

BRAND GUIDELINES

A fisherman in a dark jacket and cap stands on the deck of a boat, reeling in a large fish. The scene is set at sunrise or sunset, with the sun low on the horizon and its light reflecting on the water. The background is a misty, wooded shoreline. The text 'BRAND GUIDELINES' is overlaid in large, semi-transparent letters across the top half of the image.

LUNO
THE ULTIMATE FISHING EXPERIENCE

UPDATED JULY 26, 2022

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OUR BRAND

BUILT STRONG FOR THE WAY YOU FISH

Lund® has been producing rock-solid aluminum and fiberglass fishing boats in the heart of Minnesota's lake country since 1948. Built by anglers for anglers, they are designed to withstand the rigors of extreme environments—from the white-capped waters of the north to the massive reservoirs of the south. Through the generations, Lund has kept pace with advancing technology while honoring the traditions of a past which has made the name universally respected among anglers and families across the continent.



BUILT BY FISHERMEN FOR FISHERMEN



Lund is a legendary fishing boat brand built on a tradition of superior fishability. Lund's mission is to provide a product proven through the generations while innovating constantly to improve fishing performance and generational durability.

LUND VOICE

The Lund voice is informed and confident, speaking from a wealth of outdoor expertise with a steady tone that emphasizes tangible results rather than flowery exposition. Lund owners are passionate about fishing—as they must be because the waters they ply can be unforgiving to the casual boater. The language is rugged yet refined, with an economy of words that imparts important information simply and directly. The voice is curious yet not reckless, and always disciplined. Most importantly, it leads from a place of knowledge gained through decades of practical experience on the water.

EXAMPLE:

Enough Talk. Let's Fish.

On a morning like this, it's chillier, windier, darker than it should be. A new moon and no stars. Something's coming. Not sure what. There's chop on the lake, a bite in the air, and going back to bed seems like the obvious thing to do.

You sip your coffee, tighten your rain jacket, and walk down toward the single light at the dock, crunching through frosted gravel. Load in, throw off the lines, crank the Mercury, and idle out into your domain. There's no one else out here yet. Just a cadence of low rolling waves, a stiff northwest wind, and no suggestion of sunrise on the horizon.

Throttle down. Forge ahead. The ice is out, and there are fish that need to be caught. The tougher the fishing, the greater the reward. It's reason enough. And it's what you do.

BRAND CHARACTERISTICS



The Lund brand comprises four key traits that set it apart in the industry. They complement and offset each other, coming together to create a consistent message.

- Ruggedly refined
- Stoically passionate
- Curious & inventive
- Disciplined leader

RUGGEDLY REFINED

We don't follow trails. We blaze new ones for you to explore with ease, balancing adventure with comfort. And we don't waste our time on fancy unless it's just as functional.

- ✓ Be succinct and use plain-speak sentence construction
- ✗ Don't use flowery or vague language

STOICALLY PASSIONATE



Yes, we get excited about a big catch, an incredible day on the water, or winning a tournament, but we channel that passion in action, not grand displays. And that passion translates into giving you the best boating experience of your life.

- ✓ Use active verbs
- ✓ Demonstrate passion through storytelling
- ✗ Don't force excitement through hyperbolic adverbs, adjectives or exclamation points

CURIOUS & INVENTIVE

We have a legendary history, but that doesn't keep us from asking what the future holds. We know our products, we know boating, we know angling, and we know we're the experts who can combine functionality and creativity to move the industry forward with new technologies.

- ✔ Use original wordplay in a way that connects with our audience's experience and respects their intelligence
- ✔ Speak with authority
- ✘ Don't revel in punnery that can be seen as flippant or unsophisticated



DISCIPLINED LEADER

We're inspirational, confident teachers in our industry, and we worked hard to get here with unwavering focus and a dedication to quality.

- ✓ Center quality over quantity in our storytelling; let the products speak for themselves whenever possible
- ✗ Don't use braggadocious or deprecating language



LUND CUSTOMER

The Lund customer has a sincere and relentless passion for hunting, fishing, and the outdoors in general. Their demeanor can be described as confident, conservative, and capable. They are successful, comfortable, and above all, family-oriented, and value the memories created by challenging adventures on the water.



GLOSSARY

It is essential to speak from a place of knowledge about northern boating and angling when portraying the Lund brand. The following is a limited list of terms that are specific to the type of boating and angling familiar to Lund owners. Using words like these imparts the feel of authority and confidence that Lund must project.

BEAM The width of the boat at mid-ship or its widest point.

CHINE A hull angle running bow to stern; the transition between hull bottom and side.

DEADRISE The angle of the hull relative to the surface of the water.

DRAFT The depth of the lowest part of the boat when at rest.

DOWNRIGGER A gunnel- or track-mounted device for deep-trolling a lure.

KICKER OUTBOARD A secondary, smaller outboard—usually 9–15 HP—used for trolling on larger boats.

LAKE TROUT/LAKER A popular deep-water gamefish native with excellent sport and food value.

MUSKY/MUSKIE The largest member of the pike family, known as “the fish of 10,000 casts”.

PANFISH Any of many members of the sunfish family, including crappie, bluegill.

PIKE A large, hard-fighting predatory gamefish native to North America and Europe.

SALMON Chinook and Coho salmon are large, popular gamefish for great lakes anglers.

SMALLMOUTH BASS Known as a scrappy fighter, smallmouth are native to cool, clean waters.

STRAKE A raised bend or extrusion running along the hull to improve tracking/reduce spray.

TILLER OUTBOARD An outboard controlled by a handle instead of a steering wheel, from 9.9–250 HP.

TRACKING The tendency of a boat to move in a straight line.

TRIM The angle of the outboard relative to the water. Adjusting trim changes boat performance.

TROLLING Fishing by pulling a lure through the water under power of a trolling or kicker motor.

WALLEYE The most popular northern gamefish, prized as food and as a tournament target.

The following links can offer greater insight into boating and fishing terminology and methods. Deeper research is encouraged in order to give Lund content an authoritative voice.

discoverboating.com/glossary-items

takemefishing.org

dnr.state.mn.us/fishing/index.html



IDENTITY

PRIMARY LOGO

LOGOS & TAGLINES

The Lund logo with the tagline should be used on printed material as space allows. The previous version—with the curved tagline beneath the Lund logo—may be used on outstanding items. Any new material created with a tagline should use the new version.

The Lund logo without the tagline may be used on digital assets, assets in which the tagline will be too small to read, or other assets in which the tagline will disrupt the design. **Please note that the color of the registration mark is different for dark backgrounds and light backgrounds, and the correct version of the logo should be used in order to provide the best legibility.**

LOGO SELECTION

For dark-colored backgrounds, the chrome Lund logo with a white tagline should be used. Pages may be darkened to allow for more legibility of the chrome logo. Although the chrome logo is preferred, an all-white logo may be used in some cases.

For light-colored backgrounds, the chrome Lund logo with a black tagline or a red Lund logo may be used. Pages may be lightened to allow for legibility of the logo.

For red backgrounds, the chrome logo with a white tagline or an all-white logo may be used.



OTHER LOGOS

LIMITED USE LOGOS

In instances when there is not an image of a boat shown and the brand may not be specifically known, such as in sponsorships, the Lund Boats logo may be used to reinforce the association with the Lund brand.

Black Lund logos may only be used for 1-color projects such as black and white printed ads.



LOGO USAGE

DON'T CHANGE COLORS

Do not change the color of the logo.

DON'T ADD SHAPES

Do not create new logos by placing the Lund logo in a shape, such as this circle.

DON'T ALTER TAGLINES

Do not put new taglines with the Lund logo other than the official tagline.



LUND
BOATS



LUND[®]
THE BEST BOAT YOU CAN EXPERIENCE

LOGO USAGE

CLEAR SPACE

The Lund logo should remain separate from other logos and/or text. The recommended clear space should be as shown above, applied proportionally in all sizes.



BADGES & ICONS

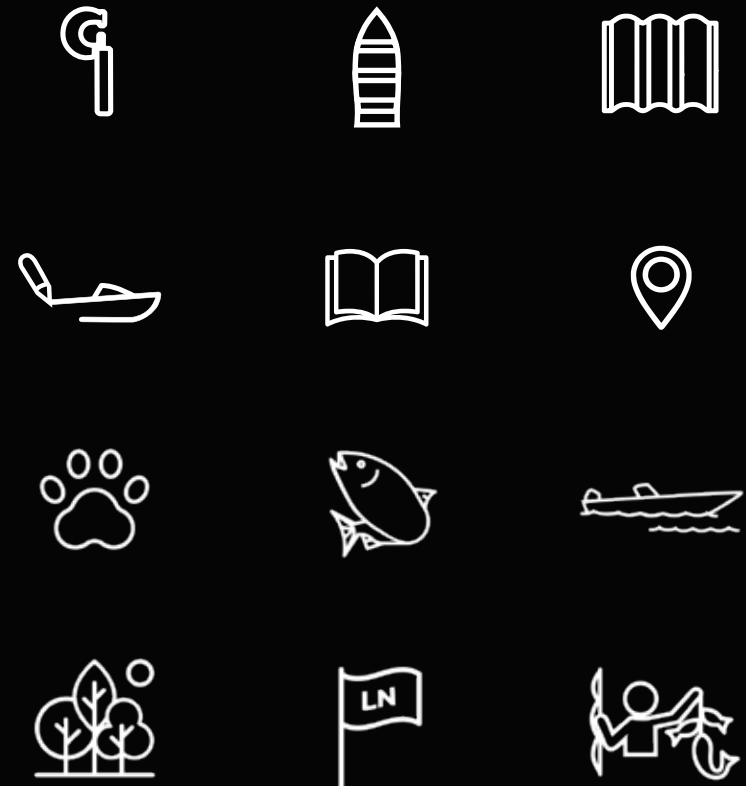


BADGES

Lund badges and logos should have a strong feel and should be approved by the marketing department before use.

ICONS

Icons may be used in moderation for Lund. Icons should be line art with not-too-thin lines and should be simplified to exclude extraneous details.



FONTS

LIBERATOR HEAVY

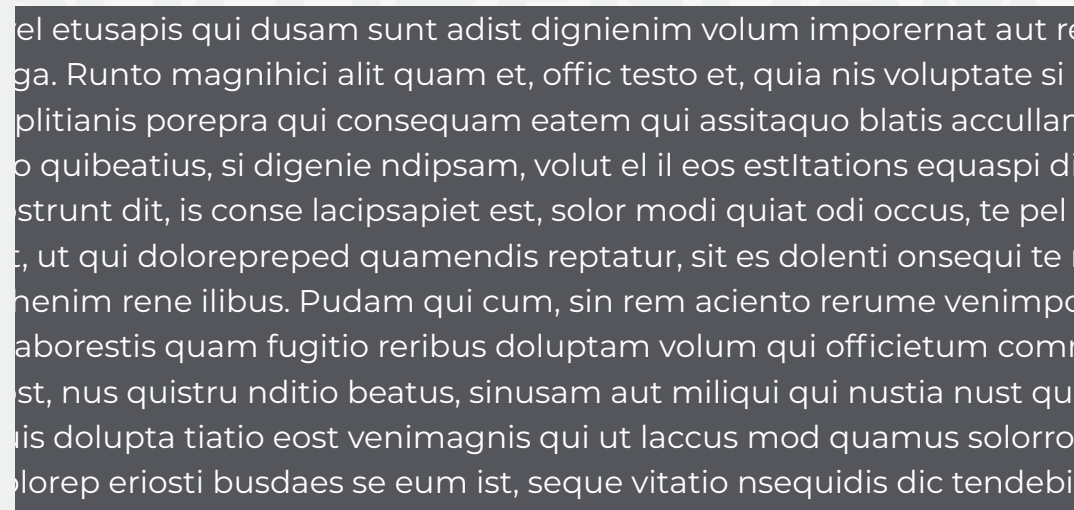
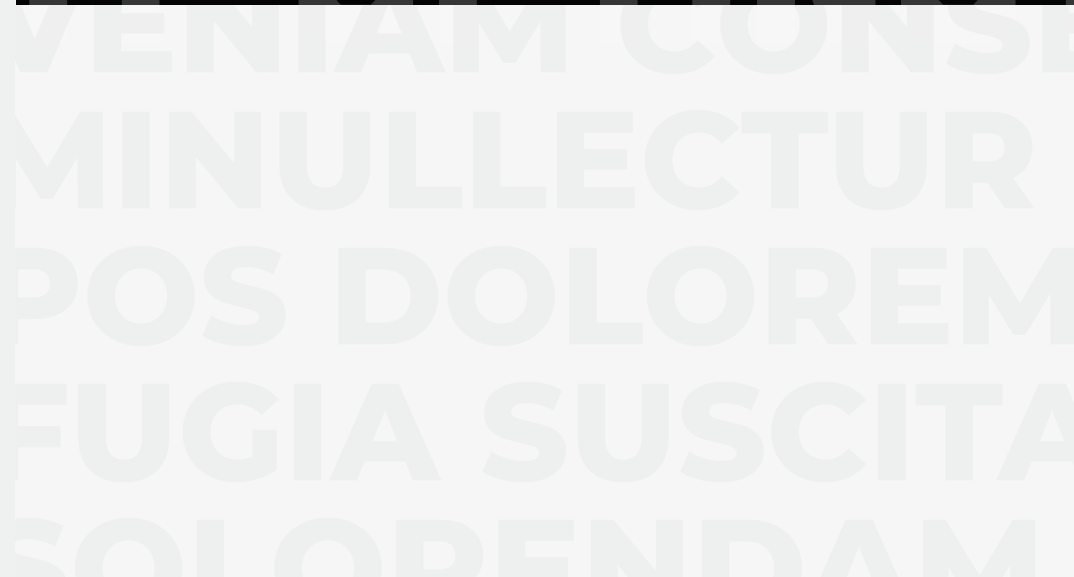
Liberator Heavy should be used for boat names, type treatments, and large headlines.

MONTSERRAT EXTRA BOLD

Montserrat Extra Bold should be used in all caps for subheads, call to actions, and some headlines.

Montserrat Regular

The bulk of the body content should be set in Montserrat Regular.



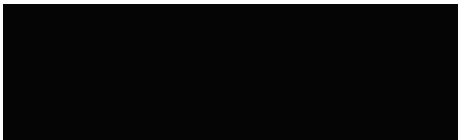
COLORS

PRIMARY PALETTE



PMS 7627 C
CMYK 0 100 100 36
RGB 164 30 34
HEX a41e22

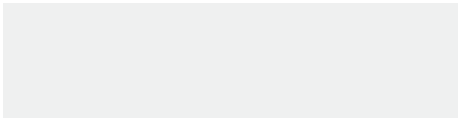
Lund red is the main highlight color. It may be used behind text in a block, for lines or in some headlines. The red should not overwhelm the design, but be thoughtfully placed to provide a pop of color to a more neutral palette. Color blocks should be solid or no less than 90% transparent.



PMS Black 6
CMYK 74 68 67 88
RGB 6 6 5
HEX 060505

Black should be used to enrich the depth of photos with a gradient multiply effect on photos to allow for better legibility. If using black behind text, this rich black color should be used. Regular black (0, 0, 0, 100) should be used for text or one color print projects only.

SECONDARY PALETTE



PMS Cool Gray 1 C 50%
CMYK 5 3 3 0
RGB 239 240 241
HEX eeef0

Light gray should be used for subtle backgrounds to differentiate between sections of white. It may also be used as a callout background.



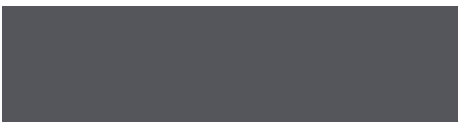
CMYK 0 0 0 0
RGB 255 255 255
HEX ffffff

White should be used as background color and for text on dark backgrounds.




PMS 7684 C
CMYK 94 68 9 1
RGB 20 92 158
HEX 145c9e

Lund blue should be used sparingly for variation in pops of color, such as in catalogs or on the Lund website.



PMS Cool Gray 11 C
CMYK 66 57 51 29
RGB 84 86 91
HEX 53555a

Dark gray should be used minimally, but may be used in gradients to create depth within the design.

A close-up, top-down view of a person's hand sorting through a clear plastic tackle box. The box is filled with various fishing lures, including spinnerbaits, crankbaits, and soft plastics, organized into compartments. The background is dark and out of focus, showing another tackle box. The word "DESIGN" is overlaid in large, white, bold, sans-serif capital letters across the bottom center of the image. The overall lighting is dim, creating a focused and professional atmosphere.

DESIGN

IMAGERY

Photography is an important part of our brand look and feel as a tool to communicate our personality. The overall goal is to project a rugged yet refined look for the brand. Shots should convey a high level of sophistication, while still feeling true to life. Images should be dramatic and powerful to convey our passion for our product. Storytelling and action shots should be included to add excitement and interest. Our color treatment gives images a sleek, metallic look that transforms images from ordinary to dramatic. It is critical that the photography be of high quality, and the style be consistent.

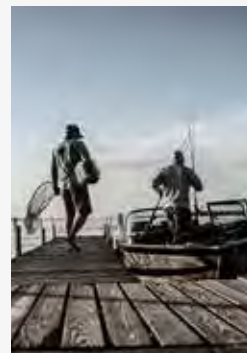


IMAGE GUIDE

VARIETY

It is important to show a mix of product photography and detail shots along with lifestyle shots, so that customers can see themselves on our boats and can also understand the specific features of the boat.

AUTHENTICITY

Situations or scenarios should be as authentic as possible, and people should look real, not like models. They should feel approachable and outdoorsy and show proper techniques. Clothing should look broken in, not brand new.

DIVERSITY

We aim to show diversity in our photography, so that all customers can see themselves in our boats. Wherever possible, we should show a range of ages, ethnicities, and genders in the people we photograph.

SAFETY

We always demonstrate safe use of our product. To this end, all boaters must wear PFDs where applicable, and boat operators must always use the kill-switch lanyard. Familiarize yourself with all local boating regulations before creating content.

DECORUM

In fishing and hunting shots, show animals—especially expired ones—in a respectful way. Though the reality of these sports can be messy, the images should be clean and respectful. The talent, especially in hunting shots, should have expressions of reverence, not jubilation.

HUNTING/FISHING REGULATIONS

Be aware of local fishing and hunting regulations when creating content. For instance, don't show a fish that's illegal to keep going into a livewell, or a duck being harvested out of season.

SUBJECT MATTER



BOAT IN BEAUTIFUL ENVIRONMENT

The hero in these shots is the scenery, and it inspires viewers to get out and explore nature in their boat.



INDEPENDENCE IN NATURE

We convey the sense of freedom that goes along with being one with nature, showing the beauty that you can only find on the water.



STORYTELLING EXPERIENCE

From prepping for your trip to enjoying your day out on the water and reminiscing afterward, we aim to tell the full story of your day.



HIGH PERFORMANCE

We show the boat in dramatic turns and at high speeds in order to generate excitement. This a high-performance machine and these shots illustrate that point.



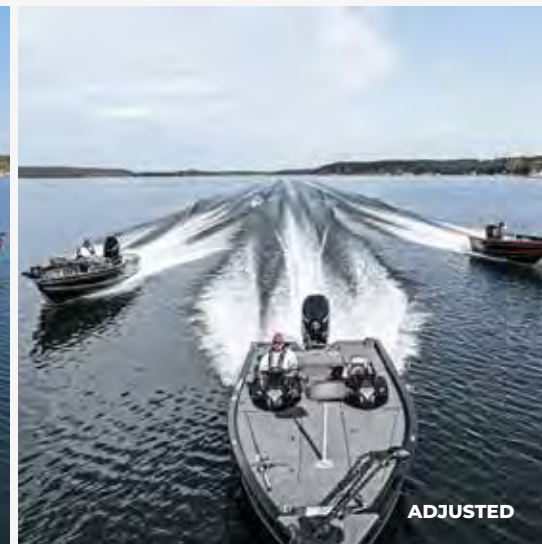
ACTIVE FISHING

This is where the action happens. We show fishermen actively engaged in their sport: casting, reeling in a fish, or the moment after they caught a fish.

COLOR EFFECTS

To achieve this look, colors are desaturated slightly, and contrast and sharpness are increased. This gives the images a sleek, metallic look that transforms images from ordinary to dramatic. Care should be taken to make sure the color of the boats stay true to life.

Effects include: Exposure: +0.35, Highlights: +10, Shadows: +7, White Balance Temp: +4, Vibrance: -24, Saturation -8, Clarity: +85, Grain: 13. Color mixes include Red: Saturation +100 Luminance -17, Orange: Saturation +54 Luminance -16, Yellow: Saturation +48 Luminance -9, Green: Saturation +75 Luminance -21, Blue: Saturation +68, Purple: Saturation +15, Magenta: Saturation +28. Color saturation may need to be adjusted individually per image.



TYPE EFFECTS

TYPOGRAPHY

We use Liberator Heavy font in headlines to present big ideas in a bold manner. Headlines can be organized in different ways with all Liberator font, Montserrat (all caps) or a combination. Large words should be ones that are important to the headline and/or brand. Headlines may be left aligned, centered, justified or designed. Leading should be adjusted tighter than default. Individual letter adjustments to kerning may need to be done.

OPACITY & CLARITY

Headlines may be presented in full opacity or black or white faded to no less than 30%. If headlines are on top of images, the background should be clean or may be lightened or darkened to provide better legibility. People in photos may interact with the text, such as the text going behind them. In such cases, the headline should keep most priority and not make the reader guess the words.

**BUILT
STRONG
FOR THE WAY YOU
FISH**

THE RETURN OF AN
ICON
THE FISHERMAN IS BACK

**EXPERIENCE THE
PINNACLE
OF FISHING**

THE ULTIMATE
**FISHING
EXPERIENCE**

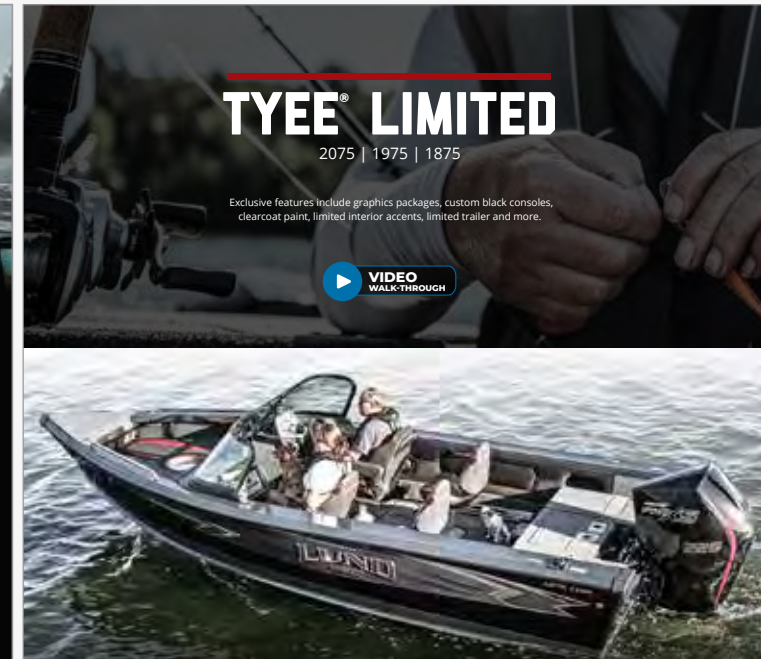
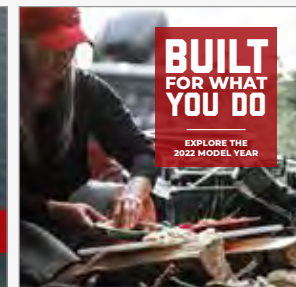
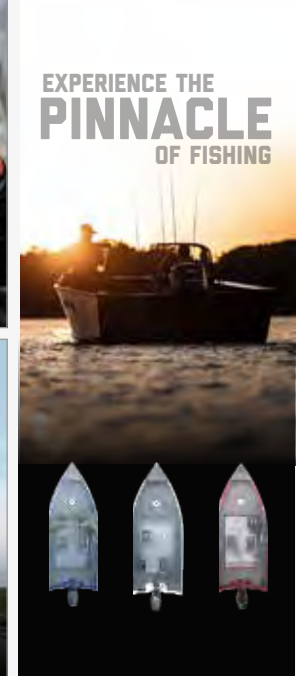
**BUILT
FOR WHAT
YOU DO**

DESIGNS

DESIGN EXAMPLES

By implementing the guidelines outlined here, we will achieve a unified design that communicates the quality, functionality and authority that the Lund brand demands.

Gritty yet clean photography, bold typography, and precise colors are joined together by a voice that commands attention—creating a strong and comforting feel that inspires confidence in the ability of Lund boats to take on the toughest environments and emerge victorious.



VIDEO

OPENING

For headlines on videos, please follow the Lund headline text treatment style, using Liberator font.

CLOSING

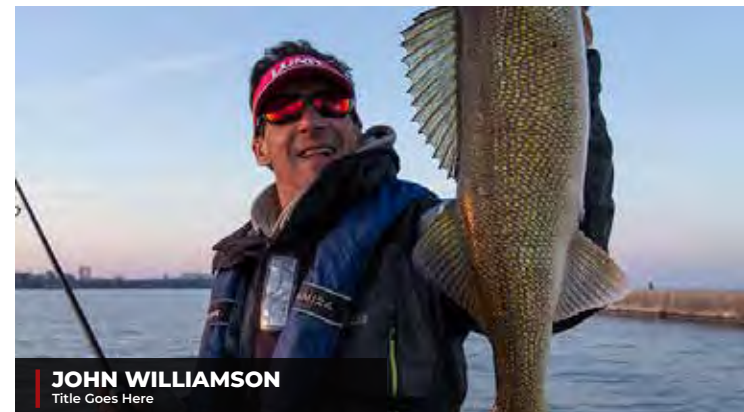
Videos end on a black screen with the chrome Lund logo and tagline with lundboats.com in Montserrat Extra Bold when possible.

NAMES & TITLES

Name and title captions should be done in brand typography guidelines, using Montserrat Extra Bold in all caps for names and Montserrat Semi Bold in Initial caps for titles. A black bar may be used behind for legibility and a red vertical line may be used before for style consistency.

MUSIC

Music can add a distinct tone and should be chosen carefully to make sure Lund is represented as a distinguished and knowledgeable leader of fishing boats.



SOCIAL MEDIA

Social media should portray Lund in the same confident and informed style that defines us as the industry leader. However, a slightly more casual, everyday tone can be used in images, video and copy, showing the product being used in real situations while retaining the high-level of quality and capability Lund is known for.

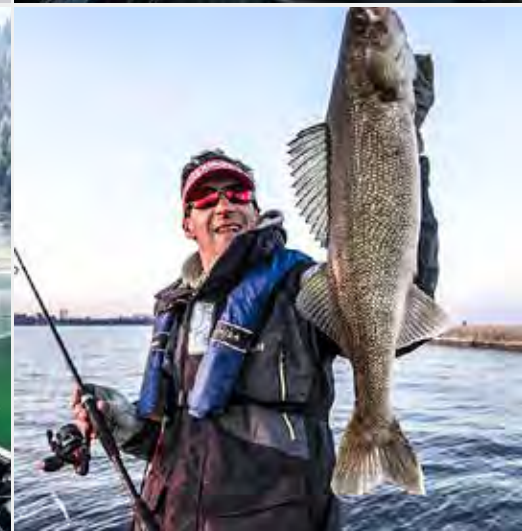
PAID VERSUS ORGANIC Paid social ads should be treated with a more formal style and voice, with CTAs that direct the consumer to the Lund website. Organic social can be more varied, with a casual, more homegrown style depending on the purpose of the post.

VOICE The Lund voice—authoritative and rugged—should be retained in social, unless quoting customers, pros, or in UGC.

IMAGES Social images should be treated with the same color guidelines as other Lund images, with the exception of some UGC or event-based content. A similar effect is Ludwig with additional custom brightening of the image.

UGC User-generated content should be vetted for quality and proper tone, while not being restrained to the point of looking too formal.

TEXT Type on images should be used sparingly and should always use our brands fonts.



CONTACT

For any questions about the Lund brand, please reach out for more information:

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LUND BOATS

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