



navaan®

Brand Guidelines

updated May 2026

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Beauty, performance, and versatility
that inspires your boating escape.



NAVAN's Promise

At NAVAN, we craft the vessel—you shape the journey.
Unbound, versatile and built to mirror your expression,
NAVAN is the setting for your story on the water,



Brand Pillars



Boundless Versatility

We create the spark for limitless exploration. Innovative, curated features are designed to adapt to any activity, season, waterway or stage of life, without compromising on comfort. NAVAN is the canvas for your memories to be made.



Engineered to Perform

Our patented T-Step Hull is engineered to enhance handling, offering exceptional stability, smooth turns and a drier ride. Plus, efficient engineering reduces costs without cutting corners, helping you escape for less.



Clever Design

NAVAN pairs an unapologetically beautiful design with effortless usability. From ergonomic layouts to multi-purpose features, our boats are designed so you can confidently take command or simply relax and enjoy the ride.



Trusted Ownership Experience

Every NAVAN is built to deliver confidence in ownership, with premium materials, expert craftsmanship at facilities in the U.S. and Europe, and the trusted backing of Brunswick's service and warranty. As part of the NAVAN community, you're supported by a growing global network of dealers and fellow explorers.

Brand Intent

NAVAN is for those who find joy in the details and meaning in the moment. They read the reviews, compare the specs, and ask better questions to reach their destination by design, not by default.

To them, every choice is a chance to reflect, refine and move forward with intention. It's not about proving something to anyone—it's about becoming someone singular.

In a space full of gatekeepers and borrowed opinions, NAVAN offers something rare: a brand you can shape and grow with. It rewards scrutiny and invites self-reflection.

Because for the Independent Spirit, the allure of the water isn't in having the biggest, fastest, or flashiest boat. Their thrill comes from seeking what moves them to do more.



Brand Manifesto

Tradition has its place, sure.

But the badges and burgee flags that show the world you belong on the water aren't what moves us: NAVAN is here to spark your next obsession.

We believe curiosity isn't just a trait, but a force that can rewrite your life story when you let it drive. While some cling to familiar shores, we chase the unknown—boldly, with intention.

We live for the electric moment when you find a hidden cove before the crowd—when you drop an anchor and realize this memory belongs to you alone—but can't wait to share.

We're built for the endlessly curious and proudly particular.

We won't tell you where to go, but we'll share our map, swap a few stories, and listen to where curiosity leads you next.



Brand Personality Attributes

Versatile

Desires the freedom of the water, for any and all activities

Genuine

Driven by a real love of boating and the community it creates

Inspiring

A contagious passion for exploring and creating lifelong memories

Approachable

Speaking like a friend, using straight-forward and inviting language

Energetic

Youthful and full of excitement; always enjoying the moment

NAVAN is not

Rebellious
Intense
Stuffy
Intimidating
Exclusive
Luxurious



Brand Identity

NAVIA®









Maintain consistent spacing between graphic elements at all sizes. Do not alter the whitespace when scaling.





Colors



NAVAN teal

NAVAN dark teal

NAVAN dark blue

NAVAN yellow

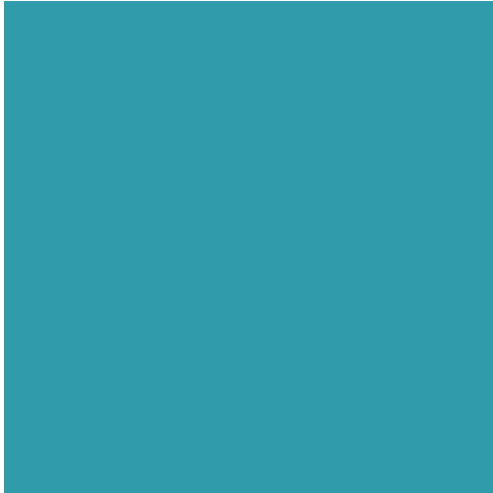
NAVAN green

NAVAN blue

NAVAN white

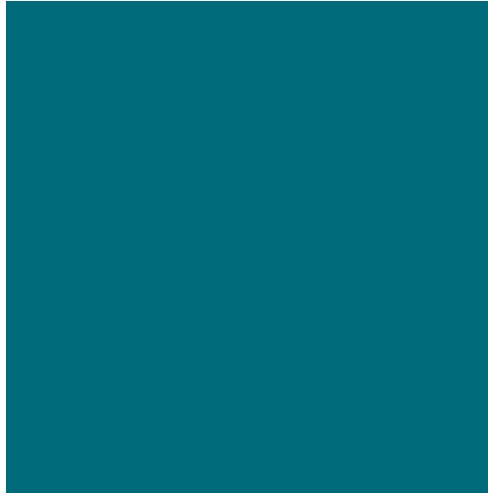


16 Colors



NAVAN teal

C76 - M22 - Y30 - K0
R41 - G153 - B172
PANTONE 2235 C
#2999ac



NAVAN dark teal

C100 - M0 - Y25 - K47
R21 - G98 - B104
PANTONE 7715 C
#156268



NAVAN dark blue

C96 - M26 - Y35 -K76
R7 - G27 - B35
PANTONE 5463 C
#071b23



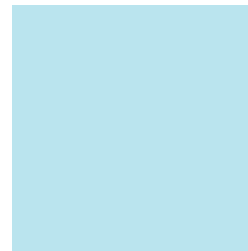
NAVAN yellow

C2 - M0 - Y100 - K0
R252 - G238 - B35
PANTONE 3945 C
#fcee23



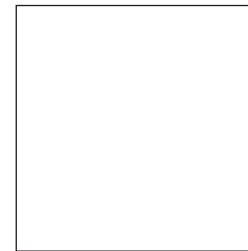
NAVAN green

C15 - M0 - Y100 - K0
R214 - G223 - B36
PANTONE 381 C
#d6df24



NAVAN blue

C25 - M0 - Y6 - K0
R199 - G227 - B232
PANTONE 7457 C
#c7e3e8



NAVAN white

C0 - M0 - Y0 - K0
R255 - G255 - B255
#ffffff

Fonts



Use the font Roboto for titles

Roboto Slab Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Roboto Slab Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Roboto Slab Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Use the font Barlow for bodycopy

Barlow light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Barlow Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Barlow SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Photography



Photography

Photography should embrace a cool-toned palette, emphasizing blues and teals, complemented by pops of yellow to introduce warmth and vibrancy. Shadows should be rich and dramatic, adding depth and contrast to each image.

Visual composition should prioritize symmetry and bold, dramatic angles to create striking imagery. Whenever possible, incorporate movement on the water to convey energy and life.

Reflections play a key role in NAVAN's visual identity. As the brand is a mirror of the customer's unique identity and experience, reflections should be thoughtfully integrated—whether on water surfaces, windows, or the side of a boat—to reinforce this concept of personal connection and self-expression.



Voice



Voice Guidelines

Do

- Write NAVAN using all capital letters.
- Write with warmth and wit. Be inviting, not intimidating. “Cool” here means self-possessed and open-minded.
- Lean into curiosity. Use language that sparks wonder, exploration, and a sense of discovery.
- Celebrate individuality. Highlight the joy of doing things your own way, without being dismissive of tradition.
- Keep it conversational. Sound like someone you’d want to swap stories with on the dock.
- Be subtly aspirational. Inspire readers to see themselves in the story, not just admire it from afar.

Don’t

- Don’t be aloof or exclusive. Avoid language that feels like it’s trying too hard to be edgy or elite.
- Don’t overdo the slang or attitude. Keep it natural and timeless, not trendy or performative.
- Don’t lecture or dictate. This brand hands you the map—it doesn’t tell you where to go.
- Don’t flatten the voice with overly polished corporate speak.





NAVAN®