Brand Guidelines

MMG
MOONEY MARKETING GROUP



Harborview Aquarium
Visual Identity Guidelines

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HARBORVIEW AQUARIUM

1

Mission & Vision

Mission

Harborview Aquarium has come to Syracuse to bring all people both near & far, closer to the beauty, mystery, and diversity of aquatic life in a way that feels welcoming, inspiring, and rooted in community.

Vision

We envision Harborview Aquarium as a beloved part of the waterfront—a place that sparks imagination, brings people together, and leaves a lasting impression on everyone who walks through our doors.



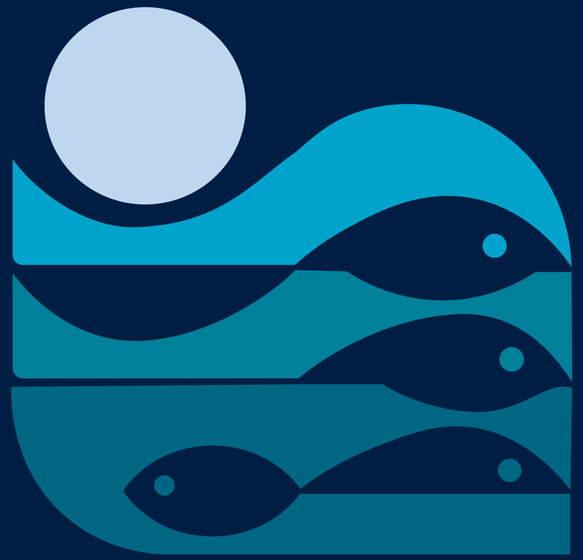
HARBORVIEW AQUARIUM

2

Our Logo

Primary Logo

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HARBORVIEW
AQUARIUM

Logo Lockups

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Horizontal logo

Stacked logo



Logo Colors

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Monochrome Logo

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Logo SafeZone



Logo Rules


HARBORVIEW
AQUARIUM


HARBORVIEW
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HARBORVIEW
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HARBORVIEW AQUARIUM

3

Color Palette

Color Palette



PANTONE 282 C
HEX #001E43
RGB 0, 30, 67
HSB 213, 100%, 26%
CMYK 100, 86, 41, 51
INKTYPE Spot



PANTONE 3551 C
HEX #00A3CB
RGB 0, 163, 203
HSB 192, 100%, 80%
CMYK 100, 6, 19, 0
INKTYPE Spot

PANTONE 2707 C
HEX #BFD6EF
RGB 191, 214, 239
HSB 211, 20%, 94%
CMYK 23, 8, 0, 0
INKTYPE Spot



PANTONE 2222 C
HEX #008099
RGB 0, 128, 153
HSB 190, 100%, 60%
CMYK 86, 36, 32, 3
INKTYPE Spot



PANTONE 2224 C
HEX #006783
RGB 0, 103, 131
HSB 193, 100%, 51%
CMYK 99, 49, 35, 10
INKTYPE Spot

HARBORVIEW AQUARIUM

4

Typography

Typography

Aa

Lotus Eden Extra Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Aa

Lotus Eden Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Aa

Lotus Eden Regular

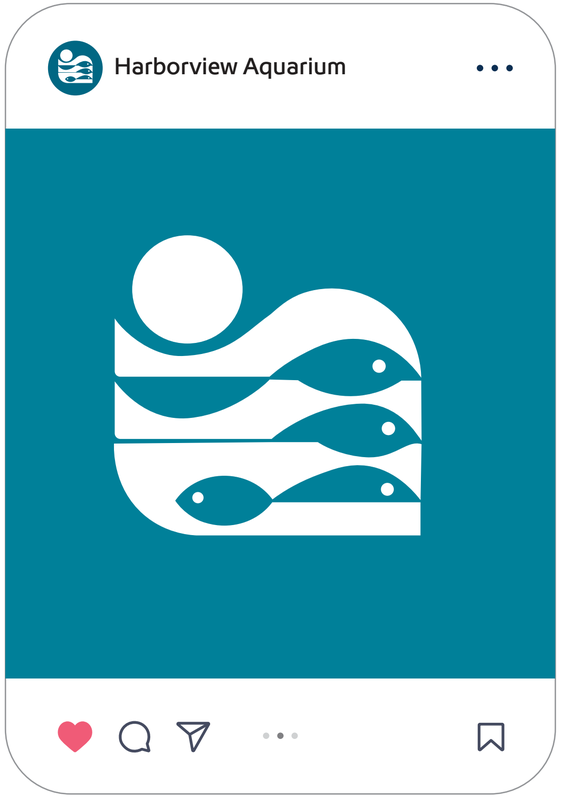
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HARBORVIEW AQUARIUM

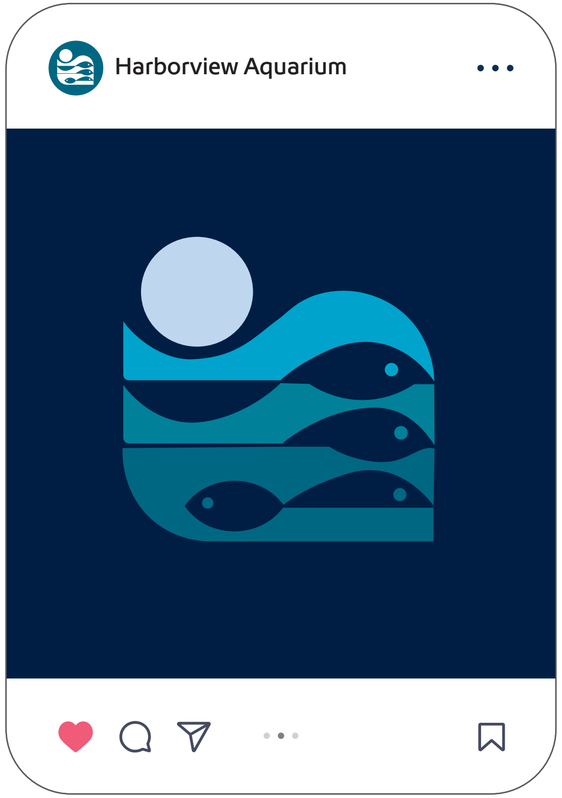
Social Media

5

Social Media









Social Media





Social Media



HARBORVIEW AQUARIUM

Stationary

6

Stationary

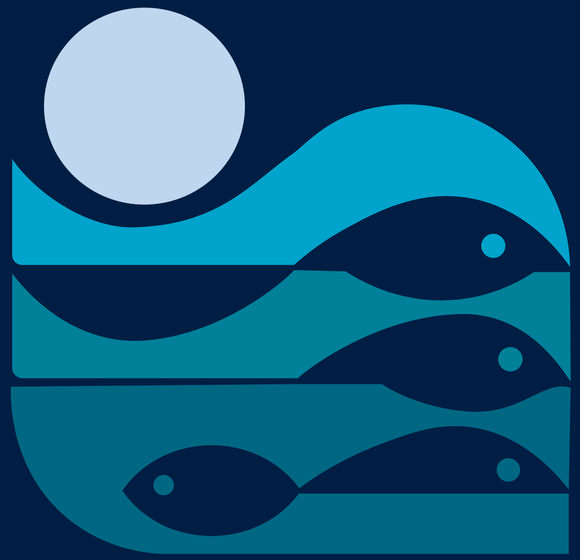
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Ryan McMahon
COUNTY EXECUTIVE

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