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Herreshoff MArine Museum: Logo Redesign and Style Guide

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Past Logos
### LOGO TYPE SUGGESTIONS

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<thead>
<tr>
<th>Adobe Garamond Pro</th>
<th>Garamond</th>
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<td><strong>Regular</strong></td>
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<td>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</td>
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<td><strong>Italic</strong></td>
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<tr>
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<tr>
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<tr>
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</tr>
</tbody>
</table>
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%
Sizing & Dimensions
Do’s and Don’t’s

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

Blue Background Outdoor Sign
White Background Outdoor Sign
Website Signage