

Foreland Marine

How an independent superyacht consultancy was given an identity that never appears on a white page, and a site that carries four services, six tools and a paid subscription product.

CLIENT

Foreland Marine

SECTOR

Superyacht consultancy

YEAR

2026

LIVE

forelandmarine.com ↗

SCOPE

Brand identity kit, Website design, Development, Copy direction, Payments and membership infrastructure

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01 The commission

Foreland Marine is an independent consultancy working on sailing and motor yachts between 24 and 60 metres. It runs refit projects, acts as owner's representative on new builds, manages yachts in service and takes technical consultancy work. Its commercial position is that it holds no yard affiliations, takes no broker commissions and accepts no referral fees, so its advice carries no conflict of interest.

That independence is the product. The brief was to build an identity and a site that make it legible without saying it too loudly, and that read like a colleague rather than a brochure.

Yacht consultancy sites converge on a single look: a dark page, drone footage, a carousel of superlatives and a contact form. The convergence is so complete that a reader cannot tell two firms apart. Foreland's advantage is editorial, in that it thinks clearly and writes plainly, so the work was to make the identity and the site behave the way the consultancy behaves.

WHAT WAS DELIVERED

Brand identity kit

Version 1.0, April 2026, covering mark, colour, type, iconography, components, motion, photography and voice

The website

Custom build, no template, no marketing pixels

A paid subscription product

Technical Support, with Stripe checkout, webhooks and invoicing

Six self-serve tools

Built as part of the site rather than bolted on

A gated membership area

Foreland Group, entered by invitation code

The editorial system

Later became the foundation for The First Owner's Reference

30 March 2026	First commit The site begins, with the membership marks in the footer from the first day
April 2026	Brand identity kit, version 1.0 Mark, colour, type, components, motion, photography and voice, written down
18 June 2026	Performance and search pass Canonical leak fixed, homepage and journal server-rendered, images compressed
24 July 2026	Operations backend added CRM and finance at /admin, plus a general payment page
4 August 2026	Structured data and llms.txt Real sitemap lastmod, entity sameAs, speakable markup, and the AI-typical interface chrome stripped out
18 August 2026	Latest commit A copy and grammar pass across the site

COMMITTS	FIRST TO LATEST	PAGES	KIT VERSION
210	20 weeks	65	1.0

Dates taken from the project's commit history, with the kit version and date from the brand document itself.

02 The mark

The company takes its name from the South Foreland Lighthouse in Kent, which has guided vessels into the Thames Estuary since the seventeenth century and later carried the first ship to shore wireless transmission. The mark is that lighthouse, drawn with its signal beam, and the wordmark sits beside it.

The single most consequential decision in the identity is negative: the kit contains no light colourway at all. The mark exists in white and is placed on navy, and there is no approved alternative. That removes an entire class of inconsistency, because there is no decision to make about which version to use, and it puts clear distance between Foreland and competitors still trading on white pages.



Primary lockup

White on navy, the only permitted colourway



The icon mark

Favicons, app icons, avatars and small placements



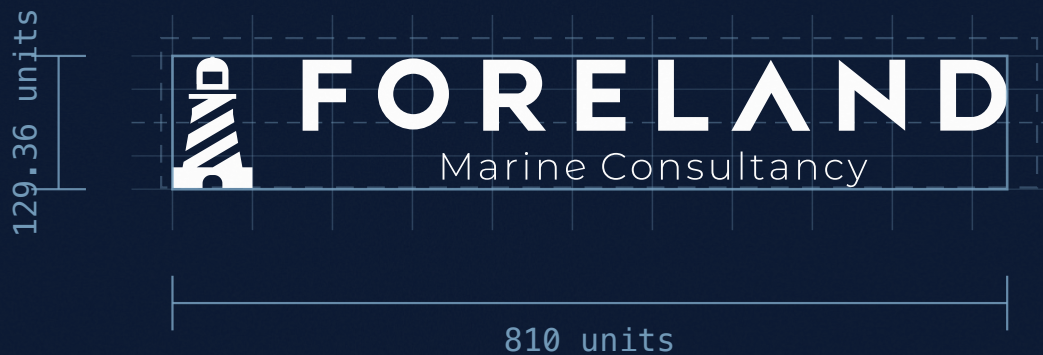
On chart blue

Holds on the raised card surface



On ocean

Holds against the accent, the lightest ground in the system



The lockup on its 850 by 145 unit artboard, ruled at the width of the lighthouse. The drawn ink measures 810 by 129.36 units, so the whole lockup is 10.44 lighthouse widths across. The wordmark is set as outlines rather than live text, which means the file is a single path and cannot lose its typeface when it travels.

ASPECT RATIO

6.26 : 1

Measured from the drawn path

DRAWN INK

810 × 129.36

WORDMARK

683.71 units

8.81 lighthouse widths

CONSTRUCTION MODULE

77.62 units

The width of the lighthouse

LIGHTHOUSE

77.62 × 129.36

0.600 : 1, full lockup height

SUBPATHS

38

One path, no live text

ARTBOARD

850 × 145

viewBox units

MARK TO WORDMARK

48.67 units

0.63 of the lighthouse width



Three relationships hold the lockup together. The brand document forbids altering any of them.

- 1 **The lighthouse.** 77.62 units wide against a 129.36 unit height, a ratio of 0.600 to 1. The standalone icon measures 0.6001 to 1, which confirms the two are the same drawing rather than two versions of it.
- 2 **The separation.** 48.67 units of air between the mark and the first letter, which is 0.63 of the lighthouse width. This gap is the measurement most likely to be nudged in a hurry, and the one the kit specifically protects.
- 3 **The wordmark.** 683.71 units, or 8.81 lighthouse widths, on a cap height of 68.9 units. It is drawn, not typeset, so it renders identically wherever it is placed.



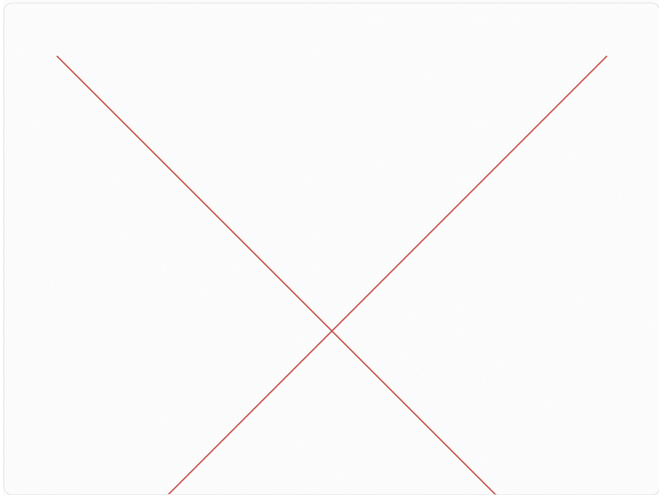
Clear space is a margin equal to the height of the lighthouse on all four sides. Because the lighthouse runs the full height of the lockup, the rule resolves neatly: the exclusion zone is one lockup height deep on every edge, which is easy to judge by eye and hard to get wrong.

x = the height of the lighthouse, 129.36 units on the artboard.



The lockup has a hard floor of 204 pixels on screen and 50 millimetres in print. Below that the wordmark closes up and the lighthouse loses its beam, so the standalone icon takes over instead. The floor is unusually high for a logo, which is a consequence of the wordmark being long and the mark being narrow.

Documented floor: 204px on screen, 50mm in print. Anything below is shown greyed.



Never the white mark on a light ground



Never alter the proportions or the mark to wordmark spacing



No drop shadows, gradients or outlines



No rotation or skew

Four of the five documented restrictions are shown. The fifth, that the lockup is never used below 204 pixels or 50 millimetres, is covered by the size ladder above.

Superyacht refit, managed with rigour

We provide full refit project management for motor and sailing yachts over 24 metres, from initial assessment through to sea trials and handover. From a light refresh to a complete rebuild, our first priority is to deliver on time and on budget.

Classic to Carbon

Twenty-five large yacht refit projects delivered across seven countries. High-profile classic and modern racing yachts prepared for the grand prix circuit. Multiple sailing yachts exceeding 40 metres. Motor yachts in excess of 60 metres undergoing comprehensive rebuilds. Historic restorations of vessels dating from the 1920s alongside performance programmes on recently launched craft.

This breadth of experience means our team has encountered the specific challenges associated with each vessel type, from managing complex coatings schemes on pre-war hulls to commissioning carbon rigs on contemporary racing

25

Large yacht projects

7

Countries

30-60m+

Projects delivered

100+

Years of vessel heritage

The lockup in service, at the top of the refit page. The photography sits beneath a navy gradient at reduced opacity, which is what keeps the white mark and the heading legible over it

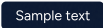
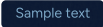
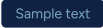
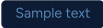
03 Colour

The palette is four blues and white. Three of them are grounds, running from the deepest navy in the footer up through the page background to the chart blue used for cards and raised surfaces, so depth is built from the palette rather than from shadows. Ocean is the only accent and is reserved for interactive elements.

The rule that does most of the work is that body copy is set in muted blue rather than grey or white. White is held back for headings and emphasis. Because text and background are drawn from the same family of colour, the pages hold together even where the density of information is high.

		
Deep navy #040D1A 4, 13, 26 Deepest backgrounds and the footer	Navy #081630 8, 22, 48 Primary page background	Chart blue #0C1E42 12, 30, 66 Cards and elevated surfaces
		
Ocean #5386B6 83, 134, 182 Buttons, links, accent bars	Muted blue #7BA8C8 123, 168, 200 Body copy, descriptions, secondary text	White #FFFFFF 255, 255, 255 Headings and emphasis only
		
Green #22C55E 34, 197, 94 Success states and positive indicators		

MEASURED CONTRAST

PAIR	SAMPLE	RATIO	WCAG 2.1
White on navy		18.0:1	AAA
Muted blue on navy		7.1:1	AAA
Muted blue on chart blue		6.5:1	AA
Ocean on navy		4.7:1	AA
White on ocean		3.9:1	AA large

Ratios are computed from the hex values on this page under WCAG 2.1, not quoted from the brand document.

Depth beyond the three grounds comes from white at fixed opacities rather than from new colours. Five values are defined and nothing outside them is used, which is why borders and dividers stay consistent across sixty-five pages.

THE OPACITY SYSTEM

Hover backgrounds	white 5%
Subtle borders and dividers	white 8%
Card borders, section dividers	white 10%
Active borders, outline buttons	white 20%
Prominent borders	white 30%

COLOUR RULES

Light page backgrounds	Never
Accent share of a layout	Sparing
Body text colour	Muted blue
Saturated colour outside the palette	Never

04 Typography

One typeface does all of the work. Nunito Sans is a humanist sans with a warm character, and the brand uses four of its weights for four fixed jobs. The distinctive choice is that headings are always set at the light 300 weight, large and unemphasised. Most consultancies reach for bold headings to signal authority; setting them light says the opposite, and says it consistently.

Aa

Nunito Sans

THE WHOLE SITE, ONE FAMILY

"Nunito Sans", "Aptos", system-ui, sans-serif

Light 300 for all page headings, regular 400 for body, semibold 600 for buttons, labels and section markers, bold 700 reserved for rare strong emphasis. There is no second typeface anywhere in the system.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 & £ € , . : ; () " ' "

Independent. No yard affiliations, no broker commissions, no referral fees.

NUNITO SANS LIGHT 300, THE SIGNATURE WEIGHT

SIZE	ROLE	FAMILY	WEIGHT	LINE HEIGHT	TRACKING	SET
text-3xl to 5xl	H1, responsive	Nunito Sans	300	—	normal	Aa
text-2xl to 3xl	H2, responsive	Nunito Sans	300	—	normal	Aa
text-base	H3	Nunito Sans	600	—	normal	Aa
text-sm to base	Body	Nunito Sans	400	relaxed	—	Aa
text-xs	Section label	Nunito Sans	600	—	0.15em	Aa
text-sm	Button	Nunito Sans	600	—	normal	Aa
text-xs	Caption	Nunito Sans	400	—	normal	Aa

- Page headings are never bold. This is the most distinctive typographic rule in the brand and the one most likely to be broken by a hand that is not familiar with it.
- Section labels are uppercase, semibold, tracked to 0.15em, set in ocean, with 12 pixels beneath them.
- Body text never runs larger than text-base, however much space is available.

05 Interface

The component set is small and fully specified, which is what allows a site of this size to be extended without a design review each time. Every value below is fixed in the brand document rather than decided per page.

PRIMARY BUTTON

Background	#5386B6
Text	White, semibold, text-sm
Padding	24px × 12px
Corner radius	4px
Hover	Accent at 90%
Transition	150ms, colours

OUTLINE BUTTON

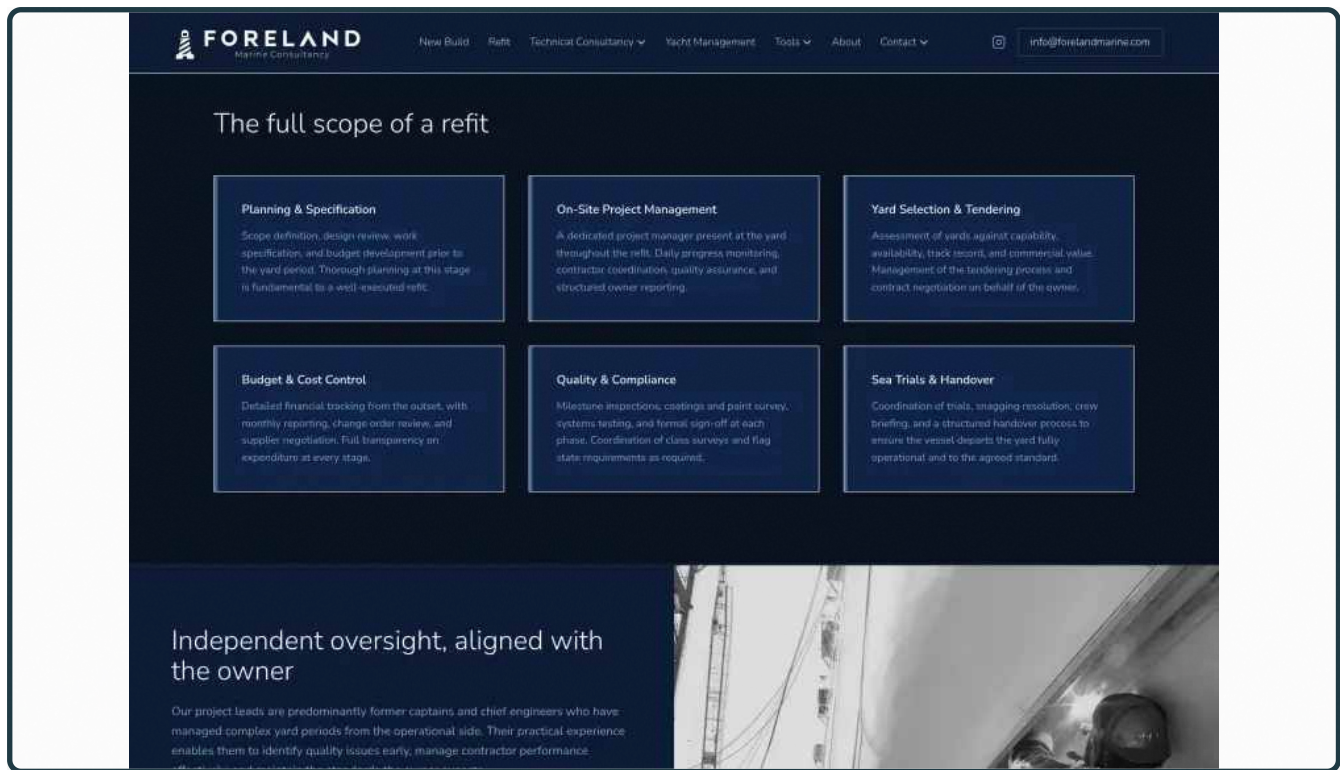
Border	White 30%
Text	White, semibold, text-sm
Padding	24px × 12px
Corner radius	4px
Hover	White 10% fill
Transition	150ms, colours

SERVICE CARD

Background	#0C1E42
Border	White 8%
Left accent bar	4px, ocean at 70%
Padding	32px, 36px left
Hover border	Ocean at 30%

HEADER

Behaviour	Sticky
Height	80px
Background	#081630 at 95%, blurred
Bottom border	White 8%
Mobile	Full-screen overlay, scroll locked



The service card as specified: chart blue ground, white 8 percent border, the four pixel ocean accent bar down the left edge, and the heading held at the light 300 weight

The brand document specifies components in detail and says nothing about layout. In practice the site settled on a consistent set of widths and rhythms anyway, and they are worth recording, because an undocumented convention followed sixty-five times is a system whether or not anyone wrote it down. The figures below are counted from the code rather than quoted from the kit.

Desktop

12 columns



Page container at 1280px, reading column at 768px

Tablet

6 columns



Mobile

4 columns



Single column, cards stack

PAGE CONTAINER

1280px

The dominant outer width

READING COLUMN

768px

The most used width on the site

NARROW COLUMN

576px

Intros and standfirsts

SECTION PADDING

64 to 96px

Three steps, used consistently

HEADER HEIGHT

80px

CORNER RADIUS

4 or 8px

The mobile menu is rendered outside the header element rather than inside it. That is not a stylistic choice: an element with a backdrop blur establishes a containing block, and a fixed overlay nested inside it is positioned against the header rather than the viewport. Moving the overlay out of the header is the fix.

There is no icon library. Icons are inline SVG at a 1.5 to 1.8 pixel stroke with round caps and joins, sized between 16 and 22 pixels, and coloured with `currentColor` so they inherit from the text they sit beside.

06 Motion

Motion is restrained and consistent, and no animation library is shipped. Scroll reveals run on an Intersection Observer at a threshold of 0.15 with a root margin of -40 pixels at the bottom, so an element begins to arrive slightly before it is fully in view. Every reveal runs for 0.7 seconds on an ease-out curve and holds its final state.

NAME	EFFECT	DURATION	EASING
fade-up	Opacity 0 to 1, translateY 32px to 0	0.7s	ease-out
fade-in	Opacity 0 to 1	0.7s	ease-out
slide-left	Opacity 0 to 1, translateX 48px to 0	0.7s	ease-out
slide-right	Opacity 0 to 1, translateX -48px to 0	0.7s	ease-out
scale-in	Opacity 0 to 1, scale 0.95 to 1	0.7s	ease-out
stagger	Children animate in sequence	100ms steps	ease-out

Interactive elements transition colours only, at 150 milliseconds. There are no spring or bounce curves anywhere in the system.

HERO PARALLAX

Background image	$\text{translateY}(\text{scrolly} \times 0.3)$
Foreground text	$\text{translateY}(\text{scrolly} \times -0.15)$
Text opacity	$\text{max}(0, 1 - \text{scrolly} \div 600)$

PHOTOGRAPHY TREATMENT

Hero opacity	40 to 50%
General opacity	15 to 45%
Gradient	$\text{bg0}/45 \rightarrow \text{bg0}/25 \rightarrow \text{bg0}$
Saturation	1.15 on heroes
Parallax overflow	scale 1.10

The imagery is genuine racing and yard photography rather than stock: J Class under sail, welders in dry dock, timber planking, rig work, engine rooms. It is never shown at full brightness. Every image sits beneath a navy gradient at reduced opacity, which is what keeps the text above it legible and keeps the pages looking like one site rather than a gallery.

07 The site

The site runs to sixty-five pages and carries a good deal more than the four consultancy services. Alongside them sit a paid technical support product on three subscription tiers, six self-serve tools, a journal, a quarterly newsletter archive and a private membership area entered by invitation code.

Every service page is written in the register of a private memo rather than a sales deck, with plain language, real numbers and named clients where permission allows. Each carries FAQ structured data, so the answers can be quoted accurately by search and by answer engines.

PAGE INVENTORY

Four service pages

Refit, owner's representation, yacht management, technical consultancy

Technical Support

Three paid tiers with Stripe checkout and invoicing

Six tools

Sea time tracker, Lightship ISM, running cost calculator, PMS database, weather routing, debrief

Insights journal

Articles with OpenGraph images generated per article

Newsletter archive

The Foreland Quarter, issue by issue

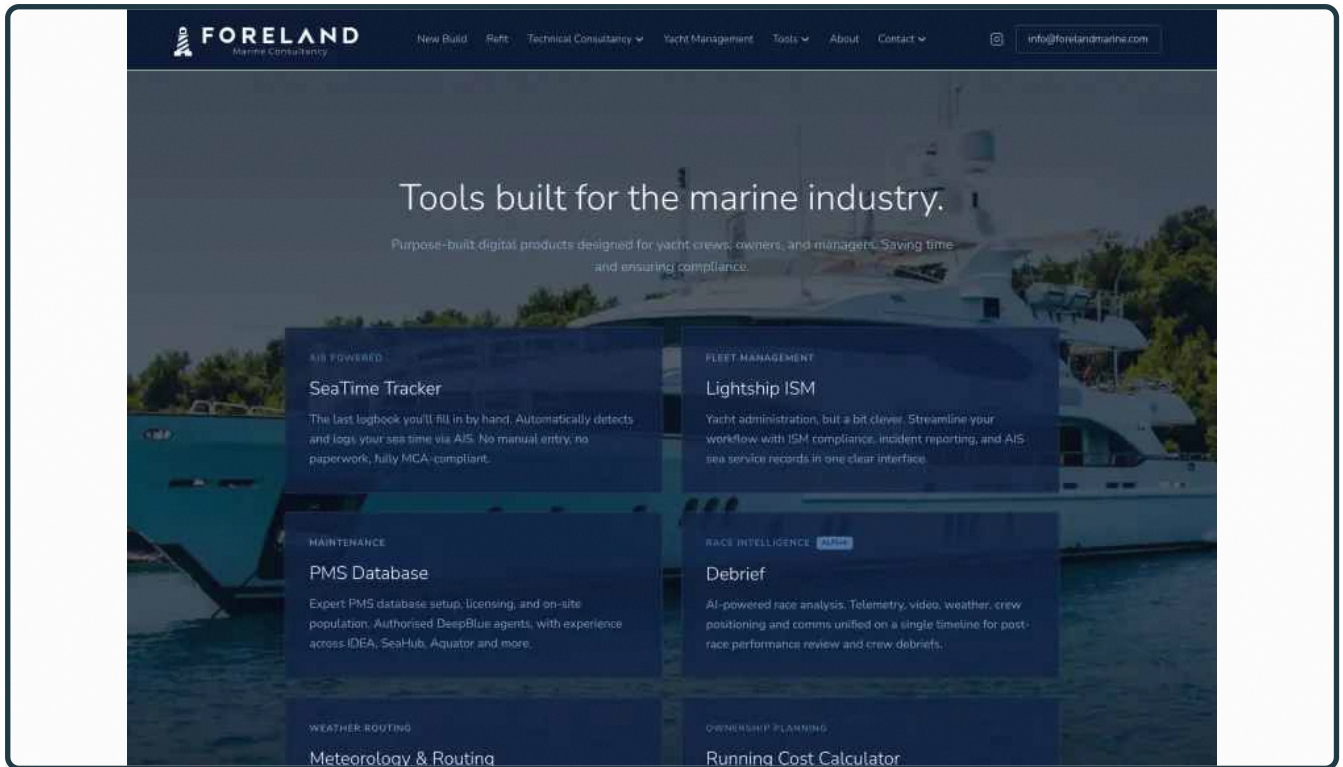
Foreland Group

Membership gated by invitation code, with logged downloads

The screenshot displays the 'Three levels of cover' section on the Foreland website. The page has a dark blue background with white text. At the top, there is a navigation bar with the Foreland logo and links for 'New Build', 'Refit', 'Technical Consultancy', 'Yacht Management', 'Tools', 'About', and 'Contact'. A contact email 'info@forelandmarine.com' is also visible. The main heading is 'Three levels of cover', followed by a subtext explaining the billing structure: 'Choose the level of cover the yacht needs. Monthly billing in GBP by default, with EUR and USD at indicative cross-rates. Annual term, thirty days' notice to leave.' Below this, there are two tabs: 'Monthly' and 'Annual'. The 'Annual' tab is selected, and a note states 'Annual billing: twelve months for the price of ten.' There are three pricing cards: 'STANDBY' (£2,500 per year), 'DIRECT' (£5,000 per year, marked 'MOST CHOSEN'), and 'CAPTIVE' (£10,000 per year). Each card lists specific services and includes a 'Sign up to [tier]' button. At the bottom, a small disclaimer mentions that EUR and USD prices are indicative cross-rates and that parts are billed at cost plus a fixed handling fee.

Tier	Price (per year)	Price (per month)	Services
STANDBY	£2,500	£2,083	Four on-call engineer hours per month, Worldwide parts sourcing and freight coordination, Annual planned maintenance system check, Emergency repair kit fitted onboard.
DIRECT (Most Chosen)	£5,000	£4,167	Twelve on-call engineer hours per month, Three hand-carries in Europe per year, One international hand-carry per year, Quarterly check-in, Everything in Standby.
CAPTIVE	£10,000	£8,333	Thirty on-call engineer hours per month, Five hand-carries in Europe per year, Two international hand-carries per year, Assigned lead engineer, Pre-passage audit, Everything in Direct.

Technical Support, the paid product. Three tiers, priced on the page, with Stripe checkout behind them



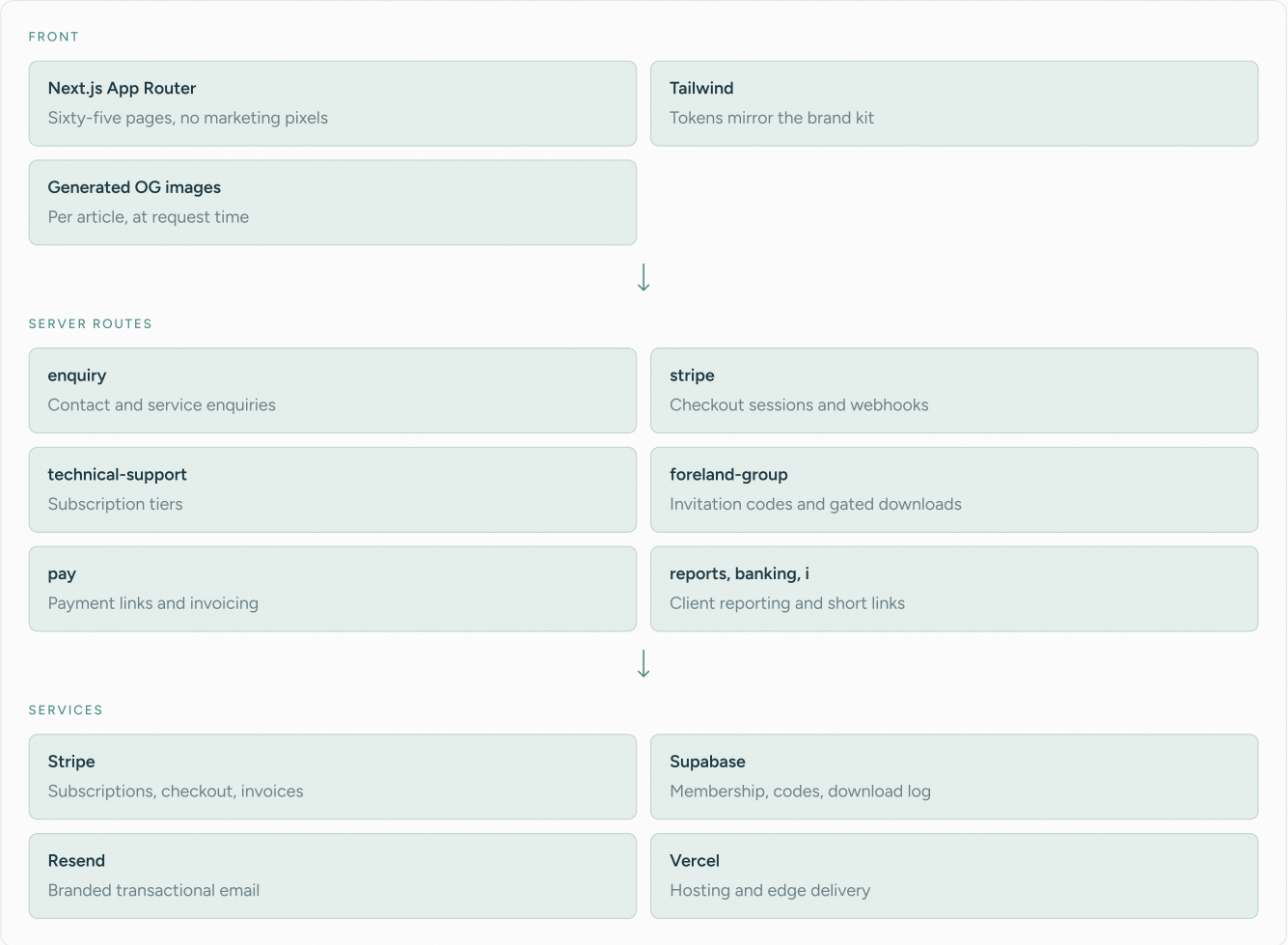
Six tools, built into the site rather than bolted on. Each is a working instrument rather than a lead magnet



The same site at 390 pixels

08 Architecture

There is more infrastructure behind the pages than the front of the site suggests. Stripe handles the support subscriptions through a custom checkout and webhook flow, Resend sends transactional email from branded templates, and Supabase records membership interest, verifies invitation codes and logs gated downloads.



Public pages never depend on the database. Everything that reads or writes goes through a server route.

- OpenGraph images are generated per article at request time rather than at build, so a new piece never ships without a card.
- Two llms.txt files, an index and a full corpus, give AI search systems an accurate source to cite rather than a guess.
- Parallax and scroll reveals are written against the browser's own APIs. No animation library is shipped to the visitor.
- ProfessionalService, Service, Person and FAQ structured data sit on the relevant pages.
- Images are served as AVIF and WebP at responsive sizes, with heroes preloaded and everything else loaded lazily.

WHAT THE REFIT SERVICE PAGE WEIGHS

Transferred	985KB
Requests	25
DOM nodes	338

WHEN IT PAINTS

First contentful paint	228ms
Largest contentful paint	228ms
Load complete	216ms

Measured on 25 August 2026 by loading forelandmarine.com/refit twice in headless Chrome at 1440 pixels with the cache disabled, and keeping the better run. This is a desktop connection on a fast line, so the paint figures are a floor rather than a field measurement. The transfer weight and request count are the numbers worth comparing, because they do not change with the connection.

09 Voice

The written rules are part of the identity rather than an afterthought, because on a site with this much copy the writing is more visible than the mark. The register is professional but not stuffy, technical without piling up jargon, and direct about costs, risks and conflicts of interest.

FIXED RULES

Spelling	British English
Em-dashes	Never
Exclamation marks	Never
Numbers	One to nine in words, 10 up in figures
Measurements	Always figures, always metres

TERMS

Vessels over 24m	Yacht, not boat
International currency	EUR
UK currency	GBP
Superlatives	Avoided