Fishing

Brand guidelines

Mark and wordmark

Use the official anchor and Fishing wordmark from the brand kit.
Keep their proportions when resizing and leave clear space around the mark.

Core colors

Water blue draws attention to brand actions. Use the light or dark wordmark with the background that gives it clear contrast.

Water blue #0090FF

Navy #05132F

Paper #FAFAFA

Writing for anglers

Name the water, explain the job of each piece of tackle and keep guidance specific to its setting.