

Brand Guidelines

The
WHARF[®]
ORANGE BEACH



Table of Contents



Introduction

3 Our Brand

The Wharf

DESIGN ELEMENTS

4 The Wharf Design Elements
6 Wordmark
7 Secondary Logos
8 Logo Structure + Misuse
9 Typography
10 Color Palette
11 Brand Icons
12 Official Tagline + Hashtags
13 Promotional Imagery
14 Seasonal Campaigns

COPY GUIDELINES

15 The Wharf Copy Guidelines
16 What Makes The Wharf?
17 Brand Voice
18 Writing Style Guide

The Amphitheater

23 Amphitheater
23 The Grove
23 W Club

The Marina

24 The Wharf Marina

Attractions

25 SPECTRA
25 Ferris Wheel
25 The Wharf Mini Golf
25 The Wharf Express

Event Spaces

26 Heron Pointe
26 The Palms
26 The Port

Office Suites

27 Intracoastal
Office Suites
27 Office Suites on Main

The Anchor Campaign

28 The Wharf's Anchor for
Community Campaign

Our Brand

The Wharf brand is more than just a logo. It is a combination of a vibrant and modern visual identity and consistent language that works together to convey what The Wharf represents and what we stand for.

These guidelines give an overview of our brand and the many sub-brands that makes The Wharf what it is today and in the future.

It is essential that the visual elements and messaging are used in a consistent manner at all times, both internally within The Wharf and externally.

*If you have any questions, please contact
Sheena Mizell at sheenam@alwharf.com*



The
WHARF[®]
ORANGE BEACH

Design Elements





Wordmark

The Wharf wordmark is fixed artwork. It may not be altered or recreated in any way. The wordmark is the primary element of our company identity. Because it spells out the name of our company, we use it in situations that require the brand to show up in an official capacity or to initially establish brand identity.

The Wharf wordmark should be used in the main Wharf navy blue or white.

White is ideal for use over images, patterned or very dark backgrounds. When placing over photography, ensure contrast by placing over dark area, and negative space.

The wordmark consists of the word "The" in a script font, followed by "WHARF" in a bold, sans-serif font, and "ORANGE BEACH" in a smaller, bold, sans-serif font below it. The entire wordmark is in navy blue on a white background.

The
WHARF[®]
ORANGE BEACH

Whenever possible, The Wharf wordmark should be set in Wharf navy blue on white or light backgrounds.

The wordmark is identical to the one above, but the text is white, providing high contrast against the dark navy blue background.

The
WHARF[®]
ORANGE BEACH

When using The Wharf navy blue or any other darker backgrounds, use a white wordmark.

Secondary Logos

These secondary logos should be used sparingly, only when the primary uses aren't appropriate. However, they should generally be avoided.

Secondary logos should be used in the Wharf navy blue or white with the exception of the "W" symbol which should be used in the Marina Blue or white.

The **WHARF**[®]

THE WHARF[®]
ORANGE BEACH



Logo Structure

The Wharf wordmark should always be surrounded by a minimum area of space.

A margin of clear space—equivalent to the height of “The”—is drawn around the logo to create the invisible boundary of the area of isolation.



Minimum Size:



Digital: 90 pixel width
Print: 1.25 inch width

Logo Misuse

We pride ourselves on brand consistency. When using The Wharf wordmark, the following rules should be adhered to at all times:



Do not resize elements



Do not distort, stretch, or warp



Do not apply strokes/outlines of any kind



Do not place on low-contrast or busy backgrounds



Do not use non-brand colors



Do not rotate

Typography

New Spirit Family

Aa

New Spirit Regular

Use for headlines and titles

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*().,'"/-+

Aa

New Spirit Medium

Use for headlines and titles

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*().,'"/-+

Aa

New Spirit SemiBold

Use for headlines and titles

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*().,'"/-+

Din 2014 Family

Aa

Din 2014 Regular

Use for body copy and small text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*().,'"/-+

Aa

Din 2014 Italic

Use for body copy and small text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*().,'"/-+

Aa

Din 2014 Bold

Use for secondary headlines

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*().,'"/-+

Aa

Din 2014 Extra Bold

Use for call to action text (i.e. buttons)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*().,'"/-+

Color Palette

Consistent use of our primary colors will help build visibility and recognition for the The Wharf brand and will set us apart from our competitors.

Our full color palette is bright, fun and clean. Our Marina Blue, Wharf Navy Blue, Sky Blue and Sunset Orange are the primary colors of our palette.

Other colors, which are used for seasonal events consist of Sunshine Yellow, Raspberry Red and Paradise Purple.

PRIMARY PALETTE

Marina Blue HEX #00B2E2 // PMS 306 C	R 0 G 178 B 226	C 81 M 4 Y 5 K 0
Wharf Navy Blue HEX #052B48 // PMS 7463 C	R 0 G 43 B 73	C 100 M 80 Y 43 K 45
Sky Blue HEX #CCECF4 // PMS 304 C	R 204 G 236 B 244	C 18 M 0 Y 3 K 0
Sunset Orange HEX #EE7623 // PMS 158 C	R 238 G 118 B 35	C 3 M 66 Y 100 K 0

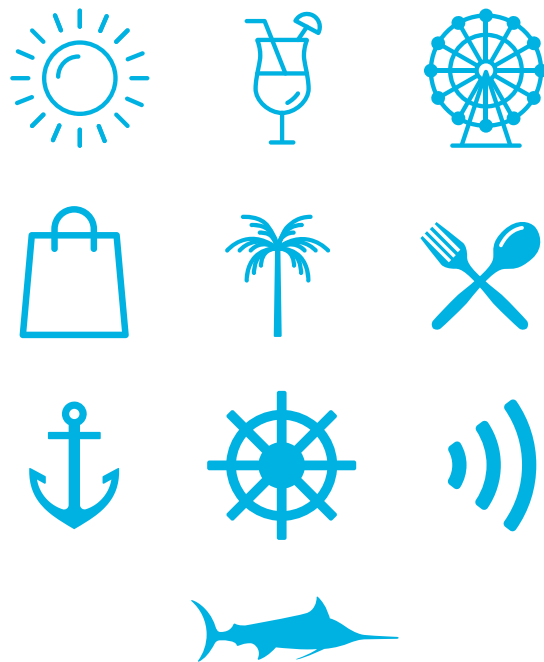
SECONDARY PALETTE

Sunshine Yellow HEX #FFB600 // PMS 7549 C	R 253 G 183 B 20	C 0 M 31 Y 100 K 0
Raspberry Red HEX #EF93549 // PMS 1787 C	R 239 G 58 B 76	C 0 M 92 Y 68 K 0
Paradise Purple HEX #935CA6 // PMS 2583 C	R 158 G 95 B 166	C 42 M 75 Y 0 K 0

Brand Icons

Brand icons are used sparingly to enhance the visual identity of The Wharf.

The icon style is typically a minimalist, mono-line, single color icon that can be used to call attention to specific information on the website, social media and signs throughout the property.



Official Tagline + Hashtags

TAGLINE

Life happens here.

HASHTAGS

#ALWharf +
#TheWharfOBA

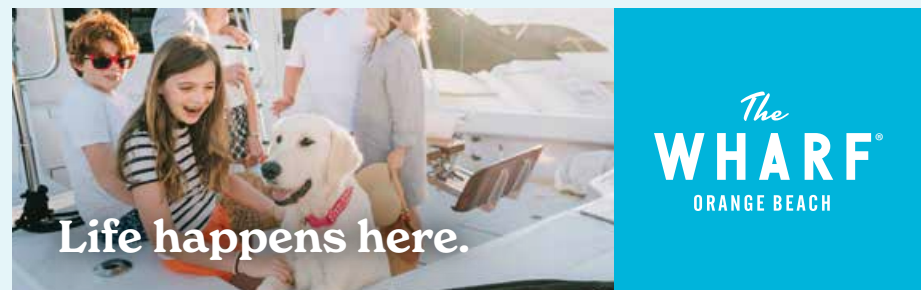
Social Media Post



Rack Card



Billboard



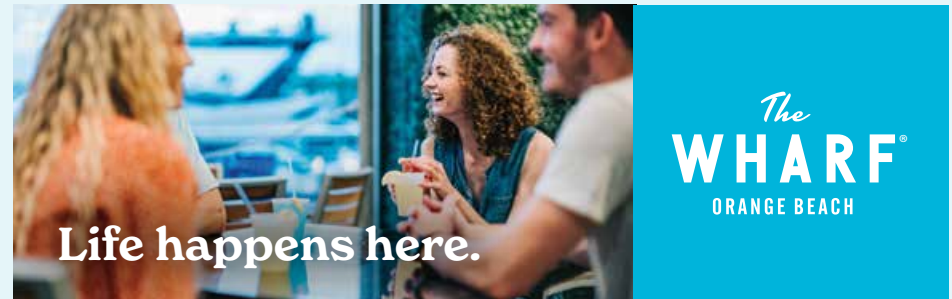
Promotional Imagery

The promotional style for The Wharf is minimalist, fun and bold. Keep negative space in mind to avoid over-crowding of elements.

Visual advertisements should include high-quality photos complemented by color-blocked sections.

Whenever possible, use white-colored text in designated typefaces. A high-contrast, secondary text color may be used to emphasize messaging.

Billboard



Print Ads



Digital Ad



Seasonal Campaigns

All promotions, events and seasonal campaigns should follow the same brand guidelines as promotional imagery.

Keep negative space in mind and use white text on one of our bright and bold brand colors.

When selecting colors, stick to traditional options from our brand.

Examples:

- Marina Blue for summer
- Sunset Orange for fall
- Raspberry Red for winter
- Wharf Navy Blue and Raspberry Red for Independence Day

Avoid overcrowding of information and be sure to include a clear call-to-action for details if necessary (website, button, etc.).

A clipped image with a transparent background is typically added but a strong typography element can be used in its place.

So. Much. Summer.



Winter at The Wharf



The
WHARF[®]
ORANGE BEACH

Content Guidelines





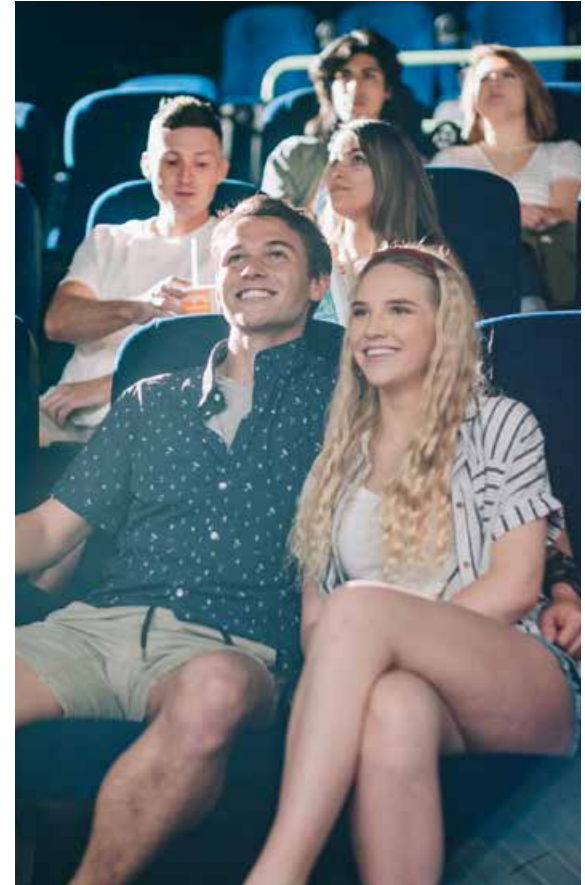
What makes The Wharf?

Its people. It's a place where the days seem short but the memories are infinite.

Where new adventures become family traditions, and acquaintances become old friends.

A place you can reminisce on life. Where good times turn into "remember that time," and stories are passed down through generations.

So, that's just it
about The Wharf ...
life happens here.



Social Media + Content Brand Voice Chart

Warning: You must be on island time to understand this chart. At The Wharf, we thrive on fun in the sun, good vibes + tight lines – after all, life happens here. So, take a seat and we'll get started.

OUR AMBITION

Share our little piece of paradise with everyone that visits the Gulf Coast. Just off the beach we're known for our big events, big acts + big fish.

OUR BRAND IDEA

We're more than a logo or a font, we're a family-owned company that takes pride in our offerings. We want to be included in dinnertime conversations and big milestones along the journey. So, kick back, relax and enjoy the fun. It's almost guaranteed that you'll create some memories along the way.

OUR VOICE

Characteristics	Tone	Do	Don't
Down-to-earth	Family Oriented Small Town Vibe Authentic	Be respectful Be open minded Keep it honest Be warm + inviting	Use too much slang Lose sight of the tourism audience Forget we're all from different backgrounds + cultures
Simple	Uncomplicated Straightforward Informative	Get to the point Keep an inverted-pyramid approach Keep it short + clear	Try to oversell it Use Marketing jargon Forget to include the important details
Personable	Playful Cheerful Upbeat Witty Happy Joyful Welcoming Inviting Inclusive	Use humor – G rated, preferred Show off our brand's personality Be witty + use puns Reference pop culture	Come off too quirky Use excessive jokes Overplay the clichés

Writing Style Guide

WORD/PHRASE + SAMPLE OF CORRECT USAGE

FURTHER EXPLANATION + NOTES

The Wharf

When referencing the property name, use a capital T and capital W for The Wharf in all references

Attractions

The Wharf Express Train - capitalize all words
Ferris wheel - one of the tallest in the Southeast
The Wharf Mini Golf

Entertainment District

Capitalize both words on all references

SPECTRA Laser Light Experience

"SPECTRA Laser Light Experience" for first reference with "SPECTRA" on all references to follow. Capitalize SPECTRA.

Palms Plaza

Always include an "s" on Palms when referencing the grassy location near the Ferris wheel and AMC Theatres

The Port, The Palms, Heron Pointe

Capitalize both words on all references

The Wharf Amphitheater. The Oasis and The Wharf Marina

Capitalize "The" on all references

Writing Style Guide CONT.

WORD/PHRASE + SAMPLE OF CORRECT USAGE

6-7 pm | March 21-23, 30-31; April 1-2, 5, 13-14

Friday, April 5th (no th, st, etc. in design) | Noon

Saturday, September 6th | 5-8 pm

9 am (never use :00, unless it's 9:15 am, 9:30 am, etc.)

6-7 pm (no space around hyphen)

9 am - 8 pm (space around hyphen of different am and pm times)

Spell out months of the year unless you HAVE to abbreviate. If so, use the following and include the period: Jan., Feb., March, April, May, June, July, Aug., Sept., Oct., Nov., Dec.

Spell out days of the week unless you HAVE to abbreviate. If so, use the following and include the period: Mon., Tues., Wed., Thurs., Fri., Sat., Sun.

Friday, April 5th (no th, st, etc. in design)

July 15-17 (no space around hyphen)

July 15 - August 18 (space around hyphen when different months listed)

Commas

FURTHER EXPLANATION + NOTES

For time: Do not use a period between am and pm, and always list it before a date with a vertical line to separate. Use "Noon" and "Midnight" for 12 pm and 12 am. Put a space between time with am or pm. Only use single digit numbers unless it falls on :15, :30 or :45 - i.e., 9 am or 9:30 pm; only list the am or pm in a sequence at the end unless they're different (9 am - 8 pm) (7-9 pm). Only use a space around the hyphens if they are different am or pm.

For dates: Put a hyphen between days in sequence, use a comma to separate breaks in days and a semicolon for breaks in months. Never use ordinals unless its an ad, in a paragraph or on a banner. Only put a space around hyphenated dates of different months. Spell out the months on all references unless space is an issue, use an abbreviation with a . to follow (i.e., Mar., Sept.) Only use th, st, etc. in copy for single days only (Friday, July 15th) (July 15th - August 19th, instead use July 15 - August 19) and never use th, st, etc. in design formats.

Never use the Oxford comma (i.e., The Wharf offers shopping, dining and entertainment options)

Writing Style Guide CONT.

WORD/PHRASE + SAMPLE OF CORRECT USAGE

and, &, +
Summertime + Good Vibes
Ginny Lane Bar & Grill

So. Much. Summer. at The Wharf
The Wharf kicks off So. Much. Summer!

Phone numbers should always have periods rather than dashes.

Family friendly

Canceled or canceling

Benefitting

FURTHER EXPLANATION + NOTES

Use the "+" in short, social copy/design.
Use "and" in longer copy.
Never use "&" in copy/design from or regarding
The Wharf.

For other companies titles and headlines, follow
their rules. Ask them directly if you're unsure, then
be sure to notify the team of the correct usage.

Space after each . and . after Summer unless it
ends the sentence and needs a ? or !

251.224.1000

Never hyphenate words ending in ly

One L in "cancel"

Always use two t's

Writing Style Guide CONT.

WORD/PHRASE + SAMPLE OF CORRECT USAGE

Onsite vs. on-site

Sign off: "See you ... here!"

FURTHER EXPLANATION + NOTES

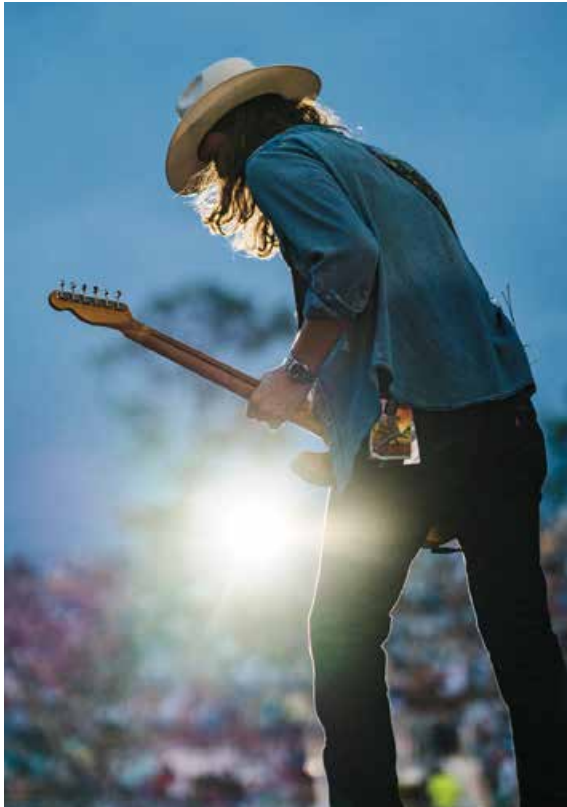
"A wide variety of kids' activities will be offered onsite." "There will be various on-site activities for kids."

This can be used for social copy, in calendar listing, etc. as a sign off

Sample: Your safety is of utmost importance to us here at The Wharf. Because of that, The Wharf is encouraging all guests to adhere to social distancing and facial covering guidelines. We ask that you come out, have fun and keep back six feet. Air high fives are encouraged when you see your friends at the event. For your convenience, we have also added hand sanitizer stations throughout the property. We want all visitors to feel safe when they visit The Wharf! See you ... here!

The WHARF[®]

SUB-BRANDS



The Amphitheater

The
WHARF[®]
AMPHITHEATER

Primary Logo

THE WHARF[®]
AMPHITHEATER

Secondary Logo

THE GROVE

The
GROVE

W CLUB

W
CLUB

Primary Logo

W CLUB

Secondary Logo

The Marina

The
WHARF[®]
MARINA

Primary Logo

THE WHARF[®]

MARINA

Secondary Logo

Attractions

THE WHARF EXPRESS



THE FERRIS WHEEL



SPECTRA

SPECTRA
LASER LIGHT EXPERIENCE

Event Spaces

HERON POINTE



Primary Logo



THE WHARF

Secondary Logo

THE PALMS



Primary Logo



THE WHARF

Secondary Logo

THE PORT



Primary Logo



AT THE WHARF

Secondary Logo

Office Suites

INTRACOASTAL OFFICE SUITES



Primary Logo

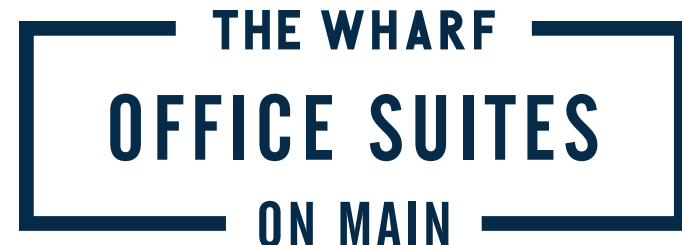


Secondary Logo

OFFICE SUITES ON MAIN



Primary Logo



Secondary Logo

The Anchor Campaign



Primary Logo

THE WHARF'S
#ANCHORFORCOMMUNITY
Campaign

Secondary Logo

The
WHARF[®]
ORANGE BEACH

**You did it! You've made it through The
Wharf's Encyclopedia of Brand Guidelines.**

*Still have questions? Contact Sheena Mizell
at sheenam@alwharf.com*