



BELASSI

BRAND BOOK

STATUS 10/22/2020

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1. OUR WAY

THE BELASSI WAY

At Belassi we strongly believe that perfection should go hand in hand with craftsmanship and individualization, as it is essential in surpassing the expectations of every one of our customers and redefining the future time and again. The basis for this is our highly sophisticated development process, which is combined with emotional design and adapted to take into account the specific needs of the rider – creating a class of vehicle that has never existed before. From the engine– the powerful, roaring heart of the vehicle – to the cockpit, each of our creations is a unique masterpiece designed in Austria, tested and refined down to the very last detail. Not a personal watercraft, but a *Marine Hypercraft* that

sets new standards in terms of design, performance and precision. The unrivalled performance of our vehicles is also the benchmark for unrivalled quality, because this is the only way we can push riders and technology to the limit. The new state-of-the-art Belassi development centre in Austria lays the foundations for our in-house engine development, product design and construction at a single location – a place where our values of passion and integrity are revealed in everything we do. From the very beginning, our goal at Belassi has been to create more than just a vehicle, but a commitment to an individual lifestyle that is ahead of its time, and constantly pushing the limits.

BELASSI. RACE YOUR HEARTBEAT.



2. OUR VALUES

– OUR VALUES –

TRUST

WE TRUST EACH OTHER.

HANDSHAKE

WE KEEP OUR WORD.

DECISION

WE MAKE DECISIONS.

EXECUTION

WE GET THINGS DONE.

TOGETHER

WE WORK AS A TEAM:
WE, NOT I.

LOYALTY

WE ARE LOYAL TO
OUR COMPANY AND
OUR TEAM.

COMMUNICATION

WE SPEAK ABOUT
FACTS AND
DON'T MOAN.

RESPECT

WE TREAT EVERYONE
-WITHIN AND OUTSIDE
OUR COMPANY -
WITH RESPECT.

TRANSPARENCY

WE ARE OPEN AND
HONEST WITH EACH
OTHER.

ENTREPRENEURSHIP

IN OUR COMPANY,
EVERYONE ACTS
AS AN ENTREPRENEUR.

SOLUTIONS

WE DEVELOP AND
FOCUS ON SOLUTIONS.

MISTAKES

WE ADMIT OUR
MISTAKES AND LEARN
FROM THEM.

CULTURE

WE DEMONSTRATE
A CULTURE OF
HANDLING CONFLICTS
CONSTRUCTIVELY.

EQUAL PARTNERS

WE SEE EVERYONE AS
AN EQUAL PARTNER.

PASSION

WE LIVE AND BREATHE MOTORSPORT.

– I'M PART OF IT! –



3. OUR CLIENTS

Whether successful top manager, internet millionaire, world-class athlete or poker star: all the people in our target group have one thing in common – they have all the possibilities to fulfill their wishes and demands. They live in an exclusive world, in which it is increasingly about who you are and what you represent, less about what you own. Individuality and authenticity are more and more in the foreground and experiences are put above possessions. Fitness, sport and adventure are increasingly becoming status symbols, in which style and design play an important role. Those who can afford everything want the best advice and the best individually tailored product that meets their own requirements 100%. Belassi goes one step further and exceeds these expectations day after day.



4. LOGO AND CLAIM



The face of a brand is its logo. It ensures an unmistakable appearance that conveys the character and values of a brand with its style. A logo changes over time but never forgets where it came from.

HORIZONTAL

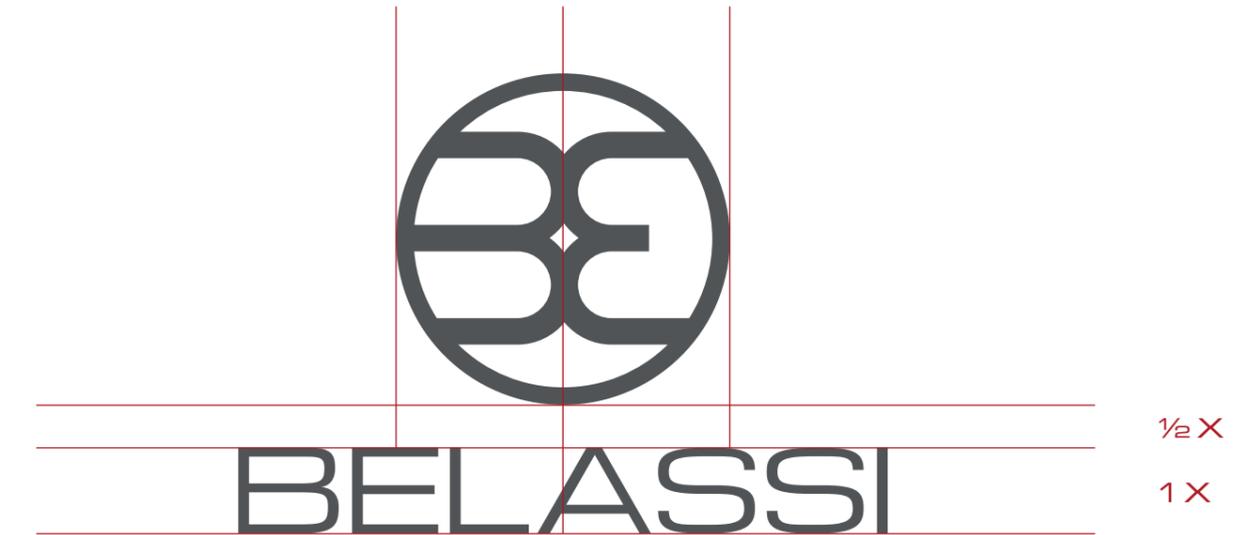


Horizontal: The horizontal version of the logo is used for left-aligned and narrow use.

CENTERED



Centered: The centered log can be used for centered or full-page designs.



LOGO AND CLAIM | AREAS OF APPLICATION



LOGO AND CLAIM | DON'T'S



DO NOT tilt, rotate, stretch, skew or distort the logo in anyway.



DO NOT sit the logo on high contrast or vibrant colors.



DO NOT set the Logo on low Contrast. Do not place the logo on colors and tones similar to the logos colors.



DO NOT add unnecessary embellishments like drop shadows, gradients, embossing etc. to the logo

Our *Marine Hypercraft* are not only incredibly fast, they move you just by looking at them. No motion without emotion. Be it the adrenaline kick when the limits of what is possible are once again pushed or just a relaxed break from everyday life.

RACE YOUR HEARTBEAT

A promise, but also a challenge. Because a Belassi demands.
After all, it gives more than anything else.

LOGO AND CLAIM | LOGO WITH CLAIM CONSTRUCTION



The baseline $1 X$ is measured at uppercase height.
The claim has a character spacing of $\leftrightarrow 200$ and a line spacing of $\frac{1}{8} X$. The uppercase height of the claim is $\frac{1}{3} X$.
The distance to the logo symbol is $\frac{1}{3} X$.

LOGO AND CLAIM | LOGO WITH CLAIM CONSTRUCTION



The baseline $1 X$ is measured at uppercase height.
The claim has a character spacing of $\leftrightarrow 200$ and a line spacing of $\frac{1}{8} X$. The uppercase height of the claim is $\frac{1}{3} X$.
The distance to the logo symbol is $\frac{1}{2} X$.



5. COLORS



RACING RED

C:20 M:100 Y:80 K:15
R:175 G:24 B:33
#AF1821



MARINE BLUE

C:100 M:90 Y:50 K:40
R:30 G:40 B:65
#1E2743



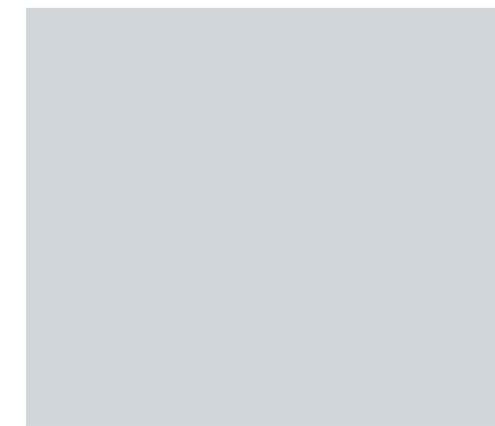
BLACK DARKNESS

C:50 M:40 Y:40 K:100
R:0 G:0 B:0
#000000



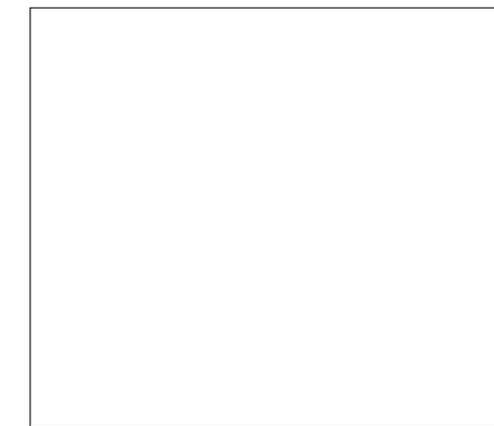
BELASSI DARK GRAY

C:10 M:0 Y:0 K:80
R:80 G:84 B:86
#505456



BELASSI LIGHT GRAY

C:5 M:0 Y:0 K:20
R:209 G:214 B:218
#DADADA



BRIGHT WHITE

C:0 M:0 Y:0 K:0
R:255 G:255 B:255
#FFFFFF

6. TYPOGRAPHY

A strong personality is also reflected in a distinctive handwriting. And what applies to people also applies to strong brands. Because typography shapes the look with every appearance and provides an independent and self-confident style.

HELVETICA NEUE LT STD
87 HEAVY CONDENSED OBLIQUE

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890 . , - \$ % & / () = ?

The well-known Helvetica Neue is used in a variety of styles.
Heavy Condensed Oblique is used for headlines and Condensed for the text body.

EUROSTILE - EXTENDED

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNPO
QRSTUVWXYZ
1234567890 . , - \$ % & / () = ?

The logo font Eurostile
is to be used in the subtitle.

DIVIDE THE SEA – MARINE HYPERCRAFT BY BELASSI

DIVIDE THE SEA – MARINE HYPERCRAFT BY Belassi

DIVIDE THE SEA – MARINE HYPERCRAFT BY BELASSI

DIVIDE THE SEA – MARINE HYPERCRAFT BY BELASSI

DIVIDE THE SEA – MARINE HYPERCRAFT BY BELASSI

ABCDEFGHIJKL
1234567890 !?*»

Helvetica Neue LT Std 87 Heavy Condensed Oblique
Headlines

ABCDEFGHIghijkl
1234567890 !?*»

Helvetica Neue LT Std 77 Bold Condensed Oblique
Intermediate headlines | Contrast

ABCDEFghijkl
1234567890 !?*»

Helvetica Neue LT Std 77 Bold Condensed
Intermediate headlines | Contrast | Introductory texts

ABCDEFghijkl
1234567890 !?*»

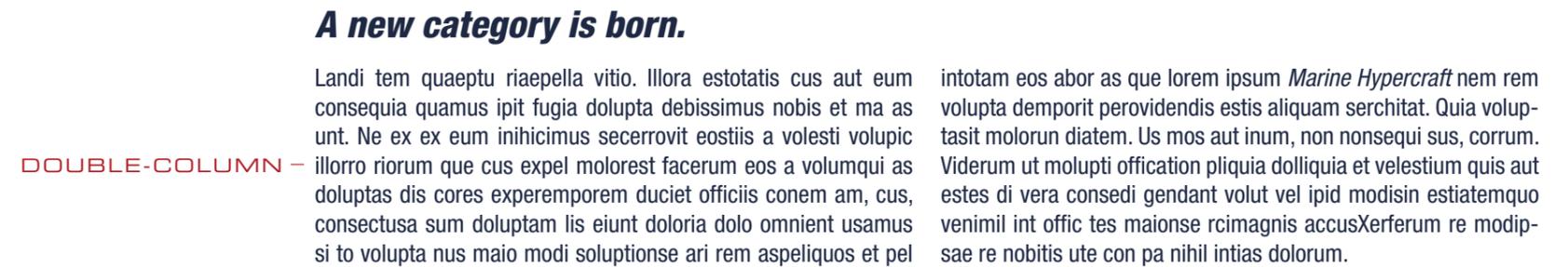
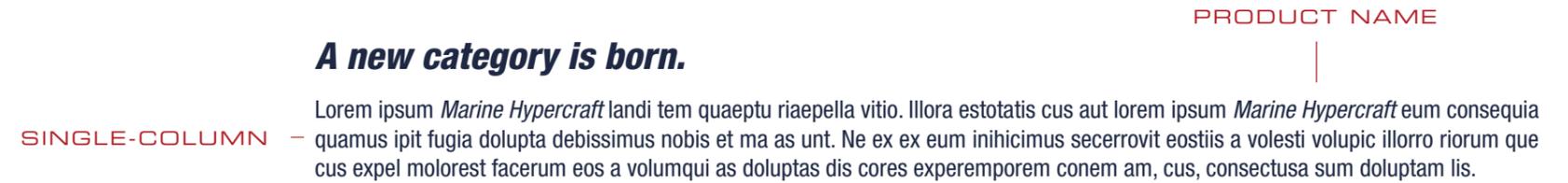
Helvetica Neue LT Std 57 Condensed Oblique
Intermediate headlines | Contrast | Text body

ABCDEFghijkl
1234567890 !?*»

Helvetica Neue LT Std 57 Condensed
Text body



The headline can be scaled from the specified pt sizes. However, the units of measurement must be taken into account. These are based on an uppercase height of **1 x** of the subline. The headline therefore has a height of **3x**. The line spacing between the headline and subline is **1/2 x**. The subline has an additional character spacing of between **1 00** and **2 00**, depending on the ratio to the headline. The headline and subline must be adjusted to a common starting axis.



We typeset running texts on standard advertising materials like A4 folders or similar in 10.5 pt and similar. As a general rule, we work with justified text for running texts. We are also happy to split longer texts into two columns. Sublines in longer texts are set in Bold Italic, in this example in 16 pt.

Our product name is always set in italic in the running text.

- Tat la sunt facea conse aut volo eritatem aut ipsunt la cones mi, omniet eari veliquae et volum faceaquo tem es voluptaqui voluptate velit qui culpa perovid et est eos eritatendi blab ipsam quam, non rempos nusam, qui duciis que volessu menditiam, ut earci re, ullaborecto volupidest, samus dem dionem fugitia inihictatis alique mintion ni ilitem fuga. Quis eatempostiis mo inctur aut arum dis natus ut modi cor arumqui ut ma corerspitam erum assectatur?
 - Xim faccaectur? Xerferion re nobitem oluptatem rendi odi quatiur aborepudis apictas cores volecae nistrum ius, torio. At enim quos doluptat optae mos ius.
 - Met quia veliquis vellatius alibusam re consequere nam, a cum ut autatat iantium utem sitae natemol uptate placcaeptas non re moluptas el inti sequo volupisinto magniss endunt doll
1. Tat la sunt facea conse aut volo eritatem aut ipsunt la cones mi, omniet eari veliquae et volum faceaquo tem es voluptaqui voluptate velit qui culpa perovid et est eos eritatendi blab ipsam quam, non rempos nusam, qui duciis que volessu menditiam, uullt earci re, ullaborecto volupidest, samus dem dionem fugitia inihictatis alique mintion ni ilitem fuga. Quis eatempostiis mo inctur aut arum dis natus ut modi cor arumqui ut ma corerspitam erum assectatur?
 2. Xim faccaectur? Xerferion re nobitem oluptatem rendi odi quatiur aborepudis apictas cores volecae nistrum ius, torio. At enim quos doluptat optae mos ius.
 3. Met quia veliquis vellatius alibusam re consequere nam, a cum ut autatat iantium utem sitae dunt doll.

Both bullet points and numbering can be used for enumerations. For a better structure, we use a value of  1 mm as the distance from it.

DEUTSCH

— „*Lorem ipsum dolor sit, consectetur adipisicing elit, sed do eiusmod tempor*”

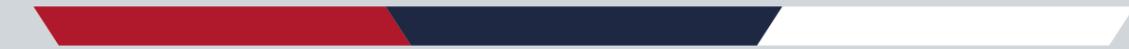
ENGLISH

— “***Lorem ipsum dolor sit, consectetur adipisicing elit, sed do eiusmod tempor***”

The usual rules for quotation marks apply to quotations. They can also be left-aligned and used as a design element.

7. BELASSI BRAND BAR

Recognizability in design depends not only on colors, logo and font. Various additional design elements are also often used that can be easily linked to the brand and complete the handwriting. A code that is understood by the target group. That looks strong, high-class and sporty. Our personal flag, a symbol of our origins. Not of national ones but of ideals.



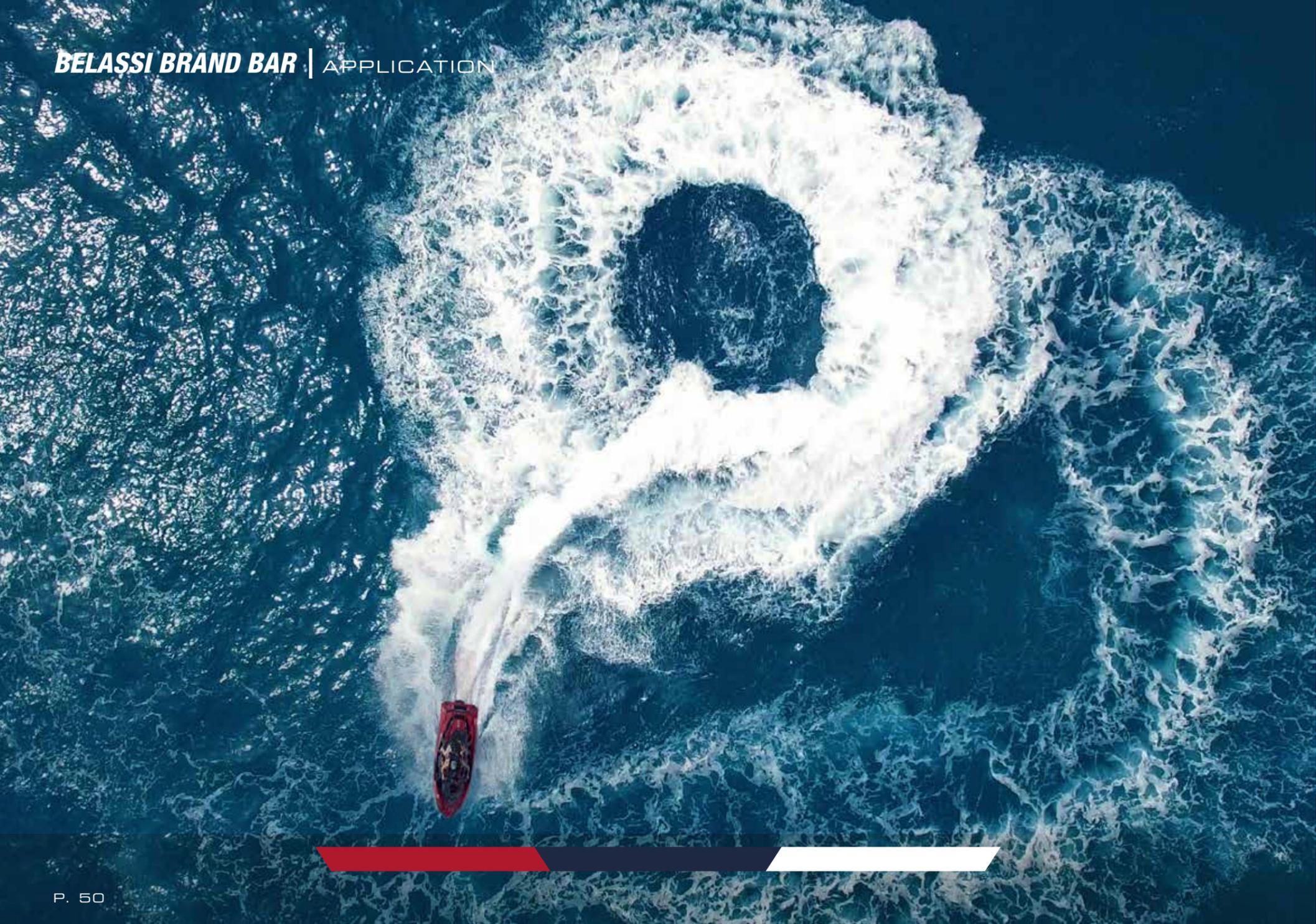
The Belassi Brand Bar is provided as an AI file and must always be used in this variant.



On dark surfaces, the third part of the Brand Bar is set in white.



On white surfaces, the last part changes to Belassi Light Gray.



The Belassi Brand Bar can be scaled in proportion to the area of application. In basic layouts, it usually represents the end of the page.

8. OUR MASTERPIECE

Simple in shape - complex in detail: This is how our *Marine Hypercraft* speaks its own design language, which is impressively underscored by its performance. Every detail has been designed with the driver in mind to bring out the optimum in driving experience and dynamics. From the underbody to the self-confident rear, the form brings design and function into powerful balance, designed to redefine the limits of what is possible. If you choose one of our *Marine Hypercraft*, you know what you want – not a personal watercraft but rather a technically superb achievement, manufactured with the highest precision and accuracy in Austria. And you'll soon realize that your expectations have been exceeded.





The digital cockpit with integrated GPS provides the rider with all important information without distracting from the essential.



We only put our logo on things we're 100% proud of – such as on every Burrasca.



The dynamics in every single detail are what make the Burrasca a vision that leaves all others in the dust, even when not moving.



The stern combines precision, dynamics and design – the competition deserves to have a nice view, after all.

9. PRODUCT STAGING





10. IMAGERY



In order to reflect the speed and dynamics of our *Marine Hypercraft*, we employ blurring and a shallow depth of field in our images. This helps us to provide the viewer with the sensation of their surroundings rushing past them. At the same time, it also ensures a high-quality, luxurious image style. Belassi stands for adventure and variety. This approach is continued in a diverse selection of images. To avoid every picture showing only the sea, we also want to regularly show scenic points of reference that are set in relation to the *Marine Hypercraft*.



Above you, in the sky, is the radiant sun, whilst below is the deep blue water – this is our *Marine Hypercraft's* playground. These elements are also reflected in imagery that relies on natural sunlight and high contrasts.



Our *Marine Hypercraft* combines many advantages. However, their speed is certainly one of their biggest highlights. We also want to communicate this through our imagery, which is why we show the *Marine Hypercraft* racing across the water at top speed.



To visualize just how much power a *Marine Hypercraft* has, we let them really take off. Because such a jump stands not only for a grand performance and lots of fun on the water but also and above all for total freedom.

APPROVAL

Without exception, all created advertising material must be sent for approval - in order to be able to guarantee our quality standard in communication. Before that, there are a few simple points that you can check yourself:

- Does the advertising material comply with the guidelines of this brand manual?
- Has the advertising material been proofread and all typing errors corrected?
- Have all our spelling guidelines been taken into account?
- Has the advertising material been prepared in a way that is understandable to outsiders?
- Sometimes less is more: Is the text reduced to the essential?
- Are the images used exclusively from our image pool?

All advertising material must be sent for approval to Waldemar.Poehhacker@belassi.com including a short explanation (campaign, release, target group, etc.). Approximately 2 working days are required for approval.

CONTACT:

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