

Watermans

A superyacht agency for London, the Solent and the south west, designed as a pilot book: one typeface, the colours of a chart, and every figure a captain needs published and dated.

CLIENT

Watermans, part of the Foreland Group

SECTOR

Superyacht agency

YEAR

2026

LIVE

www.watermansagency.com ↗

SCOPE

Brand identity, Website design, Development, Arrival planner, Pilotage content, Search and answer engines

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01 The commission

Watermans is the UK arrivals arm of Foreland Marine, a superyacht agency for London, the Solent and the south west. It books berths, arranges pilotage and bridge lifts, clears yachts in and out with Border Force, and attends on the quay at arrival and departure. The commission was the identity and the website, written for a captain planning a UK visit from somewhere else.

A captain arriving in an unfamiliar port has a short list of questions: where the yacht can lie, who takes the pilot and where, whether the bridge has to lift, what has to be filed and by when, and what the call will cost. The brief was a site that answers those questions directly, with sources and dates, rather than a brochure that asks the captain to get in touch before learning anything.

The design took more turns than the build. The commit history shows thirteen font families loaded across ten type settings in the first two days, before the site settled on one grotesk and the colours of a chart. Each change was committed and judged on the real pages, which is why the record of what was rejected is complete.

21 Sep 13:19

First build, as Foreland Agency

IBM Plex Sans and Mono on warm paper, with code flag G, I require a pilot

21 Sep 14:03

Renamed Watermans, rebuilt as a chart document

Libre Caslon on chart paper, and flag H, I have a pilot on board, in place of G

21 Sep 16:17

Rebuilt in the Foreland Group system

Nunito Sans, navy and cinematic photography. The flag was redrawn on a staff at the weight of the Foreland lighthouse

21 Sep 17:58

Rebuilt around an arrival planner

The planner replaced the hero as the first thing on the page

21 Sep 19:22

Monochrome with blue and white

The direction that survives, first set in Schibsted Grotesk

21 Sep 19:46

Archivo arrives

Adopted in an interface audit, with the width axis loaded

22 Sep 20:39

Three type trials in nineteen minutes

Caslon with Public Sans, Public Sans alone, then Libre Franklin

22 Sep 20:58

Returned to Archivo and the original scale

23 Sep 13:39

Ports on one pilot-book template

Brief, approach, pilotage, tides, berths, alongside, ashore and events, in that order on every port

24 Sep 16:52

Live on watermansagency.com

With structured data, preview cards and the answer-engine files

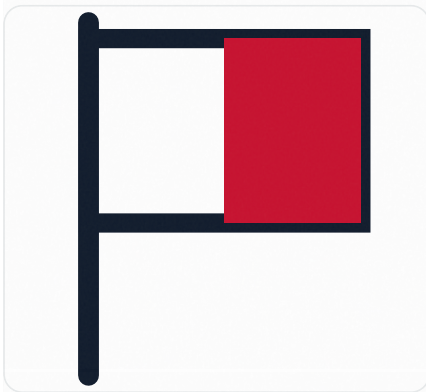
COMMITTS	ELAPSED	FONT FAMILIES	TYPE SETTINGS
170	3d 3h 35m	13	10

Taken from the project's commit history. The font family count covers every family loaded at any commit, including monospace and display cuts; a type setting is each change to the set of families loaded. Only the commits that changed a decision are listed.

02 The mark

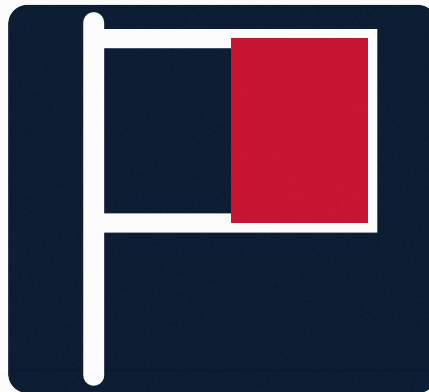
The mark is flag H of the International Code of Signals, flown by a vessel to say that it has a pilot on board. The first build used flag G, I require a pilot, which describes the moment before the agent has done the job. H describes the moment after, and it replaced G in the same commit that gave the firm its name.

Flag H is divided vertically, white at the hoist and red at the fly. It is drawn here as line art on a staff, with the white half left open and the red half filled, at the stroke weight of the Foreland lighthouse so that the two marks sit together on a group page. Signal red appears on the flag and on the rule beside the enquiry form's status message, and nowhere else.



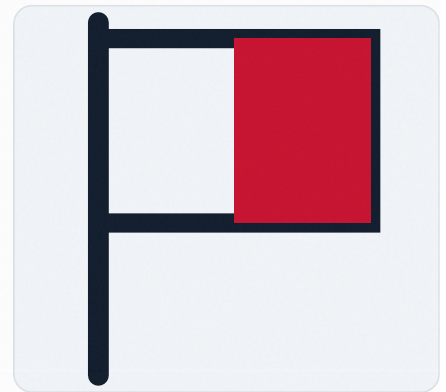
The mark

Ink and signal red on chart white



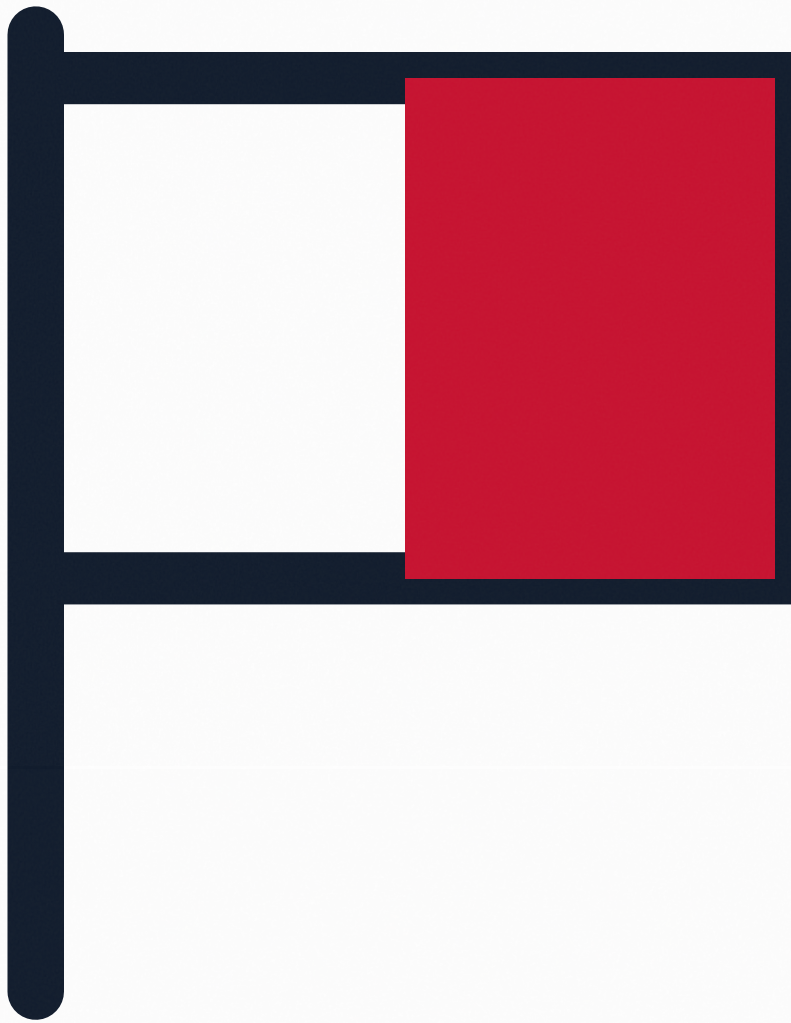
Reversed

White on night, for dark bands and the footer



On slack

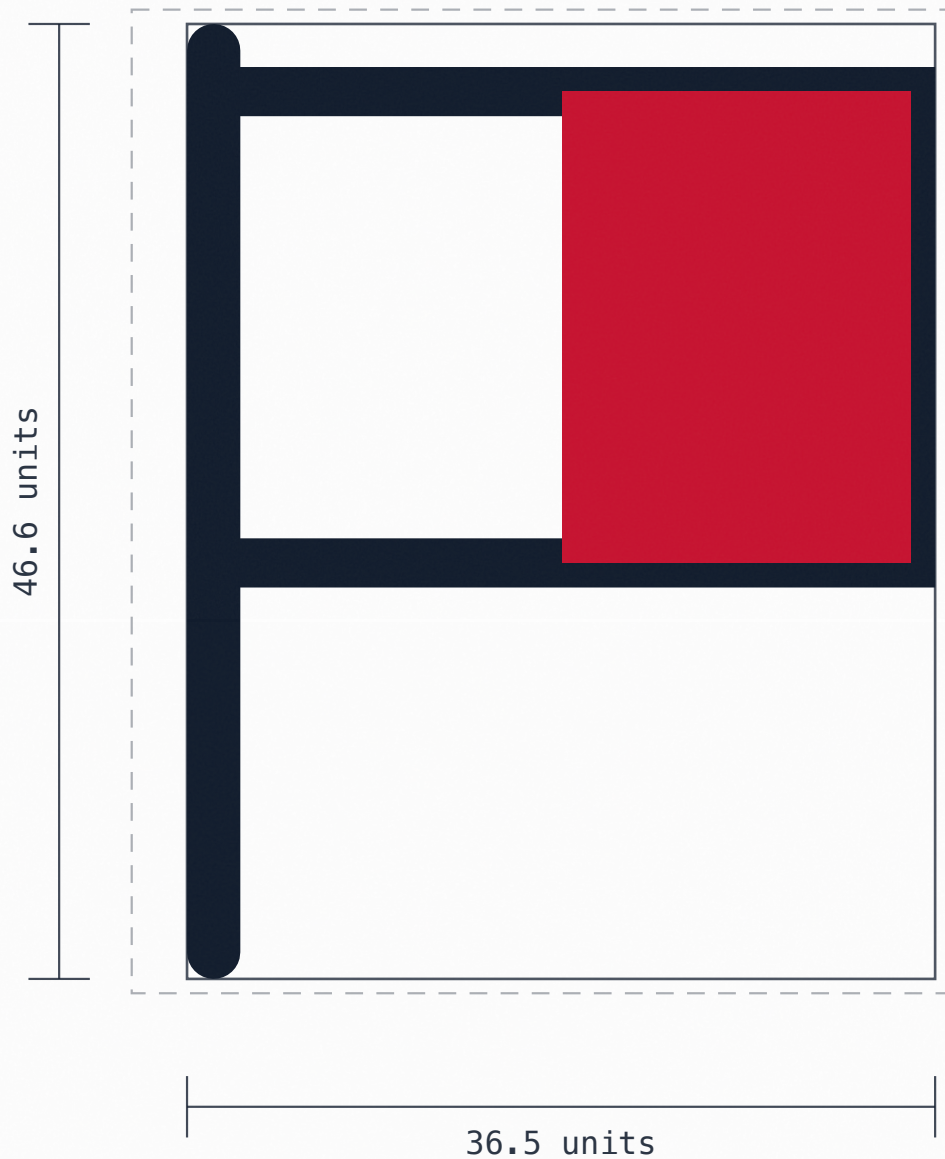
The tinted band, where the planner sits



Watermans
YACHT AGENTS

Header lockup

The flag beside Watermans in Archivio 500, with Yacht agents set as a port notice beneath



The flag on its 40 by 48 unit artboard. The staff is a 2.6 unit stroke with round caps from y 2 to y 46; the flag is a 34 by 23 unit rectangle with a 2.4 unit stroke; the red half is a 17 by 23 fill laid over the inner half of that stroke, so a thin line of ink stays around the red. The drawn ink measures 36.5 by 46.6 units.

ASPECT RATIO

0.78 : 1

Measured from the drawn path

ARTBOARD

40 × 48

viewBox units

DRAWN INK

36.5 × 46.6

STAFF STROKE

2.6

Round caps

FLAG STROKE

2.4

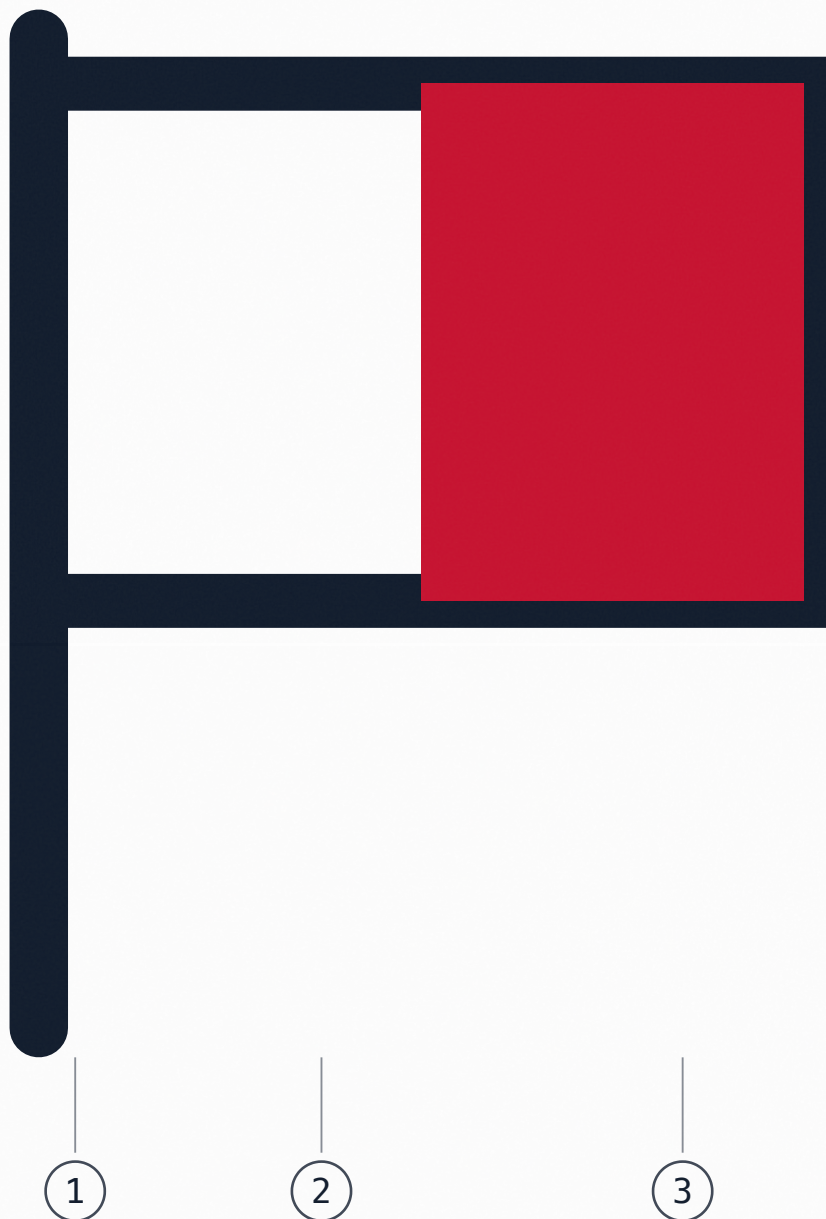
FLAG, OUTER EDGE

36.4 × 25.4

COLOURS

2

Ink or white, and signal red

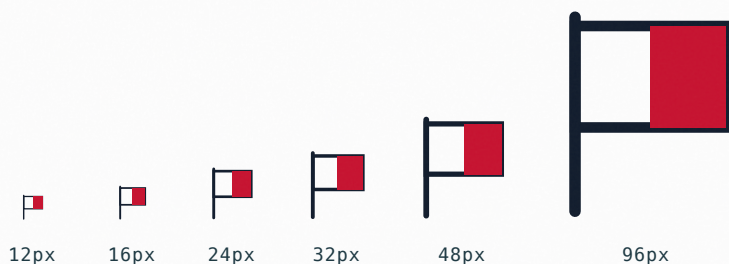


Three parts, each with a reason. The staff is what makes it a flag flown rather than a coloured rectangle.

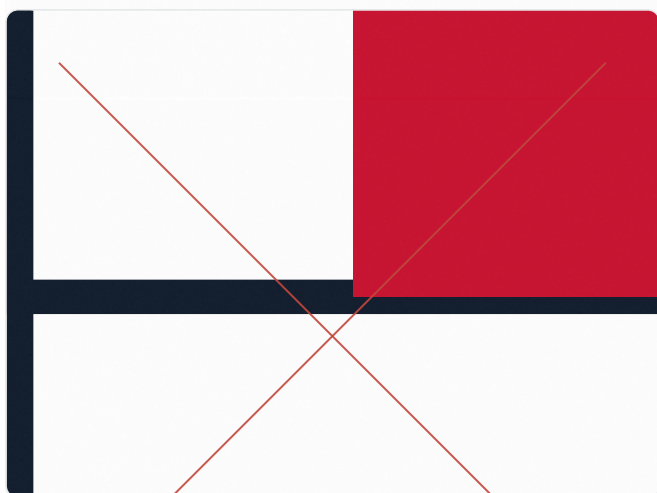
- 1 **The staff.** Runs 44 units with round caps. Its foot sets the baseline the lockup is measured to.
- 2 **The hoist.** The white half, left open as outline. On a white page the ground shows through, as it would on the flag itself.
- 3 **The fly.** The red half, filled in signal red, laid over the inner half of the outline.

The header lockup is measured in the browser rather than set by hand. On load, the narrower of the two lines is letter-spaced out to the width of the wider, never compressed, and the flag is scaled so that its top edge meets the cap line of Watermans and the foot of the staff meets the baseline

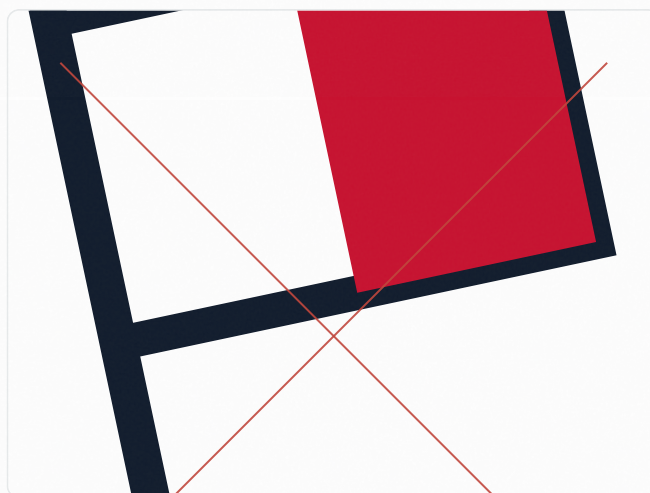
of Yacht agents. Both figures are read from the font's own metrics, because letter-spacing and font metrics cannot be known in CSS. The lockup therefore stays square at any size and in any fallback font.



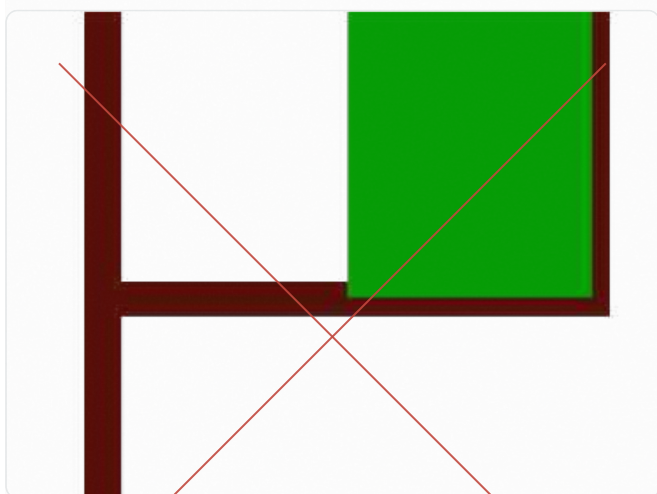
The mark at working sizes. The outline carries the white half, so below about 16 pixels the stroke begins to close the hoist and the flag reads as a red square on a staff. The favicon is therefore a separate drawing: the flag on a night square with the white half filled solid and a heavier 3 unit staff, so it holds at 16 pixels.



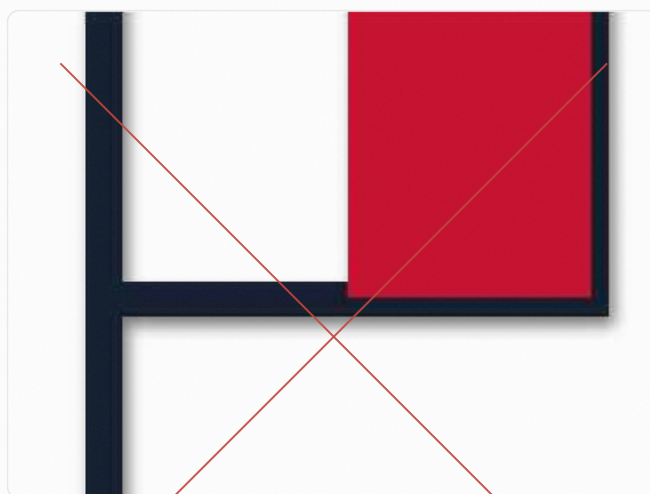
Never scaled on one axis



The staff stands upright. A flag at an angle is a flag being lowered



Ink or white, with signal red. No other colours

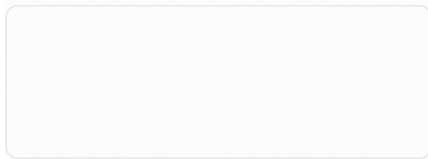


Line art. No shadows or gradients

03 Colour

The palette is monochrome, with blue and white. The tokens are named after the parts of an Admiralty chart: chart white for the paper, ink for the print, soundings and shoal for the two greys, datum for the rules that everything is measured from, and slack for the tinted band. One blue, pilot, is taken from the Foreland palette so that the two firms read as related.

Blue carries a meaning rather than a mood. It marks a deadline, a link or an action, and nothing else. A label that carries no time limit is set in grey. An earlier version held quiet labels in blue with reduced opacity; it measured 3.7 to 1 and spent the colour on things that did not need it, so it was changed to grey.



Chart

#FFFFFF

255, 255, 255

The page

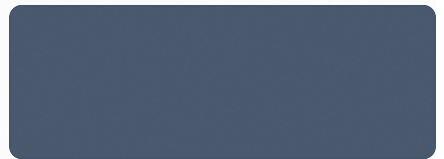


Ink

#0F1A2B

15, 26, 43

Type, heavy rules and the mark



Soundings

#47566C

71, 86, 108

Body copy

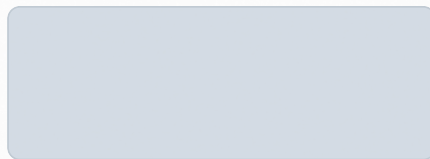


Shoal

#637082

99, 112, 130

Captions and quiet labels



Datum

#D5DDE6

213, 221, 230

Hairline rules between sections



Field

#7D8B9F

125, 139, 159

Form field boundaries and link underlines

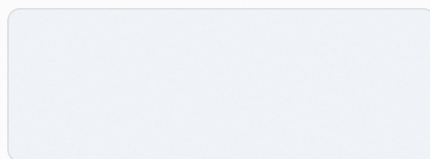


Pilot

#2F6096

47, 96, 150

Deadlines, links and actions



Slack

#F2F6FA

242, 246, 250

The tinted band



Night

#08182F

8, 24, 47

Photograph tint and dark bands



Signal

#C8102E

200, 16, 46

The flag, and the rule beside a form message

MEASURED CONTRAST

PAIR	SAMPLE	RATIO	WCAG 2.1
Ink on chart	Sample text	17.5:1	AAA
Soundings on chart	Sample text	7.5:1	AAA
Shoal on chart	Sample text	5.0:1	AA
Pilot on chart	Sample text	6.5:1	AA
Pilot on slack	Sample text	6.0:1	AA
Field on chart	Sample text	3.5:1	AA large
White on night	Sample text	17.8:1	AAA

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

Field is the one colour chosen for a threshold rather than a role. Form fields need a visible edge, and the rule for non-text contrast is 3 to 1, so field was set to clear that on both the white page and the slack band. It never sets text.

Photography runs as a navy duotone. Each photograph is taken to greyscale with a slight lift in contrast, then night is laid over it in the colour blend mode at 85 percent. Pictures from many different photographers, taken in different light, read as one set, and white type can sit on any of them.

THE DUOTONE

Filter	grayscale(1) contrast(1.08)
Overlay	Night, colour blend
Overlay opacity	0.85
Hero gradient	Night at 90%, 35%, 45%

WHERE COLOUR APPEARS

Blue	Deadlines, links, actions
Red	The flag and form messages
Photographs	Duotone, except where colour is the point
Focus ring	Pilot, white on night

04 Typography

The site uses one typeface, Archivo, with its width axis loaded. A ship carries her name across the transom in wide, flat letters because the transom is wide and flat, and a port notice is set narrow because the column is narrow. Archivo can do both from one file, so headings are widened to 112 and labels narrowed to 88, and the site needs no second family.

Getting there took three late trials. On the evening of 22 September the site was set in Caslon with Public Sans, then Public Sans alone at a light display weight, then Libre Franklin, all within nineteen minutes. Each was judged on the live pages against the tables and the planner, and each lost to the original. Archivo was restored with its original scale at 20:58.

Aa

Archivo

DISPLAY, READING, LABELS AND FIGURES

Variable, width 62 to 125

Widened to 112 for headings, narrowed to 88 for uppercase labels, and set at 108 with tabular figures for numbers that line up.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 & £ € , . ; : () “ ”

Pilotage at Falmouth is by zone.

ARCHIVO AT DISPLAY WEIGHT

STEP	SIZE	ROLE	FAMILY	WEIGHT	LINE HEIGHT	TRACKING	SET
Hero	clamp(2.2rem, 5vw, 5.6rem)	Page title on the photograph	Archivo	500, width 112	0.96	−0.025em	Aa
Statement	clamp(1.5rem, 2.7vw, 3.2rem)	The homepage statement	Archivo	500	1.1	−0.025em	Aa
Section	clamp(1.5rem, 2.2vw, 2.1rem)	Pilot-book headings	Archivo	500, width 112	0.96	−0.025em	Aa
Lede	1.25rem	Standfirst, in pilot blue	Archivo	400	1.5	–	Aa
Body	1.125rem	Running text, in soundings	Archivo	400	1.6	–	Aa
Label	0.8125rem	Uppercase port-notice labels	Archivo	400, width 88	1.4	0.16em	Aa
Caption	0.8125rem	Credits, sources and notes	Archivo	400	1.5	–	Aa

Above 1600 pixels the layout keeps growing, so the reading sizes grow with it: body to 1.25rem, lede to 1.5rem, captions and labels up a step. Scaling only the headings left the running text looking miniature on a wide display. Links are underlined at 1 pixel with a 0.22em offset rather than bordered, because a border belongs to the box and floats away from the word once the link is padded out to a thumb-sized target.

05 Layout

Everything that is not a photograph sits in a 110rem shell. Running text sits in its own centred reading measure inside it, 48rem wide and 55rem above 1600 pixels, because a 60 character column left-aligned in a wide shell leaves two thirds of the page empty and reads as unfinished.

Vertical spacing comes in three densities, and each one means something. Open is for a statement meant to be read slowly, standard is for reference matter, and tight is for lists and tables where the data is the point. Tinted bands and photographs run to the window edge while their contents re-centre on the shell.

BAND PADDING, DESKTOP

Open	5.5rem × 3rem
Standard	3.5rem × 3rem
Tight	2rem × 3rem

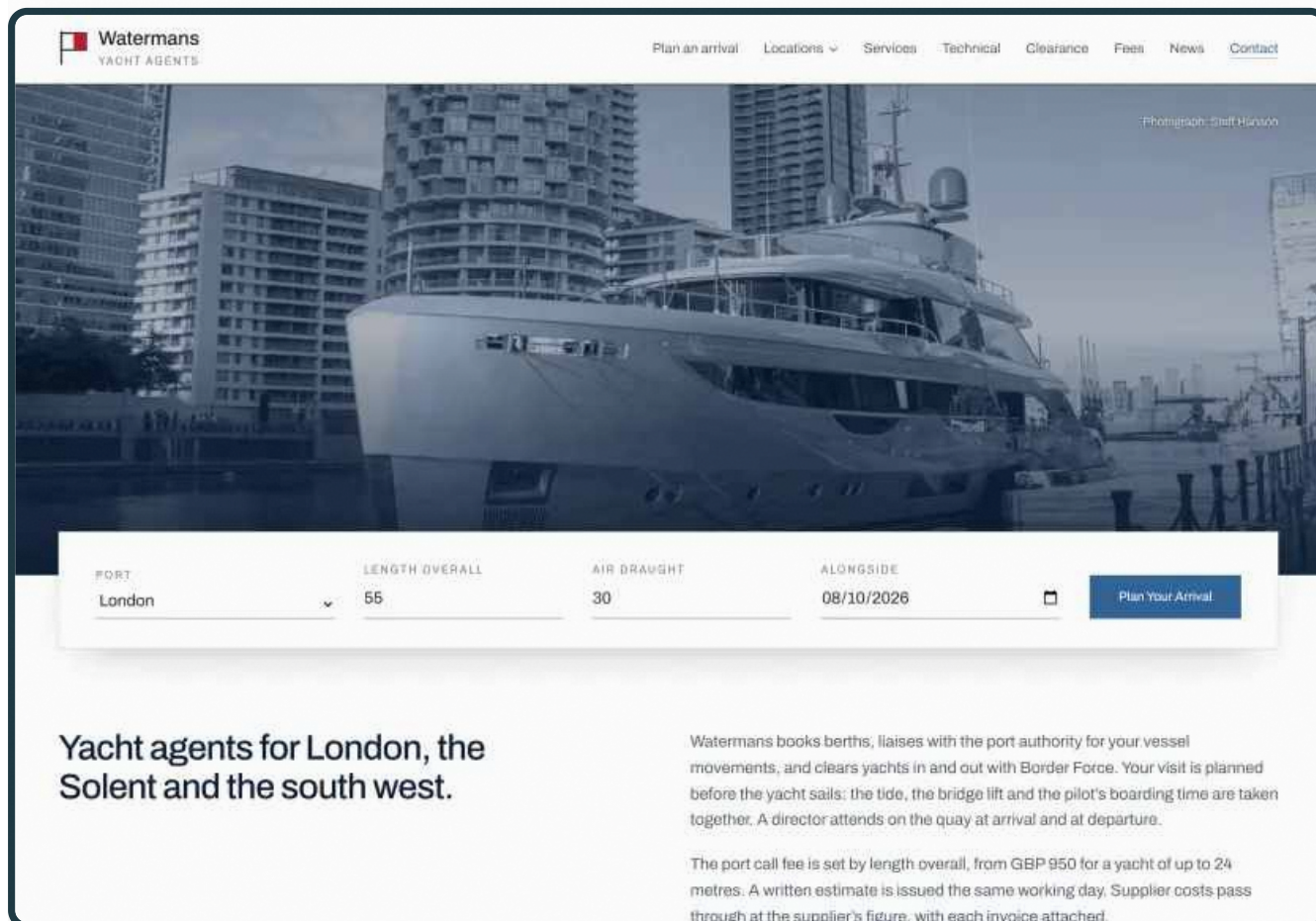
MEASURES

Shell	110rem
Reading measure	48rem
Tables	Scroll sideways on a phone
Rules	Datum hairlines, ink under the header

06 The site

The homepage opens on a photograph of a yacht alongside in London with the arrival bar laid across its foot: port, length overall, air draught and the date alongside. Those four answers are enough to plan the call, so the first thing a captain can do on the site is start.

Every port page follows one template, taken from the order a pilot book uses: brief, approach, pilotage, tides, berths, alongside, ashore and events. Running notes are short paragraphs, and anything a captain would look up stays a table. Each page carries a vector nautical chart, the next tides at its own station, and the sources the page was written from.



The homepage. The photograph is in the navy duotone and the arrival bar sits across its foot, so the first action on the site is planning a call

PAGE INVENTORY

Plan an arrival

Berths, notice deadlines and charges from four inputs

Nine port pages

London, Southampton, Portsmouth, Cowes, Poole, Dartmouth, Plymouth, Fowey and Falmouth, all on the pilot-book template

Services, technical, clearance

Prose beside photographs, alternating sides down the page

Fees

The port call fee by length overall, the further rates and two worked examples

From the Caribbean, the season

A landfall at Falmouth, and the year in British waters

Notices and news

Dated rule and port changes, each with its source

The firm, agents, contact

The directors, a page written to other agents, and the enquiry form

Watermans

YACHT AGENTS

Plan an arrival

Locations

Services

Technical

Clearance

Fees

News

Contact

Pilotage

Pilotage at Falmouth is by zone, as below. It is also compulsory in any zone for vessels carrying dangerous or polluting goods, or without corrected charts for the passage.

Falmouth Pilots monitor VHF 09, called on 16. They need 24 hours' notice of the ETA, confirmed one hour before reaching the pilot station. The station is 50°05'N 005°00.7'W for vessels of 180m and over, with a closer rendezvous for smaller vessels carrying charts and no hazardous cargo.

ZONE	COMPULSORY
A. North of Black Head to Dodman Point	Over 180m LOA
B. West of Rosemullion Head to 50°03.35'N 5°01.60'W	Over 30m LOA
C. North of Zone Point to Rosemullion Head, south of Messack Point to Penarrow Point, or within a mile of the shore	Over 75m LOA
D. North of Messack Point to Penarrow Point	Over 50m LOA
Penryn River, west of Prince of Wales Pier to Flushing New Quay	Over 60m LOA; over 50m west of Sailors Creek

Falmouth Harbour Pilotage Directions, in force from 1 May 2025

Tides

TIDE	HEIGHT OR TIME
HW Dover	-0610
MHWS	5.3m

Falmouth on the pilot-book template. Notes beside the heading, figures in a table ruled in pilot blue, and the source and its date under the table

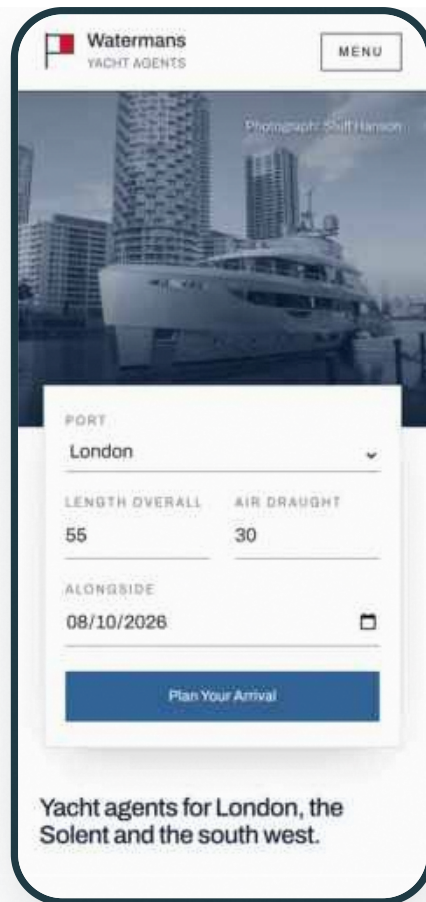
Fees

The port call fee is set by length overall and excludes VAT.

Port call fee

LENGTH OVERALL	GBP
Yacht to 24m	950

The fees page. The fee is stated by length overall and excludes VAT, with the table set in the same style as the pilotage tables



The same site at 390 pixels

07 The arrival planner

The planner is the reason the site exists in this form. A captain chooses a port and enters the length overall, the air draught, where the pilot boards and the time alongside. The planner returns the berths that can take the yacht, with the ones that cannot struck through and the reason given, every notice deadline as a date and time counted back from arrival, and the charges line by line.

Every figure is published. London pilotage comes from the Port of London Authority's schedules of rates and charges, berth limits from PLA mooring information and the operators, and the notice periods from the port's own rules. All of it lives in one file, which is revised each January when the tariff changes, and nothing else on the site needs touching.



[Plan an arrival](#)[Locations](#)[Services](#)[Technical](#)[Clearance](#)[Fees](#)[News](#)[Contact](#)

Plan an arrival

Select the port, then the length overall and the date alongside.

PORT

London

▼

[Pilotage notes, charts and tides for London are on the London page.](#)

LENGTH OVERALL

55

Metres

AIR DRAUGHT

30

Metres, for Tower Bridge

ARRIVING

From sea

Where the pilot boards

ALONGSIDE

08/10/2026, 10:00

Local time

Berths

Greenwich Ship Tier

Tier below the bridge. Tender to the shore...

225m

Tower Bridge Upper

Tier in the Upper Pool, above the bridge. Bridge lift required.

155m

George Stairs Tier

Tier below the bridge. No lift.

120m

St Katharine Docks

Too long by 13m.

43m

Notice

Tier booking

TUESDAY 8 OCTOBER AT 10:00

Booked with the mooring operator. Late cancellation charged.

Tower Bridge lift

WEDNESDAY 7 OCTOBER AT 10:00

In yelling. No charge.

Pleasure craft report

No fixed deadline.

Submitted to Border Force 2 to 24 hours before sailing for the UK and again before leaving.

Charges

North East Spit to Gravesend

698

Gravesend to Sector D

768

Pension fund levy, 5 per cent

73

Boarding and landing

366

Pilotage inbound

1,925

Round trip

3,850

Port call fee, 50 to 65m

2,100

Mooring

On application

Tower Bridge lift

No charge

A 55 metre yacht with a 30 metre air draught arriving in London. St Katharine Docks is struck through as too long by 13 metres; the deadlines in pilot blue are the ones with a time limit

LONDON RULES THE PLANNER APPLIES

Pilotage compulsory	Over 40m
Bridge lift	Air draught of 9m or more
Tier booking	48 hours before
Bridge lift request	24 hours before
Pension fund levy	5%

LIVE DATA

Tower Bridge lifts	Published schedule, cached an hour
Tides	UKHO Admiralty tidal API
Charts	savvy navy vector chartlets
Output	Indicative, and says so

Both live sources fail quietly. There is no official API for Tower Bridge lifts, so the schedule is parsed from the published page; if that page changes shape the parser returns nothing and the panel disappears rather than showing something wrong. The tide panel carries the Admiralty's statement that the data is for planning and not for navigation, and that line stays.

From the planner, Request this estimate carries the port, length, air draught and time alongside into the enquiry form, so the captain does not type them twice.

08 The build

PAGES

Next.js 16 App Router

Static pages, rendered at build

Pilot-book template

One component for every port

Tailwind v4 tokens

The chart palette as theme variables



DATA

arrival.ts

Tariffs, berth limits and notice rules, revised each January

Tower Bridge lifts

Parsed server side, cached for an hour

Admiralty tides

Next tides at each port's station



REACH

Enquiry form

Built on Resend, prefilled from the planner

Structured data

Service, Place, FAQ, breadcrumb and news schema

Answer engines

llms.txt, named crawlers in robots, IndexNow

No database and no CMS. Every figure on the site sits in a source file with the date it was checked, so a change is a commit with a history.

- Every port page answers the questions a captain asks in a set of FAQs, shown on the page and marked up, so search engines and answer engines quote the page rather than paraphrase it.
- Preview cards are generated for each page on the night ground with the wordmark and the page title, so a link shared in a message says what it opens.
- Photographs are credited on the image and listed with their licences in the repository. Commons downloads are opened and decoded before they ship, because a truncated file can pass a size check.

- Tables wider than a phone scroll sideways, with the right edge faded as the only cue that there is more.

WHAT THE HOMEPAGE WEIGHS

Transferred	1.6MB
Requests	53
DOM nodes	299

WHEN IT PAINTS

First contentful paint	196ms
Largest contentful paint	384ms
Load complete	359ms

Measured on 24 September 2026 by loading www.watermansagency.com/ 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.

The project README still describes the Foreland Group rebuild of 21 September, with Nunito Sans and a navy ground. The site moved on from that within three hours. The tokens in `globals.css` are the source of truth, and they are what this document records.