

XCS

*Excess*



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# 01 EXCESS BRAND ESSENCE

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## BRAND MANIFESTO

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To all those who live with passion  
Who thirst to be in the moment  
Who cannot stand compromises  
and commands.  
Those who savour sensations.  
Who hunger for simple pleasures  
and wild rides.  
Let's follow our instincts.

Let's keep believing in the joys  
of spontaneity.  
Feeling alive as we embrace wind  
and weather.  
Let's go where our heart or head  
leads us.  
Rather than docilely doing  
what's expected of us.  
Let's break the routine, choose  
our own path, find ourselves again.

Let's be aesthetes and hedonists.  
Outdoorsy and outgoing.  
Let's abandon moderation.  
And embrace the ecstasy of Excess.

## BRAND PLATFORM

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### WHO WE ARE

A young, spirited, on-trend brand: the perfect mate to live fulfilling sensations.

### WHAT WE DO

Brightly designed and sport-driven catamarans, suitable to modern and connected living.

### OUR REASON WHY

Reconnect with sportivity and sharp design while other catamaran brands go for more premiumness and comfort.

### WHO WE DO IT FOR

The active who value aesthetics & innovation above all, the relentless sensation seekers who dare adventure and share pleasure.





## OUR VALUES

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### **SPORTIVITY**

LIGHTNESS & COMPETITIVE SPIRIT

### **UPFRONT**

CONNECTED & DIGITAL TECHNOLOGIES

### **PLEASURE**

IN NAVIGATION & SHARING MOMENTS

### **AESTHETICS**

STORY DESIGN CHARACTER &  
CUSTOM AMBIANCES



## OUR PERSONALITY

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**SPONTANEOUS**    **SEDUCTIVE**  
**SPORTIVE**        **SOCIAL**

## OUR TONE OF VOICE

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**IRREVERENT**      **TECHNICAL**  
**NO BULLSHIT**

# BE IMMODERATE

*"Moderation is a fatal thing.  
Nothing succeeds like excess!"*  
*Oscar Wilde*

## OUR SIGNATURE

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—  
Our brand signature, daring and irreverent, incarnating the brand spirit and brand name: what surpasses ordinary limits.

## OSCAR WILDE QUOTE

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—  
A brand ingredient that reflects our spirit and supports our signature.





## OUR BRAND ATTRIBUTES

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### *Thrill your Senses*

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#### **Sporting specs for the skipper's enjoyment**

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Lighter, clearer spaces with equipment that stows away: we have redesigned the sailing experience to awaken the senses and make you one with the sea.

A sporty, fast, thrilling catamaran that lets you rediscover the joy of being at the helm.

**#IMMODERATESAILING**

### *Living in the now*

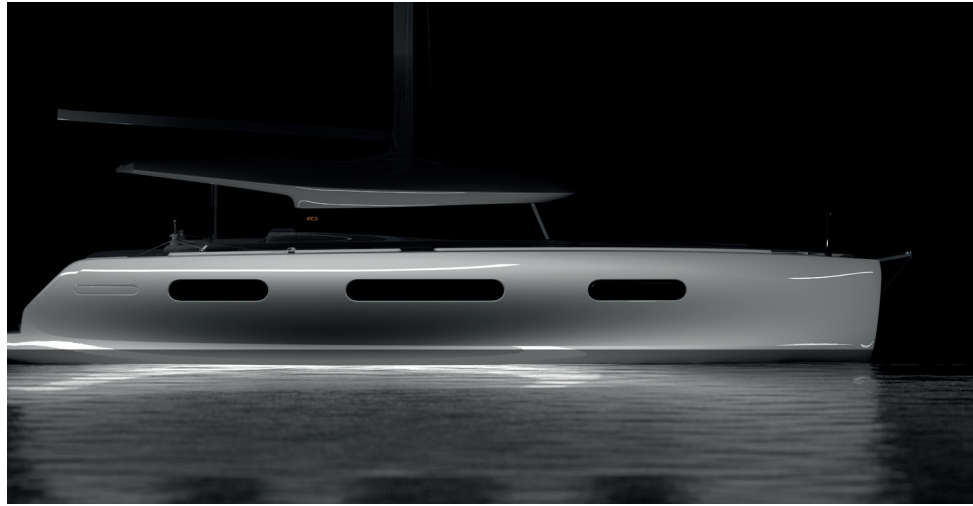
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#### **On-board comfort means modern comfort**

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On board, comfort is at your fingertips: play your music wherever you are, even outside, and experience great moments with friends near and far.

**#IMMODERATELIVING**



## OUR BRAND ATTRIBUTES

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### *Irresistible design*

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#### Charismatic, irresistible design

—  
Aesthetics or hedonism? We have opted for a distinctive design that expresses beauty as well as comfort. Brawny physique, sharp lines, and captivating curves. Why resist?

**#IMMODERATEDESIGN**

### *Let's get personal*

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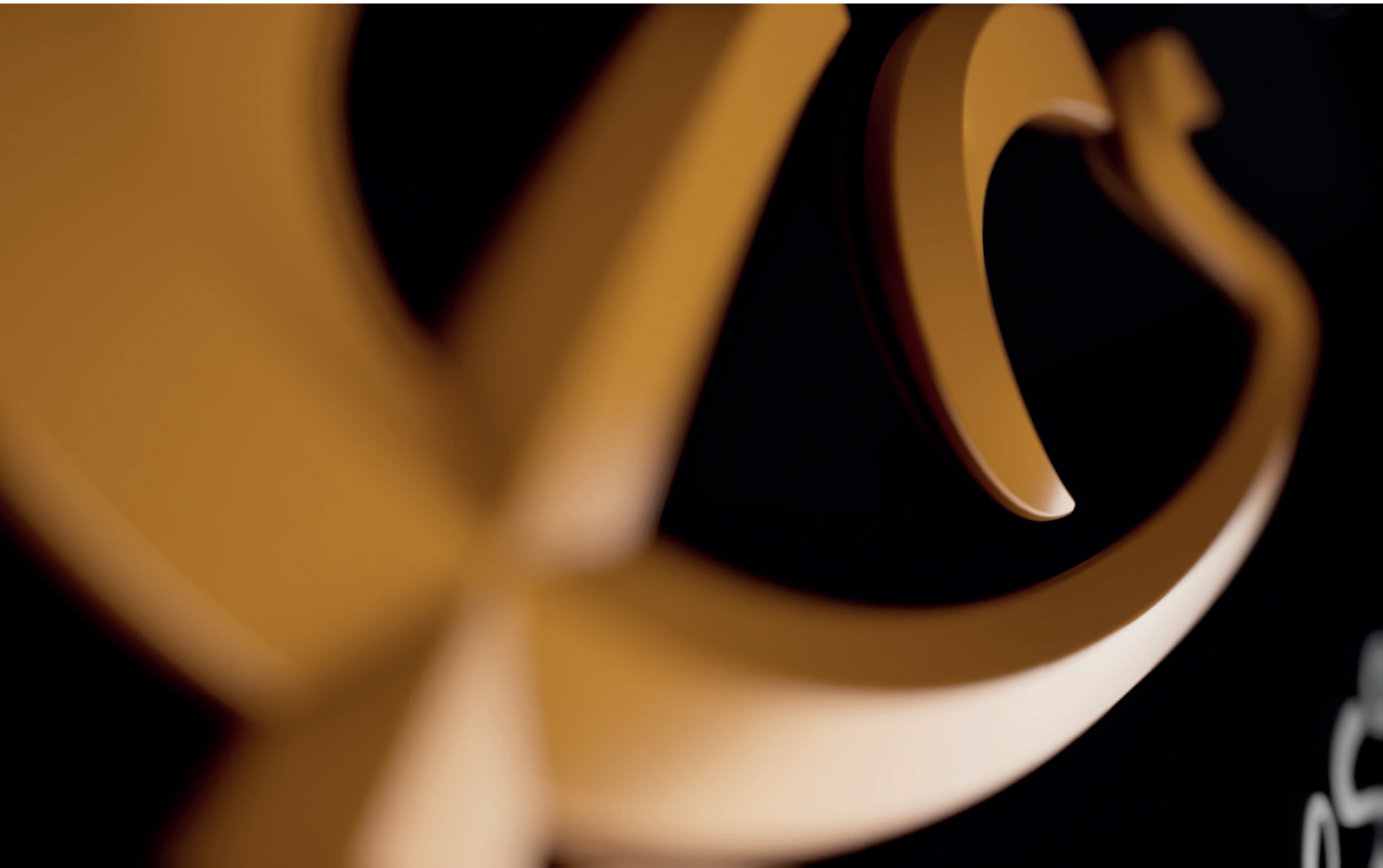
#### A boat that reflects who you are

—  
We wanted your favourite item to also be the one which best reflects your unique personality, that was the idea behind the three moods we designed to assert your take on style and sport.

**#IMMODERATESTYLE**

# 02 EXCESS BRAND IDENTITY

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## LOGO

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### IN THE WAKE, LEAVE YOUR MARK, WRITE YOUR OWN STORY

—  
The logo depicts the wake streaming behind a boat as it sails on its way. True evidence of sporting prowess, the wake is a line drawn by the joy of cutting through the waves. The drawing also evokes the “animal”

lines of the boat: rounded and elegant, fluid and sporty. XCS acts as a signature, a natural and spontaneous act of pride. The Beneteau Group signifies a new history for catamarans.

—  
The Excess typography, too, embodies sporting prowess and pride in a product designed to generate high emotions, in line with unwavering principles of design.

## TYPEFACES

### DIN - TEXT

**aA**

**abcdefghijklmnopqrstuvwxy  
abcdefghijklmnopqrstuvwxy  
abcdefghijklmnopqrstuvwxy  
abcdefghijklmnopqrstuvwxy  
0123456789 ; ? ! & @ ' ' " " « »  
% \* ^ # \$ £ ¢ / ( ) [ ] { } . , © ®**

### DIN SCHRIFT 1451 ENGSCHRIFT - HEADLINES

**AA**

**ABCDEFGHIJKLMNPOQRSTUVWXYZ  
0123456789 ; ? ! & @ ' ' " " « »  
% \* ^ # \$ £ ¢ / ( ) [ ] { } . , © ®**

### HANDWRITING

—  
Bringing a touch of youth, community,  
and responsibility through keywords,  
quotes, and testimonials.

*"Moderation is a fatal thing.  
Nothing succeeds like excess!"  
Oscar Wilde*

## COLOURS

SPORTIVITY  
ELEGANCE

TECHNICITY  
TIMELESSNESS



"Moderation is a fatal thing.  
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Oscar Wilde

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*Excess*

EXCESS-CATAMARANS.COM