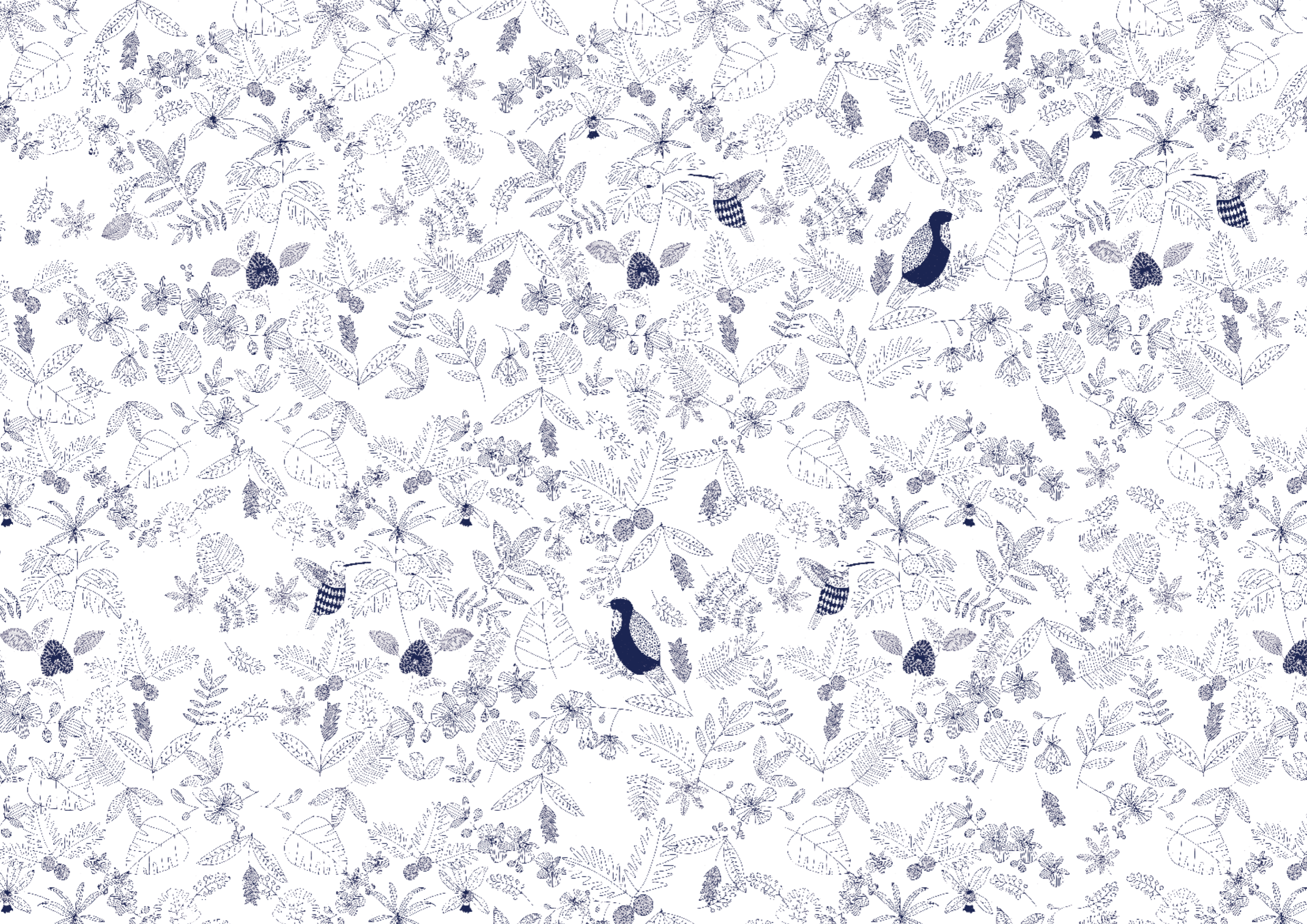
Co-branding campaign

The *New* Caribbean Gateway

BY CHRISTOPHE HARBOUR x YU LOUNGE

Co-branding digital invitation





Co-branding leaflet



CASE STUDY 6

HOLLAND YACHTING GROUP

IDENTITY & CAMPAIGN

OUR BRIEF

The Holland Yachting Group represents a carefully selected group of member companies located in the Netherlands. We were appointed to create a new campaign foundation, look and feel and messaging structure for the group to use across all communications to external audiences.

OUR SOLUTION

The Netherlands has an unrivalled reputation for yacht building. Heritage, craftsmanship, innovation and partnership are all traits internationally associated with Holland and Dutch ship building. This created the perfect foundation for the new campaign and a flexible messaging system that placed these values at the heart of all communications and reinforces their market position to raise awareness among new target groups focused on high-end lifestyle segments.

Think Yachts
Think Holland.

We created a striking look and feel for the campaign which uses an exclamation mark to emphasise the messages, whilst black and white reportage photography created the perfect counter balance to the bright Dutch orange and blue. The imagery created a platform to tell the stories of some uniquely Dutch personalities, which supported the brand values of quality, innovation, heritage and partnership.

WORK UNDERTAKEN:

- Market analysis
- Campaign strategy
- Campaign creation

Holland Yachting Group

**Think Partnership
Think Holland.**

**Think Quality
Think Holland.**

**Think Innovation
Think Holland.**

**Think Heritage
Think Holland.**

Holland Yachting Group



CASE STUDY 7

VRITHINK

BRAND IDENTITY & WEBSITE

OUR BRIEF

VriThink is an innovative platform by Vripack, a global leader in yacht and naval architecture, engineering and design. It aims to inspire the next generation of superyachts for the next generation of owners. The Superyacht Agency was asked to develop this digital platform.

OUR SOLUTION

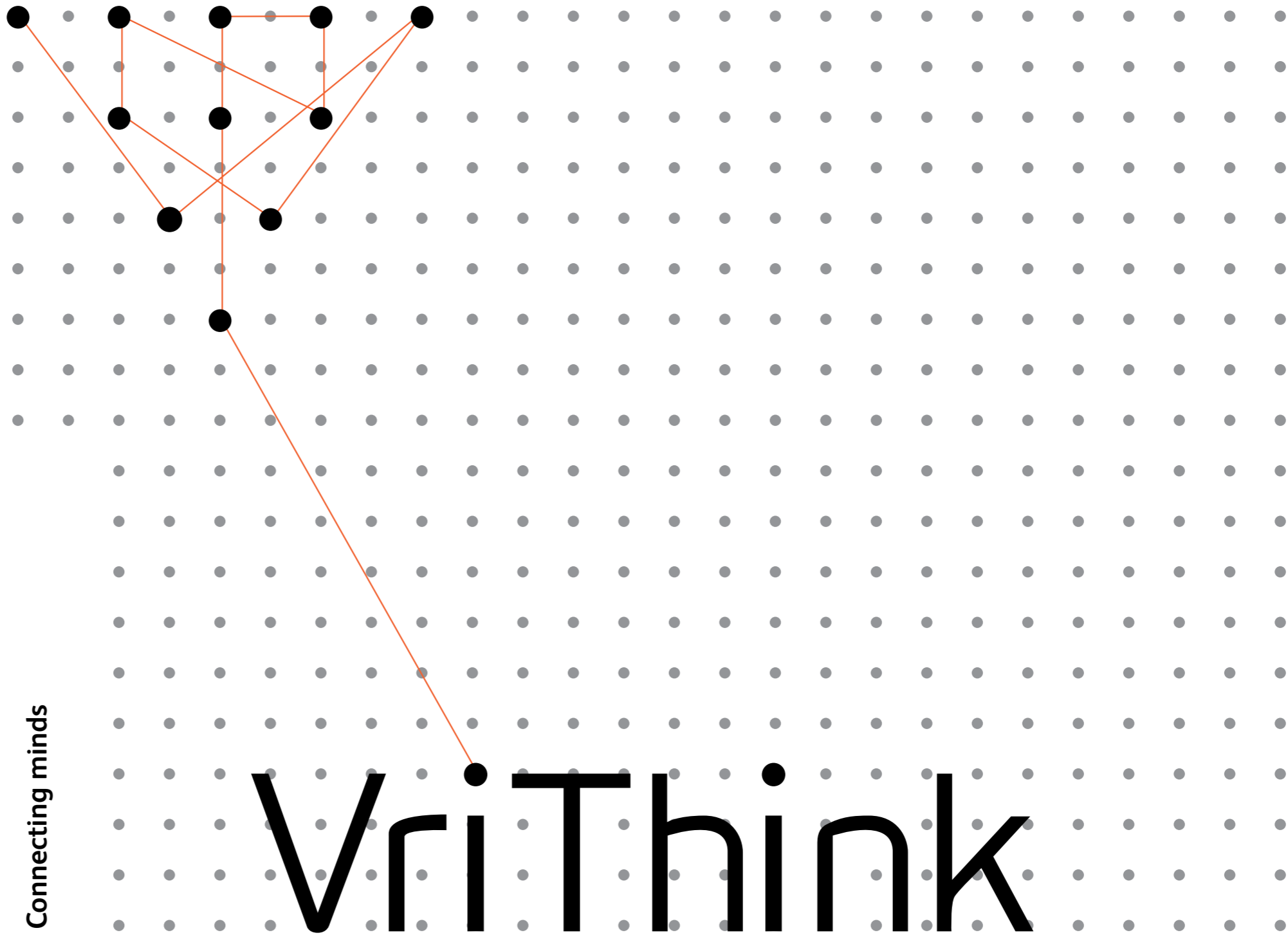
We developed the brand positioning of 'Connecting Minds' to communicate the aims of this innovative new digital platform, which showcases Vripack's trend research, and in order to engage with the global yacht design community in a simple and effective fashion.

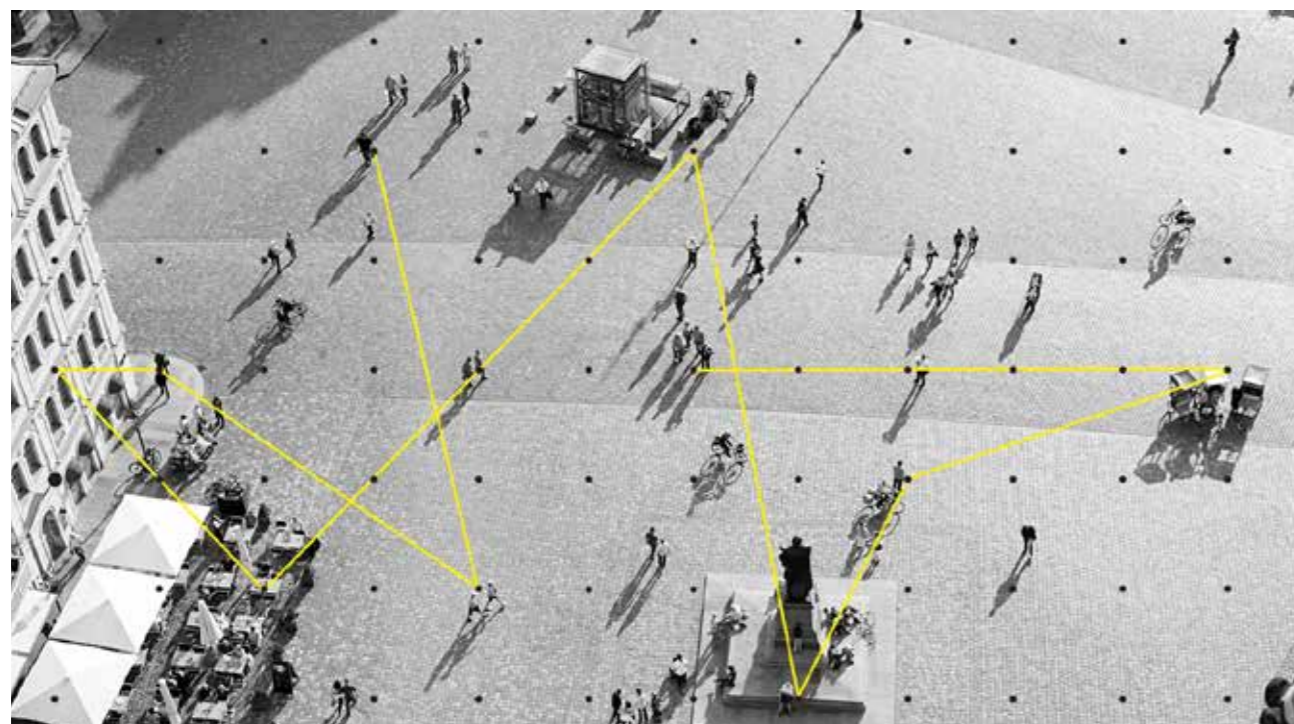
VriThink

We developed the brand positioning of 'Connecting Minds' to communicate the aims of this innovative new digital platform, which showcases Vripack's trend research, and in order to engage with the global yacht design community in a simple and effective fashion.

WORK UNDERTAKEN:

- Brand identity
- Strapline
- Copywriting
- Website





CASE STUDY 8

SUPERYACHT EVENTS

BRAND IDENTITY

OUR BRIEF

Superyacht Events tasked us with the creation of their new brand identity with a simple brief: the identity needed to represent the personality of the team, and it had to be pink! We created a playful identity, centred around a flock of busy brand mascots that can accomplish almost any task – even whilst standing on one leg.

OUR SOLUTION

We capitalised upon the vivid pink colour of the flamingo to help the team stand out amongst a crowd, and paired this with carefully considered neutral tones and elegant typography to reflect the characteristics of these magnificent birds. Multiple applications and scenarios were illustrated to create a thoroughly flexible and engaging visual language that supported the irreverent new tone of voice for the brand.

Superyacht Events

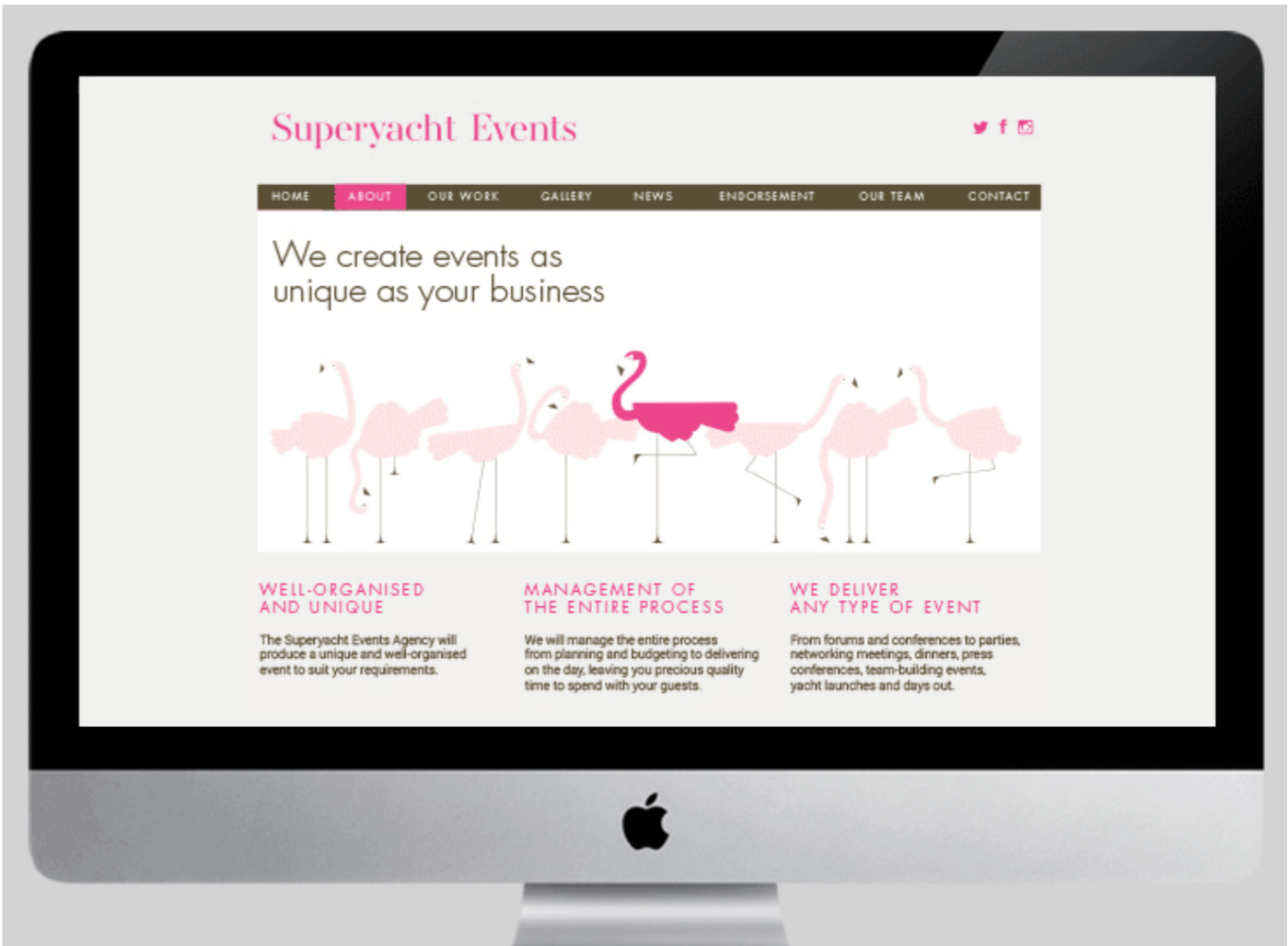
During our initial research stages we stumbled across the iconic pink flamingo, a highly social and flamboyant creature, usually appearing in a crowd and thus creating an event almost everywhere they go. Perfect! We embraced these characteristics to create an impactful and memorable, yet elegant, brand identity

WORK UNDERTAKEN:

- Brand positioning
- Brand strategy
- Tone of voice
- Copywriting
- Brand guidelines
- Brand identity
- Marketing collateral
- Website



Superyacht Events



THANK YOU

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