

LAKESIDE MARINA & BOAT RENTALS

The Lakeside Marina & Boat Rentals visual identity is inspired by lakeside life on Lake Ontario. A refined palette of blue tones reflects the water, sky, and sense of trust central to the brand, while clean, modern typography balances professionalism with an approachable, recreational feel. Imagery emphasizes authentic waterfront experiences; boats, open water, and leisure moments, connecting the brand to its target audience and reinforcing the lifestyle-driven nature of the business.

Logo



Icon



Typography

LUBALINE

Open Sans SemiBold

Images



Colours



HEX #2c2e7e
RGB 44,46,126
CMYK 100,98,17,5



HEX #19154f
RGB 25,24,79
CMYK 100,100,33,38