CAREFREE®
BOAT CLUB

BOATING WITHOUT OWNING…IT'S ABOUT TIME.™

BRAND STYLE GUIDE

CAREFREE BOAT CLUB

BOATING WITHOUT OWNING…IT'S ABOUT TIME.™

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CAREFREE BOAT CLUB

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MISSION

The mission of Carefree Boat Club is to help create lifelong memories by providing members with an affordable, quality boating experience that is fun, easy, and safe.

VISION STATEMENT

The vision of Carefree Boat Club is to be the most respected boat club brand and deliver exceptional service.

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ABOUT THE COMPANY

Carefree Boat Club was founded in northern Virginia in 2002, and since then has grown to over 60 locations throughout North America.

Carefree is a members-only boat club in which members buy a membership for unlimited, reserved access to a quality fleet of boats. The cost of membership is less than the cost of a slip fee, insurance, maintenance, repair, taxes, towing coverage, winterization, and depreciation for one boat.

We offer an exceptional alternative to boat ownership:

- Affordability: In most cases, the cost of membership is about 1/3 the cost of owning a boat.
- Unlimited Usage: Members can have four reservations at a time allowing them to pick the day, time, boat, and Carefree location (up to six months in advance).
- Variety of Boats: Boat sizes range from 18 - 27 feet and include deck, bowrider, fishing, pontoon, cruiser, sail, and water sport boats. Select locations may offer other sizes to best fit their body of water.
- Availability: We maintain a strict ratio of ten members to one boat.
- Location Options: Members have access to all club locations, most at prime destination spots.
- Training: Instructors provide boat safety training and handling skills at each location.

Our model gives members the opportunity to get out on the water, spend time with friends and family, and experience the freedom and thrill that comes with boating!

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CORE VALUES

- We develop strong relationships and create members for life.
- We create unique, memorable, and personal experiences for our members.
- We embrace community.
- We understand our role in achieving our club's key success factors.
- We seek opportunities to innovate and improve.
- We own and immediately resolve problems.
- We foster a teamwork and service environment.
- We seize the opportunity to learn and grow.
- We build the Carefree Boat Club dream.

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LOGO COLOR OPTIONS

The Carefree logo should only appear in blue, red-blue, yellow-red-blue, black, gray, or white.

1 COLOR	2 COLORS	3 COLORS	BLACK	GRAY	WHITE
CAREFREE BOAT CLUB	CAREFREE BOAT CLUB	CAREFREE BOAT CLUB	CAREFREE BOAT CLUB	CAREFREE BOAT CLUB	CAREFREE BOAT CLUB
CAREFREE BOAT CLUB	CAREFREE BOAT CLUB	CAREFREE BOAT CLUB	CAREFREE BOAT CLUB	CAREFREE BOAT CLUB	CAREFREE BOAT CLUB

LOGO WITH CLUB LOCATION

CAREFREE BOAT CLUB LOS ANGELES

CAREFREE BOAT CLUB LOS ANGELES

CAREFREE BOAT CLUB

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OUR LOGOS

The Carefree logo must also be placed on a solid or dark background. If placed over an image, the logo may appear in a white or blue box or circle, or over a black-screened photo as explained beside the example below. No drop shadows or outer glows can be applied.

CORRECT USAGE

When placing the white Carefree logo over a photo, the entire photo must be covered by a black box with an alpha (opacity) of 70%.

INCORRECT USAGE

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SPECIALTY LOGOS (PAST SAMPLES)

15 YEAR ANNIVERSARY LOGO

POLO SHIRT

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FONTS

ALL AVAILABLE FREE OF CHARGE AT FONTS.GOOGLE.COM

HEADLINES - Source Sans Pro Light or Extra Light

HEADLINES - Source Sans Pro Light or Extra Light

Sub-headers - Frank Ruhl Light

Body Copy - Source Sans Light, Regular or Bold as needed

Body Copy - Source Sans Light, Regular or Bold as needed

Body Copy - Source Sans Light, Regular or Bold as needed

COLOR PALETTES

Carefree Boat Club colors represent nautical flags that are either red and white, yellow and/or blue. Nautical flags and the knowledge of their meanings are valuable at sea in case of danger or breakdowns in other communications systems such as radio.

CMYK			RGB			HEX		
C= 84 M= 44 Y= 0 K= 0	C= 2 M= 5 Y= 91 K= 0	C= 2, M= 75 Y= 60 K= 0	R= 14 G= 125 B= 194	R= 254 G= 228 B= 45	R= 236 G= 101 B= 94	#0d7dc1	#fee42c	#ec665e

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TAGLINE

The official tagline of Carefree Boat Club:

BOATING WITHOUT OWNING . . . IT'S ABOUT TIME.™

The tagline is not to be reworded in any way and should appear with the trademark ™ in all marketing materials.

CORPORATE TERMINOLOGY

Carefree Boat Club has certain phrases, words and terminology that we prefer all club owners use or not use. Below are some guidelines for communication.

- Our members are always "Members." They are not customers, clients or people.
- Always refer to your location as Carefree Boat Club of (your specific location). Unless you are the licensee owner of a larger region and have gone through the process with Corporate to combine your clubs, your club should be referred to as your city or town, not the region or state.
- The boats you provide to members is your "fleet."
- Keep all marketing and communication positive. Terms we like to see used include "value," "variety," "ease of use," "easy" and "convenience."
- We do not refer to owning a boat as a "hassle" or "headache" - rather, we focus on and highlight the ease of use of a boat club and the convenience of membership.

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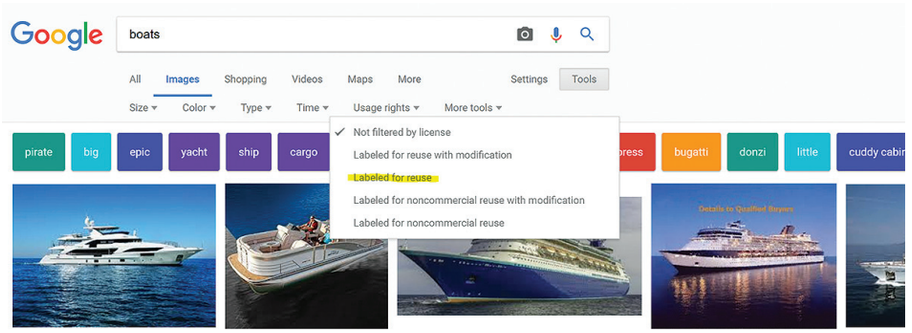
PHOTO USAGE

When using images or video provided by manufacturers or marinas, please make sure you have permission to do so. They are usually happy to grant it, but please ask first.

If you are using images from a Google search, please make sure they are labeled for reuse. See screen grab below for more information.



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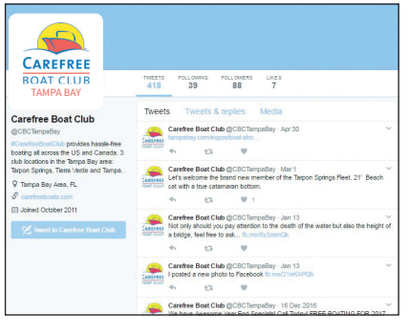
- DIGITAL:
  The naming conventions for social media and online accounts should abide by the corporate naming convention: Carefree Boat Club of (Your Specific Location). If, for any reason, this name is not available on a social media account, please work with Corporate to come up with an appropriate alternative.

- AUDIO:
  Please abide by the naming convention and trademarked tagline in all radio or audible ads.

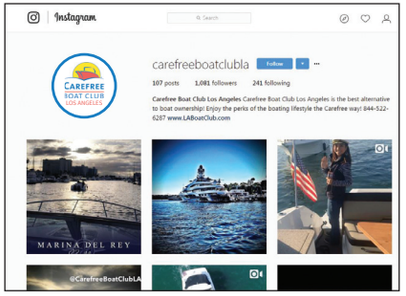
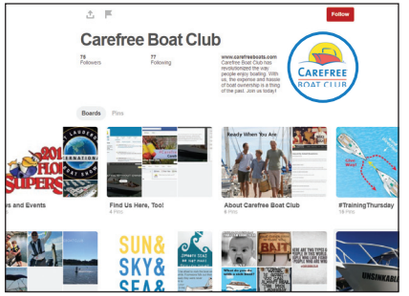
- TAGLINE:
  "Boating without owning . . . it's about time.™"
  The tagline is not to be reworded in any way and should appear with the trademark ™ in all marketing materials.

FACEBOOK

TWITTER



INSTAGRAM



PINTEREST