

**SNUG HARBOR**

CULTURAL CENTER & BOTANICAL GARDEN

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## BRAND POSITIONING

Snug Harbor symbolizes more than a collection of historic buildings, cultural programs and beautiful gardens. The Snug Harbor brand promises that every facet of what we offer will be the most stimulating and vibrant example of its kind in the New York City area. Snug Harbor defines its success by consistently delivering on this promise to an ever-increasing number of new and returning visitors that represent the city's most curious and confident cultural omnivores.

## INTRODUCTION TO SNUG HARBOR

Snug Harbor Cultural Center & Botanical Garden is the result of more than three decades of restoration and development to convert the first home for retired sailors in the United States to a regional arts center. Snug Harbor is a place where history, architecture, visual art, theater, dance, music and environmental science come together and provide dynamic experiences for all ages. It is the largest ongoing adaptive reuse project in America, consisting of 28 buildings, and is one of New York City's unique architectural complexes and historic landscapes. Majestic Greek-revival buildings, the City's first designated landmarks, present exhibitions on historical subjects and contemporary art.

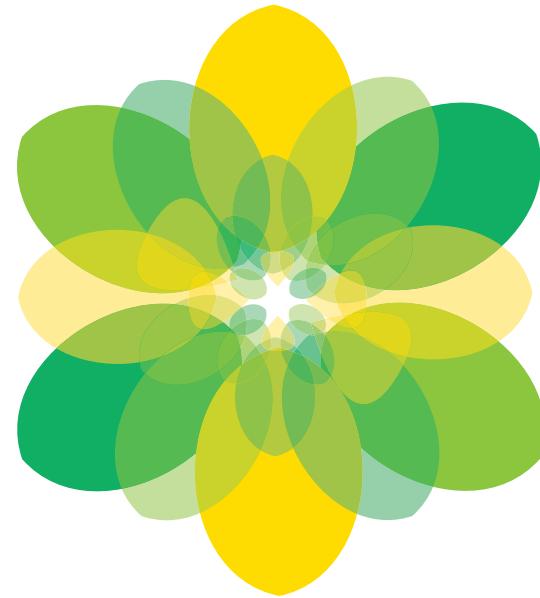
## SNUG HARBOR MISSION STATEMENT

To provide a vibrant, regional, cultural destination that offers dynamic programming in arts, education, horticulture, and recreation for diverse cultures of all ages while ensuring a well-managed campus for all stakeholders.

## CORE BRAND ELEMENTS

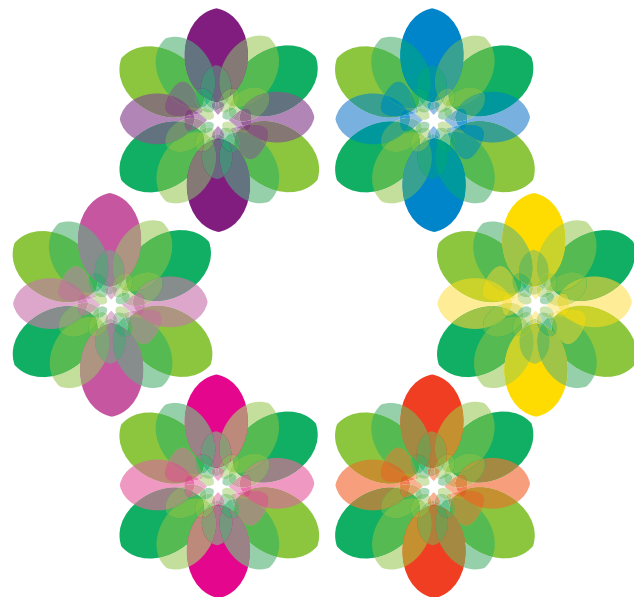
The Kaleidoscope Brand Mark and Logo reflect the diversity of the offerings at Snug Harbor as well as of the target community. A kaleidoscope of options: cultural, educational, historical etc. in a beautiful setting that draws broad participation. It symbolizes many different pieces coming together to form a beautiful whole.

The vibrant colors and shapes of the kaleidoscope invoke jewels as a subtle reminder that Snug Harbor is a treasure, a "hidden jewel". The crisp, modern font leaves the focus on the kaleidoscope mark, and emphasizes Snug Harbor over the secondary lines.



The colors of the kaleidoscope subtly change for the Umbrella offerings so that they will be differentiated but still part of the whole.

The programs include: Visual Arts, Performing Arts, Education, Horticulture and Heritage Farm.



## 1.1 MASTER LOGOS



This is the main logo and used the majority of the time.



The vertical logo is only used when space is an issue.

## 1.2 LOGO SPECIFICATIONS



Minimum Size: 2.5"



Minimum Size: 1.75"

\*No separating Logo Mark from Type (except as a super-sized graphic element; see page 24)

## 1.2 LOGO SPECIFICATIONS (Banners)



### 1.3 LOGO VARIATIONS



### 1.4 INCORRECT LOGO USAGE



Do not add drop shadows



Do not rotate randomly (90° allowable for vertical layouts, see page 9)



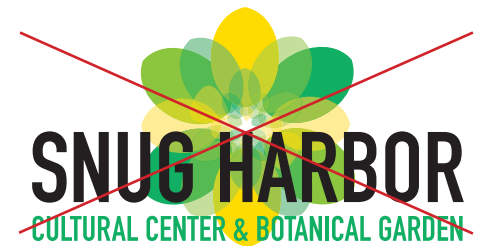
Do not stretch



Do not alter colors



Do not add other graphic elements



Do not overlap elements



Do not add special effects (i.e. beveling, embossing, gradients)



Do not resize elements

## 2.1 UMBRELLA LOCK-UPS



## 2.1 UMBRELLA LOCK-UPS



## 2.2 PARTNER LOCK-UP EXAMPLES



## 3.1 CORE BRAND COLORS

### PRIMARY

Used for design and graphic elements



PMS 354 C  
C84 M0 Y84 K0  
R0 G175 B100  
Hex #00AF64



PMS 376 C  
C50 M0 Y100 K0  
R141 G198 B63  
Hex #8DC63F



PMS 109 C  
C50 M10 Y100 K0  
R255 G221 B0  
Hex #FFDD00

### SECONDARY

Used primarily for type



PMS 426 C  
C33 M31 Y30 K90  
R38 G35 B36  
Hex #262324



PMS 7540 C  
C33 M31 Y30 K45  
R110 G105 B105  
Hex #6E6969

### ACCENT

Shades of the Primary Colors used for design and graphic elements



PMS 353 C  
C42 M0 Y42 K0  
R150 G209 B170  
Hex #96D1AA



PMS 374 C  
C25 M0 Y50 K0  
R196 G223 B155  
Hex #C4DF98



PMS 127 C  
C0 M5 Y50 K0  
R255 G225 B149  
Hex #FFEB95



## 3.2 SECONDARY UMBRELLA COLORS

### VISUAL ARTS



PMS Magenta C  
C4 M100 Y0 K0  
R227 G3 B140  
Hex #E303BC



PMS 237 C  
C2 M50 Y0 K0  
R238 G152 B193  
Hex #EE98C1

### EDUCATION



PMS 3005 C  
C100 M35 Y0 K0  
R0 G131 B202  
Hex #0083CA



PMS 644 C  
C50 M18 Y0 K0  
R122 G178 B224  
Hex #7AB2E0

### PERFORMING ARTS



PMS 259 C  
C51 M100 Y0 K13  
R128 G29 B127  
Hex #801D7F



PMS 7441 C  
C26 M50 Y0 K6  
R176 G132 B180  
Hex #B084B4

### HORTICULTURE



PMS 2385 C  
C20 M80 Y0 K0  
R198 G87 B160  
Hex #C657A0



PMS 251 C  
C10 M40 Y0 K0  
R221 G166 B204  
Hex #DDA6CC

### HERITAGE FARM



PMS Red 032 C  
C0 M90 Y100 K0  
R239 G65 B35  
Hex #EF4123



PMS 486 C  
C0 M45 Y50 K0  
R248 G160 B124  
Hex #F8A07C

## 4.1 CORE FONTS

### Headlines/Pull Quotes

#### ITC CHELTENHAM LT LIGHT

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

#### *ITC CHELTENHAM LT LIGHT ITALIC*

*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz*

#### ITC CHELTENHAM LT BOOK

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

#### *ITC CHELTENHAM LT BOOK ITALIC*

*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz*

#### ITC CHELTENHAM LT BOLD

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

#### *ITC CHELTENHAM LT BOLD ITALIC*

*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz*

### Body Copy/Captions

#### GILL SANS LIGHT

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890

#### *GILL SANS LIGHT ITALIC*

*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz*  
*1234567890*

#### GILL SANS REGULAR

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890

#### *Gill Sans Regular Italic*

*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz*  
*1234567890*

## 4.2 FONT EXAMPLES

### The Music Hall

← ITC Cheltenham LT  
Light, 22 pt

The Music Hall at Snug Harbor em experia que voleniet et quaitibusam essit et quissedi vidigen daecum utaspe nullaccuptus es aut aut lacea est, sum, quatia nimet omni dolorest minis simaxim olupta dolupta santent quia vellibus, illab iur assimodiat que erum im adetur reptaspere, velitium imus nistrum eos aliquas et

*The Music Hall is one of the oldest concert halls in the City, second only to Carnegie Hall.*

← ITC Cheltenham LT  
Light Italic, 1.5pt  
20pt Leading

← Spacing around the quote  
should be the same width  
as the leading.

← Gill Sans Light  
10pt, 14pt leading

eatissequi quid qui re pariore restius asse laborisqui aliquos dem rehenim id qui omnia entiuntis con et del magnate mporiatiur, quia num quunte odicia quatur sitibusam consende nis et fugiani in reicae comnim que nonseque porpos senis con corro verum unt fuga. Ut quis sum volo bla de exceseque con cullamust lita et quo enimuscium quos nos re iumquiame la nesto ommod eremquo tem lab ini di doluptatio sitibusam co fuga. Ut restem faccupitios ent, est, sit ex eatium eossi cones et ipsam repedit atatium quaspietur apelecto bercienti berisci conem non comnitassit, tem es que omnisquia necerna tiusdae caborum et omnisquia dolupta eseque litae pror siminis eum doluptatus es dolupta erchitis am sunt haribus nientotatur sa demped mo.

## 4.3 WEB FONTS (Google)

### Headlines/Pull Quotes

#### Droid Serif Regular

AaBbCcDdEeFfGgHhIijjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

#### Droid Serif Italic

AaBbCcDdEeFfGgHhIijjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

#### Droid Serif Bold

AaBbCcDdEeFfGgHhIijjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

#### Droid Serif Italic

AaBbCcDdEeFfGgHhIijjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Use MS Serif when  
Google web fonts  
aren't available

### Body Copy/Captions

#### Lato Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

#### Lato Light Italic

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

#### Lato Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

#### Lato Italic

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Use MS Sans Serif  
when Google web  
fonts aren't available

\*Use MS Sans Serif and MS Serif when Google webfonts aren't available.

## 4.4 STYLISTIC EXAMPLES

### Date Format

09.23.2013

### Time Format

XX:XX PM

### Phone/Fax/Cell

T XXX.XXX.XXXXX

C XXX.XXX.XXXXX

F XXX.XXX.XXXXX

### Email Contact Info

First Last Names | Title | Snug Harbor | T XXX.XXX.XXXXX | email@snug-harbor.org

## 5.1 IMAGERY ATTRIBUTES

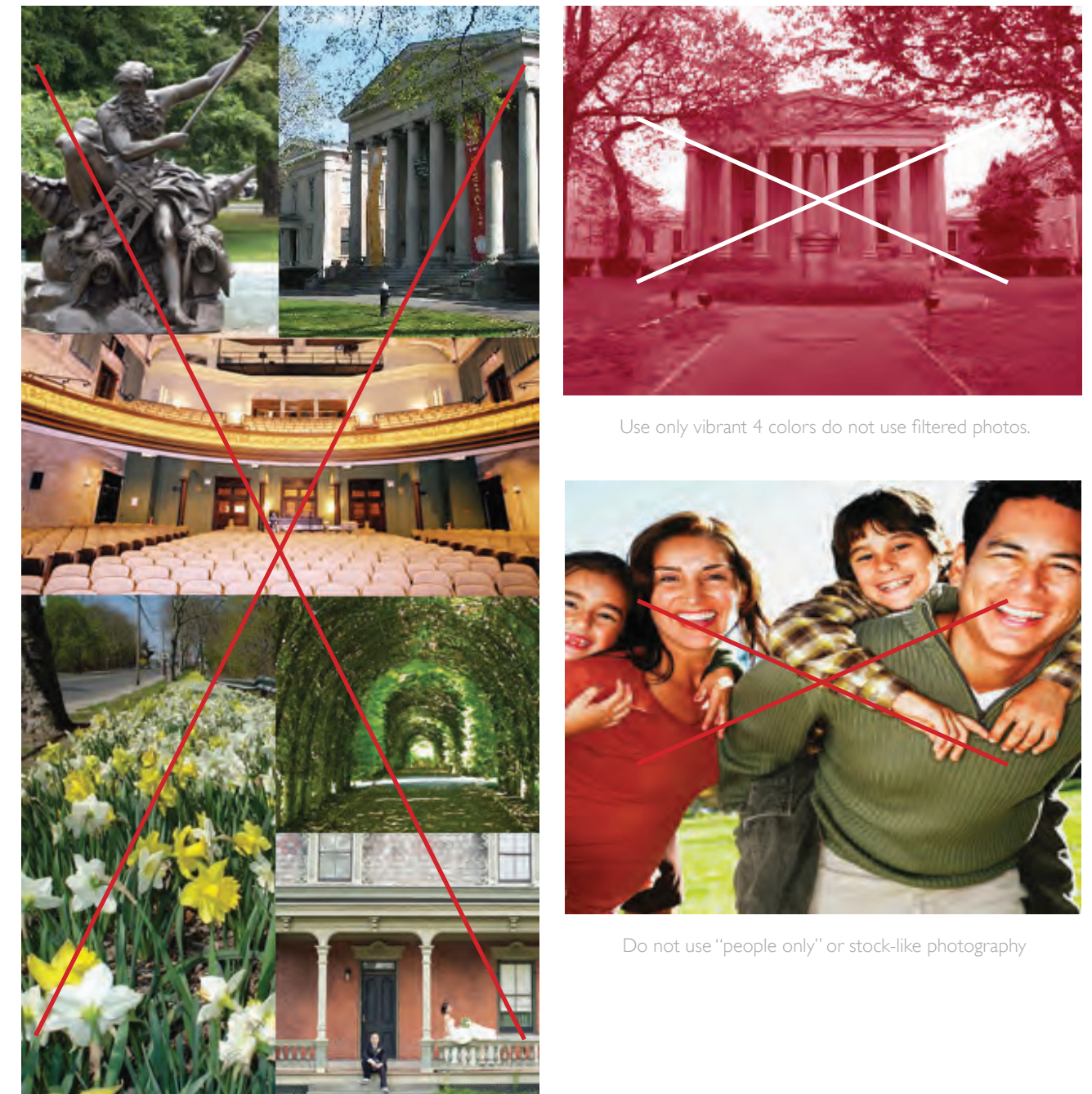
In keeping with the Brand Identity, photographic images will reflect the diversity of the Snug Harbor offerings and the community being served. Images should be in vibrant full color to reflect the Brand identity. Because the Historic, Arts and Garden offerings are the highlights of Snug Harbor's offerings, they should be used together in all visuals at a ratio of 1:2 or 1:3 (see examples Guide pg. X) Snug Harbor's offerings will be the main imagery and when images of people are appropriate / utilized they should reflect diversity and adhere to the ratios above.

Rather than trying to illustrate the kaleidoscope of offerings and audience, images will be simple snapshots that display the essence of Snug Harbor and invite exploration.

## 5.2 PHOTOGRAPHY EXAMPLES



## 5.3 INCORRECT PHOTO USAGE



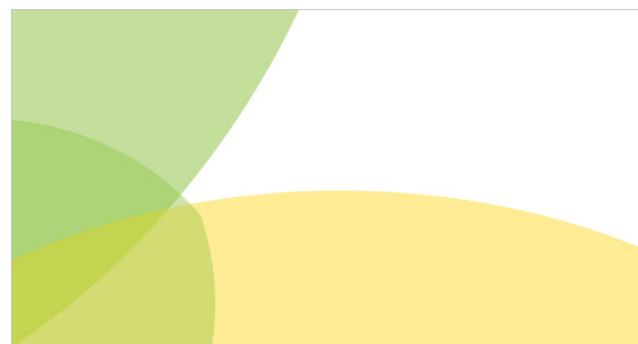
Use only vibrant 4 colors do not use filtered photos.

Do not use "people only" or stock-like photography

Do not create collages/grids

## 5.4 GRAPHIC ELEMENTS

The Snug Harbor graphics program takes the Logo Mark as its inspiration. All graphics will be a permutation of the mark scaled to provide a platform for designs from print to digital. Enlarged, swooping curves of the kaleidoscope symbol are used as backdrops with clean, modern bursts of color drawing the eye. Because simplicity is the key no effects, shadows etc. will be used in the graphic elements.



Horizontal



Letter Size



Vertical

## 5.5 INCORRECT GRAPHIC USAGE

