peters &may GROUP
BESPOKE LOGISTICS

VERSION 2.0 · WORKING DRAFT
JULY 2026

PETERS & MAY

Brand Guidelines

One identity, three customer-facing divisions. A working document for every office, division, supplier and agency.

Approved Group policy, replacing the 2016 guide.

SUPERSEDES
FEBRUARY 2016

01 · HOW TO USE THIS DOCUMENT

Standards here, facts in the appendix

Brand standards change rarely. Company information changes constantly. The two are separated deliberately: pages 3 to 21 hold the standards, Appendices A and B hold the dated facts and the request routes — offices, certifications, live channels, boilerplate and approvals — and the last page closes with a two-minute checklist. Quote the appendix, never this section's body copy, when you need a number.

WHAT THIS DOCUMENT DOES NOT DO

It does not create service-level promises. Commercial terms, transit times and liabilities live in contracts, not in brand guidance.

It does not replace legal or compliance review for claims, certifications or comparative statements.

It does not describe artwork that does not exist. Every lock-up shown on pages 6 and 7 is a file you can request today.

It does not fix a house style so tightly that a clear quotation, report or dashboard becomes impossible.

Owner: Group Marketing, UK head office. Review cycle: annual, or whenever the architecture or artwork changes. Questions and exceptions: marketing@petersandmay.com.

Appendix A — Factsheet, boilerplate, memberships
Appendix B — Approval routes
Closing page — Before it goes out

02 · BRAND PROMISE

We bring experienced thinking to complex logistics

The promise is consultative, not transactional. Clients arrive with a vessel, a deadline, a border or a complex lift, and leave with a considered plan and someone accountable for it. Everything we write should sound like the people who solve that problem, not the people who move the box.

Expertise

Specialists who have done this before, and can say why it matters.

Consultation

We ask before we quote. The brief is part of the service.

Foresight

Naming the risk early — season, port, permit, weather, paperwork.

Control

Experienced teams, trusted partners, specialist equipment and coordinated documentation at the points that matter.

Confidence

The client has greater clarity about what happens next.

SUPPORTING CHARACTERISTICS

Global, personal, reliable and precise describe how we work. They support the five principles; they do not replace them. Avoid using them as a headline on their own — they are claims every competitor makes.

USING THE PROMISE

"We bring experienced thinking to complex logistics" is a positioning line for internal alignment and considered use in literature. It is not a strapline to lock up with the logo.

DECISION NEEDED — STRAPLINE

"Exceeding expectations in bespoke logistics" is still in use but reads as a claim rather than a character. The replacement has to work for a superyacht, a workboat and a pallet alike, and sound like people rather than a category. Five candidates for the directors to choose from, lead option first:

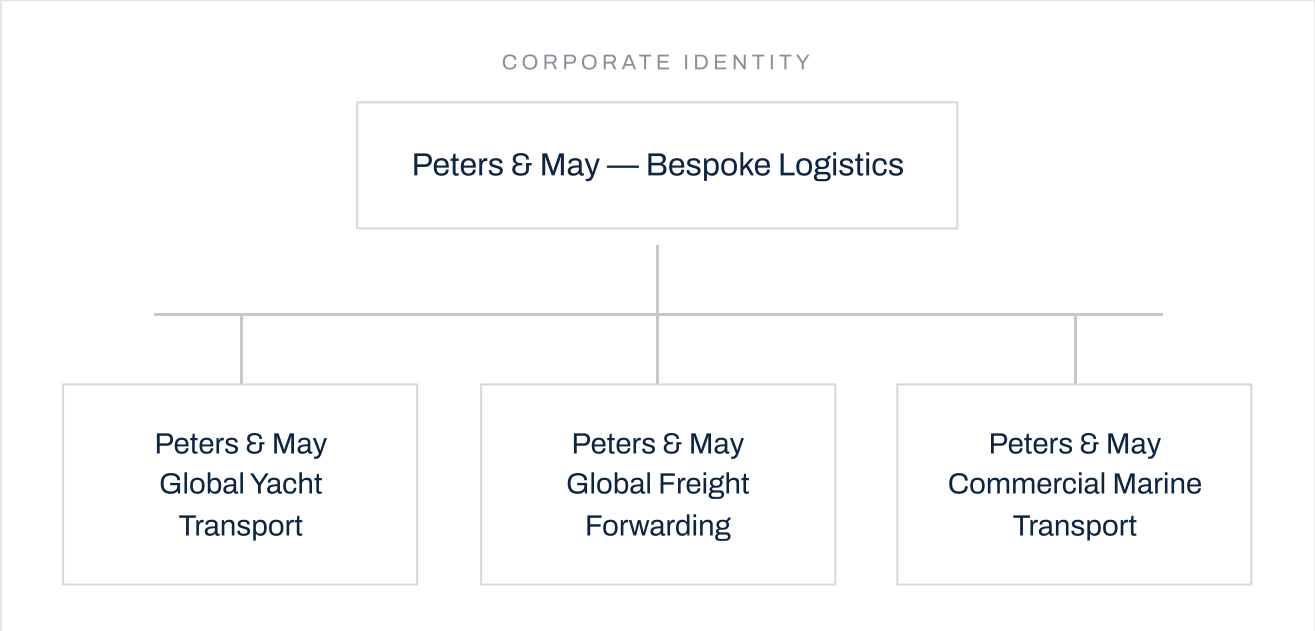
Specialist thinking. Global delivery.

Experienced thinking. Complex logistics.
Global logistics. Personally managed.
Planning. Performance. Peters & May.
Precision. Performance. Peters & May.

03 · BRAND ARCHITECTURE CURRENT STANDARD

One brand, three divisions

Peters & May is a single brand. The corporate identity carries the company; the three divisions name the customer-facing specialisms. Four current lock-ups in total, plus the Netherlands transition mark on page 19. No additional Peters & May brand or logo identity may be created without Group approval.



Which identity to use

Divisional where the audience is buying that specialism. Corporate where the audience is buying the company — corporate, careers, finance, partnerships.

Other activities

Automotive, motorsport and project work are described in copy under the division that delivers them. CEC Couriers is the exception: a separately branded business with its own identity and website.

No new brands

New sectors, campaigns, products and offices work within these four lock-ups. No additional brand or logo identity may be created without Group approval.

04 · THE FOUR LOCK-UPS

The lock-ups we hold today

A lock-up is the logo as supplied — tile, wordmark and descriptor line locked together as one piece of artwork, never rebuilt or retyped. Four are held by marketing. Names are confirmed; one descriptor still needs amending on artwork. Each exists stacked and horizontal, positive and reversed. Request them rather than lifting them from a document or a website.



Bespoke Logistics — the corporate logo

The default. General shipping and anything that is the company rather than one service.

APPROVED ARTWORK



Global Yacht Transport

Sail, motor and superyacht movements for owners, builders and brokers.

APPROVED ARTWORK



Freight Forwarding

Multimodal freight, customs, documentation and warehousing.

PENDING DESCRIPTOR UPDATE



Commercial Marine Transport

Workboats, energy, salvage and project cargo. Note the tile is dark with a propeller motif.

PENDING DESCRIPTOR UPDATE

One lead lock-up per external communication. Divisional lock-ups may appear together only where the purpose is to explain the Group structure, and then to an approved layout.

Icon-only use. The tile is used alone in favicons, app icons and social avatars. Any wider use of the tile without the wordmark is PROPOSED STANDARD.

05 · LOGO VERSIONS

Stacked first, horizontal where it has to be

The stacked lock-up is the primary form and should be used wherever the space takes it. The horizontal lock-up is for shallow or wide spaces — website headers, email signatures, banners. Both exist positive and reversed; use reversed on navy and on darkened photography.



Stacked, positive. Default. Documents, covers, stationery, light layouts.



Stacked, reversed. On navy, deep navy, or photography darkened for the purpose.



Horizontal, positive. Shallow spaces only.



Horizontal, reversed. Website header, signatures, dark banners.

Minimum sizes. Stacked 28 mm or 110 px wide; horizontal 40 mm or 160 px; divisional lock-ups 45 mm or 200 px, because of the sector line. PROPOSED STANDARD — these need a print and screen test before they become standard.

Clear space. Keep clear space on all four sides equal to the height of the ampersand. Never stretch, rotate, recolour or add effects, and never rebuild the wordmark in another typeface.

06 · NAMING AND TERMINOLOGY

One name per division, written the same way everywhere

Names appear in contracts, quotations, invoices, email footers and search results, where inconsistency costs more than it does in design. The table records the confirmed written name against the wording on artwork.

WRITTEN NAME	WORDING ON ARTWORK	ACTION
Peters & May	GROUP · BESPOKE LOGISTICS	Confirmed: "Group" is not used in the written name; remove it from artwork
Peters & May Global Yacht Transport	GLOBAL YACHT TRANSPORT	Matches — no action
Peters & May Global Freight Forwarding	GLOBAL FREIGHT FORWARDING	Matches — no action
Peters & May Commercial Marine Transport	COMMERCIAL TRANSPORT	Confirmed name — add "MARINE" to artwork
Peters & May Netherlands	NETHERLANDS · YOUR TRANSPORT PARTNER	Legacy transition mark — for retirement, see page 19

House style

"Peters & May" with an ampersand, in full on first mention. "P&M" internally and in file names only. British English is the Group master style; approved localised content may use regional spelling where it aids the audience, provided terminology and meaning stay consistent.

Words we do not use for ourselves

"Sub-brand" — they are divisions. "Agent" where we mean partner. "Shipping line" — we are not one. Retired division names should not reappear in new copy.

Legal entity names on contracts and invoices are set by Finance and are not the brand names above. Never substitute one for the other.

07 · COLOUR

Navy leads, blue accents, red and grey stay in the mark

Ensign Navy carries the brand; white is the working surface. Peters & May Blue — the blue in the logo tile — is the single accent. Red and grey stay in the logo artwork.

Ensign Navy
#0B2545
C100 M85 Y45 K45
R11 G37 B69

Deep Navy
#071A2E
C100 M85 Y50 K65
R7 G26 B46

Slate Navy
#1B3A5B
C95 M75 Y35 K25
R27 G58 B91

P&M Blue
#007DC5
C100 M40 Y0 K0
R0 G125 B197

White
#FFFFFF
C0 M0 Y0 K0
R255 G255 B255

Mist
#E3E6E9
C10 M6 Y5 K0
R227 G230 B233

Harbour Grey
#8A9099
C48 M35 Y30 K5
In the artwork band and UI

Ensign Red
#ED1C24
C0 M100 Y100 K0
In the artwork only

Working proportion

Navy-led for brand and marketing material; white-led for documents, quotations and dashboards, where legibility comes first. No fixed percentages.

Functional colour

Reports and interfaces need status colours. Take green, amber and grey from the approved digital token set — not from the divisions' identities — apply them consistently, always alongside a word or symbol, and keep brand red out of it.

Legacy palette

Gradients, superyacht gold and racing yellow belonged to the 2016 architecture. Retiring them formally is PROPOSED STANDARD; existing stock need not be reprinted.

Pantone and coated/uncoated equivalents for the navies are not yet matched; marketing will issue them with the print pack.

08 · TYPOGRAPHY

One system, three tiers of use

One system, already in use. League Spartan — the face on our social titles — sets headlines; Archivo does all working type; Arial stands in where fonts cannot be installed. Both are open-licensed, so every office and supplier can install them at no cost.

LEAGUE SPARTAN · HEADLINES, TITLES, SOCIAL

Experienced thinking, complex logistics

ARCHIVO · BODY, LABELS, TABLES, INTERFACE

Yacht, freight and commercial marine transport

Brand and marketing

League Spartan headlines, Archivo body. Literature, advertising, websites, social, campaign and event material.

Presentations and reports

Archivo throughout is acceptable, and often better — dense figures and long tables read more evenly in one family.

Operational documents

Quotations, bookings, customs paperwork and email: Arial. Never delay a document over a font.

Both families are released under the SIL Open Font License: free for print, web and client-facing use, with no seat licence to buy. Marketing holds the installation files. Myriad Pro is retired on approval.

Practical minimums. 10pt for print body, 16px for screen, 18pt on slides. Sentence case for headlines; wide-tracked capitals for short labels only.

PT Sans stays in the logo. The wordmark is drawn from PT Sans and supplied as artwork. It is not a document font — never retype the logotype.

09 · LAYOUT PRINCIPLES

Principles, not prohibitions

Marketing material and working documents have different jobs. A campaign page can afford one idea and a lot of space; a quotation, a sailing schedule or an operations dashboard cannot. Judge a layout by whether the reader can act on it.

Hierarchy before decoration

Lead with the thing the reader needs first. Structure with rules, space and weight before reaching for panels or colour.

Marketing: one idea per page

A guiding principle for literature, advertising and campaign slides — not a rule for documents that must carry detail.

Cards and fills where they help

Subtle panels, light row banding and rounded corners are allowed in reports, dashboards and quotations when they aid scanning. Keep them quiet: mist fills, hairline borders, no shadows or gradients.

Grid

Twelve columns with a 4 mm gutter suits A4; use whatever column count the content needs, and keep the outer margin generous enough to bind and hole-punch.

WORKING EXAMPLE — SCHEDULE TABLE

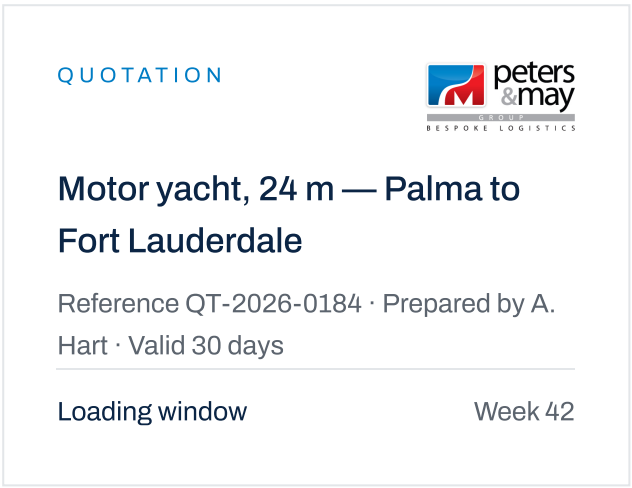
Route	Division	Window	Status
Palma — Fort Lauderdale	Yacht	October	Open
Rotterdam — Lagos	Commercial Marine	November	Limited
Southampton — Antigua	Yacht	December	Enquire

Header fill and one banded row are fine here — they help the eye track across four columns. Figures right aligned; status words, not colour alone, so the table survives mono printing.

10 · DOCUMENTS AND PRESENTATIONS

Quotations, reports, slides





Quotations

Reference, preparer, validity and scope visible on page one. Stacked lock-up top right. Arial, 10pt minimum.

Reports

White pages, navy headings, repeating table headers, page numbers. Detail is welcome — density is not a fault.

Slides

16:9. Navy title slides, light content slides, 18pt minimum. Divisional lock-up on divisional decks.

Templates in PowerPoint, Word and Google formats are approved for build and follow this system. Apply the palette and type to the templates already in use while the new set is issued.

11 · PHOTOGRAPHY AND IMAGERY

Our own work first, cleared imagery second

Peters & May photography of real movements is the strongest asset we have and should lead wherever it exists. Client, partner, event, yard and licensed stock imagery may all be used where it is relevant, accurate and rights-cleared — with permission recorded before publication.



Operations. Daylight, wide, the scale of the lift visible.



Vessels. Level horizon, restrained grading, no heavy filters.



People. Working rather than posed; named where consent allows.

Rights and records

The approved asset library records source, usage permission and any expiry or restriction. Anyone submitting new imagery confirms that Peters & May has permission to use it. Client vessels need the owner's or broker's agreement — commercially sensitive movements may not be publishable at all.

Text over image

Use a navy scrim, a solid panel beside the image, or pick a frame with space in it. What matters is contrast, not the device.

Captions carry vessel, location and date wherever known. If an image shows a movement we did not perform, the caption must not imply otherwise.

12 · AI AND GENERATIVE CONTENT

Useful in the drafting, never in the evidence

AI tools are part of normal work. The line that matters is documentary: generated imagery must never be presented as a record of Peters & May work, a real vessel, a real port or a real person. Human review is mandatory before anything is published or sent to a client.

REASONABLE USE

- Drafting, summarising, translating and proofing — edited and approved by a person.
- Retouching our own photography: dust, reflections, straightening, background cleanup — never altering the cargo, equipment, PPE, lifting method, safety conditions or operational facts shown.
- Diagrams, abstract graphics and concept visuals that make no documentary claim.
- Research, transcription, internal notes and first-pass analysis.

NOT ACCEPTABLE

- Generated imagery shown as a Peters & May movement, vessel, cargo, port or colleague.
- Invented clients, quotes, testimonials, case studies or figures.
- Generated logos, marks or letterforms, including redrawing ours.
- Publishing or sending copy no colleague has read.

Confidentiality

Do not enter non-public or commercially sensitive information — client and vessel details, routes, rates, contract terms — into unapproved tools. Use company-approved accounts.

Labelling

Concept and illustrative visuals are captioned as such. If a reader could mistake it for evidence, label it or do not use it.

Record

Record the tool and the nature of the alteration for published AI-generated visuals and materially altered documentary imagery. Drafting and spellchecking need no record.

The approved-tool list and any client disclosure requirement sit with IT and Legal — see Appendix A. This section is Group policy.

13 · HOW WE WRITE

Consultative, specific, unhurried

SIX RULES

1. Show the thinking. Say why a route, a season or a method is the right one.
2. Be specific where you can be, and silent where you cannot verify.
3. Active voice, short sentences, no jargon a captain or shipper would not use.
4. Address one reader. "Your yacht", not "clients' vessels".
5. British English; "Peters & May" in full on first mention.
6. No claim without a verified source — see page 17.

RATHER THAN

~~World-class seamless logistics solutions~~

Complex movements, planned properly

~~Unrivalled global network coverage~~

Our own offices in the markets that matter, and partners we have worked with for years

~~We are passionate about exceeding expectations~~

We will tell you what the risk is before you book

The approved Group boilerplate is held in Appendix A, page 25, because it contains company facts that change. Do not write a new boilerplate for a press release, a partner listing or an event programme — request the current dated version.

A paste-ready brand summary for AI drafting tools sits on page 15. It carries the same rules in a form a tool can follow.

14 · BRAND SUMMARY FOR AI TOOLS

Give the tool the rules first

Colleagues will use AI tools with or without guidance. This block sets the brand context so a first draft arrives closer to the mark. It deliberately contains no company statistics — those come from the factsheet, verified, at the point of use.

```
Brand: Peters & May — bespoke logistics group.
Promise: we bring experienced thinking to complex logistics.
Divisions: Global Yacht Transport · Freight Forwarding ·
  Commercial Marine Transport. One Group identity above them.
Principles: expertise, consultation, foresight, control, confidence.
Supporting: global, personal, reliable, precise.
Audience: yacht owners, captains, brokers and manufacturers; commercial
  marine and project teams; freight, customs and industrial clients;
  partners and colleagues.
Voice: British English. Consultative, specific, unhurried. Active voice.
Avoid: hype, superlatives, exclamation marks, emoji, "seamless",
  "solutions provider", "world-class", "revolutionary".
Colour: navy #0B2545, white, accent #007DC5. Red is logo only.
Type: League Spartan headlines, Archivo working type, Arial fallback.
Never: state any company figure, office count, volume or certification —
  leave a placeholder for the factsheet;
  generate imagery presented as real Peters & May work;
  invent clients, quotes or case studies; redraw the logo.
```

Marketing holds this as a text file alongside the colour and type tokens, so it can be pasted into AI tools, design systems and website briefs without retyping.

15 · CO-BRANDING AND PARTNERS

Partners, agents, events and sponsorship



EQUAL OPTICAL WEIGHT · DIVIDED BY A HAIRLINE · CLEAR SPACE TO THE AMPERSAND'S HEIGHT ON BOTH SIDES

Optical, not measured, balance

Match the visual weight of the two marks rather than their pixel widths. Never place a partner mark inside our tile or lock it to our wordmark.

Order

Host first. On our own material Peters & May leads; on a client's or event's material we follow their system, using our supplied artwork unaltered.

Agents and partners

Partners may not incorporate Peters & May artwork into their own permanent identity, stationery or signage unless the relationship agreement expressly permits it. Approved descriptions — official logistics partner, exclusive agent, strategic partner, in partnership with, supported by, sponsor — are agreed in writing and not improvised.

Sponsorship and events

Supply artwork through marketing, with the minimum sizes on page 6 stated to the organiser. Check the reproduction before it goes to print.

Any use of our marks by a third party needs written permission from Group Marketing. Any use of a third party's marks by us needs theirs — keep the approval with the artwork.

16 · CLAIMS, LEGAL AND APPROVALS PROPOSED STANDARD

Who signs off what

MATERIAL	APPROVER	BEFORE
New artwork, templates, campaigns	Group Marketing	Design starts
Shipment facts and operational detail	Lead operator or project owner	Publication
Technical statements	Divisional or technical specialist	Publication
Client, vessel and identifiable cargo use	Account owner, plus client permission where required	Publication
Press releases and corporate statements	Group Marketing plus senior owner	Issue
Sustainability claims	Sustainability owner plus Marketing	Publication
Company figures and certifications	Factsheet owner	Use in any copy
Service, liability or insurance statements	Legal / Commercial	Publication
Comparative or "leading" claims	Legal + Group Marketing	Drafting is finished
Third-party or partner co-branding	Group Marketing	Artwork is issued

Claims rule

If a statement cannot be sourced from the factsheet, a contract or a certificate, it does not go out — volumes, tonnages, rankings, "largest", "only", or any implied guarantee of transit time or condition.

Certifications and memberships

Show a membership logo only while it is current and in the form the issuing body permits. Lapsed accreditations come off all live material — see page 26.

Approved. Role titles above are the named owners until the Group nominates individuals.

17 · ACCESSIBILITY

Readable by everyone who has to act on it

Contrast

Body text reaches 4.5:1 against its background, large headings 3:1. Navy on white and white on navy are expected to pass at standard text sizes, subject to final contrast testing against the confirmed colour specification and font weights. P&M Blue on navy fails — do not set it.

Never colour alone

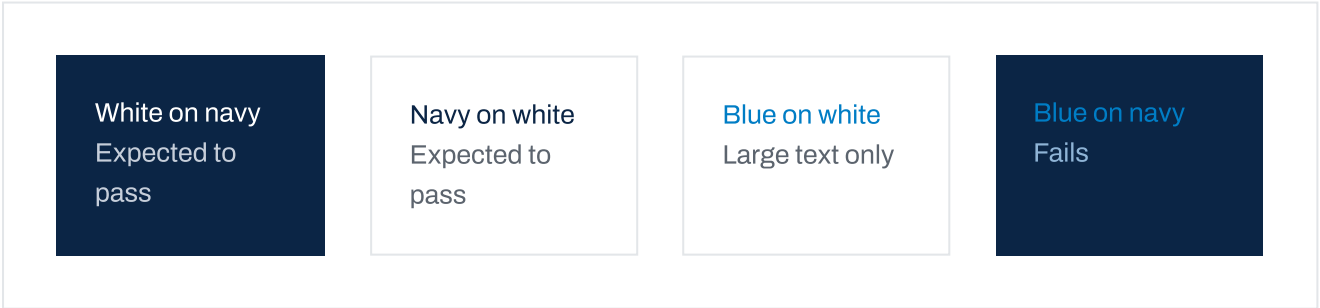
Status, availability and warnings carry a word or symbol as well as a colour, so they survive mono printing and colour blindness.

Digital

Real text rather than text in images; alt text on meaningful images; captions or transcripts for meaningful video; visible focus states; 44 px minimum touch targets; forms that work by keyboard.

Documents

Tagged PDFs where the tool allows, real table headers, and nothing critical hidden in 7pt small print. 10pt is the floor for anything a client must read.



The website's target compliance level is WCAG 2.1 AA; any further legal accessibility obligation by market sits with Legal and the web team.

18 · LOCALISATION

One system, local languages

Offices translate copy and quote local units, currencies and formats. The identity, palette, type and division names do not change with the market, and no office creates a local mark or strapline of its own.

What localises

Language, contact details, units, dates, currency, and the examples used.

What does not

The marks, palette, typography and division names. No new local marks or straplines.

Translation quality

Machine translation may draft; a fluent colleague or professional translator approves client-facing copy.



LEGACY — FOR RETIREMENT

The Netherlands lock-up is a transition mark, not a system variation

It exists because Transport Partners merged into Peters & May, and "your transport partner" carried that goodwill across for clients who knew the old name. That job has a natural end. It is not a template: no other market gets a local line, and the mark should not appear in new templates, campaigns or the website while it is being wound down.

DECISION NEEDED — set a retirement date for the Netherlands lock-up, after which the market uses the standard divisional lock-ups with Dutch-language copy. Existing stationery, signage and vehicle livery run to natural replacement rather than being reprinted.

19 · WEBSITES, SOCIAL AND EMAIL

Channels as they stand today

How we operate digitally. The live inventory of websites, social accounts and approved tools is on page 26; this page sets the rules that apply to all of them.

Websites

petersandmay.com carries the Group and all three divisions. Where a division also runs its own domain, both use this design system and consistent copy — one brand, more than one door.

Social accounts

Group-level accounts are the default. Any divisional or regional account needs an owner, a purpose and marketing's agreement; dormant accounts should be closed or handed back.

Avatars and covers

Subject to approval of the small-format tile asset, social avatars use the supplied icon-only version, with a navy cover carrying the reversed lock-up. Same artwork on every platform, so search results look like one company.

Email signature

Arial, one lock-up image, name, role, office, phone, site, and the legal footer Legal supplies. No campaign banners, quotations or social icons.

Name Surname
Role · Office

GLOBAL YACHT TRANSPORT
peters&may
WWW.PETERSANDMAY.COM

T +00 (0) 000 000 0000 · M +00 (0) 0000 000 000
Office address, city, country
petersandmay.com

Legal footer as supplied by Legal — entity name, registration and confidentiality wording.

20 · WORKING WITH THIS BRAND

The short version

DO

- Use one of the four approved logos — corporate for anything company-wide, divisional where the audience is buying that service. Request the file from marketing.
- Lead with navy for brand work, white for documents.
- Show the thinking — expertise, foresight, control.
- Take figures from the dated factsheet.
- Let a document be dense when the reader needs detail.
- Ask when this document does not answer the question.

DO NOT

- Invent a division, badge, strapline or local mark.
- Quote a statistic, certification or volume from memory.
- Present generated imagery as our work.
- Rebuild the wordmark or recolour the tile.
- Promise a transit time, condition or liability in marketing copy.
- Treat red as a layout colour.

If a rule here stops you doing something the work genuinely needs, say so. This page is usually where the next revision starts.

APPENDIX A · COMPANY FACTSHEET

Maintained separately, dated on every issue

Every company fact lives here, with an owner and a date. Nothing in this appendix has been carried forward from the 2016 guide. Each field is completed and signed off by its owner before any of it appears in copy, a boilerplate, a pitch or a website.

FIELD	STATUS	OWNER
Founding year and how it is expressed	Confirmed — 1973. Express as "since 1973" or "over 50 years"	Group
Number of offices and locations	Confirmed — 13 offices, plus a partner office in Brazil	Operations
Partner and agent territories	Confirmed — partner and agent territories worldwide	Commercial
Annual volumes by division	Outstanding — no figure used until divisional heads confirm	Divisional heads
Certifications, accreditations, memberships	Confirmed — seven, listed on page 26	Compliance
Live websites and domains	Confirmed — six live, listed on page 26	Marketing
Active social accounts and owners	Confirmed — seven platforms, page 26	Marketing
Approved AI tools and accounts	Confirmed — Claude, one Group account	IT and Legal
Group and divisional boilerplates	Approved — Group boilerplate, page 25	Marketing
Legal entity names by market	To confirm	Finance and Legal

Issue date, version and owner appear at the head of the factsheet itself. Anything quoting it should cite that date, so a reader can tell how current the figure is.

APPENDIX A · REGISTERED DETAILS AND LEGAL WORDING

Copy legal wording exactly

Legal wording is not copy. It is not shortened, rewritten, modernised or reused for another entity. Where details vary by entity, office or market, each approved version is listed separately with its own owner and date.

Peters & May Limited

Unit 9 Goodwood Road
Eastleigh
SO50 4NT
United Kingdom

VAT registration number: GB 314 158 972
© Peters & May. All rights reserved.
Company registration number: outstanding — Finance

The registered address is never replaced with an operational or regional office address unless Finance confirms it is also the registered address for that legal entity.

RECORD FOR EACH LEGAL ENTITY

Approved email footer — exact wording
Approved document footer — exact wording
Applicable trading conditions
Confidentiality wording
Privacy wording
Effective from / last reviewed
Approved by: Legal and Finance

APPROVED HERITAGE STATEMENT

"Peters & May has provided specialist logistics services since 1973."

Preferred wording.

"Peters & May has roots in specialist logistics dating back to 1973."

Where greater historical qualification is needed.

Do not use "founded in 1973" until the legal and historical record supports that precise wording. Approved by Group Management and Legal.

Version control for the factsheet and every issued asset: published date, version, review date, named owner, storage location and file naming. Printed and locally saved copies are uncontrolled — check the marketing hub before use.

APPENDIX A · CLAIMS THAT CARRY RISK

Sustainability, insurance and liability

These three areas cause more trouble than any other. Nothing here goes out unless it is current, evidenced, and worded for the specific transaction or reporting period.

Sustainability — Planet Mark

Independent certification for measuring and reducing environmental impact. Every claim states what was measured and over which reporting period.

Never unqualified: green · carbon neutral · environmentally friendly · sustainable shipping · zero impact.

RECORD

Certification period
Reporting period
Approved statement — exact wording
Certificate or evidence location
Approved by: Sustainability owner, Legal, Marketing

Insurance and liability

Cover, liability and contractual terms vary by service, route, cargo and legal entity. Any statement about cover, responsibility, limits or guarantees uses wording approved for that specific transaction.

Never imply: insurance is automatically included · every risk is covered · unlimited liability · guaranteed transit times · guaranteed delivery condition · that membership of an association provides cover.

RECORD

Cargo insurance wording
Liability wording
Applicable trading conditions
Entity and regional variations
Approved by: Legal, Commercial, Insurance owner

Awards and recognitions

Record the awarding organisation, category, year, status, approved wording, badge terms, usage expiry and evidence. Always give the year and the correct status — a finalist or shortlisted position is never described as a win.

The quotation, contract, insurance documentation and trading conditions always take precedence over general marketing wording.

APPENDIX A · APPROVED GROUP BOILERPLATE

Use it as written

This is the approved company description for press releases, partner listings, event programmes, award entries and supplier profiles. Paste it whole. Do not rewrite it, shorten it below the first paragraph, or add figures to it.

> With over 50 years of experience, Peters & May is a global leader in bespoke logistics solutions, specialising in yacht transport, commercial marine projects, and freight forwarding. The company supports some of the world's most prestigious boat manufacturers, race teams, and private clients — moving everything from superyachts to sensitive cargo.
>
> Peters & May's services span across sea, air, and road, backed by in-house technical expertise, a dedicated customs and VAT team, and a global network of trusted partners. Known for its attention to detail, flexible solutions, and deep understanding of the marine industry, Peters & May continues to deliver seamless shipping experiences around the world.
>
> **www.petersandmay.com**

Short version

Where space is tight, use the first paragraph alone, ending at "sensitive cargo." Never cut mid-paragraph.

Divisional use

Divisions use the same text. A division may add one sentence of its own, cleared by marketing, after the second paragraph.

Review

"Over 50 years" and "global leader" are reviewed annually with Legal. Report any wording a client or regulator challenges.

Owner: Marketing. Issued July 2026. Anything quoting the boilerplate should carry that date, and translations are approved by marketing before first use.

APPENDIX A · MEMBERSHIPS, CHANNELS AND TOOLS

Confirmed as at July 2026

Name memberships in full on first mention. Use member logos only in the form the body supplies, and check the membership is current before it goes to print.

NCBFAA

National Customs Brokers & Forwarders Association of America — standards across US customs, forwarding and trade.

BIFA

British International Freight Association — UK best practice across freight and logistics.

FIATA

International Federation of Freight Forwarders Associations — global logistics standards.

IATA

International Air Transport Association — air transport standards and freight accreditation.

Union TLF

French organisation representing transport and logistics businesses.

UK Warehousing Association

Best practice across warehousing, storage and logistics operations.

Planet Mark

Independent sustainability certification for reducing environmental impact.

Offices

13 offices, plus a partner office in Brazil. Partner and agent territories worldwide.

Live websites

petersandmay.com — the Group site
commercialmarinetransport.com
yss-us.com
bespokeloadingsolutions.com
ceccouriers.com — CEC Couriers, separate brand
forwarding.petersandmay.com — merging back into the Group site

Social and tools

LinkedIn, X, Instagram, TikTok, YouTube, Facebook and Google Business, all under Peters & May. Commercial and Forwarding run showcase pages off the LinkedIn company page rather than separate pages.

AI: one Group Claude account. No other tool is approved.

Owner: Marketing, with Compliance for memberships. Anything quoting this page should cite the July 2026 date.

APPENDIX A · SERVICE DESCRIPTIONS BY DIVISION

What each division does, as approved

Use these descriptions in listings, profiles, proposals and website copy. They are updated whenever division names, capabilities or operating responsibilities change. Approved by divisional heads and Marketing.

Peters & May Bespoke Logistics

The corporate identity, used for Group-wide and multi-division communications. It represents the ability to bring specialist teams, transport modes and international resources together around complex requirements.

Peters & May Global Yacht Transport

Specialist yacht transport for owners, captains, brokers, manufacturers and racing teams, with route planning, technical preparation, specialist handling and coordination from enquiry to delivery.

Peters & May Global Freight Forwarding

Freight and customs services by air, sea and road, including documentation, warehousing and associated logistics support for general, specialist and time-sensitive cargo.

Peters & May Commercial Marine Transport

Specialist transport for workboats, commercial vessels, offshore assets, heavy-lift cargo and complex marine projects, with technical planning and experienced operational coordination.

Supporting services

Automotive, motorsport and specialist project work are described under the division that delivers them, with no identity of their own. CEC Couriers is the one separately branded business in the group: it keeps its own identity, artwork and website, and is not presented as a Peters & May division.

OFFICES — RECORD FOR EACH

Confirmed address, main telephone, general email, office lead, and whether it is an owned or partner office. Only details in the latest approved office directory appear on websites, signatures, brochures, quotations or advertising. Partner and agent territories are described generally unless an exact list has been approved and dated.

APPENDIX B · REQUESTS AND APPROVALS

What to ask for, and where

AVAILABLE ON REQUEST

Lock-ups — EPS, SVG, PNG, all four
Netherlands variation artwork
Approved font names, weights, download sources and installation guidance
Colour values and tokens
Document, quotation and slide templates
Signature block and legal footer
Photography library and rights records
Brand summary text file for AI tools
Current factsheet and boilerplate

GROUP MARKETING, UK HEAD OFFICE

marketing@petersandmay.com

petersandmay.com

Telephone numbers and named contacts are held in the factsheet, so this page does not go out of date.

For anything this document does not cover — a new channel, a co-brand, an unusual application — ask before producing it.

STILL TO BE SETTLED BEFORE PUBLICATION

Strapline — choose one of the five candidates (page 3)

Pantone and coated/uncoated matching for the navies (page 8)

Company registration number (Appendix A)

Annual volumes and legal entity names (Appendix A)

Artwork amendments — remove "Group", add "Marine" (page 7)

Retirement date for the Netherlands lock-up (page 19)

Annual volumes by division (Appendix A)

BEFORE IT GOES OUT

Quick internal approval checklist

Before publishing or sending anything externally, confirm each of these with the owner named. Anything left unticked goes back before it goes out.

- ☐ **Marketing** — brand, tone, logo, layout and messaging approved.
- ☐ **Imagery** — permissions confirmed, PPE and working practices correct, no confidential detail visible.
- ☐ **Legal and commercial** — disclaimers, insurance, liability, certifications and comparative claims checked.
- ☐ **HR** — employee names, images, recruitment and workplace claims approved.
- ☐ **Operations and technical** — shipment facts, terminology, timings and methods checked.
- ☐ **Client or account owner** — names, vessels, quotes, case studies and identifiable project detail approved.
- ☐ **Management** — major announcements, partnerships, leadership changes or reputational matters approved.
- ☐ **IT and data protection** — new tools, forms, tracking, data capture or AI use approved where relevant.

FINAL CHECK

Is the information current, evidenced, and taken from the latest approved source?