Maritime Bethel

BRAND BOOK

GRDS 440-01

THE PURPOSE

To rebrand Maritime Bethel so people understand what lies behind the organization's goals and values.

This rebrand will capture a the overall visual identity with a new logo, color scheme, brand patterns, etc.

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THE VISION

WINGS OF GRACE

Maritime Bethel Savannah serves as a messenger of peace and sanctuary for modern-day seafarers.

It transforms isolation into connection, storms into serenity and foreign ports into places of belonging.

Inspired by the dove of Noah's Ark, it brings hope to those at sea.

LOGO IDENTITY



LOGO IDENTITY



MARITIME BETHEL

SAVANNAH

Logo Analysis

- Sun = warmth of welcome
- Cross= faith and Christ
- Wings of Dove= peace
- Water= Seafaring Life

LOGO VARIANTS







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COLOR GUIDE

Primary Colors



HEX:#98BBD5
PANTONE: 544 C

C: 87
M: 47
Y: 10
K: 0
OPACITY: 50



HEX:#3275AA
PANTONE: 7690 C

C: 87
M: 47
Y: 10
K: 0
OPACITY: 100



HEX:#1E3259
PANTONE: 2757 C

C: 100
M: 86
Y: 33
K: 22
OPACITY: 100

TYPOGRAPHY

Header: Familjen Grotesk

Sub-header: Familjen Semi-Bold Italic

Body text; Gimlet Sans Variable Light

Maritime Bethel Savannah

Non-Profit Organization Based In Savannah

Our mission is to bring each seafarer good news and help meet his or her spiritual, emotional, and physical needs- all in the name of christ

STATIONARY

ENVIRONMENTAL



ENVIRONMENTAL



ENVIRONMENTAL



ENVIRONMENTAL





ENVIRONMENTAL



MERCH



MERCH





MERCH


MARITIME
BETHEL
SAVANNAH


MARITIME
BETHEL
SAVANNAH


MARITIME
BETHEL

MERCH



PACKAGING



PACKAGING

