# SEABOARD

## STATION

BRAND GUIDE

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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

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

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**
Verlag Bold, All Caps, Tracking 200

**HEADLINE**
IBM Plex Serif Light

**BODY COPY**
IBM Plex Serif Light

**PULL QUOTE/EMPHASIS**
Garamond Premier Pro Regular

**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

**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

**AVAILABLE FROM TYPOGRAPHY.COM**

# Garamond Premier Pro Regular

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Applications: Pull quotes, emphasis

**AVAILABLE FROM FONTS.ADOBE.COM**

# TYPOGRAPHY - WEB

A DYNAMIC DESTINATION

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

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

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# 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

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