



CANALSIDE

BRAND GUIDELINES





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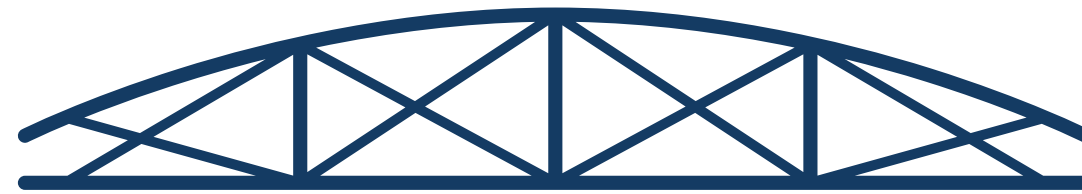
CANALSIDE CONCERTS

LOGO

LOGO GUIDELINES

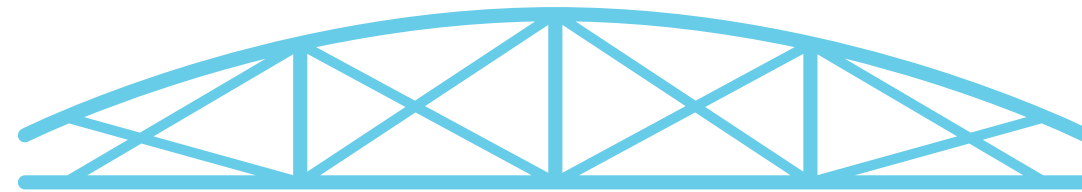
A brand's logo is one of the most important advertising elements. It's a key focal point on all of our communications. And each time the logo is used, it helps build Canalside's visual identity. That's why it's so important to keep it consistent and professional.

With proper use through a unified look and feel, we build brand recognition with our audience. And through this, we create a location that is viewed as reliable, safe and fun. Our audience will come to know our logo and associate it with activities for everyone.



CANALSIDE

ONE-COLOR



CANALSIDE

TWO-COLOR

LOGO

PRIMARY LOGO COLORS

The primary blue color for Canalside is **PMS 7694**. Color breakdowns are provided below for various usages. The secondary blue color is **PMS 305** and should be used as a complementary color. The light blue should not be implemented for single-color usage.



PMS 7694
C100 M57 Y9 K52
R1 G66 B106
HEX#01426A



PMS 305
C55 M0 Y2 K0
R89 G203 B232
HEX#59CBE8

SINGLE-COLOR USE

In the case of single-color usage, the Canalside logo must be used at 100%.



USE ON COLOR

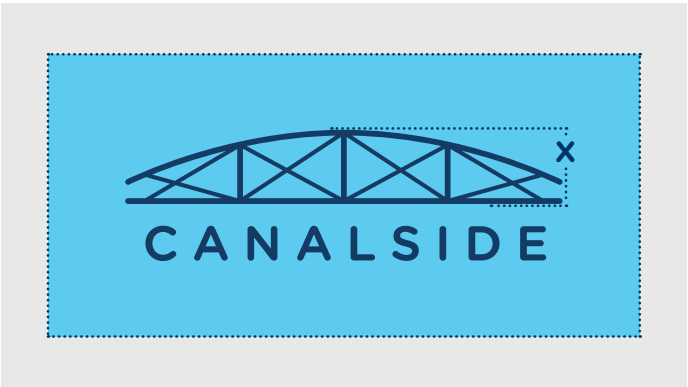
When being used on color, the Canalside logo should be used in single-color format or reversed in white. See examples below.



LOGO RULES

MINIMUM SPACE RULE

Clear space around the logo: designs must keep the logo separated from other elements by a distance of the height of the bridge, as shown below.



NO ALTERATIONS

The Canalside logo may not be altered in any way. The font is to always remain the same, as well as the angles and proportions.



DO NOT CHANGE COLORS



DO NOT CHANGE PROPORTIONS



DO NOT SUBSTITUTE TYPOGRAPHY



DO NOT SKEW



DO NOT SUBSTITUTE TYPEFACE



DO NOT ADD A STROKE



DO NOT CHANGE ANGLE



DO NOT CHANGE ALIGNMENT



DO NOT APPLY SPECIAL EFFECTS

FONTS

PRIMARY TYPEFACE

Our primary typeface is Gotham Rounded.
 Please see the following page for optimal usages.

Gotham Rounded Bold
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789 .,:;?!\$&%“”

Gotham Rounded Book
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789 .,:;?!\$&%“”

SECONDARY TYPEFACES

Please see the following page for optimal usages.

BROTHERS BOLD
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789 .,:;?!\$&%“”

Clear Line
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 0123456789 .,:;?!\$&%“”

Thirsty Script Regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789 .,:;?!\$&%“”

FONTS

EXAMPLE

Here is an example of optimal brand font usages.

Clear Line

should be used for the first part of headlines, always set in sentence case.

Thirsty Script
Regular

should be used as an alternate when the Clear Line typeface isn't legible.

BROTHERS BOLD

should be used for the second part of headlines.

Gotham Rounded Book

should be used for larger blocks of body copy.

Gotham Rounded Bold

should be used in all caps for calls to action and website.



COLORS

OUR COLORS

Our primary brand colors **Waterfront Blue**, **Skyway Blue**, **Sunset Orange**, **Clinton's Dish Vanilla Cone**, and **Buffalo Winter White** should be used strictly for brand collateral.

Our brand ads feature **Buffalo Winter White** headlines and calls to action with the website in **Sunset Orange**. **Clinton's Dish Vanilla Cone** can also be used as an alternate to white headline text.

Use **Waterfront Blue** and **Skyway Blue** when setting text on a white background

Our secondary brand colors, **Relax on the Grass Green**, **Central Wharf Teal**, **Spirit of Buffalo Red** and **Sunset Chair Yellow** should **NOT** be used for brand collateral. You may find them useful for internal presentations or on items that are not used for advertising purposes.

PRIMARY BRAND COLORS



Waterfront Blue

PMS 7694
C100 M57 Y9 K52
R1 G66 B106
HEX#01426A



Skyway Blue

PMS 305
C55 M0 Y2 K0
R89 G203 B232
HEX#59CBE8



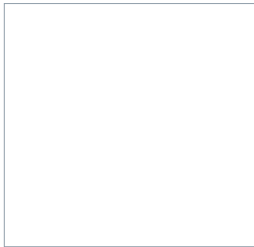
Sunset Orange

PMS 715
C0 M54 Y100 K0
R247 G141 B30
HEX#F78D1E



Clinton's Dish Vanilla Cone

PMS 7401
C2 M7 Y43 K0
R247 G224 B165
HEX#F7E0A5



Buffalo Winter White

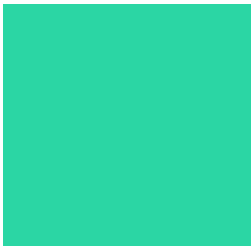
C0 M0 Y0 K0
R255 G255 B255
HEX#FFFFFF

SECONDARY BRAND COLORS



Relax on the Grass Green

PMS 376
C53 M6 Y100 K0
R135 G185 B0
HEX#87B900



Central Wharf Teal

PMS 3385
C64 M0 Y51 K0
R43 G214 B164
HEX#2BD6A4



Spirit of Buffalo Red

PMS 485
C5 M94 Y100 K1
R228 G48 B0
HEX#E43000



Sunset Chair Yellow

PMS 7703
C1 M12 Y100 K0
R255 G216 B0
HEX#FFD800

PHOTOGRAPHY

OUR PHOTOGRAPHY

Photography is one of the best opportunities to convey the personality of Canalside. A good image becomes the opening sentence of your story, grabs people's attention and ingrains itself into a person's memory.

Good photography evokes emotions and reactions before anything is even said.

Getting a good image requires careful planning, execution and selection.

Our photography style reflects and reinforces our brand by spotlighting our people and our places. It's clean, compelling and real, and the subject is always the hero — the primary focal point, caught in a moment that resonates with the viewer.



PHOTOGRAPHY

KEYS TO MEMORABLE IMAGERY

- A person or people prominently featured
- Natural lighting (avoid harsh light and color gels)
- Poses and facial expressions that are appropriate for the subject, including candid shots or personality poses
- The use of action, artistic representations, asymmetrical cropping, shallow depth of field, camera angles and saturated color to add visual interest
- A sense of place, using familiar Canalside locations, icons and traditions



PHOTOGRAPHY

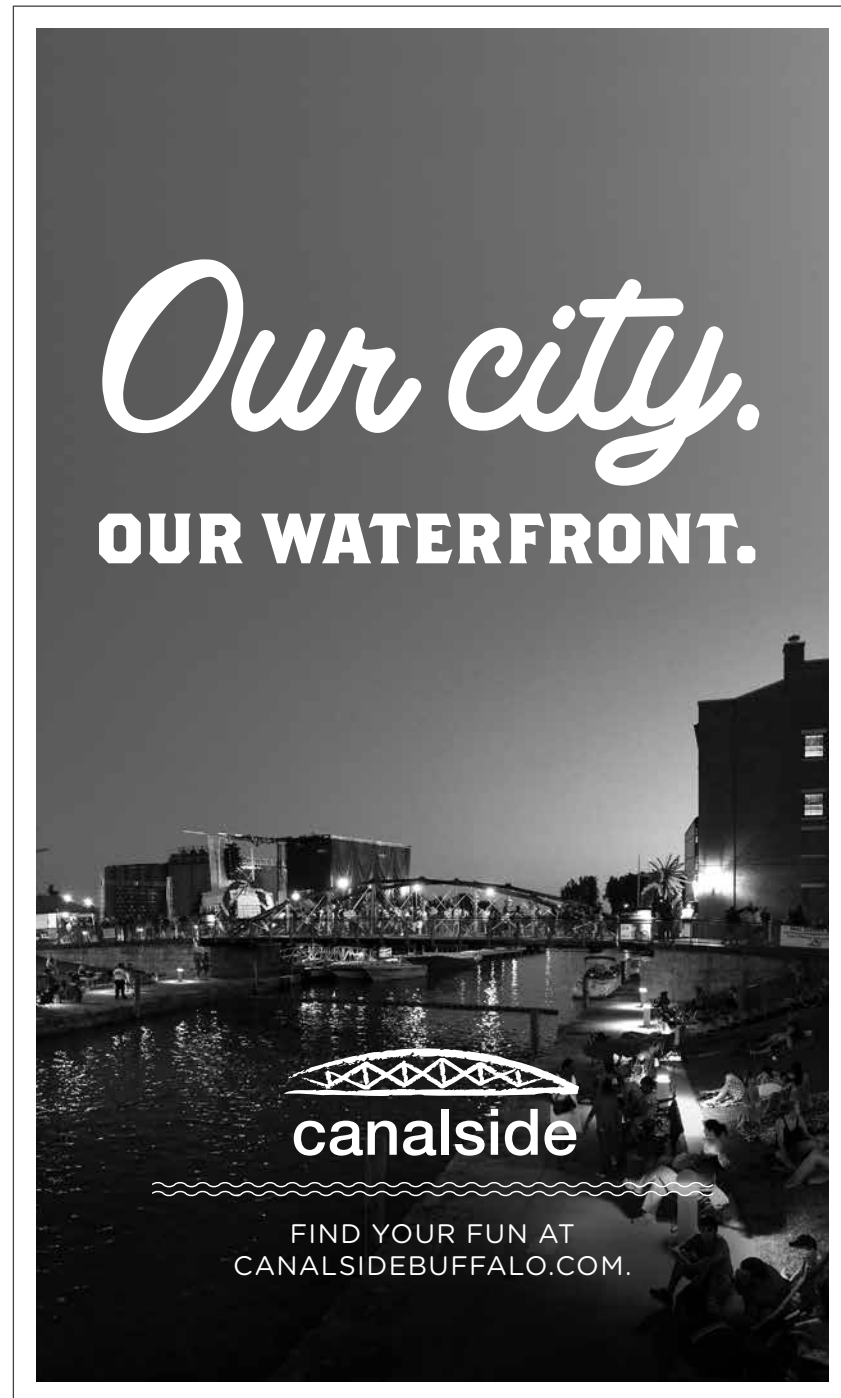
MORE EXAMPLES

Here are some more examples of the Canalside brand imagery.

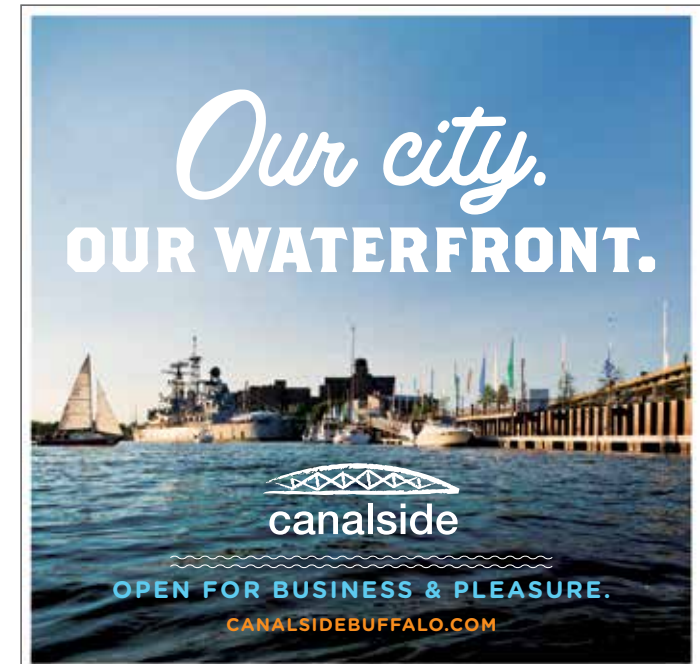


BRAND MESSAGING

PRINT



BLACK AND WHITE



ARTVOICE PRINT



BRAND MESSAGING

OUTDOOR



Our dreams.
OUR WATERFRONT.

ACTIVITIES FOR
THE WHOLE FAMILY.



CanalsideBuffalo.com



Our city.
OUR WATERFRONT.

OPEN FOR BUSINESS & PLEASURE.



CanalsideBuffalo.com

BRAND MESSAGING

ONLINE



PENCIL: 940x30, 940x330



LEADERBOARD: 728x90



SKYSCRAPER: 160x600



MEDIUM RECTANGLE: 300x250

BRAND MESSAGING

WEBSITE FEATURE IMAGES

640x810



1024x593



1600x926



EVENT SPECIFIC

OUTDOOR



Come on,
GET HOPPY.

BUFFALO BREWERS FESTIVAL
SATURDAY, JULY 19



canalside

CanalsideBuffalo.com

PRINT



July 4th
CELEBRATION


canalside

JOIN US FOR LIVE MUSIC,
FIREWORKS AND MORE.
CANALSIDEBUFFALO.COM

fireworks presented by Russell J. Salvatore 

ONLINE



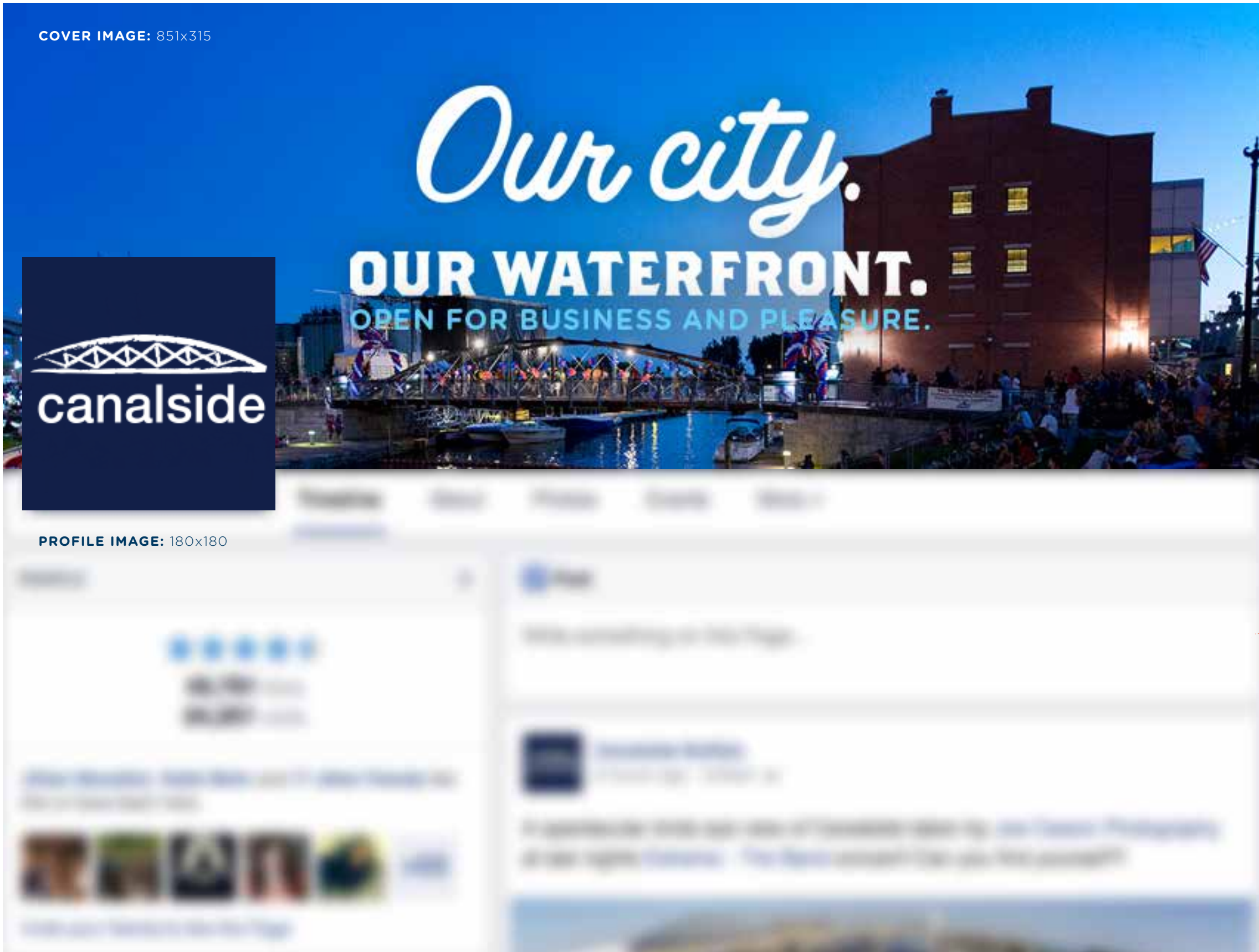
July 4th
CELEBRATION


canalside

CELEBRATE WITH US

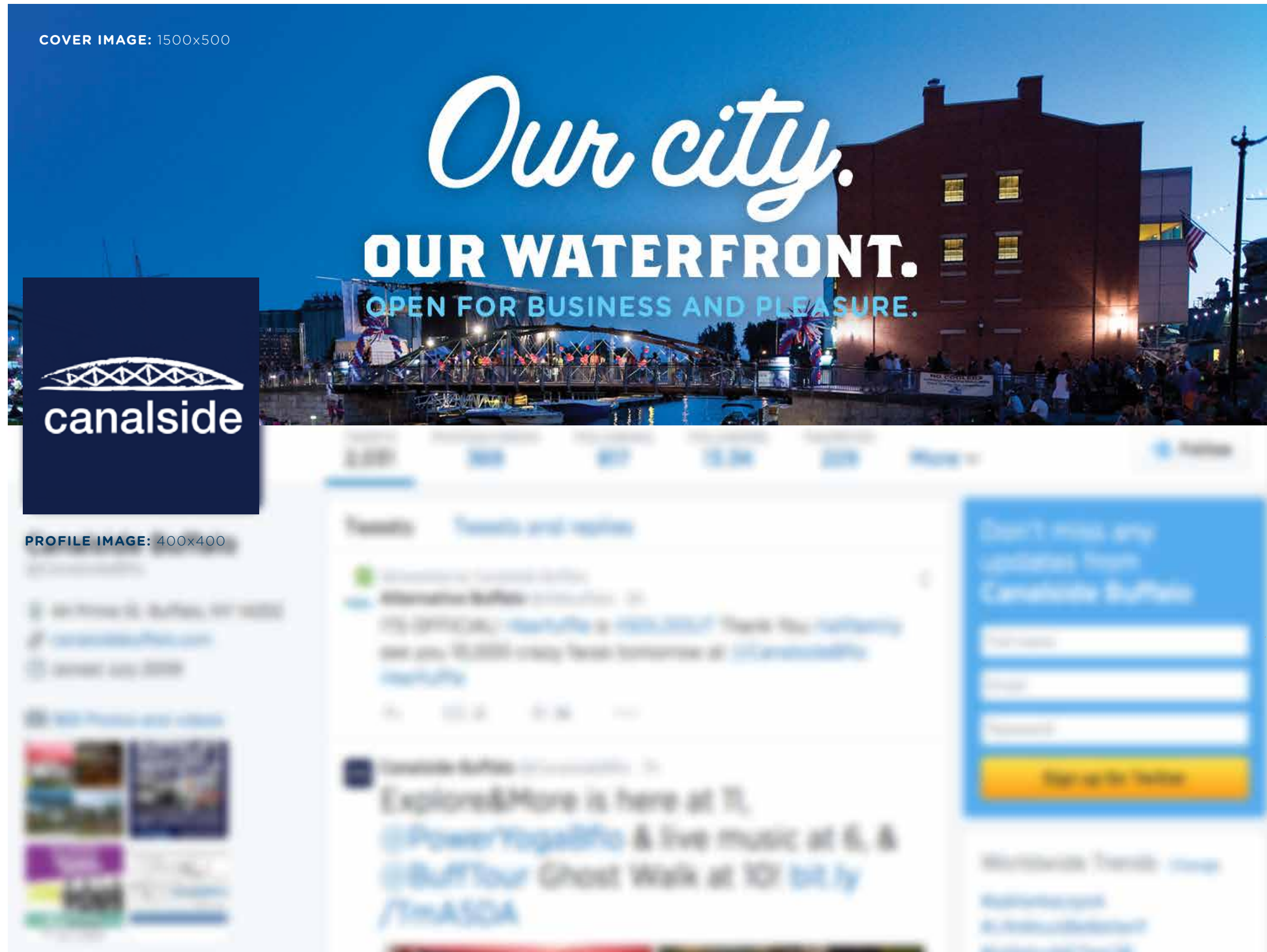
SOCIAL MEDIA

FACEBOOK



SOCIAL MEDIA

TWITTER



OUTER HARBOR buffalo



BRAND GUIDE

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WHERE BUFFALO ROAMS

A playful take on a popular phrase, “Where Buffalo Roams” celebrates the Outer Harbor’s wide-open spaces—a new place to play, right in our backyard. The Outer Harbor offers the perfect balance between serenity and energy, from the scenic beauty of Times Beach Nature Preserve, to the tranquility of hiking and biking trails, to live music and special events. And we can’t forget the best sunset views in the city!

Sample Content:

Just when you thought that you had Buffalo all figured out, there’s a new place to play.

The Outer Harbor is open. Wide open! Your oasis within the city where you can enjoy hiking, biking, boating, music, and more. A place where you can breathe—where you can get away from it all, without going far. Bring your family. Bring your friends. And, with the best sunset views in the city, bring your camera. The Outer Harbor is yours. Just beyond the buzz of downtown, it’s Where Buffalo Roams.

Extensions:

Where Buffalo Roams to hit the trails

Where Buffalo Roams to catch the view

Where Buffalo Roams to make a splash

Where Buffalo Roams to see the lights

Where Buffalo Roams to chill with friends

Where Buffalo Roams to strike a pose

Where Buffalo Roams to have some fun

LOGO

The full color logo should be used whenever possible, but secondary options with white and solid black are available if needed. It can be used with or without “buffalo” depending on the medium. We typically will not use the “buffalo” in areas where it may not be readable.



The “OH” version can be used in circumstances where a smaller visual element would be more advantageous and/or more visible. It can be used with or without “buffalo” depending on the medium.



LOGO USAGE

The following are acceptable color options for our logo.



Primary – Full color



Note: Only place the full color logo on a photo or colored background when all words can be read easily. If the full color version is not legible, use one of the secondary options shown below.



Secondary – For use on Black



Secondary – For use on a photo or background where the full color logo is hard to read



Secondary – Solid Black

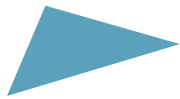
PRIMARY COLOR PALETTE



Outer Harbor Green

c21 m1 y98 k0

html d4dc2a



Outer Harbor Blue

c53 m7 y6 k20

html 5ca1bc



Outer Harbor Gray

c0 m0 y0 k60

html 808285

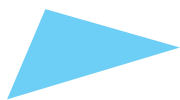
BURGEES

A set of burgee flags and icons with correlating colors is used to distinguish different areas and activities at the Outer Harbor.



SECONDARY COLOR PALETTE

The secondary color palette should be used in conjunction with the corresponding activities as noted on the burgee flags.



Water Sports

c50 m0 y0 k0
html 6dcff6



Green Space

c60 m0 y100 k0
html 72bf44



Events

c5 m0 y0 k25
html bbc4ca



Bike Rentals

c0 m10 y100 k5
html f6d200



Concessions and Beer Garden

c20 m100 y100 k10
html b72126



Fitness

c60 m70 y0 k30
html 5c4882

FONTS

Headlines: DOCK11

DOCK 11 SHOULD BE USED FOR HEADLINES ONLY

Identifiers: Nonchalance

Nonchalance should be used for
secondary identifiers
as seen in the OH burgee lockups.

Note: When using Nonchalance, the letter “k” should instead be Gotham Extended Light for easier legibility. You may need to increase the size of the Gotham “k” by roughly 3 point sizes to better align with the Nonchalance alphabet. Also, beware the kerning of the Nonchalance “t” and “f”; you’ll usually need to open it up a bit.

Body Copy

The Helvetica Neue Font Family, using a combination of six weights, plus corresponding italics, from light to **black** weights.

Light, roman, medium, **bold, heavy, black.**