

Harbor Logo Guidelines

Standard Use:



Black:



Reverse Out:



Sample Team Logo:



Tagline: (Font: Avenir LT Std, oblique in all weights)

Everyone needs helps sometimes.

Colors:



CMYK: 100 45 0 18
RGB: 0 101 164
HEX: 0065A4
PANTONE® 300C



CMYK: 0 50 100 0
RGB: 247 148 29
HEX: F7941D
PANTONE® 144C
accent color only

Primary Font:

ITC Giovanni Std Book

ABCDEFGHI
JKLMNOPQR
STUVWXYZ

abcdefghi
jklmnopqr
stuvwxyz

1 2 3 4 5 6 7 8 9 . , : ! ? @ " "

Secondary Font (team name only):

Brevia Medium

ABCDEFGHI
JKLMNOPQR
STUVWXYZ

abcdefghi
jklmnopqr
stuvwxyz

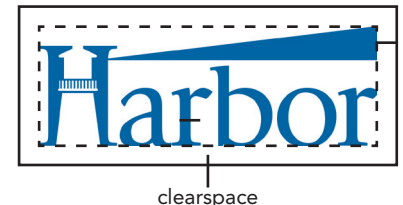
1 2 3 4 5 6 7 8 9 . , : ! ? @ " "

Size and Positioning:

Always size the logo proportionately. Do not recreate, distort, stretch or otherwise alter the logo.

Please only use the approved versions above.

To ensure the logo's integrity and visibility, it is important that it is kept clear of other logos, text or images. It must be surrounded on all sides by an adequate clearspace – a space equal in size to double the width of the stem of the "r" of the logo you are using.



File Formats:

.eps

The .eps file is also referred to as "vector". This format can be resized without harming and losing resolution of the logo. This has a transparent background.

.jpg

The .jpg file is a "raster image" and has a white background.