



TABLE OF CONTENTS

Past logos.....2

Logo type/Type suggestions.....4

Logo color/Color suggestions.....6

Logo and Tagline.....8

Logo with Partner.....10

Dimensions/Minimum size.....12

Minimum space.....14

Placement.....18

Do’s and Don’ts.....20

Examples (print).....22

Examples (merchandise).....24

Signage.....26

All marks and logos contained in this document are owned exclusively by Herreshoff Marine Museum d/b/a America's Cup Hall of Fame and may not be further utilized without the written consent of the organization.

Past Logos



Herreshoff

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
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
1 2 3 4 5 6 7 8 9 0

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
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
1 2 3 4 5 6 7 8 9 0

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
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
1 2 3 4 5 6 7 8 9 0

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
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
1 2 3 4 5 6 7 8 9 0

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
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
1 2 3 4 5 6 7 8 9 0

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
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
1 2 3 4 5 6 7 8 9 0

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
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
1 2 3 4 5 6 7 8 9 0

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%

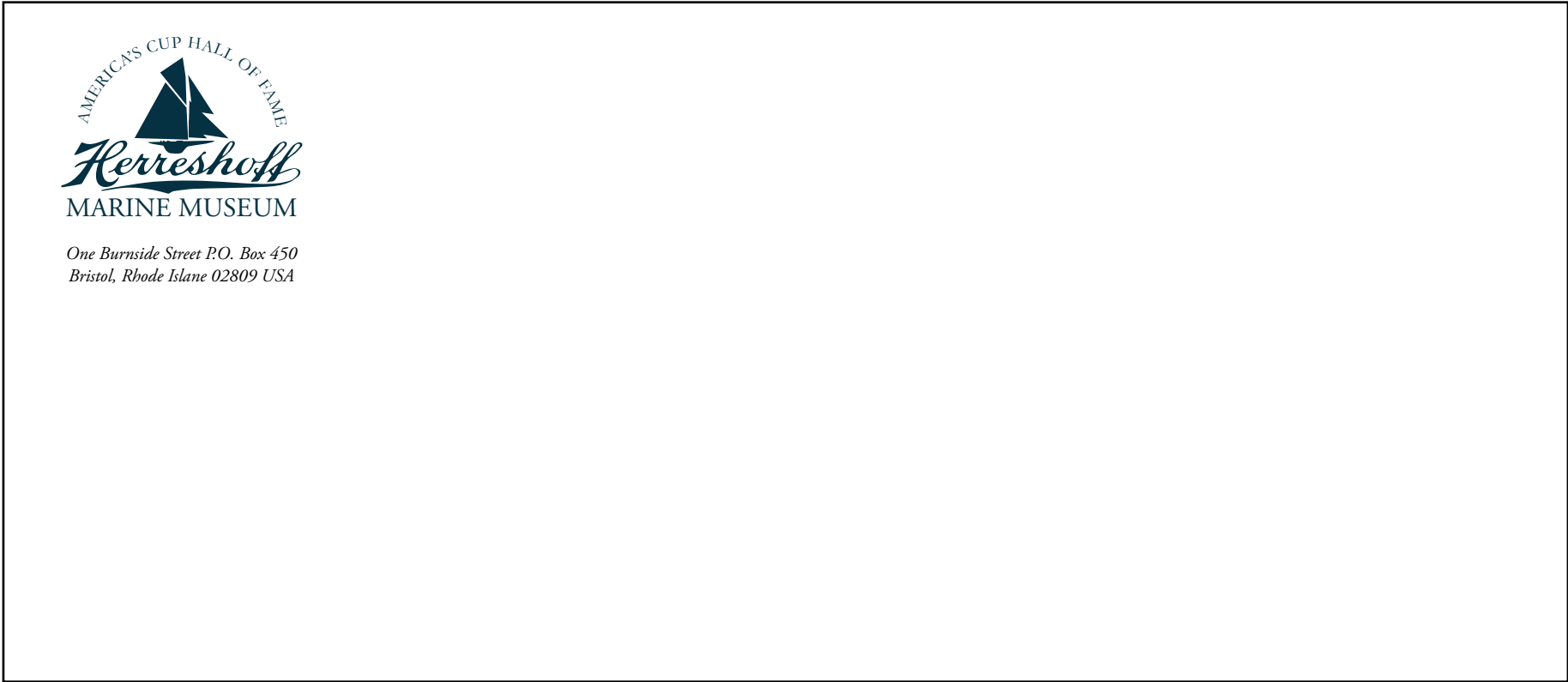


#1b496d
R: 27 G: 73 B: 109
C: 95% M: 72% Y: 35% K: 20%



ffff
R: 255 G: 255 B: 255
C: 0% M: 0% Y: 0% K: 0%

Buisness Cards & Stationary



Sizing & Dimensions



NO SQUISHING OR WARPING



Do's and Dont's



Do leave blue logo on white background



Do align proper arrangement and sizing



Do use white logo with blue background



Don't switch the taglines on the logo



Don't switch have taglines on bottom



Don't use opacity on logo



Don't use colors in boat logo



Don't use color in text logo



Don't use color in background logo

Merchandise

CLOTHING



Pullover



T-Shirt #1



T-Shirt #2



T-Shirt #3



Hat #1



Hat #2

Merchandise

ACCESSORIES



Keychain



Trading Coin



Blue Tie



Umbrella



Mug #1



Mug #2



Mug #3

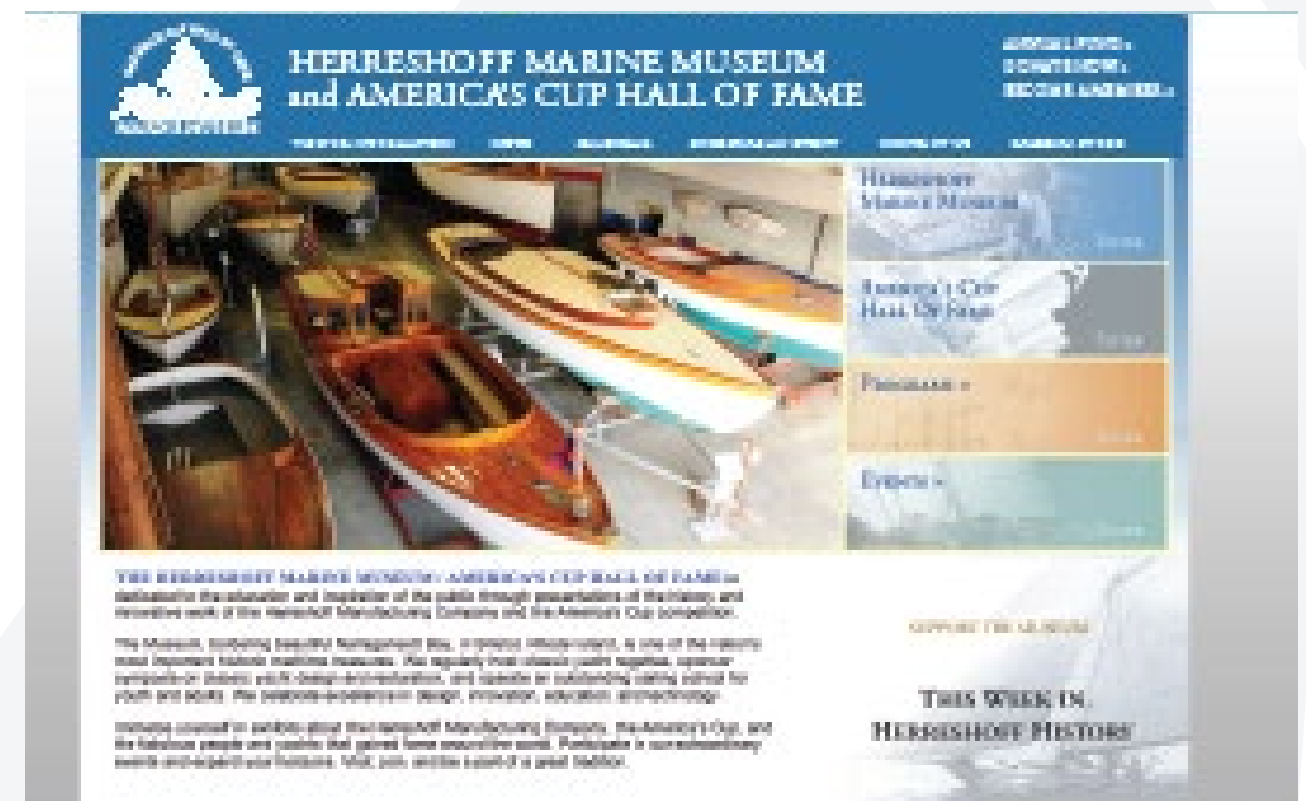
Signage



Blue Background Outdoor Sign



White Background Outdoor Sign



Website Signage

