SEABOARD

STATION

BRAND GUIDE – MARCH, 2021

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MASTER LOGO

Primary logo

SEABOARD
STATION

SEABOARD
STATION

BRAND BADGE

Secondary logo to be used in signage, collateral, advertising, promotional materials

TYPOGRAPHY - PRINT

A DYNAMIC DESTINATION

CALLOUT
Verlag Bold, All Caps, Tracking 200

Seaboard Station is an inspiring and welcoming place for all that celebrates the character of the capital city.

HEADLINE
IBM Plex Serif Light

Paying homage to the history of the neighborhood while envisioning its future, Seaboard Station's design blends the industrial warehouse aesthetic of the past with an innovative and engaging environment where people and energy converge.

BODY COPY
IBM Plex Serif Light

"Seaboard Station will be an expanded urban neighborhood that fits with the existing landscape."

PULL QUOTE/EMPHASIS
Garamond Premier Pro Regular

VISION ››

CALL TO ACTION
Verlag Bold, All Caps, Tracking 200

PRIMARY PRINT FONT

IBM Plex Sans Light

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Applications: Headlines, body copy

FREE DOWNLOAD AT FONTS.GOOGLE.COM

SECONDARY PRINT FONTS

VERLAG BOLD

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

All Caps, Tracking 200

Applications: Headers, callouts, calls to action

AVAILABLE FROM TYPOGRAPHY.COM

Garamond Premier Pro Regular

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Applications: Pull quotes, emphasis

AVAILABLE FROM FONTS.ADOBE.COM

TYPOGRAPHY - WEB

A DYNAMIC DESTINATION

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Paying homage to the history of the neighborhood while envisioning its future, Seaboard Station's design blends the industrial warehouse aesthetic of the past with an innovative and engaging environment where people and energy converge.

"Seaboard Station will be an expanded urban neighborhood that fits with the existing landscape."

VISION >>

CALLOUT

Josefin Sans Bold, All Caps, Tracking 200

HEADLINE

IBM Plex Serif Light

BODY COPY

IBM Plex Serif Light

PULL QUOTE/EMPHASIS

Buenard Regular

CALL TO ACTION

Josefin Sans Bold, All Caps, Tracking 200

PRIMARY PRINT FONT

IBM Plex Sans Light

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Applications: Headlines, body copy

FREE DOWNLOAD AT FONTS.GOOGLE.COM

SECONDARY PRINT FONTS

JOSEFIN SANS 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

All Caps, Tracking 200

Applications: Headers, callouts, calls to action

FREE DOWNLOAD AT FONTS.GOOGLE.COM

Buenard Regular

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Applications: Pull quotes, emphasis

FREE DOWNLOAD AT FONTS.GOOGLE.COM

PRIMARY BRAND COLOR

SEABOARD
STATION

SLATE

PMS 432 C78 M57 Y39 K56 HEX #333F48

SECONDARY BRAND COLORS

STONE

WARM GRAY 1 C10 M10 Y11 K0 HEX #D7D2CB

FOREST

PMS 2409 C62 M47 Y72 K32 HEX #4E6548

NEW RUST

PMS 168 C1 M79 Y95 K48 HEX # 833921

DENIM

PMS 7698 C74 M35 Y18 K18 HEX # 41748D

BLACK

C0 M0 Y0 K100 HEX #000000

EABOARD
STATION

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connects