 **KENOSHA
HARBOR
DISTRICT**

BRAND GUIDELINES



LIVE WORK

Bringing Kenosha's people,
culture, and commerce together



DINE SHOP RECREATE

USING THIS BRAND GUIDE

BRAND	04
LOGO	09
COLOR	14
TYPOGRAPHY	15
IMAGERY	17
MERCHANDISE	19
ADVERTISING	21
CONTACT	23

LET'S RISE AND THRIVE TOGETHER

The Kenosha Harbor District believes in the tremendous potential of Kenosha.

Kenosha is a city of revitalization and reinvention. The Kenosha Harbor District is proud to be a part of its latest, boldest step forward to bring people, culture, and commerce together to benefit the economy and lifestyles of its citizens.

Adjacent to the city's beautiful lakefront and filling the void within its re-energized downtown, Kenosha Harbor District is positioned to invigorate the city's economy, livability and appeal well into the future. With office and retail space, a hotel, over 1,000 residences, public plazas and much more, the District will become the heart and soul of the growing Kenosha downtown by converting a low-density area into a major asset. The Kenosha Harbor District will become a thriving, walkable, mixed-use destination for residents and visitors to enjoy, believe in and build upon for many years to come.

EXPLORE
CONNECT
SUCCEED

FUN

NEW

SAFE

LAKE

LOCAL

ACTIVE

ESCAPE

ROBUST

HARBOR

MODERN

HISTORY

ELEVATE

DENSITY

LEISURE

COMFORT

CREATIVE

VIBRANCY

MARITIME

LIFESTYLE

ENGAGING

CULTURAL

WELLNESS

AUTHENTIC

LUX LIVING

CONFIDENT

WELCOMING

CONNECTED

CONVENIENT

INNOVATIVE

RESILIENCY

HOSPITALITY

INTEGRATED

CIVIC-MINDED

DESTINATION

EXPLORATION

MULTI-MODAL

SYNERGISTIC

EXPERIENTIAL

RECREATIONAL

ADVENTUROUS

SUSTAINABILITY

ENTREPRENEURIAL

All the elements **CONVERGE** at **KENOSHA HARBOR DISTRICT**

CONVERGING...

- Public & private competencies to build something spectacular.
- The past & the future to realize downtown's full potential.
- Land & water to enhance opportunities for recreation & enjoyment.
- Old & new faces to elevate the human experience.
- Milwaukee & Chicago to link to a dynamic, new destination.
- Existing downtown districts to fill a void & spur economic growth.
- Bricks & mortar with digital frontiers to support emerging demographics.

KENOSHA HARBOR DISTRICT

It's all coming together.

CONNECTING DOWNTOWN

The Kenosha Harbor District is a vibrant, new, mixed-use development that boasts office, retail, hotel, residential spaces and more. It provides a dynamic hub for culture, cuisine, commerce, and community in a stunning location that connects the city's beautiful lakefront and its re-energized downtown. For living, working, shopping, visiting and connecting, the Kenosha Harbor District is the place to be.



Brand Pillars are values and attributes that support branding, marketing and corporate culture.

SPUR ECONOMIC GROWTH

Stimulate investment, job creation, productivity, and expansion of Kenosha's economy.

FOCUS ON YOUTH & INNOVATION

Provide social and entrepreneurial opportunities for a new generation to build success well into the future.

PROVIDE OPPORTUNITY, CONVENIENCE & CONNECTION

Be an engaging hub for shopping, socializing, employment, and entertainment opportunities.

PROMOTE CIVIC PRIDE

Be a destination that residents value, enjoy and are eager to share with friends and visitors..

BUILD COMMUNITY

Integrate public spaces, local businesses, and cultural events to enhance engagement and shared experiences.

ATTRACT & ENGAGE THE PUBLIC

Be a welcoming destination that enthusiastically promotes public involvement and participation.

BE INNOVATIVE

Be on the cutting edge of innovation and progress that benefits the city and its residents.

The Wordmark and brand flags may be used per the following requirements described in this document.

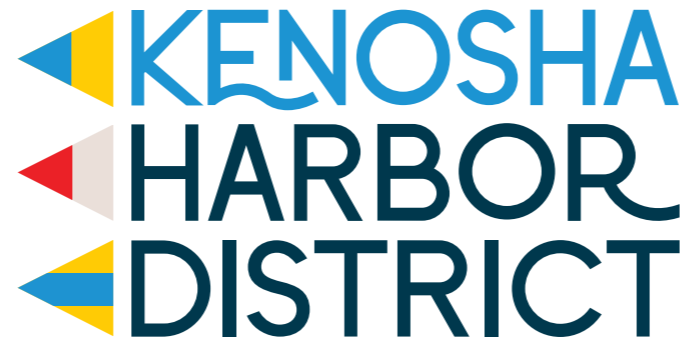
WORDMARK

KENOSHA
HARBOR
DISTRICT

BRAND FLAGS



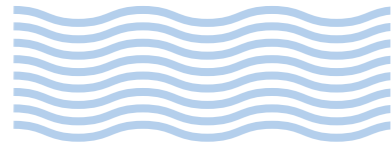
FULL LOGO LOCKUP



The full logo lock up includes the flags and three line property name.

An assortment of brand approved graphics can be used in conjunction with the full logo.

WAVY LINES



Wavy lines should be 3PT.

ACRONYM



"D" can be filled with appropriate image.

NAUTICAL SYMBOLS



ICONS



LOGO / LOGO USE

Review several logo use options at right based on background colors or images.

An ideal example of graphic elements and photos used with two color wordmark.

**KENOSHA
HARBOR
DISTRICT**



**KENOSHA
HARBOR
DISTRICT**

One color wordmark on light to medium brand background color.

Two color wordmark on light brand background color.

**KENOSHA
HARBOR
DISTRICT**

**KENOSHA
HARBOR
DISTRICT**

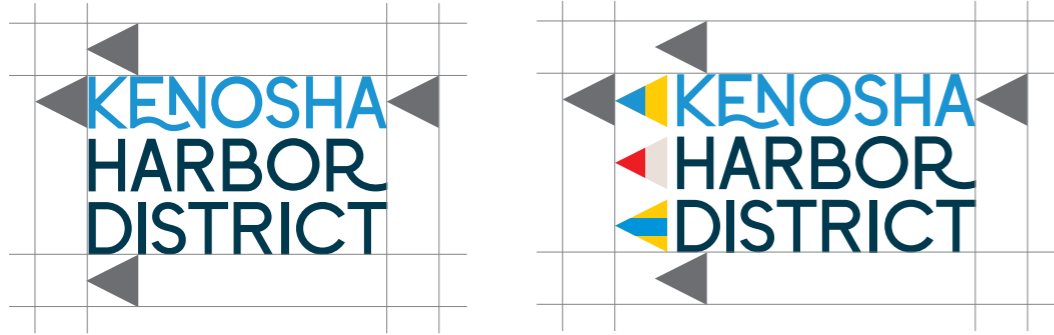
Multi colored full logo lock up on dark background.

**KENOSHA
HARBOR
DISTRICT**

Reversed wordmark on dark background.

LOGO CLEAR ZONE

The Kenosha Harbor District logo lockup should always be surrounded by a minimum area of space. A margin of clear space—equivalent to the height and width of one of the flags is drawn around the logo to create the invisible boundary of the area of isolation.



LOGO MISUSE

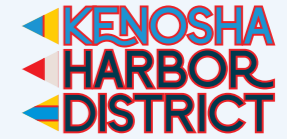
We pride ourselves on brand consistency. When using the Kenosha Harbor District logo lockup, the follow rules should be adhered to:



Do not resize elements



Do not distort, stretch or wrap



Do not apply strokes/ outlines of any kind



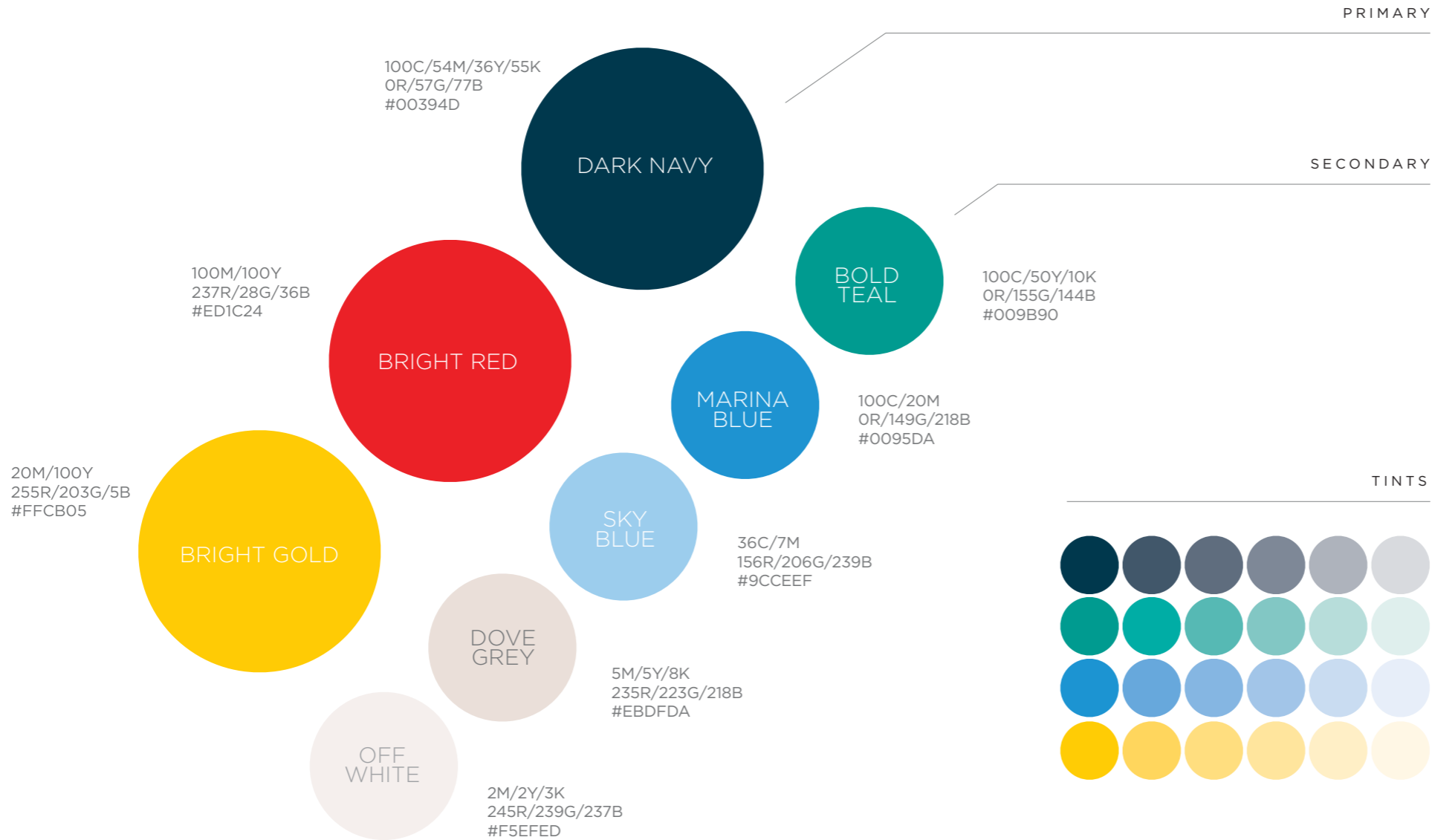
Do not place on low-contrast or busy backgrounds



Do not use off-brand colors



Do not rotate



Our full palette is nautically influenced with fun bright colors.

PRIMARY COLORS

Consistent use of our primary colors will help build visibility and recognition for the Kenosha Harbor District brand. **Dark Navy**, which provides a balance of serenity, professionalism and stability. **Bright Red**, which signals passion and boldness - and ties to the historic Kenosha lighthouse. **Bright Gold**, which signals energy, growth and positivity.

SECONDARY COLORS

Marina blue, sky blue, dove grey and off white can be used as accents to complement primary colors use or for a softer message.

TINTS

Dark navy, marina blue, and bright gold can be used as tints. Red should not be used as a tint to keep color from looking too washed out.



PRIMARY

DIN 2014

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz

REGULAR / REGULAR ITALIC

This weight will primarily be used for body copy and secondary information.

BOLD / BOLD ITALIC

This weight will primarily be used for *headlines and subheads.*

PRIMARY

ARIAL BLACK

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz

BLACK

This font in the black weight ONLY can be used for large screened back SECONDARY DETAIL HEADLINES.

Din 2014 and Arial Black are the main brand fonts.

SECONDARY

ARIAL

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz

REGULAR / REGULAR ITALIC

This weight will primarily be used for body copy and *secondary information*.

BOLD / BOLD ITALIC

This weight will primarily be used for headlines and subheads.

SECONDARY

ARIAL BLACK

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz**

BLACK

This font in the black weight ONLY can be used for large screened back SECONDARY DETAIL HEADLINES.

If Din 2014 is not available in certain programs, Arial should be used.



IMAGERY

In general, imagery should be bright and dynamic; engaging and aspirational. Environments featuring waterfront activities, positive energy, movement and a diverse audience are encouraged.



IMAGERY

When appropriate, imagery should feature positive visual storytelling, such as people making positive connections, enjoying activities, seasonal events and nature.



Communication elements currently being used in the marketplace.

WEB PAGE: KenoshaHarborDistrict.com



CONSTRUCTION BOARD SIGN



Digital ads can run in local online publications, newsletters, associations and paid media outlets.

WEB PAGE: KenoshaHarborDistrict.com



AD ONE



AD TWO



AD THREE



Messaging can target specific topics. Build online presence through Facebook, Instagram and X.

SOCIAL POST SAMPLES



POST ONE



POST TWO



POST THREE



You did it! You've made it through the Kenosha Harbor District Brand Guidelines.

Still have questions or needs?
Please contact Eric Clappier.

CONTACT



158 North Broadway, Suite 300
Milwaukee, WI 53202
adxcreative.com

Eric Clappier

414.276.7122 office
414.303.6033 cell

ericc@adxcreative.com