



BRAND GUIDELINES  
2025



# OUR BRAND

Off The Hook Yachts and its subsidiaries are leaders in the marine industry, with the flagship brand recognized as one of the nation's largest yacht wholesale and brokerage firms.



## OFF THE HOOK YACHTS MEDIA

Our media team delivers industry-leading content, storytelling, and visuals through a combination of in-house talent and trusted external media partners.



# MAIN LOGO

The primary Off The Hook Yachts logo may be presented in three approved color formats –full color, black, and white– provided that each application maintains appropriate contrast and ensures clear legibility.



# BRAND COLORS

Our brand colors are designed to convey a clean, modern, and marine-focused look, using deep blues, neutral grays, black, and white for balance and versatility.

White

Hex: #FFFFFF

Black

Hex: #000000

Maritime Blue

Hex: #004572

Azure Blue

Hex: #1070b6

Storm Gray

Hex: #676970



## TYPOGRAPHY

We use Montserrat Regular for a clean, modern headline style and Roboto Condensed for body text to maintain readability and a professional, streamlined look across all brand materials.

Primary

Header

MONTSERRAT

Secondary

Body

Roboto Condensed





# Speak With Our Team

## **WEBSITE**

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

## **EMAIL**

[marketing@offthehookys.com](mailto:marketing@offthehookys.com)