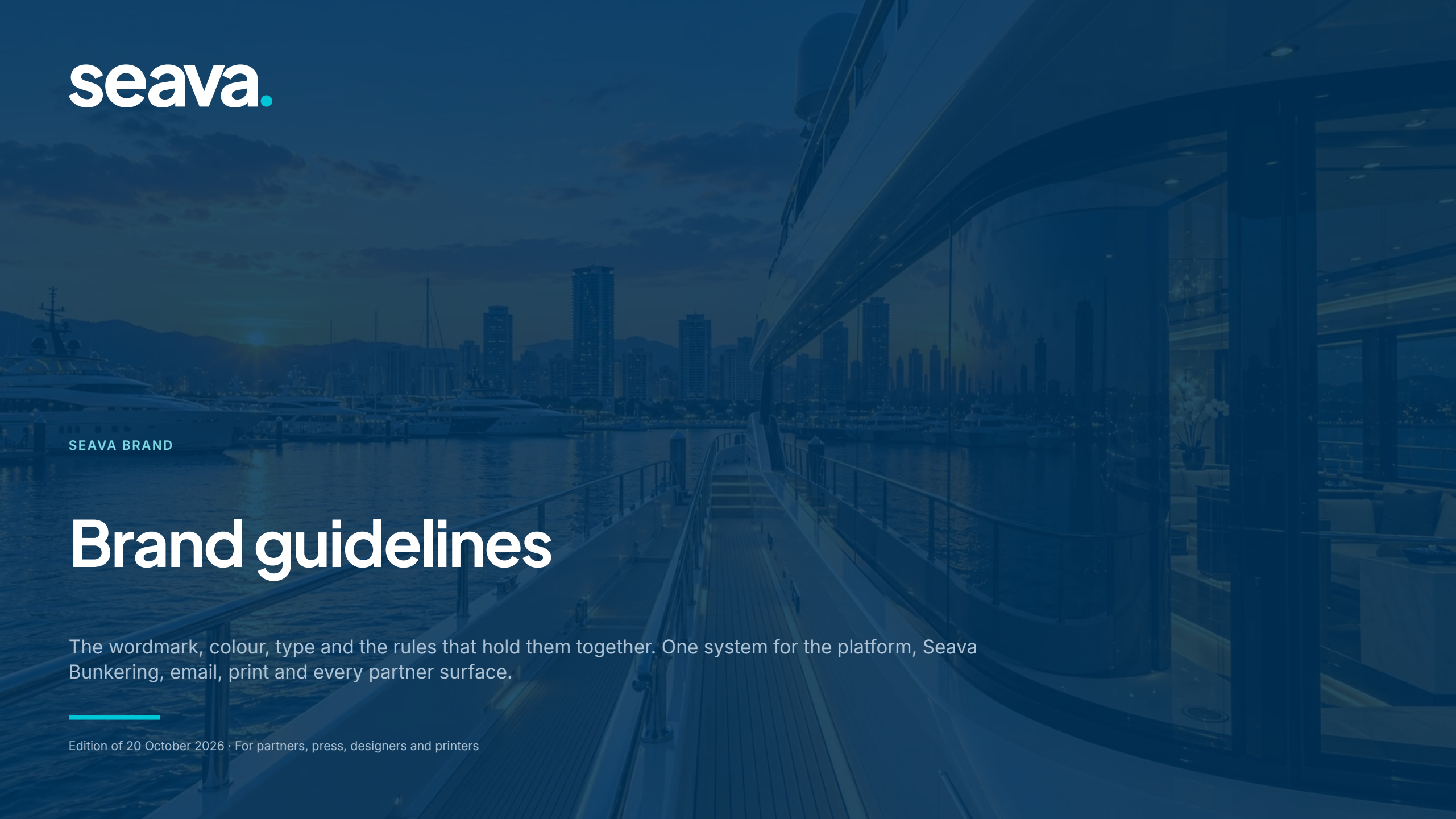


seava.

SEAVA BRAND

Brand guidelines

The wordmark, colour, type and the rules that hold them together. One system for the platform, Seava Bunkering, email, print and every partner surface.

Edition of 20 October 2026 · For partners, press, designers and printers

THE IDEA

A Seava page reads like a vessel’s data plate.

Survey reports, class certificates, spec sheets and hull plates are where the vocabulary comes from: a register of facts rather than a decorative flourish. The identity is quiet on purpose: a white page, one navy, a single aqua marker, and type that reads like an instrument.

THE PAGE	THE VOICE	THE ACTION	THE MARKER
White	**Navy**	**Blue**	**Aqua**
always	what you read	what you click	never text

IN THIS BOOK

The wordmark
The refined seava. mark, its two cuts, the s. mark, clear space, colourways and misuse.

Colour
Five origin colours, their roles and contrast, and the rules that settle blue against navy.

Typography
Inter for everything; Plus Jakarta Sans for the one title.

Shape, layout and dividers
Three radii, one shadow, two measures, five dividers.

Signature elements
The plate, the navy band, the aqua rule, the vessel's name, the one yellow word.

Imagery, voice and assets
How photographs, words and files carry the brand.



THE WORDMARK

One mark, drawn once.

Lowercase, with a round full stop.
Refined on 14 October 2026: the letters were hand-spaced so the white between them reads even, and the stop became round and moved in to the word.

Drawn artwork, not a font.
Plus Jakarta Sans at weight 750, tracked −0.065em, shaped and outlined to paths. Always use the supplied files; never type the word to imitate it.

There is no symbol.
No yacht, wave or anchor. At tab size the mark is the s with its stop.

In running text, write Seava.
A capital S and no full stop. The lowercase form with the dot is the logo only.

TWO CUTS AND THE S. MARK

The size decides the file.

One set of outlines in two spacings. The small cut opens the counters of the e and the a so they stay clear when the mark is small.



Display cut
Any use 24 px tall or more on screen, about 7 mm in print and up: headers, print, email, social.



Small cut
14 to 24 px tall: compact footers, small interface, lockups in a row of icons. Display spacing plus 35 units between letters and 20 before the stop.



The s. mark
Below 14 px: favicons from 16 px, app icons, avatars.

CUT	USE IT	FILES
Display	24 px tall and up; print from about 7 mm	seava-wordmark-display-{colour, reversed, blue, white, black}.svg
Small	14 to 24 px tall	seava-wordmark-small-{colour, reversed, blue, white, black}.svg
s. mark	Below 14 px; favicon, install icon, avatar	seava-mark-{colour, white, black}.svg

CLEAR SPACE AND SIZE

Give the mark its own water.

Clear space: the height of the s, on every side.
Measured from the ink of the letters. Nothing enters it: no text, no edge, no other logo.

Minimum size.
Display cut 24 px tall; small cut 14 px; below that, the s. mark from 16 px. In print, the display cut from about 7 mm tall.

Proportion.
The tight display artwork is about 4.73 : 1, width to height.



The dashed line is the clear-space boundary; the space on each side equals the height of the s.

COLOURWAYS

Navy letters, an aqua stop.

The mark has its own two colours: Mark Blue **#00558B** for the letters and Aqua **#00C6D6** for the stop. They belong to the logo files, never to a layout.



Colour
Light grounds. The default.



Reversed
Navy and photographs under the veil.



Blue
One ink, stop included.



Black
Single-colour print, stamps, engraving.



White
One ink on a dark ground.

THE RED STOP IS FOR STAFF ONLY
Seava's back office draws the stop in Alert Red so staff recognise it in a tab strip. Customer and partner surfaces always use the aqua stop; the red versions are never published.

MISUSE

Never redraw the mark.

Use the vector files as they are. Each of these changes the logo into something that is not Seava's.



Never: stretch or condense



Never: rotate or skew



Never: set it in a font



Never: capitalise it



Never: put it on a photograph without the veil



Never: add an icon or a lock-up without an agreement

PRODUCT LOCKUPS

One family, one rule.

Seava Bunkering.
The wordmark, a 1 px rule, and the word bunkering in Plus Jakarta Sans 700. The only product lockup in use.

The favicon family.
A lowercase initial with a round stop: s. for Seava, b. for Bunkering, h. for Harbour. Aqua on every public surface.

The app icon.
The full display wordmark on white.

Partner lock-ups.
Seava appears beside a third-party logo only under a signed partner agreement, each mark in its own clear space.



The Seava Bunkering lockup



s. mark, colour



s. mark, white



s. mark, black

COLOUR

Colour says what something is.

The page is always white. Five origin colours back every role in the product, and each colour has one job.



Deep Navy
#00355D
Headings, default text, navy bands
12.6 : 1 on white



Royal Marine Blue
#004E8A
Action: links, filled buttons
White on it 8.6 : 1



Neon Aqua
#00C6D6
Marker only: rules, ticks, focus
2.1 : 1, never text on white



Steel Grey
#3A4750
Body copy
9.6 : 1 on white

Signal Yellow
#FFCA3A
Once per page: one status word or fill
Navy on it 8.3 : 1

Mist
#F2F7FF
Band and note ground, never the page



Deep Aqua
#02A4B4
Aqua at small sizes and on icons
3 : 1, large or graphic only



Bright Blue
#035EB8
Screen hover of a filled button only
White on it 6.4 : 1



Alert Red
#C52020
Errors: a line of text or a 3 pt rule
5.8 : 1 on white

White
#FFFFFF
The page, always

THE COLOUR RULES

Blue is what you click. Navy is what you read.

Reading text is navy.
Headings, key figures, table emphasis and default type. Never recolour reading text blue to match a control beside it.

Clickable text is blue.
Links, text buttons and chips are Royal Marine Blue. A blue word is a promise that it can be clicked.

The current place is navy.
A selected tab or menu row is navy, with one cue that is not colour: the blue rule under a tab, a heavier weight, a check.

Bright Blue is a hover.
A filled blue button turns Bright Blue under the pointer. It is never a resting colour, a text ink or a band, and never used in print.

Aqua is a marker.
The aqua rule, ticks, the focus ring and the verification mark. It fails as text on white; small aqua text uses Deep Aqua.

Yellow is spent once.
Signal Yellow appears at most once per page, as one display word on navy or one status fill. Twice means nothing.

No gradients, no dark theme.
The product is light by design. A navy band is the dark moment.

The mark's colours stay with the mark.
Mark Blue and the aqua belong to the logo files. On the site one surface wears them: the header's menu, set in the mark's blue with its aqua as the hover rule, so the bar reads as one with the wordmark.

SUPPORTING NEUTRALS

The quiet half of the palette.

Every copy ink measures at least 4.5 : 1 on white. On navy, type has its own four inks.

Muted copy
#5B6B7A
Secondary text

Quiet labels
#616F7F
Labels, captions, running heads

Hairline
#DFE6F2
Between bands and table rows

Soft hairline
#EDF1F9
Inside a table or ledger

Field border
#CBD8E8
Inputs and plate borders

Well
#E4EBF5
An empty image well

On-navy lead
#AFC4D6 · Body copy on navy

On-navy muted
#9CB5C8 · Secondary copy on navy

On-navy figure
#D4E6F2 · Figures on navy

On-navy label
#7FD9E4 · Labels on navy

TYPOGRAPHY

Two faces. The second is for the title.

PLUS JAKARTA SANS 700 · THE TITLE FACE

Aa Bb Cc 0123

INTER · EVERYTHING ELSE

Aa 0123 — Regular · body copy

Aa 0123 — Medium · controls

Aa 0123 — Semibold · labels, strong text

Aa 0123 — Bold · headings, figures

Inter carries every role but one.
Prose, controls, labels, tables, figures and sub-headings, with its optical sizes and true italic.

Plus Jakarta Sans is the title, once.
The one page title or cover title, and the lettered word bunkering in the product lockup. Weight 700, tracked −0.032em, leading 1.02. Never body, never a sub-heading.

There is no third face.
The retired monospace is gone. Tabular figures in Inter line up a column exactly.

Both are free.
SIL Open Font Licence, from Google Fonts.

VOICES AND SCALE

A label describes. A control acts.

WEEKLY RATE

£00,000

Come aboard Search services

The label voice.
Inter 600, capitals, tracked 0.1em, 11 px on screen and 7.5 pt in print. Section eyebrows, field and ledger labels, chips.

The control voice.
Sentence case, Inter 500 to 600: Come aboard, Search services. A control is never set in capitals.

Figures.
Tabular numerals wherever digits line up.

ONE SCALE, WHOLE PIXELS ON SCREEN

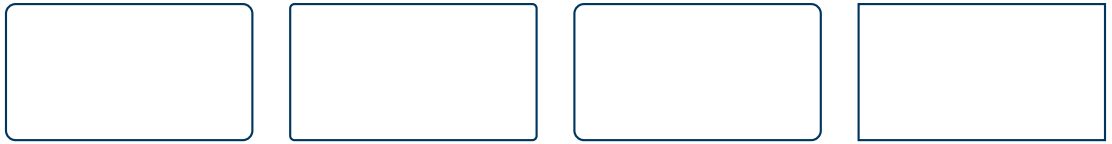
Every size is a member of one scale; half-pixel steps were removed because a 0.5 px difference is noise, not hierarchy. 11 px is the floor for anything a person reads.

THE PRINT SCALE

ROLE	SIZE	FACE
Cover title	40 pt	Plus Jakarta Sans 700
Chapter title	24 pt	Plus Jakarta Sans 700
Sub-heading	13 pt	Inter 700
Minor heading	10.5 pt	Inter 600
Lead	11.5 pt	Inter 400
Body	9.5 pt	Inter 400
Table	8.5 pt	Inter 400
Label	7.5 pt	Inter 600, capitals
Footnote	7 pt	Inter 400

SHAPE AND LAYOUT

Three radii over two values.



Button
4 px

Control
2 px

Surface
4 px

Structure
square

RADIUS	WHERE
Button, 4 px	Every button and every link styled as one
Control, 2 px	Fields, select triggers, checkboxes, flags, tags, thumbnails in a card
Surface, 4 px	Cards, lifted plates, the action rail, dialogs, every menu panel
Round	A short fixed list: the support launcher, the signed-in New listing pill, a bookmark's hover ground, count chips. A new round object is a design decision
Square	Bands, header and footer, tables, photo strips, notices and toasts

One shadow.
A navy-tinted lift, spent only where a plate straddles a navy band, on the action rail, on a card at hover and on a window. None in print.

Nested radii step down.
A 2 px control or thumbnail sits inside a 4 px surface, never the reverse.

Two measures.
A 1200 px reading width for detail pages and a 1520 px scanning width for grids and the landing; 20 px gutters on phones, 32 px from tablet up. In print, A4 with 20 mm sides; decks at 16 : 9.

Motion is sparse.
A 200 ms lift on card hover, a widening rule on the menu, one hero sequence. Photographs never zoom, cards never move, and every animation respects reduced motion.

DIVIDERS

Five lines, five jobs.

Never invent a sixth, never draw a full-width aqua bar as decoration, never box a paragraph in aqua.

	Hairline	0.5 pt in the hairline grey. Between sections, under a running header, above a footer, between table rows.
	Soft hairline	0.5 pt in the soft grey. Inside a table or a ledger.
	Aqua rule	3 pt aqua, 36 pt long, 60 pt on a cover. Opens a chapter or sits above a headline. One per heading.
	Horizon line	3 pt aqua, full width, directly under a letterhead or an email header. At most one per page.
A note	**Leading rule**	3 pt on the left edge of a note: aqua for information, yellow for a warning, red for an error.

SIGNATURE ELEMENTS

The plate and the navy band.

The data plate.
Key facts as label over figure between hairlines, like a vessel's builder's plate: never a row of rounded cards. Reused at three scales across the product, it is what makes many surfaces read as one.

The navy band.
A navy head means Seava is speaking to you: the landing, pricing, a listing's identity band, a pitch. A white head means a document to be read or a record to be operated.

One yellow word.
Spent once, on navy, where the eye should land. On this page it is the words navy band.

HOW SEAVA CHARGES

COMMISSION	**0%** on any deal, sale, charter, job or repair
TO USE	**£0** browse, message providers and sellers, book, apply
TO PUBLISH AND HIRE	**£29** a month, or £228 a year
SECTIONS	**Five** in one account and one search

THE DETAILS THAT CARRY IT

Small marks, always the same.

SECTION LABEL

A heading under the rule

The aqua rule
A short thick bar opens a section or marks a verified fact. One per heading.

Coralline
Motor yacht, 21 m
Demonstration listing

The vessel's name
A yacht's own name in bold italic Deep Aqua above its model: the only italic in the system.

ID Verified
Contact verified

The verification marks
One glyph per tier in Royal Marine Blue: a solid shield for ID Verified, a hollow check-badge for Contact verified. The tiers differ by shape and fill, never by colour, and no word stronger than ID verified sits beside the shield.

BADGES
The badge’s form carries its kind (a verification, a status, a self-declared claim, an on-image flag, a sponsored label), so a reader can tell what was checked from what was merely claimed. A badge is one line; the record spells it out.

PHOTOGRAPHY AND IMAGERY

Real work at working distance.

Yachts, crew and work as they are.
Engine rooms, rigging, decks and marinas in natural light and true colour. Avoid glossy lifestyle clichés: champagne, posed models.

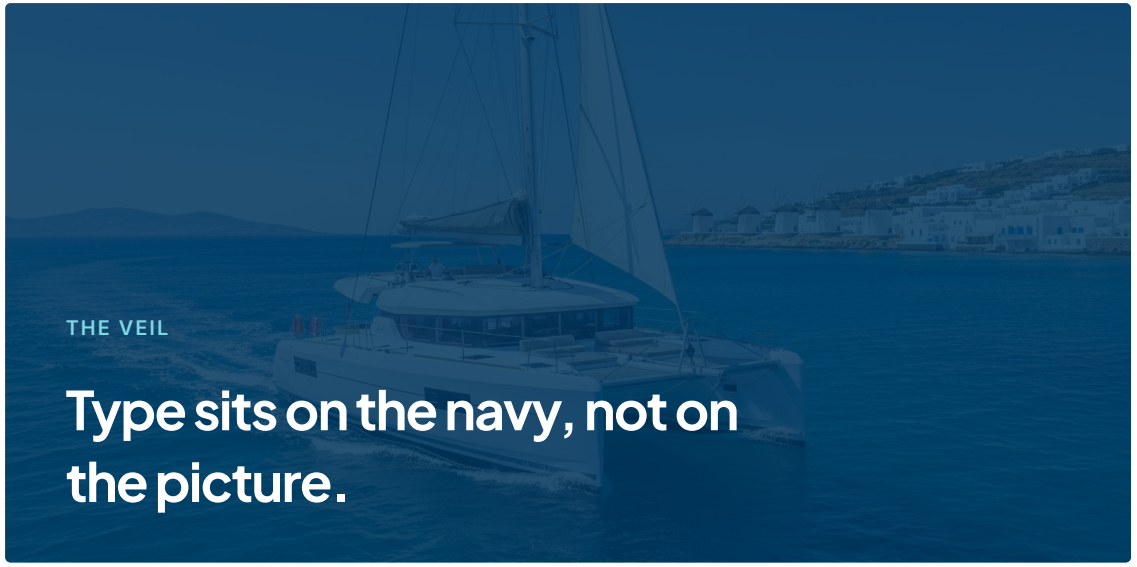
Text only on a flat navy veil.
No filters, duotones or gradients over an image. When type sits on a photograph, a flat navy veil goes between them.

People with consent.
Never present a generated image as a real person's portrait.

Icons are line icons for actions.
Simple line icons (Lucide), only as an action's own mark; never a decorative icon beside a label that says the same thing.

Screenshots show demonstration content.
Use them to show the interface. Never quote a number from one, or present a person or company in it as a real user.

Third-party logos only with a signed agreement.



A photograph under the flat navy veil
The veil is Deep Navy at about 85%; it carries the type and keeps every word at full contrast.

VOICE AND NAMING

Say what it does, plainly.

Seava, in running text.
Capital S, no full stop. Seava Bunkering and Seava Harbour name the products.

Seava is a platform.
An online platform for the yachting industry. Never a marketplace, a broker or an agency: nothing is brokered and no deal passes through it.

Name what people control.
Plain verbs and sentence case. A control says exactly what happens: Send, Request the rate card.

Specific beats clever.
Facts a reader can check, in the present tense. No invented counts, audiences or reach.

WRITE	NOT
platform	marketplace
Contact verified · ID Verified	vetted · background-checked · certified
labelled advertising, Sponsored	native advertising, promoted results
Free to use, Pro to publish and hire	freemium, premium tier
crew never pay	free for candidates
a planning aid: the master decides	navigation tool, fuel price finder

ASSETS

Files to use, people to ask.

LOGO PACK	SVG and PNG: display and small cuts in colour, reversed, blue, white and black, and the s. mark
WHERE	partners.seava.pro/press
FONTS	Inter and Plus Jakarta Sans, Google Fonts, SIL Open Font Licence
BRAND QUESTIONS	press@seava.pro
PARTNER LOCK-UPS	support@seava.pro, under a signed agreement



The code wins: where this book and the product's design tokens differ, the product is right and this book is updated.