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BRAND GUIDE USE

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.
The company logo is an important and valued graphic element and must be used consistently and appropriately — even minor variations will undermine and compromise Waterfront Alliance’s identity. There are two logo variations, the primary and the vertical orientation.
COLOR BREAKDOWN

Waterfront Blue is used as the main color for the logo with tints to create a gradient effect. The “buildings,” text, and first “wave” in the logo are always 100% while the bottom 4 “waves” decrease tints as detailed below.

- **Waterfront Blue**
  - PMS 647 C
  - 100%
    - CMYK: 88 | 52 | 3 | 12
    - RGB: 35 | 97 | 146
    - HEX: #236192
  - 80%
    - CMYK: 71 | 42 | 2 | 9
    - RGB: 80 | 129 | 169
    - HEX: #5081a9
  - 60%
    - CMYK: 53 | 31 | 2 | 7
    - RGB: 123 | 160 | 189
    - HEX: #7ba0bd
  - 40%
    - CMYK: 35 | 21 | 1 | 5
    - RGB: 167 | 192 | 212
    - HEX: #a7c0d4
  - 20%
    - CMYK: 18 | 11 | 1 | 2
    - RGB: 211 | 224 | 233
    - HEX: #d3e0e9
SECONDARY MARKS

In instances where the full logo cannot be used, such as social media or web use, there are additional marks. The logo mark should be used for social media avatars and anywhere that the text in the logo becomes too small to read. The word mark should be used on the website as the logo and may be used when the logo or logo mark are too large for the space provided.
COLORWAYS

The gradient color-way of the logo should be used primarily, but other colorways are available for use such as greyscale, and one color options such as waterfront blue and white.
LOGO USAGE

Always use the logo properly to create a unified brand presence.

CLEARANCE AREA

The marked space (equal to the width and height of Waterfront Alliance’s shortest vertical bar) should always be given to allow the logo to “breathe” free from distraction.

INCORRECT LOGO USES

**DO NOT** change logo colors.

**DO NOT** use transparency, always use full color.

**DO NOT** stretch the logo, always scale to proportion.

**DO NOT** alter the logo in any way.

**DO NOT** use on top of busy photography.
**LOGO CHEATSHEET**

Confused on which logo file to use? Different collateral may require different logo files. Follow this chart to help determine which logo file is best to use:

<table>
<thead>
<tr>
<th>Logo Shape</th>
<th>Printing A: Professional Offset Printer or Tradeshow/Signage</th>
<th>Printing B: Office Printer or Digital Professional Printer</th>
<th>Digital (Website, Email, Banners, Social Media, etc.)</th>
<th>General Vendor Logo Request or Promo Items</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>The primary logo should be used the majority of the time. However some design solutions may use the vertical, logo mark, or word mark instead.</td>
<td>The primary logo should be used the majority of the time. However some design solutions may use the vertical, logo mark, or word mark instead.</td>
<td>The primary logo should be used if possible. But in small digital spaces other logos may make more sense (such as the logo mark for social profiles or the word mark as an email header graphic)</td>
<td>The primary logo should be sent the majority of the time unless a certain end use dictates differently (for instance a tall skinny banner may need the vertical version). Small promo items may be need the logo mark or word mark for readability.</td>
</tr>
<tr>
<td>Logo Colorways</td>
<td>The primary gradient should be used. White or Blue may also be used depending on design.</td>
<td>The primary gradient should be used. White or Blue may also be used depending on design.</td>
<td>The primary gradient should be used. White or Blue may also be used depending on design.</td>
<td>The primary gradient should be used. Promo vendors may also request a one color logo (either blue or white would work for this.)</td>
</tr>
<tr>
<td>Color Set Up</td>
<td>Check with your print vendor which color format they prefer. Many offset printers prefer PMS, otherwise it could be CMYK.</td>
<td>Check with your print vendor which color format they prefer. Most printers use CMYK, some digital shops may prefer RGB.</td>
<td>All digital graphics should be RGB.</td>
<td>Most requests should use PMS unless a vendor requests a certain format.</td>
</tr>
<tr>
<td>File Type</td>
<td>EPS</td>
<td>EPS (JPG or PNG may work too)</td>
<td>JPG (white background) or PNG (clear background)</td>
<td>EPS</td>
</tr>
</tbody>
</table>
BRAND FONTS

Waterfront Alliance’s brand font is Fort. The weights that should be used are Extrabold, Black, and Light. Extrabold should be used for sub-heads and secondary high level copy. Black should be used for headlines and high level copy and always be all caps. Light should be used for body copy.

Media Sponsorship Opportunities

RISING SEAS, RISING RISKS: ADAPTING OUR REGION

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Nihil in nisi ipid utemo quo vit velicit aborem amus del esequem omnihillaci quae. Iciis dolorat iatur, sin et labo. Solupta tiandicia voluptur?
Waterfront Alliance needs additional fonts to use for specific instances such as when using Microsoft products and/or Mailchimp emails and templates.

**Avenir Next LT Pro**

- Aa Bb Cc Dd Ee Ff
- Gg Hh Ii Jj Kk Ll Mm
- Nn Oo Pp Qq Rr Ss
- Tt Uu Vv Ww Xx Yy
- Zz 1234567890

Avenir Next LT Pro should be utilized in Microsoft products:
- Body copy should be regular weight
- Main Headlines should be bold (or “demi”) weight and ALL CAPS.
- Subheads and other high-level copy should be bold (or “demi”) and mixed case.

**Tahoma**

- Aa Bb Cc Dd Ee Ff Gg
- Hh Ii Jj Kk Ll Mm Nn
- Oo Pp Qq Rr Ss Tt
- Uu Vv Ww Xx Yy Zz
- 1234567890

Tahoma should be used when creating email campaigns in Mailchimp:
- Body copy should be regular weight
- Main Headlines should be bold (or “demi”) weight and ALL CAPS.
- Subheads and other high-level copy should be bold (or “demi”) and mixed case.
COLOR PALETTE

Accurate reproduction of the primary brand colors is essential in communicating a clear and consistent message about the company image. The Pantone colors should be used wherever applicable, with CMYK /RGB being matched as closely as possible depending on the materials and print processes.

Primary Colors

- **Waterfront Blue**
  - CMYK: 88 / 52 / 3 / 12
  - RGB: 35 / 97 / 146
  - HEX: #236192
  - Pantone 647 C

- **Light Blue**
  - CMYK: 50 / 0 / 4 / 0
  - RGB: 106 / 209 / 227
  - HEX: #6AD1E3
  - Pantone 310 C

- **Medium Blue**
  - CMYK: 75 / 18 / 0 / 0
  - RGB: 0 / 156 / 22
  - HEX: #009CDE
  - Pantone 2925 C

- **Dark Blue**
  - CMYK: 100 / 79 / 0 / 37
  - RGB: 0 / 45 / 114
  - HEX: #002D72
  - Pantone 288 C

Secondary Colors

- **Grass Green**
  - CMYK: 38 / 0 / 58 / 0
  - RGB: 161 / 216 / 132
  - HEX: #A1D884
  - Pantone 359 C

- **Sun Yellow**
  - CMYK: 0 / 3 / 63 / 0
  - RGB: 243 / 221 / 109
  - HEX: #F3DD6D
  - Pantone 127 C

- **Teal Green**
  - CMYK: 100 / 0 / 44 / 30
  - RGB: 0 / 118 / 114
  - HEX: #007672
  - Pantone 7718 C
GRAPHIC ELEMENTS

Elements that can be used throughout Waterfront Alliance’s brand are the thick waves, taken from the logo, or a thin line wave.