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# Herreshoff Marine Museum: Logo Redesign and Style Guide

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# 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%

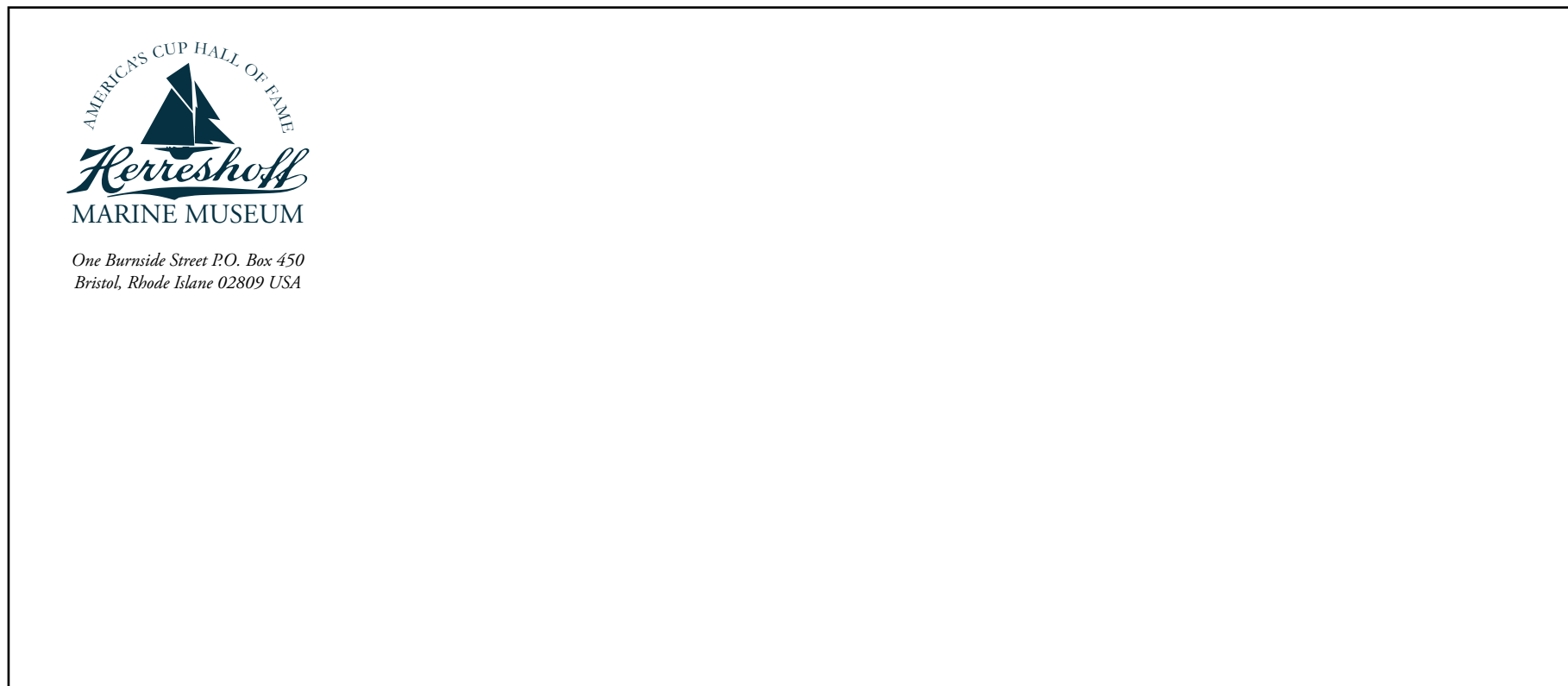
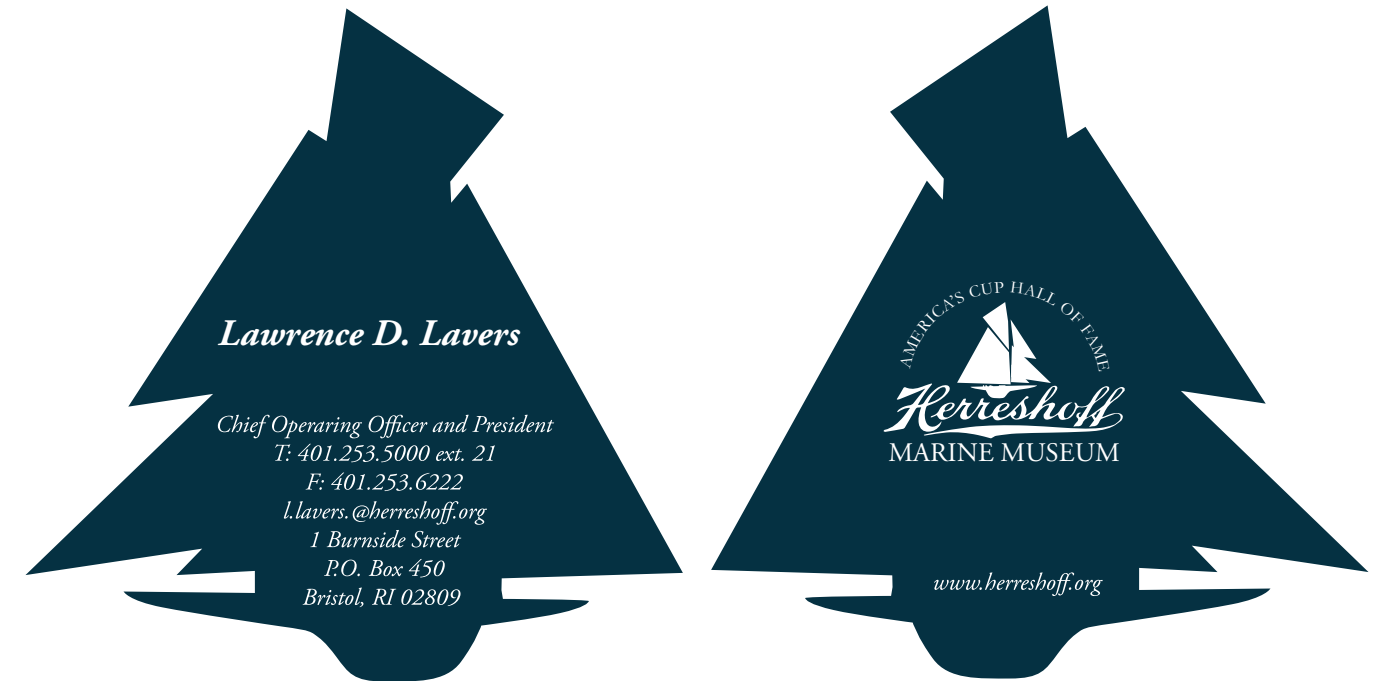


#1b496d  
R: 27 G: 73 B: 109  
C: 95% M: 72% Y: 35% K: 20%



# 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

# Merchandise

ACCESSORIES



Pullover



T-Shirt #1



T-Shirt #2



T-Shirt #3



Hat #1



Hat #2



Keychain



Trading Coin



Blue Tie



Umbrella



Mug #1



Mug #2



Mug #3

# Signage



Blue Background Outdoor Sign



White Background Outdoor Sign



Website Signage

