



SAN DIEGO, CALIFORNIA

SEAPORT VILLAGE

BRAND NARRATIVE + STANDARDS MANUAL

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Rooted in eclectic traditions, Seaport Village fuses the vibrant character of a main square with the casual charm of a destination waterfront.



Inspired by the energy and vitality of a traditional waterfront environment, Seaport Village is a vibrant, walkable, and eclectic experience with spectacular views, unique tenants, and dynamic connections to the water. It strives to not only create memorable and engaging moments for all but to educate and promote sustainability through innovation and future focused practices.





SEAPORT VILLAGE IS...

Charming **Accessible** **Natural**
Casual Luxurious **Eclectic** Identifiable
Active **Friendly** Expressive
Comfortable Progressive Innovative **Diverse**



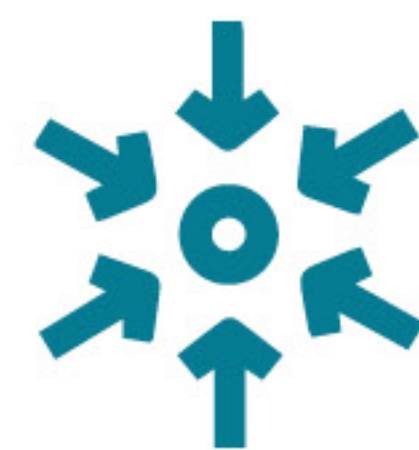
Connection to Water

- Embrace working waterfront
- Expand + strengthen waterfront access
- Strong Coastal Connection
- Honoring the water
- Water Centric Experiences



Experience Enhancements

- Creating one-of-a-kind world class destination
- Year round programming + activities
- Universal access throughout
- Benefiting the visitor + local
- Provide easy mobility on water + land
- Improving current business for tenants



Education + Community Involvement

- Celebrating San Diego's rich history, present, + future
- Explore development of parks, plazas, + urban beaches
- Connecting the downtown + the waterfront together
- Community engagement + collaboration



Promoting Sustainability

- Sustainable long term management strategy
- Celebrating the values of nature and ecology
- Awareness of existing ecology and sea-life of this place



+



Transformation

Looking Forward

The wave not only references the Port of San Diego's Brand but representation forward-thinking, innovative and dynamic destination at the forefront of what is new and happening in San Diego.

Community

Connection & Engagement

The circle represents connection. It's where memories are made, And friendships are formed. An inclusive destination where everyone feels welcome, safe and united.

Brand Standards



This document provides guidelines for the proper use of the Seaport Village brand.

These guidelines include color, type style, and layout. The value of a standards manual lies in the ability to provide consistency across multiple media and design teams. Over time, these characteristics will become visual signals that represent Seaport Village.

This manual is not intended to provide rigid instructions for all design applications, but rather to give consistent direction for various uses while allowing for creative flexibility. Instructions provided in the manual include logo specifications as well as various logo applications.

PRIMARY LOGO

The following illustrates the primary project logo and shall be used whenever possible in print applications. It should be displayed according to the design standards identified in this manual.



SAN DIEGO, CALIFORNIA

SEAPORT
VILLAGE

SECONDARY LOGOS

The following illustrate variations of the logo and its kit of parts to be used in signage and marketing materials. These variations should be used when a more compact identity is needed on a piece.



LOGO MARK

SAN DIEGO, CALIFORNIA
SEAPORT
VILLAGE

TYPE ONLY LOGO

NO CITY DESIGNATION

The following logos are simplified versions, containing now city designation. These logos are to be used when the logo needs to be small (see minimum sizes) or the city designation is redundant.



PRIMARY LOGO SIMPLIFIED



TYPE ONLY SIMPLIFIED

HORIZONTAL LOGO

The following illustrate the horizontal version of the logo. This logo is to be used when a horizontal orientation is necessary due to space constraints.



PRIMARY LOGO - REVERSED OUT

These reversed out versions of the primary logo stand strong against dark backgrounds and photography. This is to be used on materials that have a dark background or any color/photo that does not give adequate contrast to the primary logo. Please note that this is not just the primary logo turned white, the carousel has been uniquely designed. This is the logo that should be used whenever a reversed out version is needed.



MINIMUM SIZES

The following illustrate different variations of the logo and the kit of parts that are to be used in signage and marketing pieces.



The minimum allowable reproduction size for the primary logo is 2 inches wide.



The minimum allowable reproduction size for the type only logo is 2 inches wide.

MINIMUM SIZES CONT...



| 1.5 in |

The minimum allowable reproduction size for the primary logo no locator is 1.5 inches wide.



| 1 in |

The minimum allowable reproduction size for the type only logo no locator is 1 inch wide.



| .5 in |

The minimum allowable reproduction size for the logo mark is .5 inch wide.

PRIMARY LOGO - CLEAR SPACE

A minimum amount of clear space should always surround the primary logo. The size of the clear space is relative to the mark itself. The primary logo, at any size, should be surrounded by a clear space equal the height of the word 'Seaport.' This measurement should be placed around all vertical and horizontal edges of the mark, as indicated.



LOGO MARK - CLEAR SPACE

A minimum amount of clear space should always surround the primary logo. The size of the clear space is relative to the mark itself. The logo mark, at any size, should be surrounded by a clear space equal the height of the word flag pole. This measurement should be placed around all vertical and horizontal edges of the mark, as indicated.



LOGO & PHOTO USAGE



01.

The white primary logo on a black and white photo creates a strong contrast and emphasizes the logo in an image with a narrow aspect ratio.

02.

The white logo mark is successfully placed on a textural image with dark or highly saturated tones in order to maintain a high level of contrast.

03.

The color primary logo is successful when placed on a solid colored area of the photo with a narrow aspect ratio to allow for a strong contrast, and a bold brand statement.

CROPPING THE LOGO MARK

The logo mark should only be cropped in the way specified in this manual. It should always be right and bottom justified when being cropped.



PROHIBITED USES



01.

Do not skew, distort or alter the angle of any element.



02.

Do not resize any element.



03.

Do not change or alter the font of any element.



04.

Do not use unapproved colors.



05.

Do not use a white box to separate from background.



06.

Do not place on competing color background.



07.

Do not add a drop shadow or outer glow.



08.

Do not add an outline or stroke to any element.



09.

Do not display vertically, or any incline or decline angle.

COLOR PALETTE

These are the swatches that make up the Seaport Village brand color palette.

PRIMARY

These are the primary colors to be used for the Seaport Village brand and logos.



PORT NAVY

PMS 2965 C
CMYK 100 78 48 54
RGB 0 38 62
#00263E

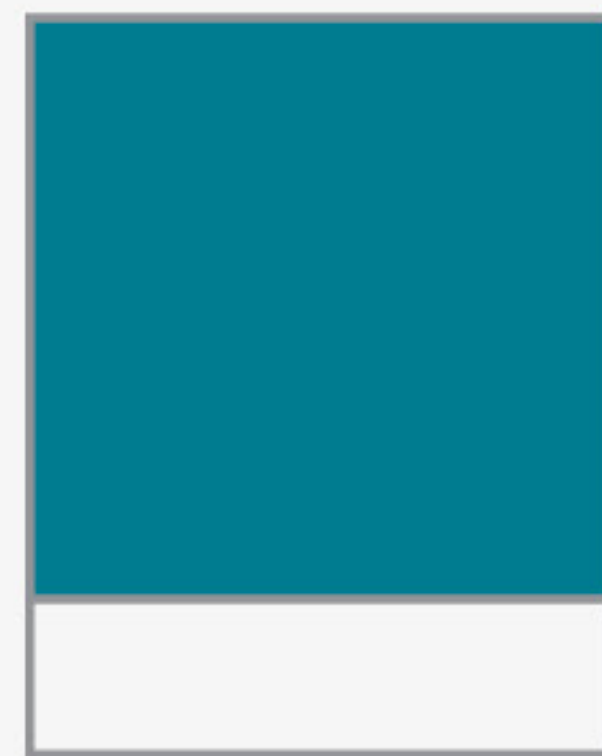


SOFT WHITE

PMS 179-1 C
CMYK 0 0 0 2
RGB 242 241 240
#F2F1F0

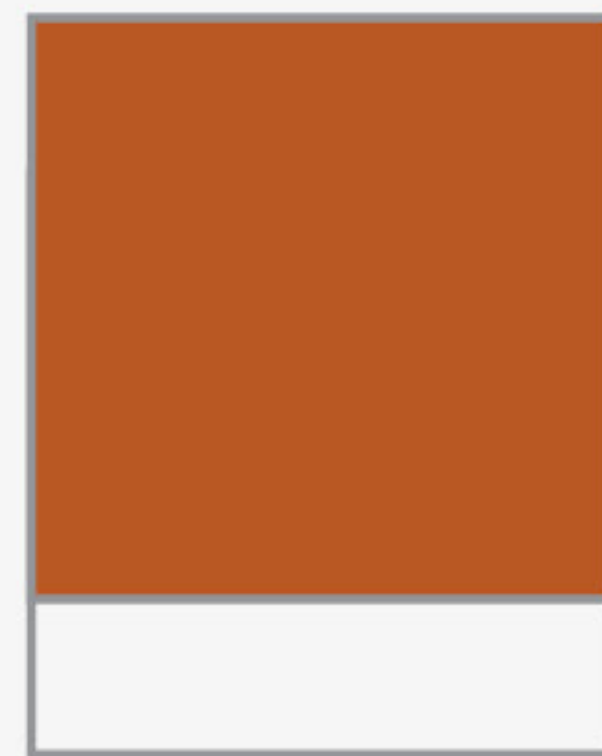
ACCENT COLORS

These accent colors are to be used in other components that accompany the Seaport Village logo(s).



DEEP TEAL

PMS 2231 C
CMYK 100 5 40 21
RGB 0 124 145
#007C91



TERRACOTTA

PMS 7584 C
CMYK 0 70 100 17
RGB 186 88 38
#BA5826



COOL GRAY

PMS COOL GRAY 4 C
CMYK 27 22 22 0
RGB 187 187 187
#BBBBBB

TYPOGRAPHY

The following fonts are recommended for use on signage, web, and print collateral. These pages show both the headline typeface as well as text typeface options.

HEADLINE

VALUE SERIF

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy ZZ

TEXT

GOTHAM BOOK

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy ZZ

GOTHAM BOLD

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy ZZ

GRAPHIC STYLE - ILLUSTRATIONS

These illustrations are part of the Seaport Village brand's graphic style. They are to be used on collateral as complimentary branding elements.



**MY
SPIRIT
IS A
ROARING
SEA**

GRAPHIC STYLE - WAVE

This graphic style is the wave element. It is to be on collateral as a complimentary brand element. It may be used alone or as an overlay on a photo as shown on this page.

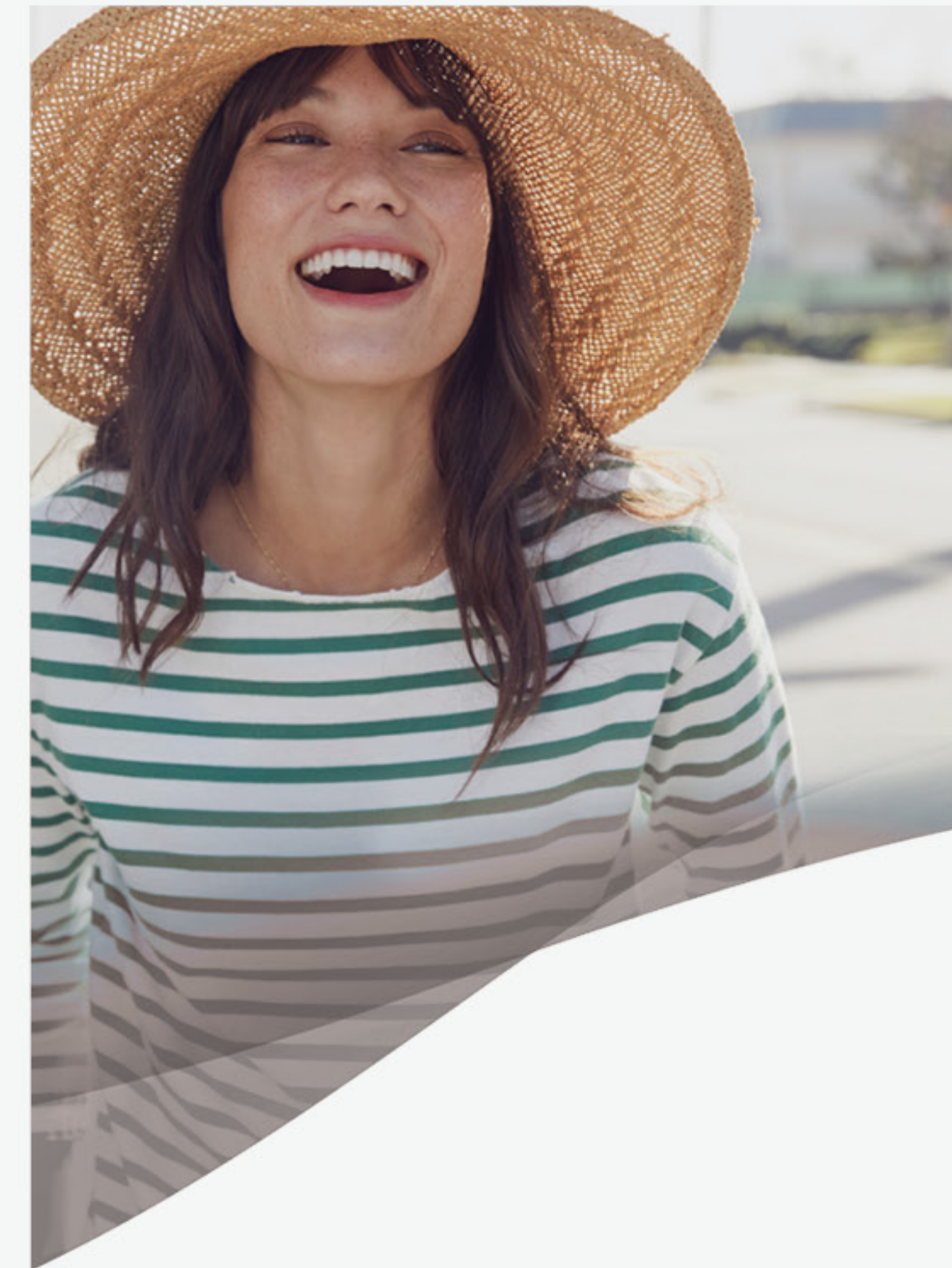


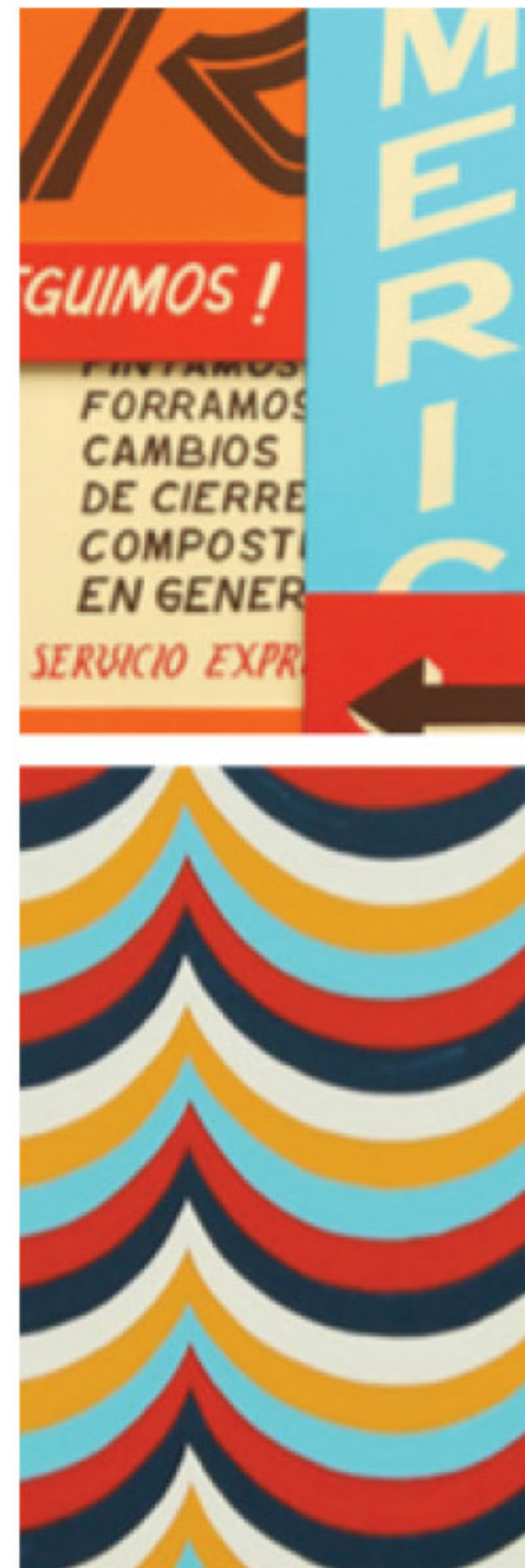
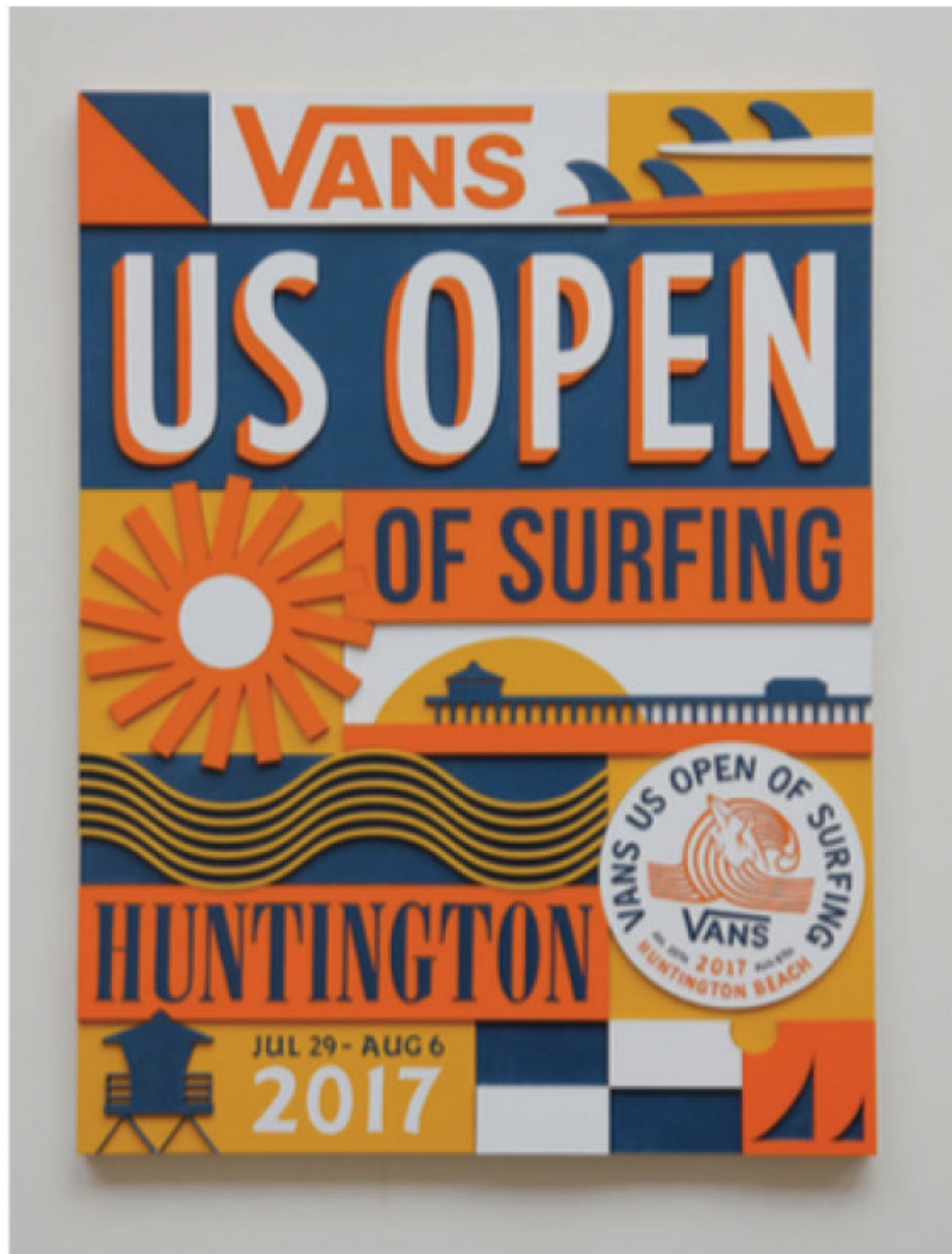
PHOTO USE: Overlaid Opacity



PHOTO USE: Colored Overlay

ARTIST STYLES

Suggested artists for possible collaborations and art style inspiration.



CONCEPTUAL PHOTOGRAPHY PALETTES

The following photography palettes are a sample of lifestyle imagery that represents the Seaport Village brand. These images are for reference only and are not to be reproduced in any capacity.

MOODBOARD #1

LOCALS

This photography palette focuses on the vibrant yet laid-back attitude of local San Diegans. These lifestyle images should show a mix of people and place.





MOODBOARD #2

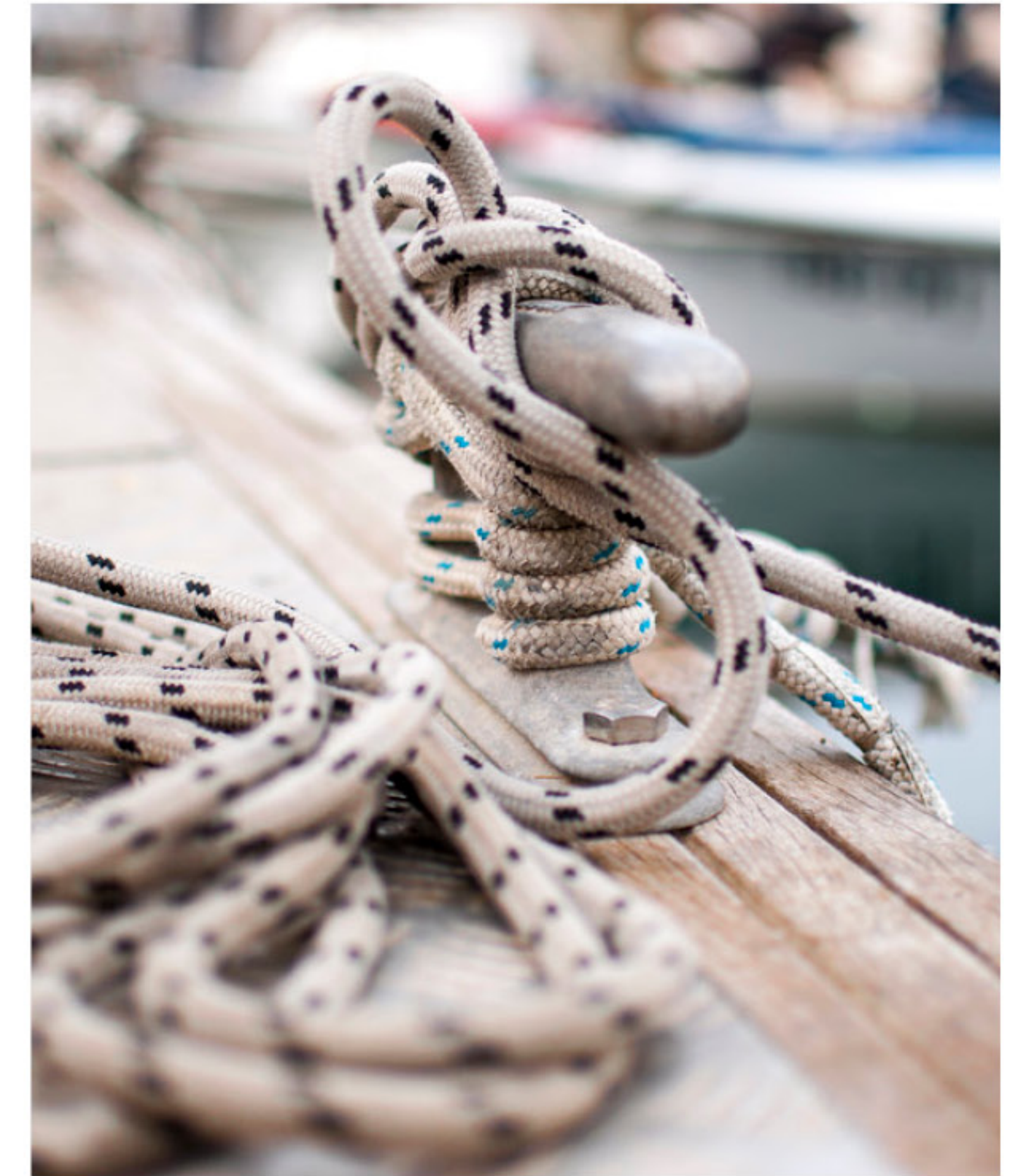
SHOP + DINE

With a unique mix of shopping and dining options, Seaport Village has something for everyone. Restaurant images should show a variety of casual to fine dining imagery. Images may include artful food imagery, individuals or groups enjoying drinks or meals. Retail images shall incorporate artful product photography, architectural shop interiors or Southern California laid-back fashion imagery.



MOODBOARD #3 TOURISM

In order to reach a wide audience of tourists that will enjoy Seaport Village, these images should focus on the fun, unique, and serene aspects of Seaport Village and why people of all kinds would like to visit it. These images should include artful landscape imagery as well as people enjoying Seaport Village and its many offerings.



Brand Applications



The following pages feature brand applications for Seaport Village. These applications employ the standards outlined in this manual using the Seaport Village logo(s), color palette, and typography.

WEB APPLICATION



PRINT APPLICATIONS

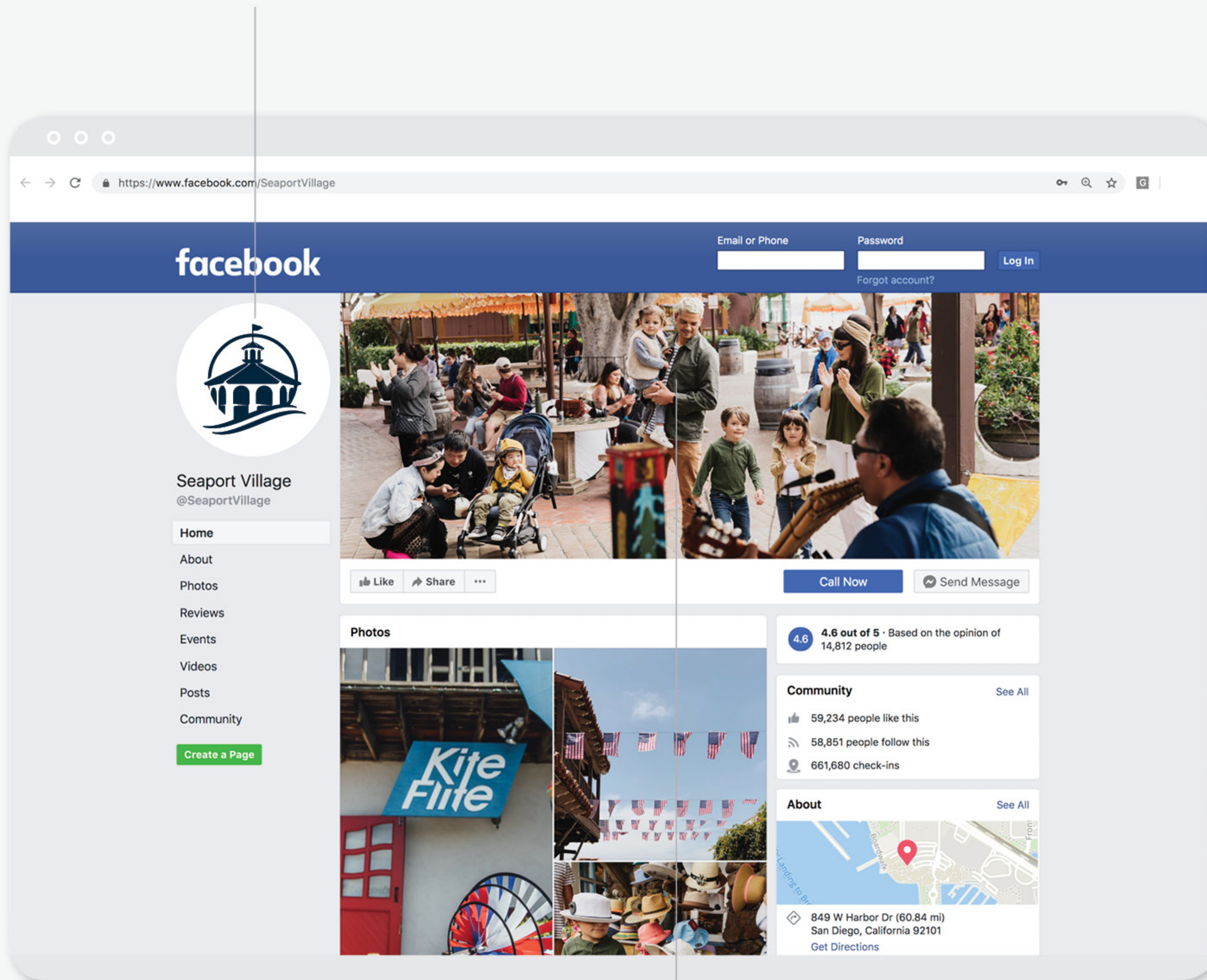


ADVERTISEMENT APPLICATION



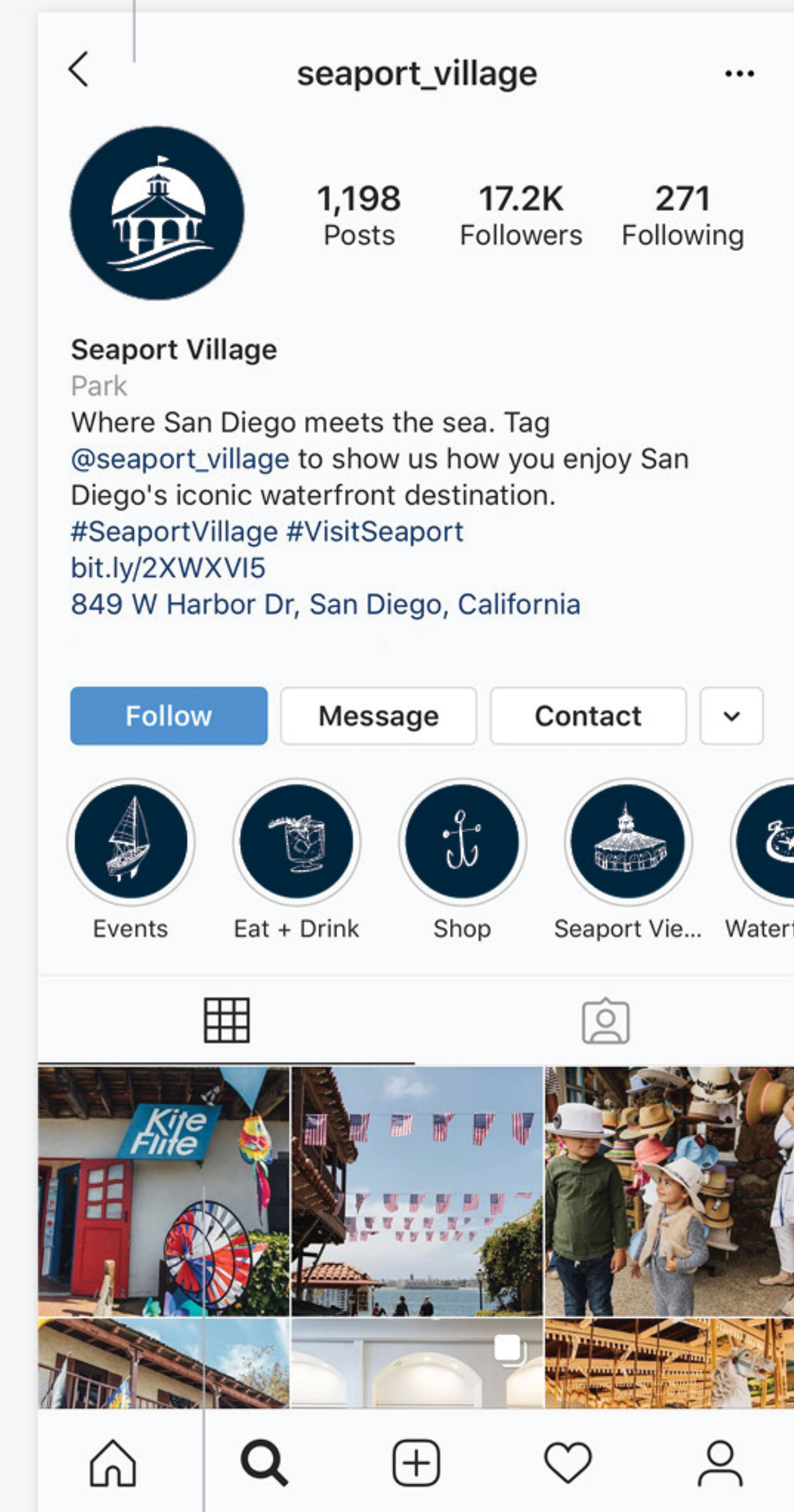
SOCIAL MEDIA APPLICATIONS

Small social profile photos should feature the logo mark.



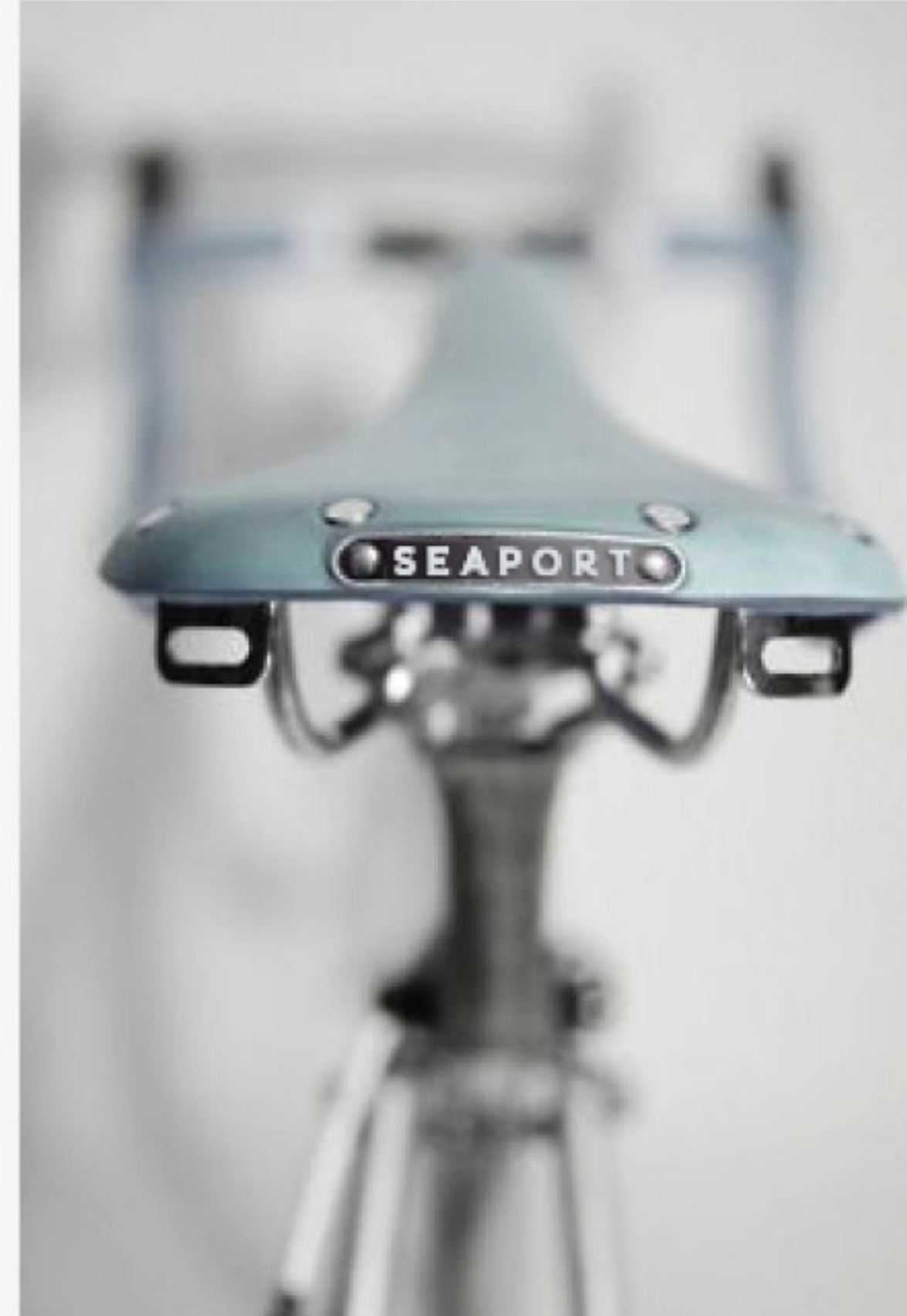
The cover photo should display lifestyle imagery or event happening at Seaport Village.

Due to small size and circular shape of the Instagram profile picture, the logo mark should be reversed out, centered over dark background.



Instagram photos should be vibrant and lively. They should show different aspects of the Seaport Village experience and always must be high quality.

VARIOUS APPLICATIONS



LARGE SCALE APPLICATION



Thank You

PLEASE NOTE

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