

PINMAR

YACHT PAINTING SYSTEMS



Our Brand today

Despite these times of economic uncertainty, Pinmar continues to move forward, and to consolidate its position as a driving force and industry leader.

After careful evaluation, we are using this time as an opportunity to better define our brand identity and our brand promise to customers of the future. It is our intention to phase in gradually our new logo style and to continue to place great emphasis on our core values.

Our core identity remains constant... **solid and strong, the leader in yacht coatings application.**

Our mission remains the same... **to give our customers complete satisfaction so that they return to both our Refinishing and Marine Supply Divisions.**

Our promise... **to deliver great service and the best finish possible, to deliver them with the utmost respect for our clients' trust in us, with care for their needs, our employees' well-being and with the greatest possible consideration for the environment.**






The design philosophy

PINMAR's name has always been seen in a strong and reliable letter style. We have continued that philosophy with a more rounded and modern style that maintains the feeling of solidity.

To that solidity we have added a touch of personality... the 'wave' ...whose origin lies between a forward thrusting bow wave and a brush-stroke.

The 'wave' reflects the imagery of the sea and of paint and its fluid form adds a light intuitive touch to the solid presence of the name.



-  Pantone 288 c
-  Pantone 872 c
-  Pantone 424 c

Colours

Our logo can be used as blue letters or as white letters on a blue ground.

The 'wave' will, wherever possible, appear as gold. In black and white, the lettering appears as 100% black, the wave as 40% of black.

Headline Font can be Myriad Bold or Gill Bold., Text font is Gill Sans.

