Design Manual

BLUE
WATER
SHIPPING

Introduction

This Design Manual presents Blue Water Shipping's corporate visual identity (CVI).

This version of our Design Manual is based upon the concept "Digital First". This means that our colour palette, design principles, document orientation etc. have been created with online/screen as our primary focus.

The purpose of this design manual is to ensure a uniform, visual look. To maintain this, it is essential that all communication in respect for Blue Water Shipping is prepared in accordance with this manual.

For most of the five design elements, the rules are absolute and must not be deviated from. For other elements, this manual contains guidelines and principles which will help achieve a great end result.

If in doubt

If you have questions concerning the Design Manual or its use, please do not hesitate to contact Blue Water Communications (communications@bws.dk) or Blue Water Marketing (marketing@bws.dk).

Enjoy!

REV2 / 2025.01.28 / JAHA-ROHO

Table of Contents

Our five design elements

Logos

Blue Water Shipping has three different logo variants - each with their own primary purpose.

Primary logo (three lines)

This is our primary logo - used on our website, in sales and marketing materials, presentations etc.
In most cases, the logo is placed within a white box - which also serves as the logos spacing rules. In the cases where a white background is not appropriate the spacing rules still apply.

› The Blue Water logo **MUST** always be used in its entirety - no splitting or part publication allowed.
› The top and bottom lines "Blue" and "Shipping" MUST always be of equal width.
› No change in proportion (height/width) is allowed.
› The logo must not be flipped, rotated, inverted or placed in any other positions than originally intended.
› The logo is used as blue on a white background or white on a blue background.
› In black/white advertisement and other black/white printed material, a black or white logo may be used.

Spacing rules

Below is an illustration of the spacing factors/proportions.

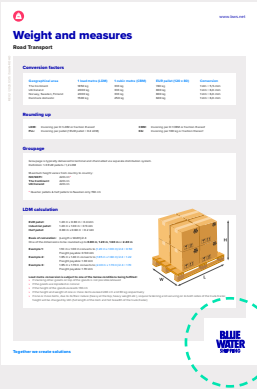

1/2 logo height

1/2 logo height

Half the logo height is equal to the whitespace surrounding the logo.

This gives the logo some breathing room and makes for a clean and elegant look.

Examples of logo use

Our five design elements

Logos

In addition to our primary logo Blue Water Shipping also has additional versions for specific use.

Secondary logos (one line)
Below is our two secondary logo variants - used primarily for our Blue Water trailers/containers as well as signs for both buildings and sports/sponsor purposes.

Version 1
The "Blue Water" version is used on our trailers as well as containers.

BLUE WATER

Version 2
The "Blue Water Shipping" version is mostly used for sports commercials or very wide signs on buildings etc.

BLUE WATER SHIPPING

Our five design elements

Colours

Our colour palette is digital first - meaning that the RGB/HEX values are the primary use. CMYK and Pantone is for print cases - magazine ads, posters, roll-ups etc.

The primary colour is refered to as "Blue Water Blue" and the main call-to-action colours are "Sky Blue", "Ruby Red" and "Emerald Green". These call-to-action colours are used for website buttons, icon backgrounds, small graphic elements etc.

The secondary palette is mainly used for backgrounds and font colours. "Beach sand" is used as a background colour to highlight the white border on our sales materials, presentations etc. and "Granite Gray" is the main colour for text.

Primary palette

BLUE WATER **BLUE**	SKY **BLUE**	RUBY **RED**	EMERALD **GREEN**	NIGHT **BLUE**
RGB: 0-0-171	RGB: 0-132-255	RGB: 254-56-102	RGB: 86-229-178	RGB: 0-0-116
HEX: #0000AB	HEX: #0084FF	HEX: #FE3866	HEX: #56E5B2	HEX: #000074
CMYK: 100-80-0-0	CMYK: 95-25-0-0	CMYK: 0-90-50-0	CMYK: 77-0-55-0	CMYK: 100-95-2-10
PANTONE: 286 C	PANTONE: Process Blue C		PANTONE: 3385 C	PANTONE: 3591 C
RAL: 5010				

Secondary palette

GRANITE **GRAY**	STEEL **GRAY**	CLAY **BROWN**	BEACH **SAND**	PURE **WHITE**	PITCH **BLACK**
RGB: 40-40-40	RGB: 81-81-81	RGB: 161-150-138	RGB: 238-236-237	RGB: 255-255-255	RGB: 0-0-0
HEX: #282828	HEX: #515151	HEX: #A1968A	HEX: #EEECED	HEX: #FFFFFF	HEX: #000000
CMYK: 51-43-45-70	CMYK: 53-42-39-52	CMYK: 30-31-37-12	CMYK: 8-7-8-0	CMYK: 0-0-0-0	CMYK: 71-62-50-70

Our five design elements

Typefaces

In Blue Water, we operate with two different typefaces - Proxima Nova and Arial.

Proxima Nova is the primary typeface and used in all sales and marketing materials, on our website etc. **Arial** is our Office typeface - and is used inside Office 365 apps such as Word, PowerPoint, Excel etc.

This is to ensure that fonts inside Office applications are always working and looking as intended. Therefore a standard Microsoft Windows typeface has been chosen for this purpose.

Arial is **NOT** to be used in sales and marketing materials - it is exclusively for Office!

Primary typeface

PROXIMA NOVA Light	Together we create solutions
PROXIMA NOVA Regular	Together we create solutions
PROXIMA NOVA Medium	Together we create solutions
PROXIMA NOVA Bold	**Together we create solutions**
PROXIMA NOVA Extrabold	**Together we create solutions**
PROXIMA NOVA Black	**Together we create solutions**

Office typeface

ARIAL Regular	Together we create solutions
ARIAL Bold	**Together we create solutions**
ARIAL Black	**Together we create solutions**

Blue Water Shipping

Our five design elements

Images

As a general rule we use our own images. Stock photos must only be used in the few instances where our own images are not sufficient.

People and their competences are Blue Water's most important asset. It is imperative that our images reflect this. We want to use images that present Blue Water

employees in their daily tasks - both inside and outside the office.
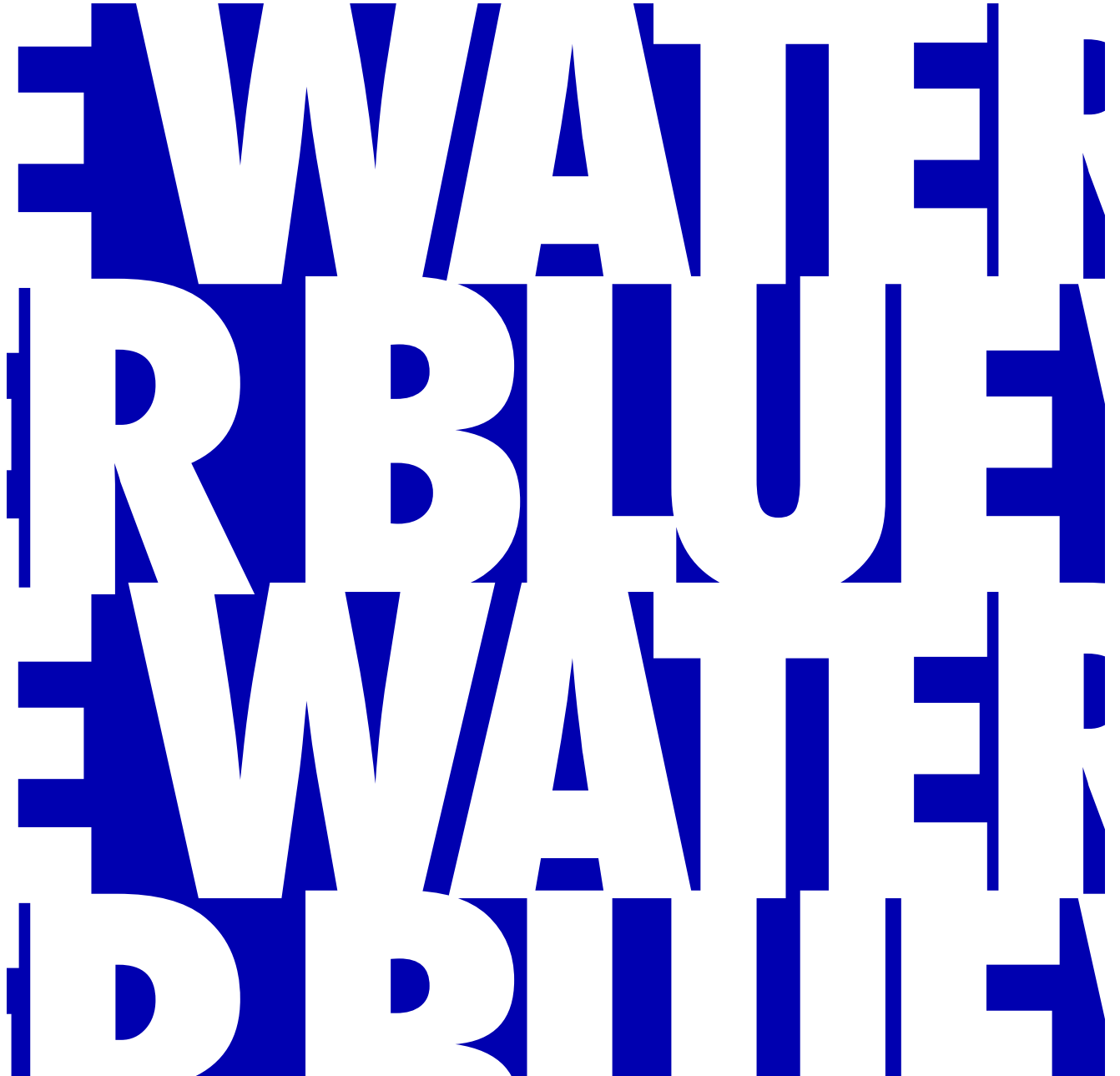
Our five design elements

Fifth element

The Fifth element can be used in rare cases where a larger graphical element is needed.

Examples of use: website background (login page), magazine frontpage, greeting cards etc.

The element is **not** to be used in day-to-day sales and marketing materials.

Example of fifth element use

Icons

The use of icons (and other graphical elements) are a big part of Blue Water's look and feel. We have a huge icon library suitable for many different use cases. All icons are set in i circle. This is both a design choice as well as a big help in setting up the icons in similar size, no matter the individual icon.

Always make sure that the circles have the same size, and the icons will look great together.

Together we create solutions

The tagline "Together we create solutions" is an integral part of Blue Water's visual identity. That is why this tagline has been created as an individual element for use in our products.

There are two versions.
Version 1 is by far the most used version: on single-pages, brochures, posters etc.
Version 2 is used as our business card backgrounds and can be used in other very unique circumstances. Always consult with Blue Water Communications or Marketing before using version 2.

Version 1:

Together we create solutions

Version 2:

Examples of tagline use

Templafy

It is important to follow Blue Water's brand and design guidelines. It is equally important that our colleagues are able to work fast and efficiently every day.

A big step in this direction is the introduction of Templafy in many of our Microsoft Office 365 applications like Word, PowerPoint, Excel etc.

Templafy makes it possible for Blue Water's employees to create Office 365 documents and presentations that comply with our standards for design and content. Info, facts and figures are always up-to-date as they are retrieved from a central source.

Note – Always start new presentations and documents via the Templafy interface.

Your input is always welcome
Contact us at templafy_bws@bws.dk if you have suggestions to and wishes for additional templates, contents, assets etc.

Design principles

Having our five design elements in place, it is time to look at how we put all these elements into play. .

At Blue Water, we operate within specific design rules. It is possible to make many individual and creative decisions to fit the product or presentation to exactly your (or your colleagues) needs, but there are some ground rules you need to stick to. This is to make sure that the brand is always clear, obvious and consistent to whoever is receiving it. This ensures a high brand alignment, which is essential to a company of Blue Water's size and format.

Templates are a great way to obtain this - no matter whether materials are created in Marketing/Communications or by any other Blue Water employee.

The templates come in many different sizes *(A5, A4, A3, letter, poster sizes etc.)* and for a wide variety of programmes *(InDesign, After Effects, Word, PowerPoint etc.)*.

On the following pages, we will dig deeper into some of the most important rules and principles when setting up documents or presentations in the Blue Water corporate visual identity.

These are:
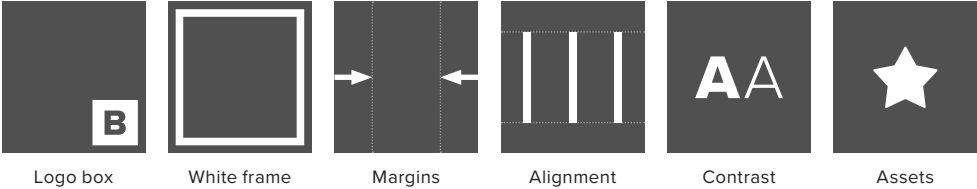
Logo box	White frame	Margins	Alignment	Contrast	Assets

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www.bws.net

Ukraine

REV 1 / 2022.01.28 / JAHA-ROHO

Zones

Zone 1:	79, 80, 81, 82
Zone 2:	33, 34, 35, 43, 44, 45, 46, 47, 48, 76, 77, 78, 88, 89, 90
Zone 3:	10, 11, 12, 13, 21, 22, 23, 24, 29, 30, 31, 32, 58, 59, 60
Zone 4:	01, 02, 03, 04, 07, 08, 09
Zone 5:	14, 15, 16, 17, 18, 19, 20
Zone 6:	25, 26, 27, 28, 36, 37, 38, 39, 40, 41, 42, 65, 66, 67, 68
Zone 7:	49, 50, 51, 52, 53, 54, 55, 56, 57, 61, 62, 63, 64, 73, 74, 75
Zone 8:	69, 70, 71, 72, 83, 84, 85, 86, 87, 91, 92, 93, 94
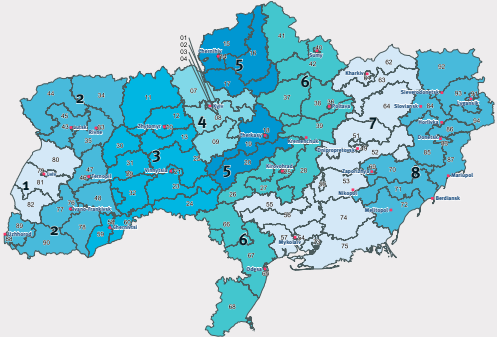
Booking: The previous day prior to collection before 12.00

Departure day: The goods must be ready at 10.00

Partner

Internationale Container Transport GmbH

Import

Goods types	Frequency
Groupage	Ad Hoc
Part loads	Ad Hoc
Full load	Daily

Zone	Goods types	Transit time
1-4	Groupage + part loads	3-5 weekdays
5-8	Groupage + part loads	4-7 weekdays
1-4	Full load	2-4 weekdays
5-6	Full load	4-6 weekdays
7-8	Full load	6-7 weekdays

Export

Goods types	Frequency
Groupage	Tuesday and Friday
Part loads	Tuesday and Friday
Full load	Daily

Zone	Goods types	Transit time
1-4	Groupage + part loads	2-5 weekdays
5-8	Groupage + part loads	4-7 weekdays
1-4	Full load	2-4 weekdays
5-6	Full load	3-6 weekdays
7-8	Full load	5-7 weekdays

Frequency = departure from the terminal or for large quantities directly on export truck.

Groupage cargo = 1.2 ldm or less. Will normally be collected on Mondays to Fridays. The goods must be collected not later than the previous day prior to departure from the terminal.

Book your shipment at www.bws.net

Blue Water offers transport solutions by road to and from all European countries. In order to ensure an optimum distribution network, we work closely with other Blue Water offices and experienced, local agents. Most of our trailer fleet is equipped with advanced GPS tracking systems and onboard computers, enabling us to monitor transport routes, schedules and temperature fluctuations.

BLUE WATER SHIPPING

Together we create solutions

Design principles

Logo box

As mentioned under "Logos" on page 3, the Blue Water logo is in most cases placed inside a logo box which respects the breathing room of our logo. This box has **flexible positioning**.

Its primary position is the lower right corner, but in specific cases depending on document size, media type, content etc. placing the logo in another corner will make more sense. In most of these cases, the second option will be upper right corner.

When repositioning the logo box, it is very important to adjust other standard elements like "www.bws.net" and "Together we create solutions" to new correct positions as well.

Examples of logo box positioning

Primary position (lower right)

www.bws.net

Guide to Brexit rules

If you are an exporter or importer of goods between the EU and the UK, this guide helps you navigating within rules and conditions related to Brexit.

Brexit affects transports considerably. At Blue Water, we have in-house skills and local knowledge in both the UK, Ireland and Scandinavia. That is why we can handle your transport in the most expedient manner.

Do you transport from the EU to UK?
First of all, you must be export registered - and have an EORI number, if you are exporting out of the UK. The British authorities have tightened the required content of invoices meaning that pro forma invoices are no longer accepted as foundation for customs clearance in the UK. Your invoices must be in English and contain the following:

› Contact person of the shipper and receiver with name, phone number and e-mail
› Name and address of the EU/UK buyer
› Name and address of the EU/UK shipper
› Specific Country of Origin
› Value of cargo ex. VAT – currency must be stated
› Delivery address if it differs from the buyer's
› Buyer's EORI and VAT number
› Product description and 10-digit HS code of each product
› Weight and value of each HS code
› Gross and net weight
› Delivery terms according to standard Incoterms. Blue Water does not handle DDP shipments
› For Incoterms entailing that the buyer is responsible for the payment of customs duty, the name and address of the buyer's customs agent must be stated in the invoice

You should also know that:
If the shipment concerns an EU-country of origin, and the total value is **below 6,000 EUR**, the following statement must appear in a completed version:
The exporter of the products covered by this document (exporter reference no. VAT [XXX]) declares that these products are of [Country of Origin] preferential origin.

If the shipment concerns an EU-country of origin, and the total value is **more than 6,000 EUR**, the following statement must appear in a completed version:
The exporter of the products covered by this document (exporter reference no. REX [XXX]) declares that these products are of [Country of Origin] preferential origin.

Useful links:
› You can check if your EORI number is valid here
› On the British Government's website you can find duty rates for your goods in the UK
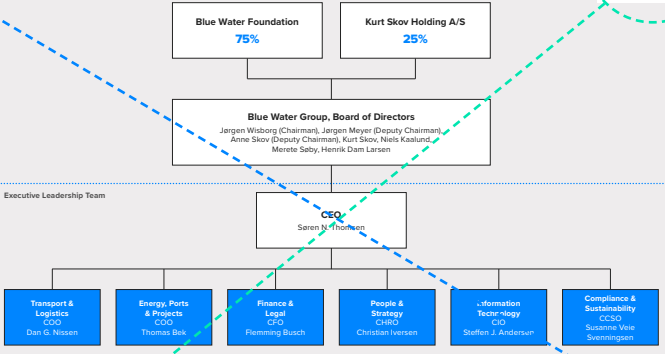› REX – Registered Exporter system

Further, an export declaration must be prepared. We can take care of that for you.

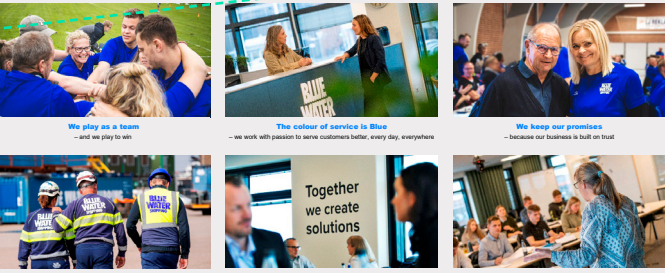Together we create solutions

Secondary position (upper right)

BLUE WATER SHIPPING

Organisation

| Blue Water Foundation **75%** | Kurt Skov Holding A/S **25%** |

Blue Water Group, Board of Directors
Jørgen Wisborg (Chairman), Jørgen Meyer (Deputy Chairman), Anne Skov (Deputy Chairman), Kurt Skov, Niels Kaslund, Merete Søby, Henrik Dam Larsen

Executive Leadership Team

CEO
Søren N. Thomsen

| Transport & Logistics COO Dan G. Nissen | Energy, Ports & Projects COO Thomas Bek | Finance & Legal CFO Flemming Busch | People & Strategy CHRO Christian Iversen | Information Technology CIO Steffen J. Andersen | Compliance & Sustainability CCSO Susanne Veie Svenningsen |

Together we create solutions

www.bws.net

BLUE WATER SHIPPING

Our values – The Blue Water way

We play as a team
– and we play to win

The colour of service is Blue
– we work with passion to serve customers better, every day, everywhere

We keep our promises
– because our business is built on trust

We believe in strong and long-lasting relations
– enabling everyone to run a good business

Our responsibility reaches beyond our business
– we take care of each other, our partners and society

Together we create solutions

We constantly question status quo
– dedicated to improving our efficiency

Design principles

White frame

Another important design principle in our visual identity is the use of the white frame. The white frame plays nicely together with the logo box creating a well-balanced, unique and consistent look throughout our materials.

The white frame is mostly created via a "Beach sand" background or an image.

Note – In some cases the white frame is left out. This is often to accommodate production challenges or where we want to make a visual statement.

Margins

Text, images and other graphical elements need space to breathe to supplement each other and to give a nice overall visual feel.

Avoid squeezing elements. Keeping things too tight will make everything feel cluttered and unpleasant to the eye.

Respect the margins in our templates and make sure the elements you place within your composition live up to the overall standards.

Examples of the white frame and use of margins

Ad

Brochure
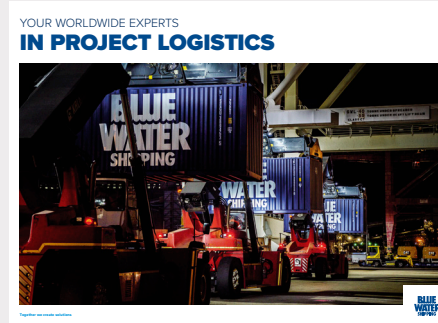
PowerPoint

Social media

Single-page
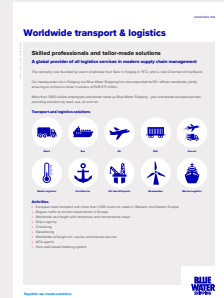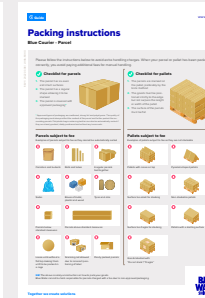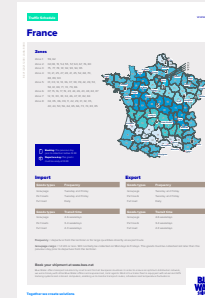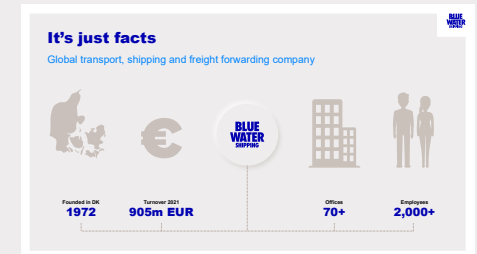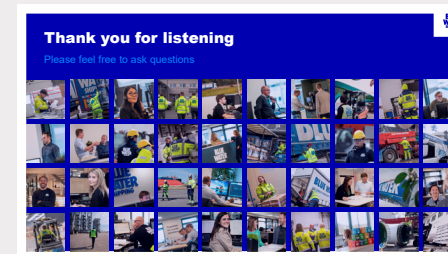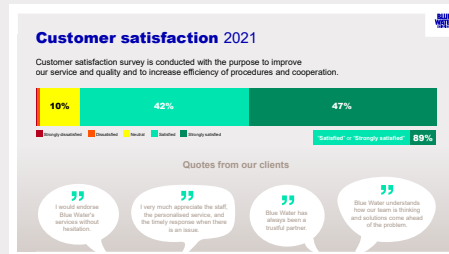
Design principles

Alignment

Alignment of text and graphic elements is very important when setting up your documents and presentations. Templates will help you some of the way, but it is vital that you pay attention and use the positioning and alignment options all applications offer.

Contrast

Creating contrast within your composition creates a much more interesting user experience and makes it possible to attract the viewer to the most important elements. Contrast can be created in many ways, variations in font size and weight by colour, image sizes etc.

Assets

Icons, infographics, tables, charts etc. are all important aspects to creating a visual appealing and interesting look - catching interest from the viewer. The call-to-action colours are mainly intended for icons and other smaller elements to create contrast and visual attention.

Examples of alignment, contrast and the use of assets

Alignment

Contrast

Assets

Tone of voice

Blue Water's tone of voice in verbal and written communication reflects the company identity. We are a family-owned company, always putting people at centre. Our communication should be engaging, trustworthy and underlining our status as a responsible business partner.

Teamwork and collaborative thinking are key ideals which should be integrated into the way we communicate. Also, Blue Water's language should always demonstrate our energy and capabilities as a high-quality service provider.

We strive to ensure streamlined and efficient ways of communication, always working within the following framework:

› Blue Water communicates with a global perspective, and our corporate language is English (British).
› Communication must create value to the receiver – and create engagement and understanding.
› Communications must be trustworthy, accurate and timely – and may appeal to create dialogue.
› Our communication integrates our purpose-direction-values as well as relevant value proposition.
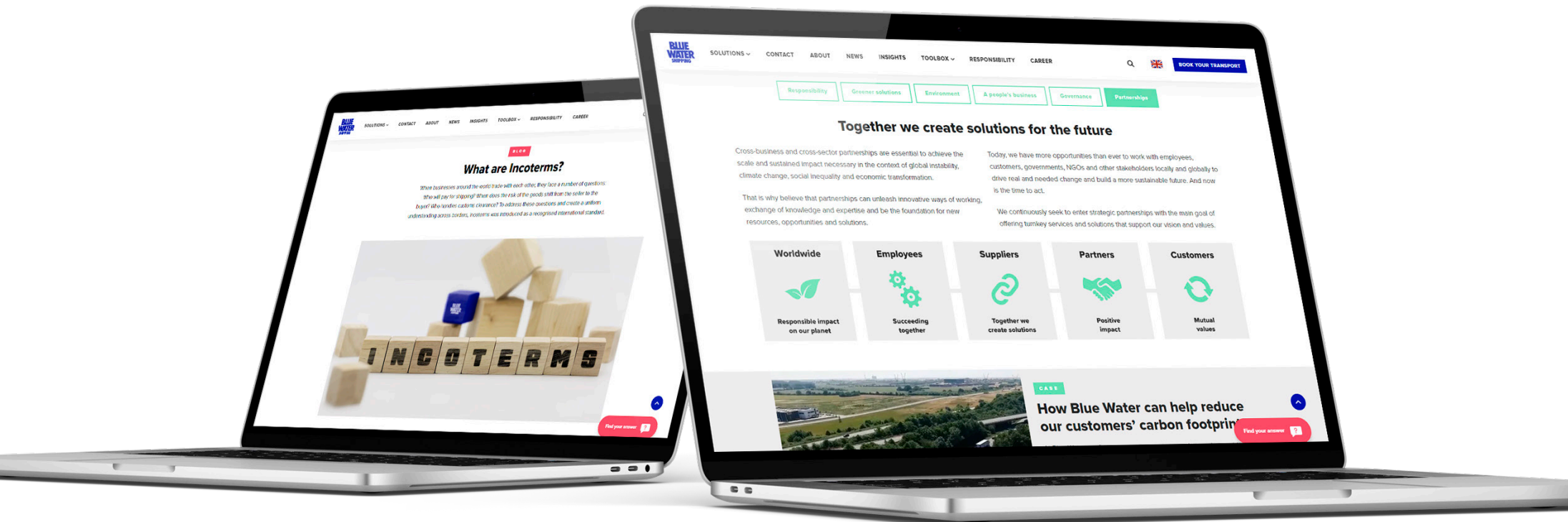
Word documents

A wide variety of Blue Water templates can be found in the Templafy library in Microsoft Word. These templates are set up with correct fonts, colours, margins etc.

The content of each template can vary a lot, and is a perfect way to give you a jumpstart when building your document for a specific case, project, client etc.

By using the predefined document templates, you get quick and easy access to relevant content while still staying true to Blue Water's design principles and brand management.

The design principles for our Corporate Visual Identity can be found on .

Examples of Blue Water templates within Microsoft Word

Templates
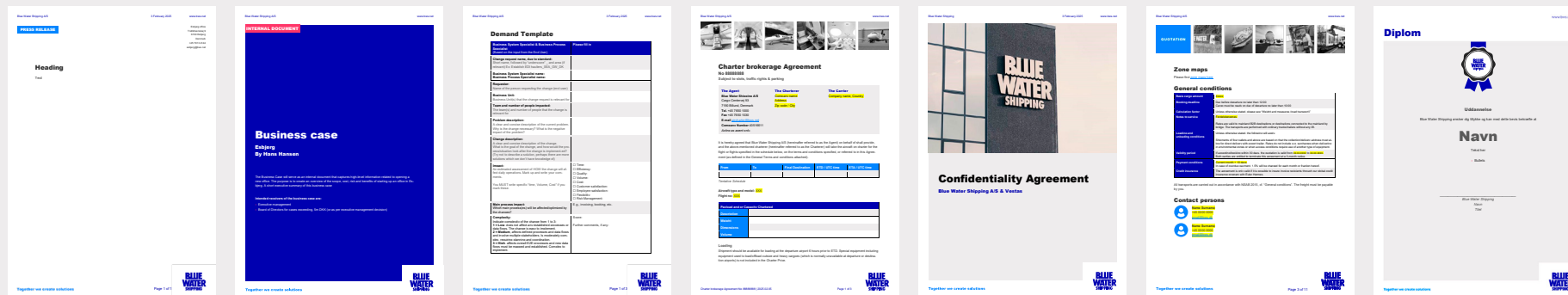
Gating questions
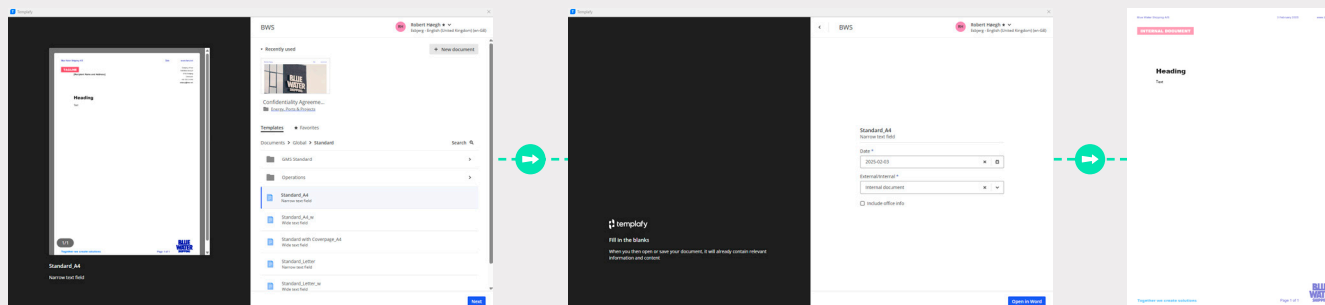
PowerPoint presentations

General presentations for most of our business areas, as well as corporate ones, have been made available within Templafy.

These presentations include standard Blue Water slides as well as a selection of slides specific to different areas of expertise. Use the standard presentations as a great starting point to build on with your own customised slides.

Layouts

Layouts in PowerPoint is a great way to make your presentation more dynamic by switching up the flow and design of your slides.

Layouts have predefined placeholders for imagery, graphics and text elements.

This ensures that you don't end up with a bunch of almost identical-looking slides, while still staying true to Blue Water's design principles and brand management.

All layouts can be found by right-clicking a slide in your presentation.

Examples of Blue Water presentations and layouts within Microsoft PowerPoint

Presentations
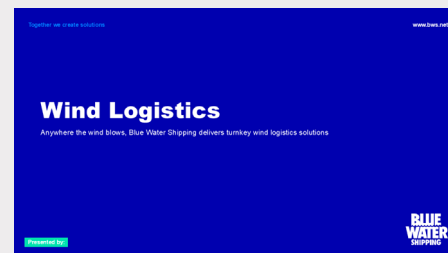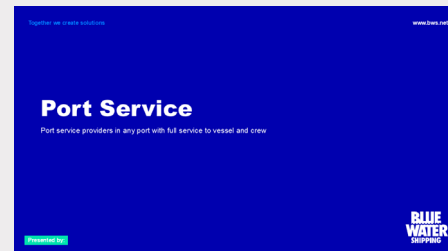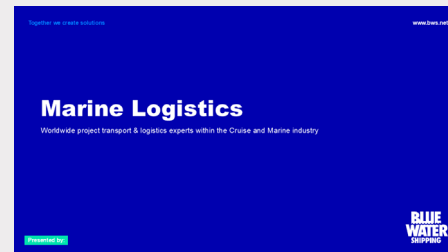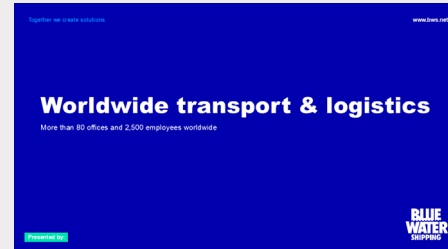
Layouts
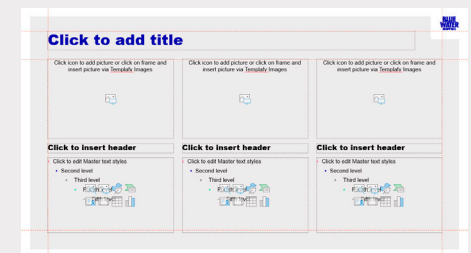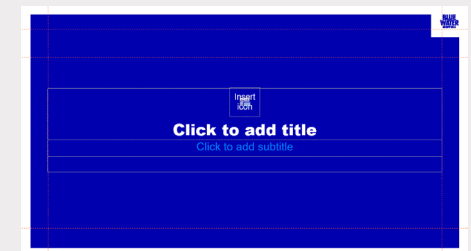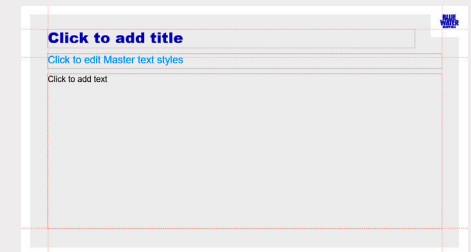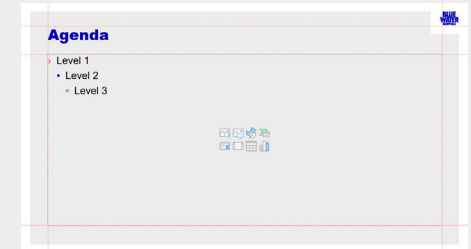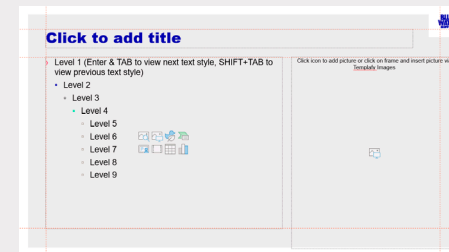
PowerPoint presentations

The PowerPoint slide library (Templafy) is full of slides and slide collections showcasing Blue Water's many services, locations, areas of expertise and so much more. You add relevant slides by simply clicking to insert at the actual location in your presentation.

We encourage everyone to use the slide library - not only to find up-to-date information and slickly designed slides, but also as an inspirational hub where you can get lots of input when creating your own custom slides for your presentation.

If there is something missing from the library that you think would be of value, not only to yourself but also to your colleagues, please don't hesitate to contact Blue Water Communications at templafy_bws@bws.dk.

Examples from our Templafy slide library within Microsoft PowerPoint