

## Monkeys Fist Sailing Ltd

Monkey's Fist Sailing Ltd is a family run enterprise that offers bespoke Offshore Sail Training & Crewing facilities. Bare Face Marketing was initially engaged to develop a brand identity for this newly formed company. The brief was, nothing too nautical, but it must portray an image of professionalism and approachability. The resulting branding is simple, yet effective. A 'Monkeys Fist' is in nautical terms the name of a knot used to enable sailors to throw a (helping) line to others. (Clever eh?)

### Branding



## Monkey's Fist Sailing Ltd

Website Creation: [www.mfsailing.co.uk](http://www.mfsailing.co.uk)

The website has a friendly tone and is intended to capture the imagination of individuals who are interested in sailing, whether they have never sailed before or for those who have tried it and would like to grow their confidence. The tone of the copy is friendly and inviting and the layout is clear and simple to navigate.



The screenshot shows the homepage of the Monkey's Fist Sailing Ltd website. At the top is a wide banner image of a coastline with a lighthouse. Below this is a navigation menu with icons and text: Home, Bespoke Sail Training, Crewing and Skippering, RYA Shore Based Courses, About Us, and Contact Us. The main content area features a 'Welcome to Monkey's Fist Sailing' heading, a small image of the Monkey's Fist knot, and several paragraphs of text describing the company's services, including bespoke offshore training, RYA courses, and practical sail training. A sidebar image shows a person at the helm of a boat. At the bottom, there is a footer with the company logo, a tagline, and social media icons.

**Monkey's Fist Sailing Ltd**

**Welcome to Monkey's Fist Sailing**

Monkey's Fist Sailing Ltd is a small family run enterprise offering bespoke offshore training and crewing courses to individuals and groups.

We are open all year round and our range of services can help you if you are a seasoned sailor and need some assistance before a big trip; or if you are just starting out in offshore sailing and would like to develop your sailing skills and confidence while gaining qualifications.

We are an RYA recognised training establishment for teaching shorebased courses including RYA Day Skipper Theory and RYA Yacht Master Theory. We also arrange practical courses including Yachtmaster Preparation, RYA Competent Crew and RYA Day Skipper.

We offer hands on practical sail training and our sailing activities are tailored to your particular needs, at the venue of your choice and within the constraints of your diary.

*It's your sailing, your time, and your adventure.*

If you are a more advanced sailor and are looking for racing, skippering, crewing and yacht delivery opportunities please see our [Skipper for Hire website](#).

Why Monkey's Fist? A Monkey's Fist in nautical terms is the name of a knot used to enable sailors to throw a line to others. To see how to tie a Monkey's Fist simply [click here](#).

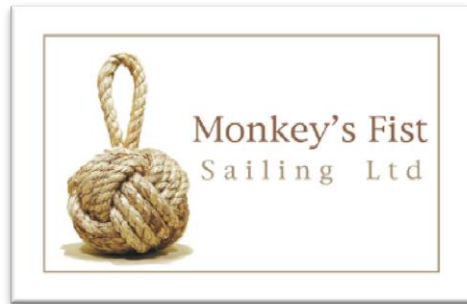
**RYA Training Centre**

**Monkey's Fist Sailing Ltd**

The aim of Monkey's Fist Sailing is to offer a helping line to offshore sailors and yacht owners to enable them to achieve their personal goals.

Stationery

Stationery follows the natural theme of branding. Simply laid out and clear to read.



Rob had this to say of working with Emma at Bare Face Marketing:

“Emma’s support throughout our first 12 months of trading has been outstanding. She was instrumental in developing a unique Monkey’s Fist Sailing brand that has proved to be both imaginative and memorable. She went on to direct her specialists in artwork and web-design to produce a focussed and successful marketing package. Further, with her own impressive skills in the use of social media, she has enabled our staff to utilise the Internet in a creative and productive manner.” *October 2011*