



Markus Spiske

PORT CITY CAPTAINS

Brand Guidelines



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INTRODUCTION

The Port City Captains brand is a celebration of excellence dating back to the founding of Port City in 1850. The name honors, Captain Charles M. Weber, founder of Port City for his trade efforts during the Gold Rush. Because of its rich history, we advise you to use these branding guidelines to represent the brand with honor and to protect its integrity.



LOGO STANDARDS

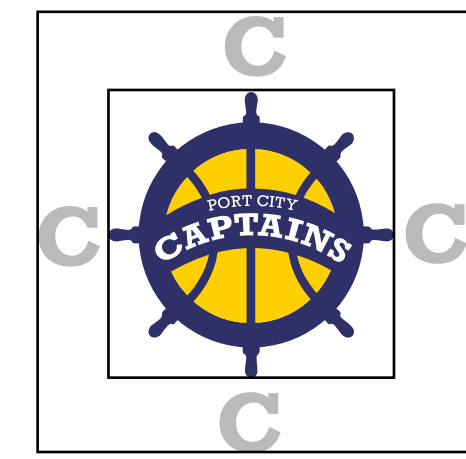
Primary Usage



Secondary Usage



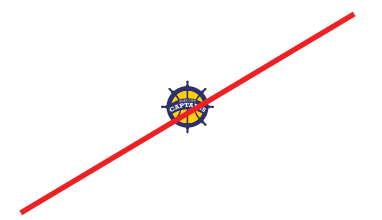
Clear Space



Minimum Size



Unacceptable Usage



COLORS

Primary Colors



C0 M18 Y100 K0
R255 G207 B1
HEX #FFCF01



C79 M74 Y0 K47
R47 G48 B104
HEX #2F3068



TYPOGRAPHY

Primary Typeface—Rockwell Font Family

Rockwell Regular

Rockwell Bold

Rockwell Italic

Rockwell Bold Italic

Secondary Typeface—Avenir Next Font Family

Avenir Next Regular

Avenir Next Medium

Avenir Next Italic

Avenir Next Medium Italic

Avenir Next Bold

Avenir Next Heavy

Avenir Next Bold Italic

Avenir Next Heavy Italic



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