

AnglerPass

Private Water Access, Modernized.

Brand Kit

2026

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Brand Overview

Mission

AnglerPass is the operating platform for private fly fishing access. We connect landowners, fly fishing clubs, and anglers through a trust-based marketplace that modernizes how private water is managed, accessed, and preserved.

Value Proposition

Clubs vet anglers, landowners trust the network, and everyone gets access to better water — all in one place. AnglerPass gives each side of the marketplace what it needs: clubs get modern management software, landowners get a professional way to earn income without managing strangers, and anglers get access to exceptional private water through the clubs they belong to.

Brand Promise

Better access, better conservation. Private water offers managed access that limits rod pressure, funds habitat restoration, and gives fish the space to thrive. AnglerPass makes this accessible while keeping it sustainable.

Brand Personality

- **Professional, not corporate**

We respect the tradition of fly fishing while bringing modern tools.

- **Trustworthy, not stiff**

Trust is our foundation — every angler is club-vetted, every transaction is transparent.

- **Premium, not exclusive**

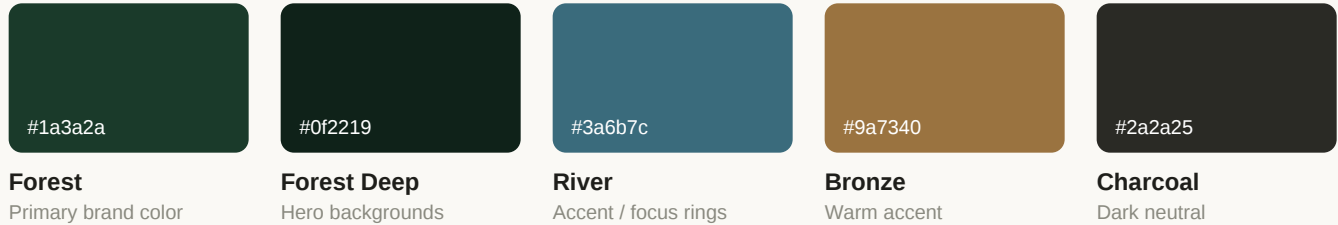
We make exceptional water accessible, not gatekept.

- **Conservation-minded**

Every booking supports habitat preservation and sustainable access.

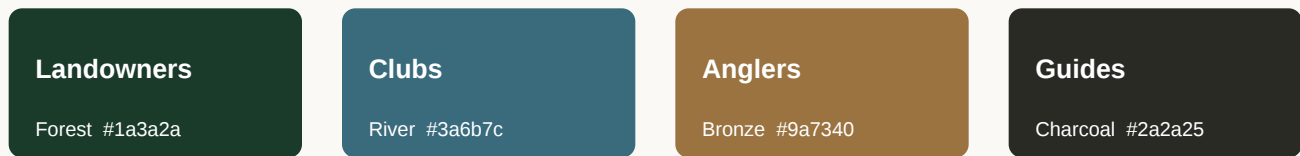
Color Palette

Primary Brand Colors

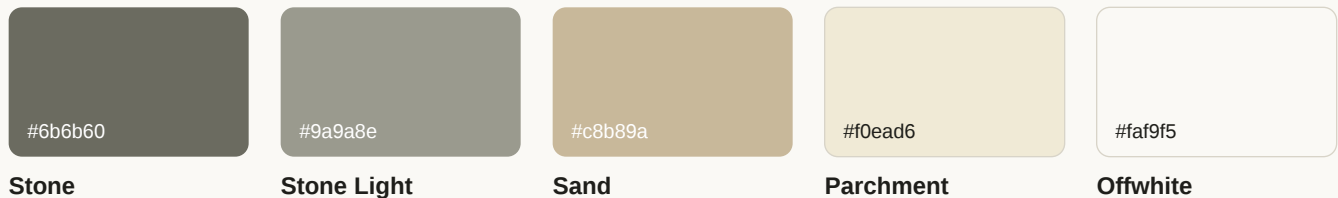


Audience Color Coding

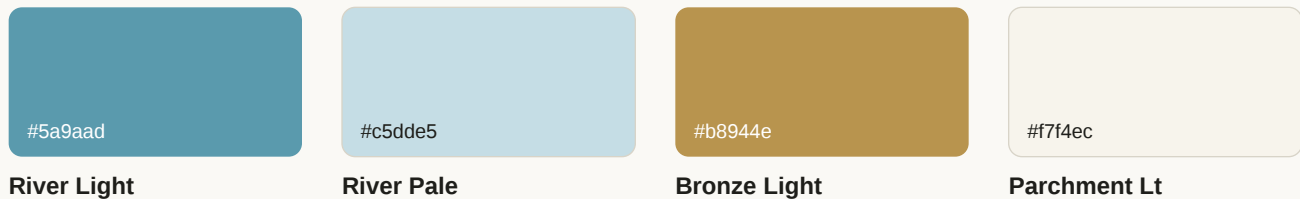
Each audience maps to a dedicated color for consistent visual identity.



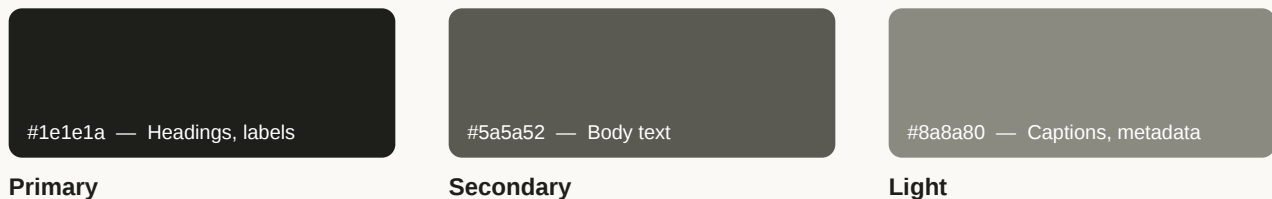
Neutral Palette



Extended Tints



Text Colors



Typography

HEADING FONT

Cormorant Garamond

Google Fonts | Weights: 400, 500, 600, 700 | Styles: Normal, Italic

Used for all headings, hero text, page titles, and card titles across the marketing site and dashboard. Pairs with Georgia as a serif fallback. Conveys elegance and tradition appropriate for the premium fly fishing market.

Private Water Access, Modernized.

A three-sided marketplace for private water

Shown in Times-Roman (PDF fallback for Cormorant Garamond)

BODY FONT

DM Sans

Google Fonts | Weights: 300, 400, 500, 600 | Styles: Normal, Italic

Used for all body text, navigation, buttons, form labels, and UI elements. Clean geometric sans-serif with excellent readability at small sizes. Falls back to -apple-system, sans-serif.

AnglerPass connects serious anglers with exceptional properties through a club-based platform built on trust.

Shown in Helvetica (PDF fallback for DM Sans)

MONOSPACE FONT

DM Mono

Google Fonts | Weights: 400, 500

Used for section labels, badges, metadata tags, and technical UI elements. Always set in uppercase with wide letter-spacing (0.2em). Gives a refined, editorial feel to navigational elements.

W H A T W E D O

H O W I T W O R K S

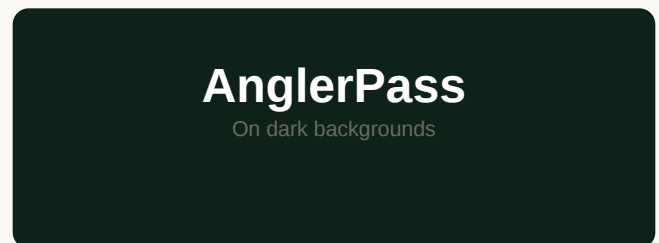
F A Q

Shown in Courier (PDF fallback for DM Mono)

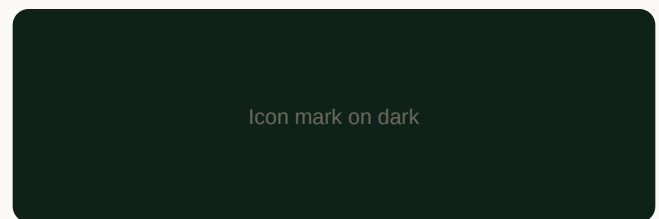
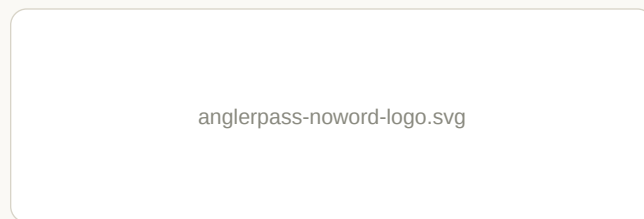
Logo Variants

The AnglerPass logo features a stylized fly-fishing cast forming the letters 'AP'. It is available in two primary variants: the full logo with wordmark, and the icon-only mark for compact uses like favicons, avatars, and mobile headers.

Full Logo (Icon + Wordmark)



Icon Only (No Wordmark)



Available Formats

- SVG** Primary format for web and print. Scalable to any size.
- WebP** Optimized raster for WordPress and external platforms.
- PNG** Email-safe raster with transparency for HTML emails.

Usage Rules

- Maintain clear space equal to the height of the 'A' in the wordmark on all sides.
- Minimum size: 120px wide for full logo, 24px for icon mark.
- Never stretch, rotate, recolor, or add effects to the logo.
- On photography, place logo on areas with sufficient contrast.
- Use the icon mark (not the full logo) in the site navigation bar.

Voice & Tone

AnglerPass speaks with quiet confidence. We know our market deeply and respect the traditions of fly fishing while bringing modern tools to the table. Our voice is professional but never corporate, knowledgeable but never condescending.

Writing Principles

- **Lead with the benefit, not the feature**

"Access exceptional private water" not "Our platform has 200+ properties"

- **Respect every side of the marketplace**

Landowners aren't just inventory. Clubs aren't just distribution. Anglers aren't just revenue.

- **Use specifics over superlatives**

"Club-vetted anglers" is stronger than "the best anglers"

- **Conservation is a value, not a marketing angle**

Reference conservation authentically, never as a sales tactic.

- **Never pressure**

Fly fishing is about patience. Our marketing should reflect that.

Do

- ✓ "Your water. Your rules. Your platform."
- ✓ "Club-vetted access you can trust"
- ✓ "Built for fly fishing, not adapted from something else"
- ✓ "Private water, managed access"
- ✓ "Find the water worth finding"

Don't

- ✗ "The #1 fishing platform!"
- ✗ "Exclusive access for elite anglers"
- ✗ "Sign up now before it's too late!"
- ✗ "Poorly managed water" (blames landowners)
- ✗ "Disrupting the fishing industry"

Messaging by Audience

LANDOWNERS

Your Water. Your Rules. Your Platform.

Manage private water access with the professionalism your property deserves. Every angler who reaches your listing has been vetted by a fly fishing club.

CLUBS

Run Your Club Like It Deserves.

You vet your members, landowners trust your judgment, and everyone gets access to better water. Modern tools for clubs that take their operations seriously.

ANGLERS

Find the Water Worth Finding.

Access private waters through trusted fly fishing clubs. AnglerPass connects serious anglers with exceptional properties through a platform built on trust.

GUIDES

Guide on Private Water.

Build your client base, manage availability, and earn more. The platform for professional fly fishing guides who want access to exceptional properties.

CORPORATE SPONSORS

Private Water for Your Entire Team.

One corporate membership. Unlimited employee access. Give your team exclusive fly fishing on private waters with no individual initiation fees for staff.

PRIMARY TAGLINE

Private Water Access, Modernized.

AnglerPass

anglerpass.com

hello@anglerpass.com