



BRANDING GUIDELINES

Living Seawall at The Church by the Sea

Logo Construction

A free-flowing, hand-crafted logo with an organic feel



Logo on Color

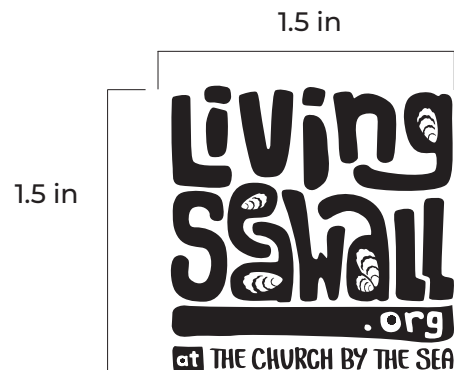
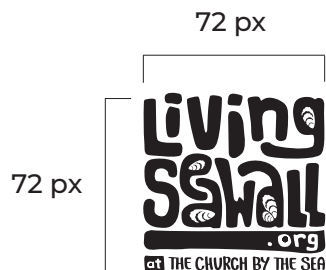
White knockout logo should be used with a color background



Minimum Size

When significantly reduced, the logo will become illegible due to its organic nature.

These are the smallest recommended sizes in pixel (digital use) and inches (print usage).



Safe Zone

It is important to maintain proper spacing around the logo to avoid overcrowding. Also the use of white space keeps the brand feeling clean and fresh.



Logo Usage

How to use the Living Seawall at Church by the Sea logo

Primary use



Use white on color backgrounds



Avoid rotating



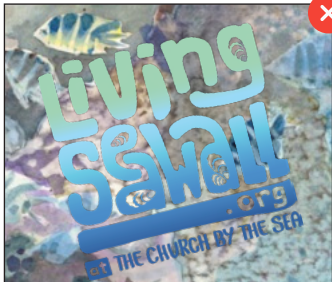
Avoid color backgrounds



Avoid stretching



Avoid busy background



Colors

The core color palette will cover the majority of the brands needs.

These colors evoke an organic, watery world with a clean and calm feeling.

Primary usage



Soft Green



Turquoise



Sky Blue



Light Blue



Dark Blue

Secondary usage



Sand



Coral



Soft Orange



Slate Gray



Soft Gray

Color Palette

Primary usage

HEX: 8fd0b5 CMYK: 44 / 0 / 36 / 0 RGB: 143 / 208 / 181	<div></div> <div></div> <div></div> <div></div>
HEX: 58c3bb CMYK: 61 / 0 / 32 / 0 RGB: 88 / 195 / 187	<div></div> <div></div> <div></div> <div></div>
HEX: 6eceeaa CMYK: 51 / 0 / 5 / 0 RGB: 110 / 206 / 234	<div></div> <div></div> <div></div> <div></div>

HEX: 4e8fcc CMYK: 69 / 35 / 0 / 0 RGB: 78 / 148 / 204	<div></div> <div></div> <div></div> <div></div>
HEX: 326a1a CMYK: 87 / 65 / 9 / 1 RGB: 50 / 97 / 161	<div></div> <div></div> <div></div> <div></div>

Color Palette

Secondary usage

<p>HEX: e0d3a9</p> <p>CMYK: 12 / 13 / 37 / 0</p> <p>RGB: 225 / 211 / 169</p>	<div></div> <div></div> <div></div> <div></div>
<p>HEX: f5b881</p> <p>CMYK: 2 / 31 / 53 / 0</p> <p>RGB: 245 / 184 / 129</p>	<div></div> <div></div> <div></div> <div></div>
<p>HEX: e67c66</p> <p>CMYK: 6 / 63 / 59 / 0</p> <p>RGB: 230 / 124 / 102</p>	<div></div> <div></div> <div></div> <div></div>

<p>HEX: 67acd2</p> <p>CMYK: 58 / 18 / 7 / 0</p> <p>RGB: 103 / 172 / 210</p>	<div></div> <div></div> <div></div> <div></div>
<p>HEX: 000000</p> <p>CMYK: 0 / 0 / 0 / 70</p> <p>RGB: 0 / 0 / 0</p>	<div></div> <div></div> <div></div> <div></div>

Body Copy Type

Aa

Montserrat

Montserrat is a modern geometric sans-serif typeface. It features clean lines, balanced proportions, and a contemporary feel. Montserrat is ideal for branding, headlines, and body text, offering both elegance and readability.

Montserrat Light
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*

Montserrat Regular
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*

Montserrat Medium
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*

Montserrat Semi-bold
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*

Headline, Subhead, Display

Aa

Quincy

A smooth, approachable serif with gentle curves, exuding warmth and versatility, making it suitable for various design contexts. This family of fonts comes in everything from thin to extra bold and black weights making it suitable for the display. It works well with Montserrat as the body copy, has some fun serif flourishes and does not compete with the handmade logo font.



Quincy Light

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&*

Quincy Regular

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&*

Quincy Medium

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&*

Quincy Bold

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&*

Imagery

We've chosen to use fun, watercolor imagery to depict our seawall project. Once images are finalized, we will upload them to the Seawall drive folder: Marketing Assets > Illustrations

