01 / IDENTITY

A familiar mark.
A distinct signature.

The exact sailing mark and lowercase lettering you selected from the first draft. Libre Baskerville Bold gives WP its serif character; lifeboat keeps Red Hat Display 650.



PRIMARY / ON DARK



ON LIGHT / DEEP RESCUE



APP ICON / 512 PX · R112



STACKED / COMPACT SPACES



ONE COLOR / REVERSED

02 / PALETTE

Orange. Sailcloth. Night.

The selected first-draft palette: Rescue orange sails and hull, a Sailcloth jib and a near-black ground. Use Deep rescue on light.

01

Rescue orange

#FF9138

C0 M43 Y78 K0

Main sail, hull and lifeboat wordmark accent on dark

02

Deep rescue

#A94700

C0 M58 Y100 K34

Orange on light; small text and print lockup

03

Sailcloth

#FFF5E8

C0 M4 Y9 K0

Jib, WP initials and text on dark; warm light ground

04

Harbor night

#111419

C60 M40 Y40 K100

Near-black brand ground; text on light. Rich-black build for large areas only

05

Harbor steel

#1C222B

C35 M21 Y0 K83

Raised surfaces on dark

06

Mist

#B8C0CC

C10 M6 Y0 K20

Secondary text on dark

CMYK values are starting builds, not a color-managed press match. Proof with the printer's stock and ICC profile. Use K100 for small black type. PDFs are RGB vectors.

03 / TYPOGRAPHY

Aa.

Red Hat Display

700 / WP initials: Libre Baskerville
650 / lifeboat & headings
450 / Supporting copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 & @ ! ?

04 / USAGE

Give the boat space.

Keep the silhouette clear and the name legible. Use the mark or favicon when the full name will not fit.



¼ boat width on every side, outside the visible artwork

Minimum sizes

Horizontal lockup: 160 px / 40 mm. Endorsed: 240 px / 60 mm. Mark: 24 px / 8 mm. Favicon: 16 px.

Correct backgrounds

Bright orange on Harbor night. Deep rescue on light. Use one-color artwork for a single ink; keep the cutouts open.

Keep it intact

Preserve the proportions. Keep words outside the icon. Use the supplied files without extra rings, shadows or gradients.

