

# Waterfront Alliance Branding

These brand guidelines are intended to standardize our messaging and visual design across all Waterfront Alliance collateral. Our branding is based in Modernist principles. Keeping layouts simple, clean and bold allows us to retain a clear focus on resilience, revitalization, and accessibility.

## Logo lockup

**Primary lockup**  
Use when the horizontal space is bigger than the vertical



**Vertical lockup**  
Use when the vertical space is bigger than the horizontal



**Square lockup**  
Use when the vertical and horizontal space are equal

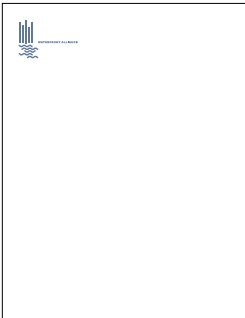


## Logo Minimum Size

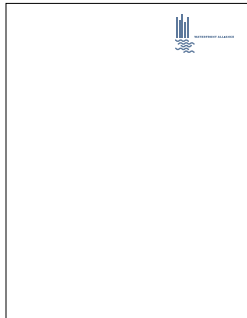


## Logo position

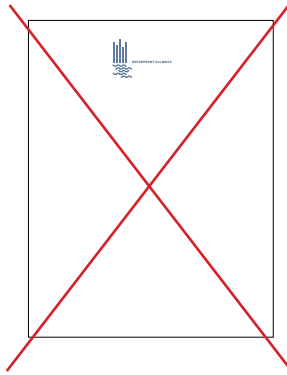
Lift side



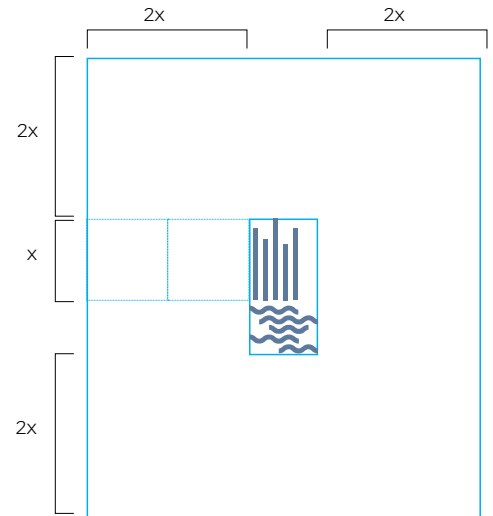
Right side



Never centered



## Logo clear space



## Waterfront Alliance Blue

Print Color



Pantone  
647



C 100  
M 90  
Y 10  
K 0

Digital Color



R 0  
G 86  
B 175



#0056AF

PANTONE® is a registered trademark of Pantone, Inc.

## Logo Color Variants

Waterfront Blue



Gradation



Black



White



When logo is on white background

When logo is on dark color background

## Waterfront Alliance Fonts

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The Waterfront Alliance system uses Fort design by Jereny Mickel and distributed by VLLG.com. The most commonly used weights are Black, Extra Bold and Light. In keeping with the Modernism philosophy the type should be used flush left ragged right, never center text. Type should have -20 to -50 tracking.

Fort Light

ABCDEFGH  
abcdefgh

**Fort Extra Bold**

**ABCDEFGH**  
**abcdefgh**

**Fort Black**

**ABCDEFGH**  
**abcdefgh**

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**Eyebrow**  
Fort Extrabold  
Tracking -20

### Media Sponsorship Opportunities

# **RISING SEAS, RISING RISKS: ADAPTING OUR REGION**

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### Headlines

Fort Black  
Tracking -40  
All caps  
No Leading

### Body Copy

Fort Light  
Tracking -20  
Leading 120%