GANZ BOAT
Corporate Design Manual

Beta Version January 2026

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1
INTRODUCTION

Where to find us

Ganz Boats GmbH (Switzerland)
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8008 Zurich
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info@ganzboats.ch

1.1

Corporate Design Manual
Why a new visual identity?

Against the backdrop of increasing market complexity, including in the boating sector, a strong, consistent brand presence is becoming ever more important. This also applies to Ganz, with its broad and deep range of products and services. While our location, the shipyard in Zurich, primarily serves Lake Zurich, the service offering of the Ganz Boats Boutique extends into international waters.

Our visual identity allows us to present our various services more effectively in an increasingly competitive environment. By using recurring, coordinated design elements – signs, shapes, colours, typefaces, formats, etc. – we can establish a lasting presence in the minds of our customers and other stakeholders. In addition, the relevant specifications and simplifications can also achieve noticeable cost savings. By implementing the rules set out in this information brochure and using the templates provided, we strengthen our profile in the market. Through the consistent use of our visual identity, we will also be able to further reinforce the identity we aspire to internally and externally.

Thank you for your active support and personal commitment.

Mathias Ganz
Managing Director

1.2

General principles
Working with the Corporate Design Manual

The Ganz brand is more than a logo. It is the coordinated interplay of logo, colour, typography, imagery and layout. It has a consistent appearance and an independent visual identity.

This Corporate Design Manual is intended to help you understand the brand and use it correctly. The manual is the visual expression of the brand it is designed to support. It contains the key design elements of the corporate identity and presents examples of correct application. It also defines the scope for creative design work. These rules are intended to support your communication and design work.

The Corporate Design Manual covers fundamental, cross-divisional guidelines in the first section. In the second section, the manual addresses the individual product and service divisions in detail. In the third and final section, the manual provides examples of how the guidelines are applied.

Answers to your questions

What is the purpose of this brochure?
This brochure is intended to provide you with an overview of the most important design elements and principles of our visual identity.

Who do these rules apply to?
The following guidelines, examples of application and templates are binding for employees as well as external partners and suppliers of Ganz.

What are the most important design elements of our visual identity?
1. The Ganz logo, consisting of the company name and the flag of the respective division.
2. The Ganz Boats colours – anthracite, red and medium grey.
3. The Ganz house typeface – Helvetica Neue

How is the correct use of these design elements ensured?
These design elements are already included in printed templates, digital templates and systems such as the website and newsletter. Examples can also be found in this brochure.

Who provides logo templates and printed templates?
The use and application of the logo is graphically demanding and requires reproduction-technical know-how. Any copying, reconstructing or reproducing of the logo, as well as enlarging or reducing it, is therefore not permitted.
The marketing department is responsible for producing logo templates and printed templates and, depending on the situation, involves specialised companies familiar with the corporate design.

Does this information brochure cover all questions regarding the Ganz corporate design?
No, only the most frequent / most important ones. Please therefore contact the marketing department if you require further information or documentation on a specific corporate design subject or topic.

2
GANZ ARCHITECTURE

2.1

Brand architecture

Sub-brands under one master brand

The company has a master-brand structure. The “Ganz” word mark (without flag) represents the company and is the master brand above all sub-brands. The individual sub-brands are differentiated by the flag used and, where applicable, by an additional text element.

2.2

Basic logo version

Which logo for which use?

As a general rule, the logo always consists of the combination of the company name and the relevant division flag. No “custom” symbols may be created, as this would jeopardise legal trademark protection. Replications, modifications and arbitrary use of the logo are not permitted.

GANZ

Master brand
Used to identify the overall Ganz presence.

GANZ

Sub-brand GANZ BOATS
Used to identify and label the in-house construction division.

GANZ

Sub-brand Werft am Zürichsee
Used to identify and label the shipyard and its services.

GANZ
MARINA

Sub-brand Marina
Used to identify and label the shipyard and its services.

GANZ

Sub-brand Sailing Boats
Used to identify and label the sailing boats division.

GANZ

Sub-brand Motor Boats
Used to identify and label the motor boats division.

GANZ

Sub-brand Small and Fishing Boats
Used to identify and label the small and fishing boats division.

3
GANZ BOATS LOGO VARIANTS

3.1

Logo variant

Colour, grey or black and white?

The standard versions of the logo are designed in colour. The individual flags have a colour gradient in the fill, which is implemented in four-colour CMYK printing and three-colour RGB.
In most communication media, such application is standard. Nevertheless, a medium, for example a give-away, vinyl lettering or a daily newspaper, may require the use of a spot-colour, black-and-white or line version.

Colour logo with gradient
Used to identify and label the Ganz brand presence or one of its sub-brands. It must be used exactly in this form. Wherever possible, the colour logo should always be used.

Solid logo without screen / tint
The solid version of the logo is used whenever the medium does not permit a colour gradient version, the use is too expensive, or a colour gradient is unsuitable for correct reproduction of the logo.

Black-and-white logo with gradient
The black-and-white version of the logo is used whenever the medium requires black-and-white use, the colour standard version is too expensive, or colour printing is unsuitable for correct reproduction of the logo.

Linear logo without screen / tint
The linear logo is used for very small applications and on very poor-quality paper stocks, materials, or where black-and-white reproduction is unsuitable for correct reproduction of the logo.

Reversed logo (exception)
The reversed version of the logo is used when the application does not allow a positive version. Requirement: the background must be black, anthracite or dark blue.

4
DIMENSIONS & POSITIONING

4.1

Alignment and dimensions

How do I position the logo?

If, for technical reasons, the logo must be reconstructed, for example for a large-format application in a trade fair or outdoor environment, the specified ratios and proportions must be maintained.

The individual letters of the logo are specially defined. The type must therefore not simply be reset. The spacing between the letters and the distance between the company name and the flag are visually balanced and precisely defined.

To guarantee the greatest possible impact of the logo, a clear space area has been defined. The letters (x and y) of the graphic mark are used as width references and serve as guidance.

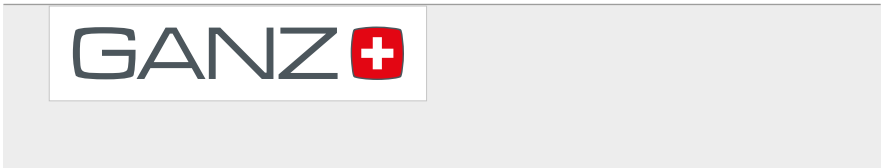
Depending on the division, the corresponding logo with the relevant flag is used. In a special case such as the “Ganz Sharing” division, the company name is extended with the service suffix “Sharing” and the flag is added in a small raised version.

Minimum distance

Minimum distance: The minimum clear space surrounding the logo is defined and must be observed at all times.
x = minimum distance.

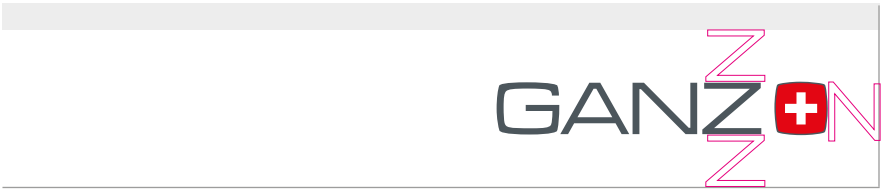
Logo area

The logo area defines the optimum distance of the logo from other elements and page edges. The logo can be positioned on images with a white logo area.



Positioning at the top / in a panel

If the logo is placed in a white panel against a background, the panel is positioned flush with the top edge, preferably on the left-hand side of the format.



Positioning at the bottom / free-standing

If the logo stands freely on a white back-ground, it is positioned with a minimum distance of one “Z” height from all sides.

Sender positioning

If the logo appears in combination with the sender details, it is positioned at the top or bottom of the type area with a minimum distance of one “Z” height from all sides.

5
LOGO ON BACKGROUND

5.1

Logo background

Which colour and image in the background?

As a general rule, the logo always appears on a white background.

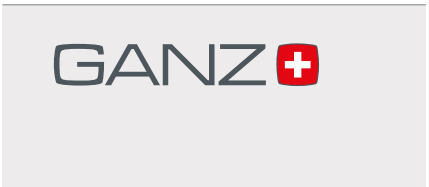
If the logo is placed in a white panel, other background colours are also permitted. However, this application should be avoided wherever possible, as not all background colours are compatible with the Ganz colours.

If the logo is placed in a white panel, images in the background are also permitted. In the area of the logo, the image should not contain any relevant image elements and should be rather plain and uniform in nature, such as a sky or water.

Paper colour
In reproduction, production on pure white paper is assumed.

Naturally tinted paper, such as recycled paper, may in exceptional cases also be suitable as a background.

Colour logo on a white background
This is the preferred use of the logo.



Colour logo on light grey eco paper/ coloured background
This application is only possible if the paper colour is not too dark or the background is close to black (neg. logo)*

Colour logo in a white panel on a coloured background
If the logo is placed in a white panel, any background colour is generally possible.*

Colour logo in a white panel on an image:
If the logo is placed in a white panel, any image can generally be used as a background image. In the area of the logo, the image should not contain any relevant or detailed image information that distracts from the logo.

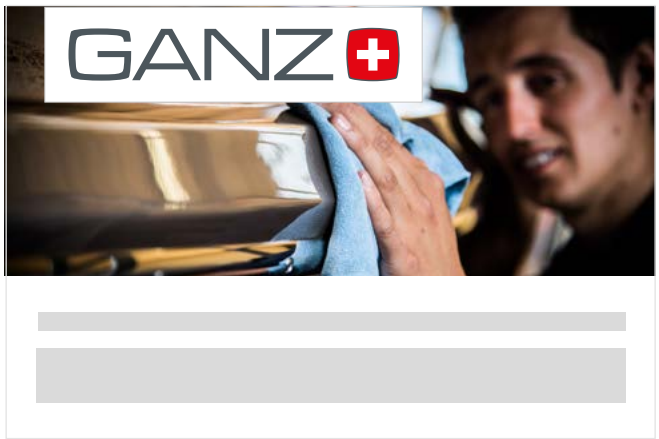
*** Approval note:** Exceptional solutions and unclear cases require approval by the marketing department.

6
EXAMPLE APPLICATIONS

6.1

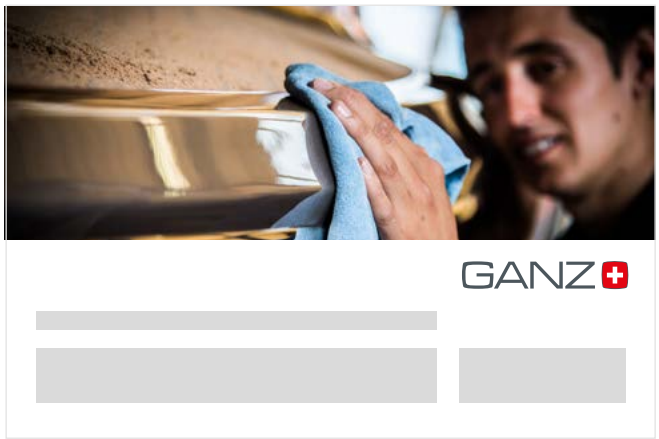
Ganz logo application

How do I position the Ganz logo in the layout?



Brand presentation

For brand presentations in advertisements and at trade fairs, for example roll-ups, the logo is preferably placed on a white area at the top left, bleeding off the main image. Compared with other variants, this layout variant also stands out by using a very large logo. The main image usually occupies at least half of the layout.



Hybrid format

If, alongside brand presentation, conveying information is also a priority, the logo is positioned on the right below the main image. The sender details are listed below the logo. The headline is placed in a prominent position within the image. Typical of the hybrid format is the often higher information density in the lower part of the layout.

Presentation

The presentation layout, for example a PowerPoint presentation, uses the brand only as sender details in the bottom right of the footer area. The layout is dominated by clear information delivery with a full-page content area or, if there is a main image at the top, the content in the lower half.

Separating image bar

In applications such as a website with prioritised content and navigation, the relatively small logo is placed at the top right. The main image enables a clear separation between the identification area and the information area.

7
IMPERMISSIBLE APPLICATIONS OF THE LOGO

7.1

Impermissible applications

What must I not do?

The negative examples listed below show how the logo must never be used. Any deviation from the original weakens our strong, consistent presence. The use of the reproduction templates provided by the marketing department guarantees correct reproduction of the logo

Questions?
For further questions regarding correct use of the logo, please contact the marketing department.

Sub-brand GANZ BOATS
As part of the GANZ BOATS division, the company name must not be used WITHOUT the flag.

Flag
The flag must not be used on its own.

Move
The flag and company name must not be moved further apart / closer together.

Combination
The flag and company name must not be repositioned.

Scale
The flag and company name must not be enlarged / reduced relative to each other.

Rotate
The flag and company name must not be rotated individually / together.

Shadow effects
The logo must not be given shadow effects.

Graphics
The logo must not be supplemented / altered with other elements.

Minimum distance & logo area
Texts and objects must not come closer to the logo than the minimum distance. Placement of texts and objects within the logo area should be avoided

8
COLOURS

8.1

Colours and their use

Which colour should I use and when?

The basic colours of the Ganz Boats sub-brand are anthracite and red. In addition to these two basic colours, each sub-brand has a third (fourth) basic colour. For the Ganz Boats sub-brand, these are medium grey and dark blue.
In addition to the primary colours, individual divisions may also use secondary colours. A possible selection is shown in this manual. Any expansion through additional secondary colours must be approved by the marketing department.

Anthracite

Pantone 432 C
CMYK 50/20/15/60
RGB 74/97/108
4a616c

Red

Pantone 485 C
CMYK 0/100/100/0
RGB 227/6/19
e30613

Dark blue

Pantone 7694 C
CMYK 80/40/0/60
RGB 20/69/105
144569

Black 50%

Pantone Cool Gray 7
CMYK 0/0/0/50
RGB 157/157/156
9d9d9c

Colour appearance
In addition to the colour selected, the substrate (paper, surface, screen, etc.) is decisive for colour reproduction. This does not always have a neutral bright white appearance and, in printing in particular, especially in combination with offset papers or board, results in a different impression from glossy coated stock, film or even on-screen display.

Pantone colours
Pantone colours are used as reference values or for solid-colour applications. Example: vinyl lettering, flat colours, textile labelling and give-aways.

Four-colour CMYK
In printed communication, the four-colour value is the reference value.

Three-colour RGB
In digital media, the three-colour value ensures high colour fidelity.

Hexadecimal value
The hexadecimal value is a 6-character system that enables 16,777,216 different colours and is used primarily in digital design

9
TYPE & TYPOGRAPHY

9.1

Our house typeface

Which typefaces do I use?

The Ganz brand house typeface is the Helvetica Neue LT Std font family. The use of the house typeface and the Helvetica system font for correspondence is mandatory for all purposes such as body text, titles, captions, etc. The typefaces are an integral part of the brand and their use for titles and texts has been carefully coordinated.

Primary typefaces

Helvetica Neue LT Std 75 Bold
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 z 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 0
Die neue Ganz Ovation 7.6 - die Verschmelung von Sport, Begeisterung und Eleganz.

Title
The Bold weight is used for titles and emphasis in all communication materials.

Helvetica Neue LT Std 45 Light
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 z 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 0
Die neue Ganz Ovation 7.6 - die Verschmelung von Sport, Begeisterung und Eleganz.

Body text
The Light weight appears fresh and is nevertheless highly legible. It is used for body text, particularly in printed communication.

Helvetica Neue LT Std 85 Bold Extended
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 z 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 0
Die neue Ganz Ovation 7.6 - die Verschmelung von Sport, Begeisterung und...

Short titles and emphasis
The Heavy weight is used exclusively for eye-catchers and emphasis in printed communication.

Helvetica Neue LT Std 55 Roman
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 z 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 0
Die neue Ganz Ovation 7.6 - die Verschmelung von Sport, Begeisterung und Eleganz.

Small text
The Regular weight is highly legible and is used for small body text and in digital communication.

Helvetica Neue LT Std 56 Italic
*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 z 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 0*
"Jedes unserer Boote entspricht unseren eigenen hohen Anforderungen."

Quotations and statements
The Regular Italic variant is used for statements and quotations in all communication materials.

Helvetica Neue LT Std 73 Bold Extended
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 z 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 0
SERVICE, REPARATUREN, WERTERHALT, UPGRADE

Signage titles
The Extended Bold style is used for concise signage labels / titles.

Helvetia Neue LT Std 33 Thin Extended
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 z 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 0
SERVICE, REPARATUREN, WERTERHALT, UPGRADE & HALLENPLÄTZE

Signage text
The Extended Thin style is used for concise signage labels / body text.

Freeland Regular
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 z 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 0
Spontan auf den See - heute Zürich, morgen Tessin

Benefit statement and message
The Freeland script is used sparingly to communicate service benefits or messages in the form of a statement.

10
GANZ BOATS SUMMARY

Marketing Department

Ganz Boats GmbH (Schweiz)
+41 44 422 77 77,
info@ganzboats.ch

Brand Agency

cocomu gmbh
+41 32 621 61 01,
contact@cocomu.ch

10.1

Ganz Boats Boutique

How does Ganz Boats present itself?

The Ganz Boats sub-brand stands for the development, production and marketing of motor boats and presents itself alongside the Ganz Werft sub-brand and on an equal footing with it. The extended red colour scheme, together with the Swiss cross in the emblem, enables clear positioning in both the national and international market and stands for pure enthusiasm and for the designer and developer of the innovative boats – Mathias Ganz.

Target group

Owners of motor boats for new purchases, service, repairs, boat berths and winter storage.

Values

Dynamic, sustainable and cultivated.
Brand core / message: Experience and enthusiasm – made to inspire.

Services / attributes

Exclusive, functional, comfortable, aesthetic, innovative, future-oriented, sporty, high-performance, young and sustainable.

GANZ

Inhalt

1. Boote
2. Boutique)

In communication

The Ganz Boats sub-brand is used in practice whenever a process (development, production, marketing) of the Ganz Boats Boutique is concerned. The tone is progressive, exclusive and assertive.

TITLE: HELVETICA NEUE LT STD 75 BOLD
Body text: Helvetica Neue LT Std 45 Light

SHORT TITLE: HELVETICA NEUE LT STD 85 BOLD EXTENDED
Small text: Helvetica Neue LT Std 55 Roman

Quotes: Helvetica Neue LT Std 56 Italic

CONCISE TITLE: HELVETICA NEUE LT STD 73 BOLD EXTENDED
CONCISE BODY TEXT: HELEVTICA NEUE LT STD 33THIN EXTENDED

Messages: Freeland Regular

Typography

The typography is used in a fresh and communicative way. A clear differentiation between emphasis and content is essential.

Anthracite	Red	Black 50%	Dark blue
Pantone 432 C	Pantone 485 C	Pantone Cool Gray 7	Pantone 7694 C
CMYK 50/20/15/60	CMYK 0/100/100/0	CMYK 0/0/0/50	CMYK 80/40/0/60
RGB 74/97/108	RGB 227/6/19	RGB 157/157/156	RGB 20/69/105
# 4a616c	# e30613	# 9d9d9c	# 144569

Colours

Anthracite, red and grey are used sparingly as accent colours. White space and a carefully selected visual world in bright, warm tones shape the design.

Images

A reduced use of lines and shapes, as well as a cultivated, inspiring and predominantly fresh visual language, characterises the visual identity.