

**HARLEM**  
**GATEWAY**  
**WATERFRONT INITIATIVE**

Brand Guidelines



v. 1.0

# The Logo

The logo system for the Harlem Gateway Waterfront Initiative has been carefully crafted and should not be altered from any of the use cases stated in these guidelines.

The primary logo consists of three stacked lines of text. The top line reads 'HARLEM' in a bold, sans-serif font, with 'HAR' in blue and 'LEM' in red. The middle line reads 'GATEWAY' in a bold, sans-serif font, with 'GATE' in teal and 'WAY' in yellow. The bottom line reads 'WATERFRONT INITIATIVE' in a bold, black, sans-serif font.

**Primary Logo:** When space allows, this version should always be used.

The secondary logo consists of two stacked lines of text. The top line reads 'HARLEM GATEWAY' in a bold, sans-serif font, with 'HAR' in blue, 'LEM' in red, 'GATE' in teal, and 'WAY' in yellow. The bottom line reads 'WATERFRONT INITIATIVE' in a bold, black, sans-serif font.

**Secondary Logo:** When space is limited, this version can be used.

# Grayscale Logo

It's not always possible to use the full-color version of the logo. In these instances, there are grayscale versions that can also be used in its place.

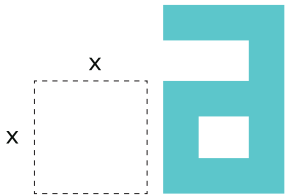
In other instances, 100% black can be used for all lettering.

**HARLEM**  
**GATEWAY** — 100% Black  
**WATERFRONT INITIATIVE** — 60% Black

**HARLEMGATEWAY**  
**WATERFRONT INITIATIVE**

# Exclusion Zone

To preserve the integrity of the logo, proper visual space should be given accordingly. That space is identified as "x" which is defined below using the "a" as your guide. This applies to all instances of the logo in all usages as well the individual project logos on all pages.



# Attraction Logos

There are several attractions within the Harlem Gateway Waterfront Initiative, each with its own identity derived from the primary logo. They employ one of the core brand colors as the lead in their subsequent identities.

HARLEM  
ROCKET

HARLEM ROCKET

HARLEM  
WHEEL

HARLEM WHEEL

HARLEM  
MARITIME  
CENTER + MUSEUM

HARLEM MARITIME  
CENTER + MUSEUM

# Grayscale Attraction Logos

In other instances, 100% black  
can be used for all lettering.

HARLEM  
ROCKET

100%  
Black

60%  
Black

HARLEMROCKET

HARLEM  
WHEEL

100%  
Black

60%  
Black

HARLEMWHEEL

100%  
Black

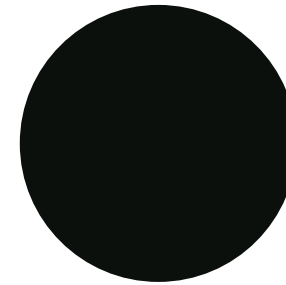
60%  
Black

HARLEM  
MARITIME  
CENTER + MUSEUM

HARLEMMARITIME  
CENTER + MUSEUM

# The Colors

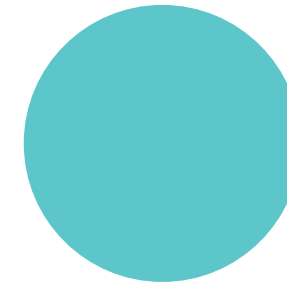
Like Harlem itself, the color palette is bold and expressive, inspired by the street art, neon lights, and vibrancy of the urban landscape itself.



## **Pantone Black 3 C**

C: 67    R: 10  
M: 44    G: 15  
Y: 67    B: 11  
K: 95

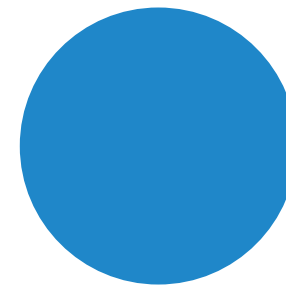
Hex: 0A0F0B



## **Pantone 319 C**

C: 59    R: 92  
M: 0    G: 192  
Y: 22    B: 204  
K: 0

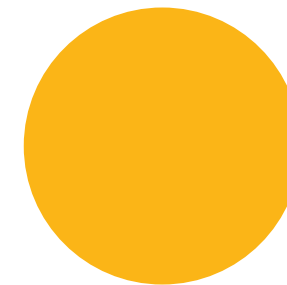
Hex: 5CC6CC



## **Pantone 3005 C**

C: 100    R: 19  
M: 31    G: 136  
Y: 0    B: 201  
K: 0

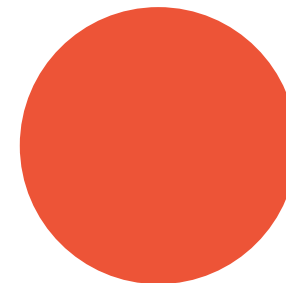
Hex: 1388C9



## **Pantone 1235 C**

C: 0    R: 253  
M: 31    G: 182  
Y: 99    B: 24  
K: 0

Hex: FDB618



## **Pantone 7417 C**

C: 1    R: 236  
M: 83    G: 84  
Y: 85    B: 56  
K: 0

Hex: EC5438

# Primary Typography

Fieldwork is a clean modern font. It provides three styles as well as an assortment of many weights. When headlines feature large on a page, to keep things neat and tidy, we don't recommend using anything heavier than the **Regular** weights. At smaller sizes, feel free to use **Demibold** or **Bold**.

However, we suggest NOT using **Black** or **Fat**.

# This is an example of a headline.

---

It is set in 64pt. Fieldwork Hum Regular with the kerning and leading both tightened. This text is set 64/60 with a standard kerning adjustment of -25.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

---

Body copy should feel light and airy to maximize readability. The above is set in 11pt. Fieldwork Hum Thin. Leading is set at 16 pt. with no adjustment to the kerning.

## **Fieldwork Geo**

---

Thin  
Light  
Regular  
Demibold  
Bold

## **Fieldwork Hum**

---

Thin  
Light  
Regular  
Demibold  
Bold

## **Fieldwork Italic**

---

*Thin*  
*Light*  
*Regular*  
*Demibold*  
*Bold*



# Web Typography

Special attention should be paid to typography due to the nature of the user experience. Please follow the rules set out in this section when using the branding for web-based content.

# This is an example of a headline.

---

Headlines should be set in Fieldwork Hum Bold with the kerning and leading both tightened. This text is set 64/60 with a standard kerning adjustment of -10.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, **quis nostrud exercitation ullamco laboris** nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit.

---

Body copy online should be clean and easy to read. Leading is opened generously: type size + 10. Only the Regular and Bold weights of Fieldwork should be used.

**Fieldwork Geo**

Regular  
Bold

**Fieldwork Hum**

Regular  
Bold

Fieldwork Italic

Regular  
Bold

# Display Typography

The logo is composed of the font AFRONIK. While rare, there may be some additional instances where it makes sense to use the logo font in a limited capacity. It has a wide range of glyphs and variations that make it fun to use. The system's monospace design lends itself well to the creation of custom glyphs when appropriate.

**AFRONIK**

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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 aN au ee ef aM au ei ah la lo ll le ll Ra

Re Ri Ro Ru Ha He Hi Ho Hu Na Ne Ni No Nu Ty


Ph Hy Rr Is Ng Em En Ta Te Ti To Tu Ma Me Mi

Mo Mu Me This PhO The


# Website

harlemwaterfront.com


**HARLEM GATEWAY WATERFRONT INITIATIVE** The Project Attractions Community Impact The Team Contact [Get Involved](#)



**DISCOVER THE NEW FACE**



**OF HARLEM**



Introducing the Harlem Gateway Waterfront Initiative—an economic development project designed to transform Harlem’s award-winning West Harlem Piers at 125th Street into a one-of-a-kind tourist destination and cultural center employing hundreds of local residents.

[Read the full story](#)


**Support the Harlem Gateway Waterfront Initiative**  
Stay connected with the latest news, project updates, and learn about investment opportunities.

[GET INVOLVED](#)

**The Plan in Three Phases**

**HARLEM ROCKET** **HARLEM WHEEL** **HARLEM MARITIME CENTER • MUSEUM**

Experience an exhilarating sightseeing adventure aboard a US Coast Guard registered 90-passenger high-speed boat. Tours will focus on the unique historic and cultural aspects of the Upper Manhattan waterfront, with longer tours available to Lower Manhattan and the Statue of Liberty.



[The details](#)

**Rebuilding the Post-Pandemic Economy**




[Open the letter](#)

[GET INVOLVED](#)

**The Plan in Three Phases**

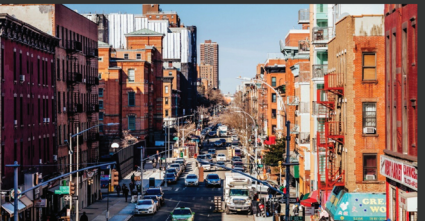
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Experience an exhilarating sightseeing adventure aboard a US Coast Guard registered 90-passenger high-speed boat. Tours will focus on the unique historic and cultural aspects of the Upper Manhattan waterfront, with longer tours available to Lower Manhattan and the Statue of Liberty.



[The details](#)

**Rebuilding the Post-Pandemic Economy**



[Open the letter](#)

**Garry Anthony Johnson**  
Founder, President & CEO

**Meet the Team**

**Garry Anthony Johnson**  
Founder, President & CEO

- Founder, President & CEO
- 30 years of R.E. Development Expertise
- Economic Development Chair, NAACP NY State Conference
- Member, US Naval Institute

**Sheri Wilson-Gray**  
Chief Marketing Officer

- EVP Marketing, Island Global Yachting
- EVP & CMO, Saks Fifth Avenue


**Michael A. Preston**  
Co-Founder, VP Customer Experience

- Board Member, HARLEM WEEK
- Customer Service Manager, Atlanta Civic Center
- Manager, Cummins Metro-Power

**Owen A. Sanford**  
Chief Information Officer

- Founder, SanCol Ventures, LLC
- Division Lead, Ops Analysis/Red Teaming, Virginia Tech Applied Research Corp
- Risk Mitigation Program Analyst, US Department of Defense
- Major, US Marine Corps (Ret)

**Key Participants**



[Open the letter](#)

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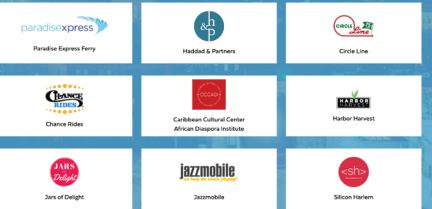
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- Major, US Marine Corps (Ret)

**Key Participants**



**Key Supporters of Harlem Rocket**



**Get Involved**

Full Name  Email Address

I would like to receive the latest news and project updates.

I would like to learn about opportunities to invest in the Harlem Gateway Waterfront Initiative.

[SUBMIT](#)

**HARLEM GATEWAY WATERFRONT INITIATIVE**

125th Street, at the Hudson River



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