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**Herreshoff MArine Museum: Logo Redesign and Style Guide**

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Past Logos
LOGO TYPE SUGGESTIONS

Adobe Garamond Pro
Adobe Garamond Pro Regular
a b c d e f g h i j k l m n o p q r s t u v w x y z
ABCDEFHIJKLMNOPQRSTUVWXYZ
1234567890

Adobe Garamond Pro Italic
a b c d e f g h i j k l m n o p q r s t u v w x y z
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Adobe Garamond Pro Bold
a b c d e f g h i j k l m n o p q r s t u v w x y z
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Adobe Garamond Pro Bold Italic
a b c d e f g h i j k l m n o p q r s t u v w x y z
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Garamond
Adobe Garamond Pro Regular
a b c d e f g h i j k l m n o p q r s t u v w x y z
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Adobe Garamond Pro Italic
a b c d e f g h i j k l m n o p q r s t u v w x y z
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Adobe Garamond Pro Bold
a b c d e f g h i j k l m n o p q r s t u v w x y z
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Adobe Garamond Pro Bold Italic
a b c d e f g h i j k l m n o p q r s t u v w x y z
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
LOGO COLOR SUGGESTIONS

- #043142
  R: 4 G: 49 B: 66
  C: 96% M: 71% Y: 51% K: 49%

- #000000
  R: 0 G: 0 B: 0
  C: 75% M: 68% Y: 67% K: 90%

- #1b496d
  R: 27 G: 73 B: 109
  C: 95% M: 72% Y: 35% K: 20%

- #ffffff
  R: 255 G: 255 B: 255
  C: 0% M: 0% Y: 0% K: 0%
Marine Museum

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Marine Museum

Business Cards & Stationary
Sizing & Dimensions

CLEAR SPACING
CLEAR SPACING
CLEAR SPACING
CLEAR SPACING

AMERICANS CUP HALL OF FAME
Herrshoff
MARINE MUSEUM

CLEAR SPACING
CLEAR SPACING
CLEAR SPACING
CLEAR SPACING

INFINITE MAXIMUM
NO SQUISHING OR WARPING

INFINITE MAXIMUM

MINIMUM
1 inch
Do’s and Don’t’s

- Don’t switch the taglines on the logo
- Don’t switch have taglines on bottom
- Don’t use color in boat logo
- Don’t use color in text logo
- Don’t use opacity on logo
- Don’t use color in background logo

- Do leave blue logo on white background
- Do align proper arrangement and sizing
- Do use white logo with blue background

- Do use white logo with blue background
Signage

Blue Background Outdoor Sign

White Background Outdoor Sign

Website Signage