



PATRIOTS POINT 50TH ANNIVERSARY BRAND GUIDELINES



TABLE OF CONTENTS

BRAND ASSETS	03
APPLICATION GUIDELINES	06
COLOR PALETTE	09
TYPOGRAPHY	12
PRINT USAGE	14
DIGITAL USAGE	17

BRAND ASSETS



PRIMARY LOGO

This logo should be used in all instances unless space is limited. It works best in full color on a white background.

The following color combinations are applicable to all Patriots Point branding assets. Changes to the gradient color or angle of color is NOT permitted.





ICON

A reduced form of the Logo. Only use if there is insufficient space for all other logo variations. The icon should only be a solid color, never gradient.



HORIZONTAL

This mark should be used to maximize logo size when available space restricts height.

APPLICATION



✓ DO

- Do provide sufficient space around all brand assets so they appear clean and uncluttered.
- Do maintain the correct color, proportion and shape; reproduce assets at a legible size.

✗ DON'T

- Don't modify, obstruct, or change the design of brand assets in any way.
- Don't present in a way that implies partnership, sponsorship or endorsement by Patriots Point.

The following examples illustrate incorrect usage of the logo:



OUTLINE



DROP SHADOW



ROTATE



ITALICIZED

MINIMUM SIZE

Branding assets are designed to scale down to a minimum size for both print and screen usage. These references are provided to prevent applications of the logo from being unrecognizable or unreadable.

All assets should remain legible and never appear subordinate to other partner logos.



43 px
0.45 in

72 px | .75 in



133 px
1.38 in

144 px | 1.5 in

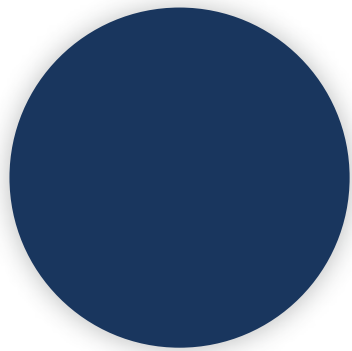


87 px
.91 in

365 px | 3.8 in

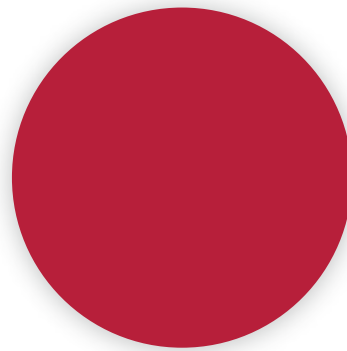
COLOR





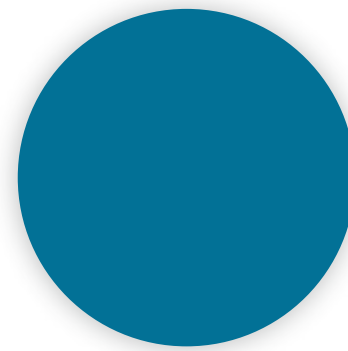
navy

CMYK: 00 / 84 / 36 / 27
RGB: 24 / 53 / 94
HEX: #18355e



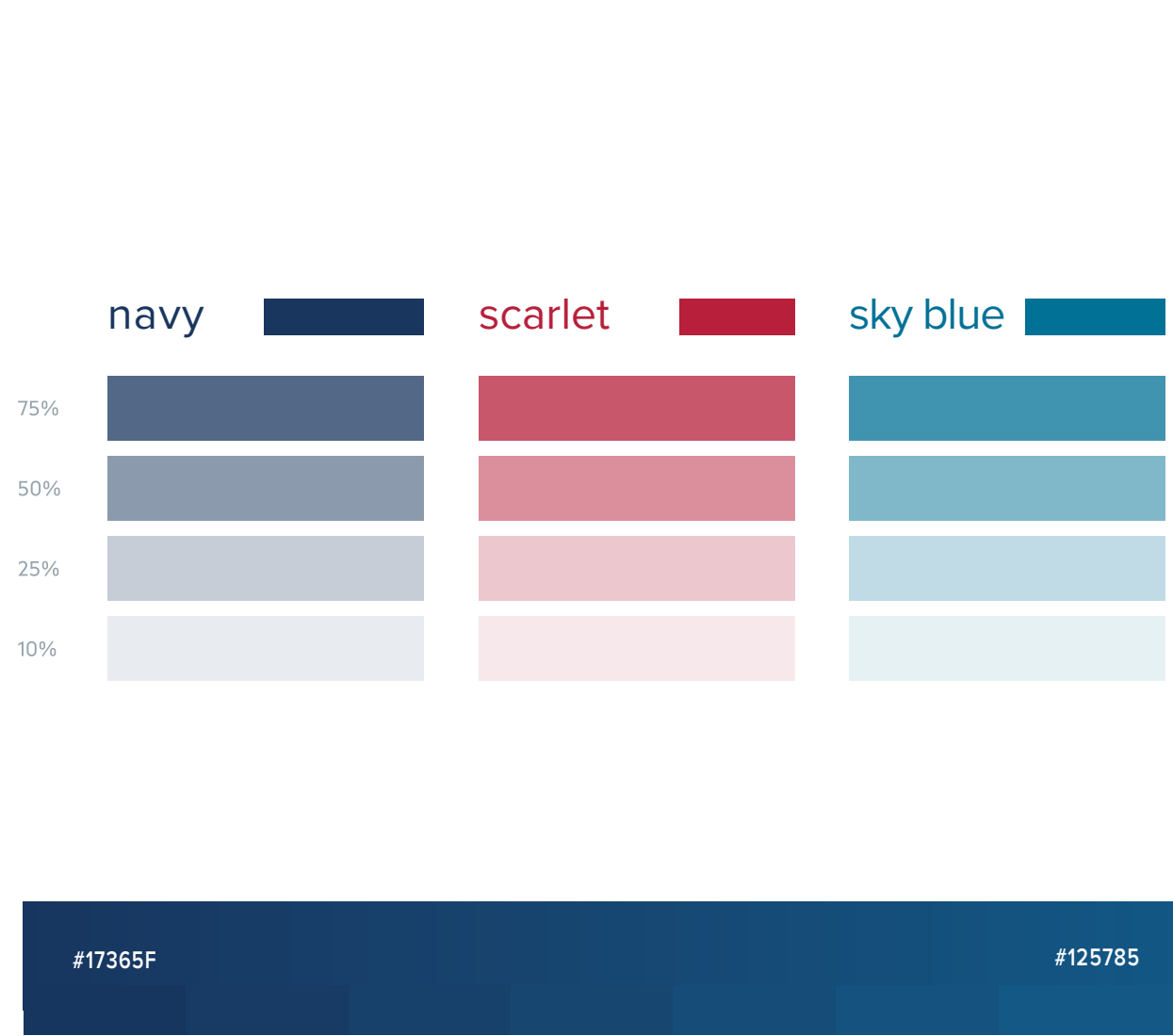
scarlet

CMYK: 20 / 100 / 79 / 10
RGB: 183 / 31 / 57
HEX: #b71f39



sky blue

CMYK: 90 / 49 / 26 / 4
RGB: 0 / 112 / 150
HEX: #007096



TYPOGRAPHY



Aa

Avenir Next is the primary typeface of Patriots Point and font utilized in the logo. This sans serif font is modern and is easy to read in text-heavy areas.

Avenir Next | Body Text

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

LIBERATOR | Headline

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

Shelby Regular | Decorative

*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*

PRINT





Charting 50  *Years*

PATRIOTS POINT
NAVAL & MARITIME
MUSEUM

DIGITAL



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate.

Sincerely,

John Doe



JOHN DOE

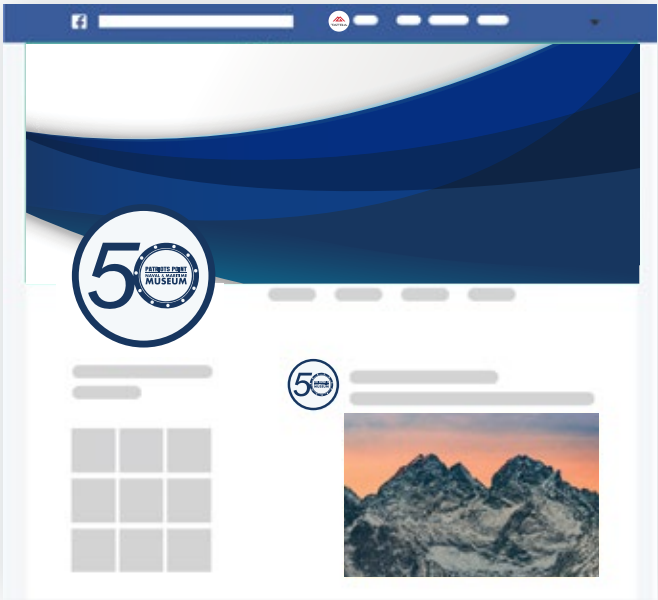
President, CEO

123 Main Street
Yourtown, USA 12345

+01 (888) 888-8888
jdoe@tatra solutions.com
www.tatra solutions.com



PROFILE



PROFILE

