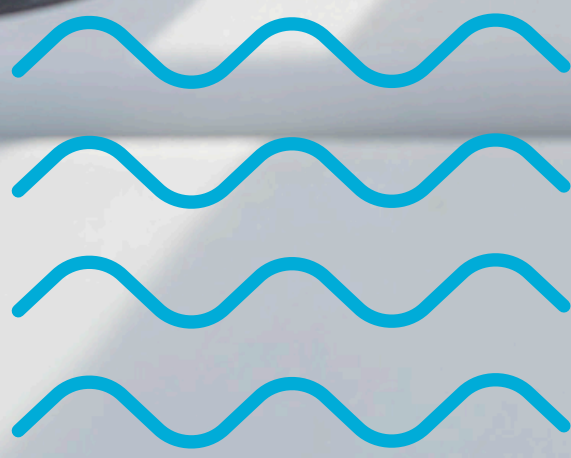




**EzDOCK**

**BRAND GUIDELINES**

2021



**MODERN**

**ADVENTUROUS**

**MODULAR**

**INCLUSIVE**

EZ DOCK LOOK AND FEEL



## LOGO USAGE

### PRIMARY LOGO



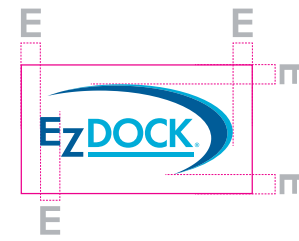
### SECONDARY LOGO



### REVERSE



### A FEW GOOD RULES



To avoid crowding the logo with other text or imagery—an "area of isolation" (AOI) is the minimum amount of space to remain free of other imagery, measured by the width of the EZ Dock "E."



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## LOGO LOCK-UPS FOR PARTNERS

### REGIONAL EZ DOCK



### VERTICAL PARTNER LOCKUP



Width of partner logo should be equivalent to the EZ Dock logo.

### HORIZONTAL LOGO LOCKUP



Height of partner logo should be equivalent to the EZ Dock logo.

## SECONDARY USAGE

These are not meant to replace the logo, but to work in conjunction as standalone elements when appropriate.

**EzDOCK**<sup>®</sup>



PRODUCT NAME



**COPY TEXT SAMPLE**  
THIS WOULD BE NICE FOR A  
DIGITAL AD, OR A PRINT AD  
CHECK IT OUT, SUBTEXT

## TYPOGRAPHY

DIN font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789!@#%&()\*

DIN font family weights:

|                 |                               |
|-----------------|-------------------------------|
| DIN Extra Light | <i>DIN Extra Light Italic</i> |
| DIN Light       | <i>DIN Light Italic</i>       |
| DIN Regular     | <i>DIN Regular Italic</i>     |
| DIN Medium      | <i>DIN Medium Italic</i>      |
| DIN Demi        | <i>DIN Demi Italic</i>        |
| DIN Bold        | <i>DIN Bold Italic</i>        |
| DIN Black       | <i>DIN Black Italic</i>       |

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## COLOR PALETTE

### PRIMARY



Primary Blue  
**PMS 301**  
CMYK 100/53/4/19  
RGB 0/92/151  
HEX 005c97



Light Blue  
**PMS 638**  
CMYK 86/0/9/0  
RGB 0/181/223  
HEX 00b5df

### SECONDARY



Light Yellow  
**PMS 7401 C**  
CMYK 2/15/35/0  
RGB 241/222/176  
HEX f1deb0



Cool Gray  
**PMS Cool Gray 8 CP**  
CMYK 23/16/13/46  
RGB 126/125/128  
HEX 7e7d80



Dark Blue  
**PMS 2955**  
CMYK 100/60/10/53  
RGB 0/53/96  
HEX 003560

# MAIN HEADER PRODUCT NAME

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## Body Copy Header

Using our innovative floating dock design, we've engineered a flexible, easy-to-use launch that makes getting into your kayak or canoe quick and simple. No matter if you're a beginner or a seasoned veteran who needs a little extra assistance, the EZ Kayak Launch allows people of all skill levels to enter and exit with ease. Best of all, you can extend your season into the cooler month

## Here It Is Again

You can add convenient accessories, including a Handrail System that makes it easier to port stand-up paddleboards, canoes or two-person kayaks and a Slide Bunk Kit that protects the bottom of some watercraft as well as the port itself. You can also add our Kayak Storage Straps to securely store your kayak right against the launch.

## EZ Launch® – Commercial

A first in the industry, the EZ Launch Accessible Transfer System for kayaks and canoes provides individuals with disabilities accessibility that exceeds the minimum requirements of the Americans with Disabilities Act (ADA). The easy-to-use transfer bench and transfer slide boards allow users to simply sit, slide over and drop down, then use the side rails to pull off or back on. The customizable system is ideal for people of ALL abilities, providing extra stability launching and docking a kayak or canoe.

The innovative one-piece design of this kayak docking system adjusts to changing water levels and incorporates built-in launch-assist paddle notches for stable entry and exit and easy launching and docking. A wider format with a V-shaped entry centers kayaks or canoes for smoother and more consistent launches. And, since it connects seamlessly with standard and low-profile EZ Dock sections or any other traditional dock, the EZ Kayak Launch can be installed virtually anywhere.

## A LIST OF THINGS

- Stuff part one
- Stuff part two
- Stuff part three

## ADDITIONAL LIST

- Two skid bunk options to fit a variety of hull shapes and sizes
- Up to three additional keel rollers for longer boats
- Supplemental flotation kit for added buoyancy
- Optional side extensions for additional walk-around room
- Flip-up front cleat to secure the boat to the port

### MARK USAGE

DOCK *Life*

Lock up w/ EZD Dock logo



DOCK *Life*

### Color Options

DOCK *Life*

DOCK *Life*

DOCK *Life*

Both words should be in different colors.  
Any combination of the EZ Dock brand colors is acceptable.

DOCK *Life*

DOCK *Life*

DOCK *Life*

DOCK *Life*

### TYPOGRAPHY

The Astise font

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 ! ? @ # \$ % & ( ) \*

The Dock Life, script font treatment should be used in a header instance only, never in body company. The Astise font should be used in a minimal capacity to emphasize or contrast words in a header. The DIN Extra Bold, font should accompany The Astise font



## USE EXAMPLES

**OUR Founders Goal WAS SIMPLE**

To develop practical, attractive, eco-friendly dock systems designed for people who actually use the water and live life on their docks. No more one-size-fits all solutions. No more splinters, burned feet, or worries about disintegrating docks. No more investments washed away with each storm.

**DOCK Life GIVEAWAY**

Enter to WIN an EZ Dock Aegis, 280, or VXP

**EZDOCK**

abc BOAT DOCKS

**EZDOCK**

abcboatdocks.com 701.751.8484

abc BOAT DOCKS

**EZDOCK**

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**BUILD YOUR DOCK Life**

**EZDOCK**

with **EZ DOCK SECTIONS**

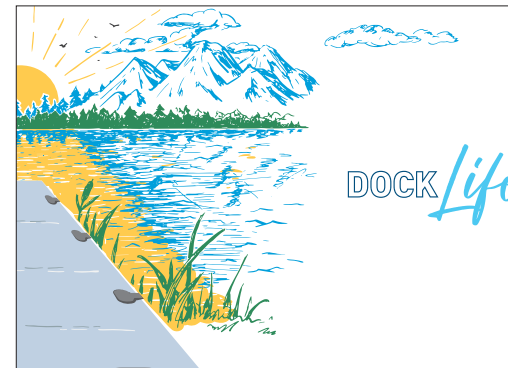
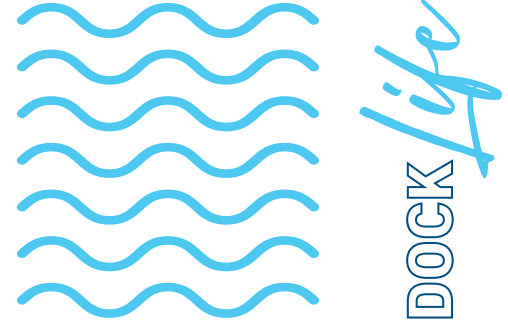
EZ Dock's polyethylene dock sections offer unmatched performance when it comes to modular docking solutions. Our revolutionary design is durable, slip-resistant, and low maintenance to help ensure an enjoyable time on the water.

- 100% virgin linear low-density polyethylene (LLDPE)
- UV Ray resistant
- Slip resistant pattern
- Unique pylon (chamber) design
- Rotationally molded, to allow no seams or connection points
- 62.5 lbs. per square foot, including dead load

**Endless CONFIGURATIONS**

EZ Dock, Inc | 878 HWY 60, Monett, MO 65708 | US/Canada -1-800-654-8168 | Europe +46 (0) 380 47 300 | International +1-417-235-2223  
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EZDOCK®



DOCK *Life*