An introduction to our brand and identity

Our identity is a flag. It represents our company, employees and culture, and helps represent and communicate the quality services and exceptional experiences we provide to those throughout our region.

Over the years, our brand and identity has evolved drastically, taking on a completely new and innovative design that better suits our modern facilities and unique approaches to guest experience and customer service.

This brief but thorough brand standards manual aims to answer all questions relating to our brand and its application, for use by our employees and partners.
Our identity is comprised of two elements that can either stand together or apart. The first, and most iconic, is the logomark. This six-shape figure features a conceptual letter H as formed by the negative space of three sails and their reflections. The second portion is known as a logotype, consisting of the company’s full name split along both sides of the conceptual letter H’s extended crossbar. Together, these parts form our identity’s full lockup, or combination mark.

The logomark portion of the identity, or “sailboat” as we call it, is a prime example of geometric design. Note the proportionate widths and heights of each of its six shapes, as well as the equal-distant negative spaces in between. It is important to remember that these elements should never be edited or their spaces from one another adjusted. Cropping the sailboat is acceptable at times for the design of collateral materials, however removing select shapes or using one shape alone should always be avoided.

The sailboat’s clear space is determined by its internal negative spaces. Extending a figurative square beyond the identity’s outer points will give an acceptable clearing.

The combination mark has a clear space that is determined by the width of the capital H in “Haven.” As with the sailboat-only clearing, the full lockup’s clear space is proportionate to its size and should never be violated by foreign objects, such as text, shapes, photos, page trims or especially the identities of other brands.
The identity can change appearance depending on the background over which it is placed. Although a white background is always preferred, the full-color identity with white text reads well against black. For lighter grays, the full-color identity with black text is acceptable, but for darker grays, white text is the preferred choice. On very select occasions, a reverse to white or single-color version may be used.

<table>
<thead>
<tr>
<th>Background Color</th>
<th>Identity Version</th>
</tr>
</thead>
<tbody>
<tr>
<td>Combination mark against white</td>
<td>Preferred</td>
</tr>
<tr>
<td>Light gray</td>
<td>Black on white, used when only black and white printing is available to prevent grayscaling.</td>
</tr>
<tr>
<td>Dark gray</td>
<td>Reverse to white, used only when the identity comes into play with backgrounds similar to the colors found in the logo.</td>
</tr>
</tbody>
</table>
Identity mark variations and special uses

There are variant identity marks of our brand that may be used in special cases and scenarios. Among these are the location marks for Haven Harbour Marina and Haven Harbour South. These marks are reserved for specific situations that directly apply to the location in question, such as property signage. The same rules regarding clear space, background and reverse to white apply here as with the full identity lockup.

An additional variation is the logotype-only version of our identity. This element, consisting of text formatted in black or white depending on the background over which it is placed, should be used sparingly for cases in which the sailboat or full lockup identity already appear nearby. An example of this would be in a social media posting, where the sailboat appears as the company’s profile picture in the post.

Formatting the full lockup in one color is also an acceptable variation, however the possibilities are by no means limitless. Aside from the black on white and reserve to white versions, the lockup may appear in the solid blue color (PMS 3005 C) that is found in the top left triangle of the sailboat. This, however, is reserved primarily for special company communications and events. Other colors may be considered, however masks of patterns, artwork, graphics or images using the outline of the combination mark, sailboat logomark or logotype are unacceptable.

For multimedia purposes, the lockup may appear as an animation. An example being the end card to a video. In this case, the lockup may be temporarily used as a mask of the closing scene, until the identity colors fade into view and reach full opacity.
Gotham is a geometric sans-serif typeface used in our identity’s logotype, as well as all other brand titles and locations. Gotham lends its legibility well at all widths through a relatively broad design, reasonably high x-height and wide apertures.

Gotham Light
Gotham Book
Gotham Italic
Gotham Medium
Gotham Bold
Gotham Ultra
BODY and INFORMATION

Roboto is a neo-grotesque sans-serif typeface that is used in all branded information, company writing material and data collection forms. Like Gotham, Roboto is modern, yet features friendly and open curves. By allowing its letters to settle into their natural widths, this geometric type makes for a more natural reading rhythm only typically found in humanist and serif faces. Plus, its web-safe nature ensures consistency across media, devices and platforms.

Roboto Light
Roboto Regular
Roboto Italic
Roboto Medium
Roboto Bold
Roboto Black