

HARBOR BRIDGE BRAND IDENTITY STYLE GUIDE



**HARBOR BRIDGE**

Corpus Christi, Texas



**HARBOR BRIDGE**

Corpus Christi, Texas

## BRAND LOGOS

The cornerstone of Harbor Bridge visual identity is the logo. Instantly recognizable yet simple and clean. It's construction is as contemporary and modern expression of both our heritage and our future.

The preferred use for the logo is the - primary standard logo. It should be used, without alteration, to officially brand items. Be sure to review the following pages for specific usage guidelines for each logo version.

### Preferred



**HARBOR BRIDGE**

Corpus Christi, Texas

Primary Standard Logo



**HARBOR BRIDGE**

Corpus Christi, Texas



**HARBOR BRIDGE**

Corpus Christi, Texas



**HARBOR BRIDGE**

Corpus Christi, Texas



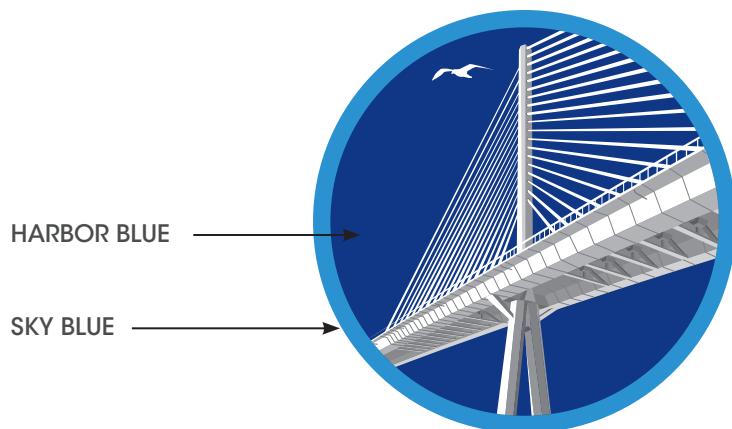
**HARBOR BRIDGE**

Corpus Christi, Texas

## COLOR SPECIFICATIONS

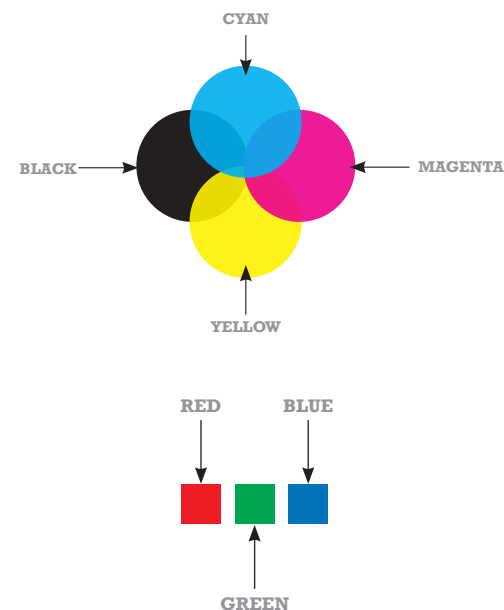
The logo is based on a core set color. Additional colors are not available for this logo. If you need to order a product with a logo imprint, follow the guidelines and relative color found in this style guide.



### Color



**HARBOR BRIDGE**  
Corpus Christi, Texas

Primary Standard Logo



COLOR:	PANTONE	C	M	Y	K	R	G	B	HEX#
<b>HARBOR BLUE</b> 	7687 C	100%	85%	0%	20%	18	56	133	123885
<b>SKY BLUE</b> 	7689 C	75%	30%	0%	0%	44	147	209	2c93d1



**HARBOR BRIDGE**

Corpus Christi, Texas

## GRAYSCALE SPECIFICATIONS

The logo is based on a core set color. Additional colors are not available for this logo. If you need to order a product with a logo imprint, follow the guidelines and relative color found in this style guide.

### Grayscale

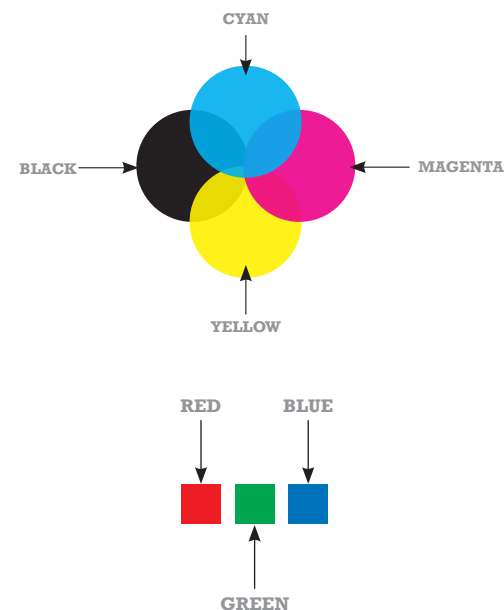
HARBOR BRIDGE  
GRAYSCALE





**HARBOR BRIDGE**

Corpus Christi, Texas

Primary Standard Logo



COLOR:	PANTONE	C	M	Y	K	R	G	B	HEX#
<b>HB GRAYSCALE</b> 	Cool Gray 5 C	0%	0%	0%	45%	158	158	158	9e9e9e
<b>HB BLACK</b> 	Black 6 C	0%	0%	0%	100%	0	0	0	000000



**HARBOR BRIDGE**

Corpus Christi, Texas

**TYPOGRAPHY:**

**FONTS/TYPEFACES**

The preferred typeface or font used with the Harbor Bridge logo in any communication piece is Sans-serif font called "Oswald Bold".

Oswald Bold should be used in subheads, section headings, and product descriptions. Short headlines or labels can be all caps, otherwise headlines and subheads are sentence case. For internal documents, such as Power Point presentations, Word documents, and e-mails, the typeface Helvetica Bold may be substituted for Oswald Bold.

Typography



Oswald Stencil Font —————→ **HARBOR BRIDGE**

Oswald Light Font —————→ *Corpus Christi, Texas*

Primary Standard Logo

**OSWALD STENCIL**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**  
**=~!@#\$%^&\*()\_+{}|:;:'">?.,/**

**OSWALD LIGHT**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
=~!@#\$%^&\*()\_+{}|:;:'">?.,/



**HARBOR BRIDGE**

Corpus Christi, Texas

**CORRECT USE OF LOGO:**

**Color, Grayscale, B&W Lineart**

The primary use for the logo is the standard logo version - Color. When color or printing requirements prohibit this, it may be used in all black or reversed out to white. The registration mark should be black or white, not any other color.

The logo can appear on color, illustration, or photographic backgrounds, as long as the legibility and integrity of the logo are not diminished.

*Logo may be used by third parties, under license only (partner communications, co-marketing, sponsorships, etc.).*

**Color**



**HARBOR BRIDGE**

Corpus Christi, Texas

Primary Standard Logo

Preferred Color



**HARBOR BRIDGE**

Corpus Christi, Texas

Preferred Grayscale



**HARBOR BRIDGE**

Corpus Christi, Texas

Preferred B&W



**HARBOR BRIDGE**

Corpus Christi, Texas



**HARBOR BRIDGE**  
Corpus Christi, Texas

## CORRECT USE OF LOGO:

### Stand Alone Logo

The primary use for the logo is the standard logo version - Color. When color or printing requirements prohibit this, it may be used in all black or reversed out to white. The registration mark should be black or white, not any other color.

The logo can appear on color, illustration, or photographic backgrounds, as long as the legibility and integrity of the logo are not diminished.

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### Stand Alone Color



Stand Alone Logo

Preferred Stand Alone Color



Preferred Stand Alone Grayscale



Preferred Stand Alone B&W





**HARBOR BRIDGE**

Corpus Christi, Texas

## CORRECT USE OF LOGO:

### On Backgrounds

The primary use for the logo is the standard logo version - Color. When color or printing requirements prohibit this, it may be used in all black or reversed out to white. The registration mark should be black or white, not any other color.

The logo can appear on color, illustration, or photographic backgrounds, as long as the legibility and integrity of the logo are not diminished.

*Logo may be used by third parties, under license only (partner communications, co-marketing, sponsorships, etc.).*

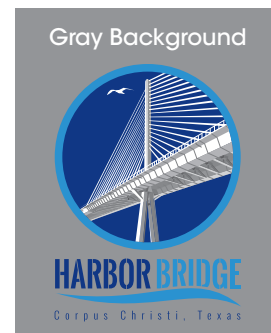
### Backgrounds



**HARBOR BRIDGE**

Corpus Christi, Texas

Primary Standard Logo







**HARBOR BRIDGE**

Corpus Christi, Texas

## CORRECT USE OF LOGO:

### On Apparel/ Merchandise

Harbor Bridge logo should, be used primarily for construction apparel such as: Hard Hats, shirts, caps, patches, embroidery, screen-printing, etc.

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## Apparel



**HARBOR BRIDGE**

Corpus Christi, Texas

Primary Standard Logo

Examples of the primary standard logo usage on construction apparel



Bag



Coffee Mug



Cap



Polo Shirt



**HARBOR BRIDGE**  
Corpus Christi, Texas

**INCORRECT USE OF LOGO:**

Do not alter the Harbor Bridge logo in anyway.

- Do not animate, color, rotate, skew, or apply any effects to the Harbor Bridge logo.
- Do not separate the elements. Never attempt to create the logo yourself, change the font, or alter the size or proportions of logo.
- Do not attempt to stage the logo yourself on a tag or alter the space between the the graphic element and the "Flatiron | Dragados" text of the logo.

Incorrect Use



**HARBOR BRIDGE**  
Corpus Christi, Texas

Primary Standard Logo

*Do not: Stretch, Skew, Rotate, Flip or Distort Logo in anyway.*



Stretch



Skew



Rotate



Flip



Distort



**HARBOR BRIDGE**

Corpus Christi, Texas

**USE RESTRICTIONS:**

To ensure the prominence, clarity and visual impact of Harbor Bridge brand mark, please adhere to the following guidelines regarding acceptable clear space and size.

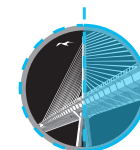
**Incorrect Use**



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Minimum Clear Space



**HARBOR BRIDGE**  
Corpus Christi, Texas

x = half of logo circle from outer edge

To maintain the visual impact of the Harbor Bridge brand, never place any graphic or typographic element closer to the brand mark than the minimum clear space indicated above.



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### POWERPOINT PRESENTATION TEMPLATE:

To ensure the prominence, clarity and visual impact of Harbor Bridge brand mark, please utilize only approved presentation templates included in this guide.

#### Powerpoint Slides Version1



#### Powerpoint Slides Version2





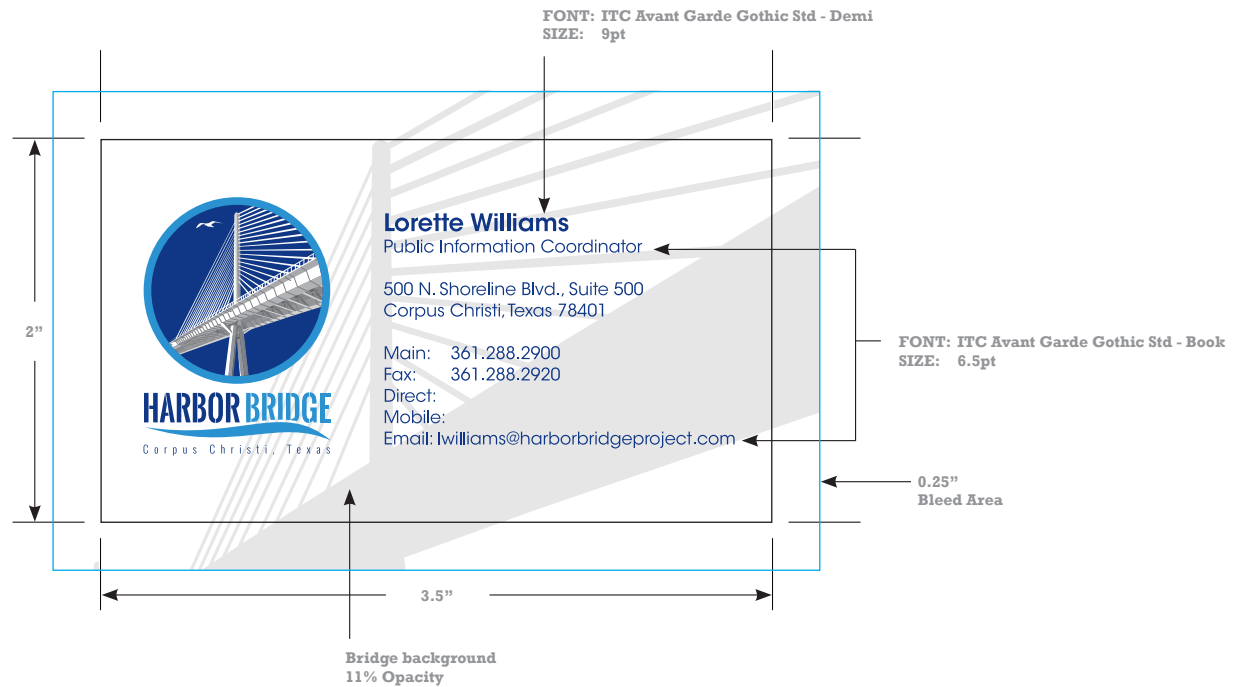
**HARBOR BRIDGE**

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## BUSINESS CARD TEMPLATE:

To ensure the prominence, clarity and visual impact of Harbor Bridge brand mark, please adhere to the following guidelines when printing standard business cards.

### Business Card 3.5"x2"



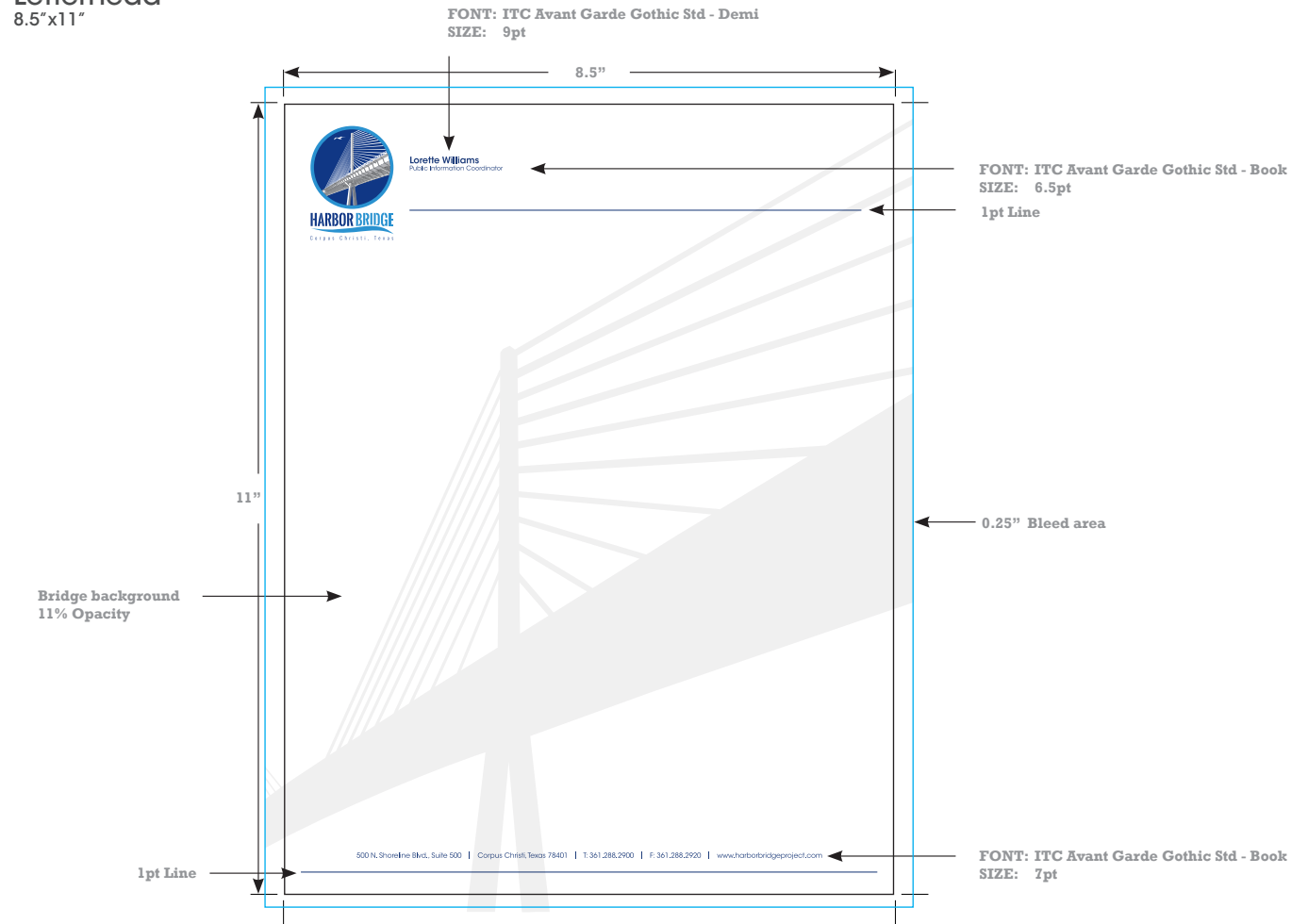


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## STATIONERY LETTERHEAD TEMPLATE:

To ensure the prominence, clarity and visual impact of Harbor Bridge brand mark, please utilize only approved letterhead templates included in this guide.

### Letterhead 8.5"x11"





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### EMAIL SIGNATURE TEMPLATE:

To ensure the prominence, clarity and visual impact of Harbor Bridge brand mark, please utilize the approved email signature template included in this guide.

### Email Signature 700 pixels x 185 pixels

**Lorette Williams**  
Public Information Coordinator  
Flatiron/Dragados, LLC  
Harbor Bridge Replacement Project  
Email: [lwilliams@harborbridgeproject.com](mailto:lwilliams@harborbridgeproject.com)

500 N. Shoreline Blvd., Suite 500 • Corpus Christi, Texas 78401  
Direct: 361.288.2900 • Based at: Core Office

Main: 361.288.2900  
Fax: 361.288.2920  
Mobile: 361.446.9542

  
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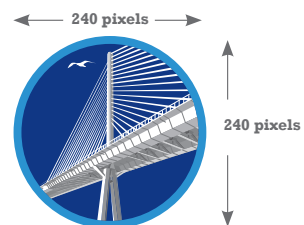
## SOCIAL MEDIA:

To ensure the prominence, clarity and visual impact of Harbor Bridge brand mark, the following logos are approved for use via social media channels.

### Social Media Twitter



### Twitter/Profile Photo





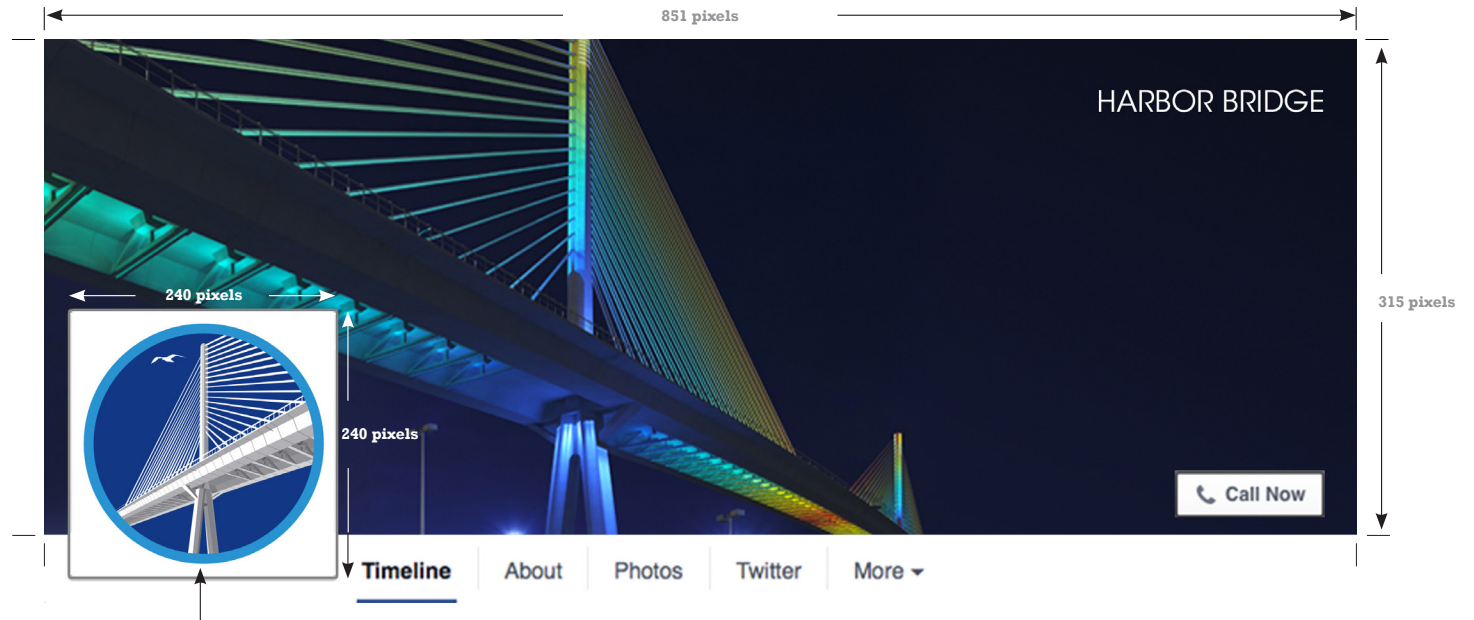


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### SOCIAL MEDIA:

To ensure the prominence, clarity and visual impact of Harbor Bridge brand mark, the following logos are approved for use via social media channels.

#### Social Media Facebook



851 pixels

315 pixels

240 pixels

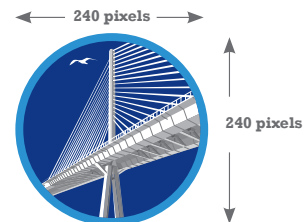
240 pixels

Logo Area 240px X 240px

851px X 315px - Facebook Header

Timeline About Photos Twitter More

#### Facebook/Profile Photo





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Corpus Christi, Texas