

THE HARBOR ENTREPRENEUR CENTER



02. FULL LOGO



03. BRAND MARK > WAVES



STORY BEHIND THE LOGO

Our mark captures the Lowcountry coast and the progress of the founders we serve. The layered waves evoke our shoreline and the moment waves collide - a nod to our original logo and the intentional collisions of people, ideas, and opportunity that move entrepreneurs forward. The three dots echo harbor lights and our pillars: forum, accelerator and workspace. They also signal guidance at every stage of an entrepreneur's journey: when to start, when to pause and when to proceed with caution. The enclosing circle conveys a sense of place and belonging among peers, partners and mentors. Together, these elements express a welcoming hub where designed collisions create momentum.

04. FONT GUIDE

Gotham

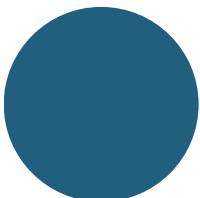
GOOD VIBES / GREAT BREWS

This is the body copy for the Harbor Entrepreneur Center's brand. Use Gotham light for copy.

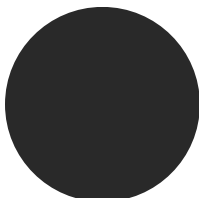
SUPPLEMENTAL DESIGN FONT

Tangkiwood

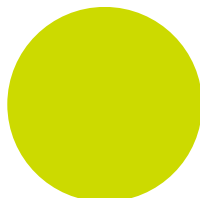
05. COLOR GUIDE



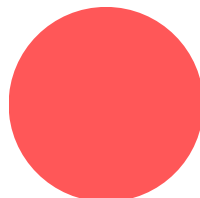
TEAL
#215F7E



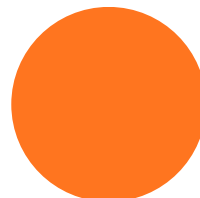
DARK GRAY
#292929



RETRO GREEN
#CCDA00



RETRO RED
#FF5758



RETRO ORANGE
#FF751F



LIGHT GRAY
#E7E7E8

BRAND GUIDELINES

06. ICONS



ACCELERATOR



FORUM



MENTOR



OFFICE

07. DESIGN ELEMENTS

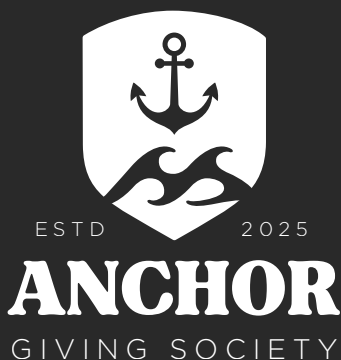
Horizontal bars



08. TAGLINE

Creating **collision**
that moves
entrepreneurs
forward.

09. OTHER LOGOS



THE HARBOR ENTREPRENEUR CENTER



10. WRITTEN REFERENCES

1ST / THE HARBOR ENTREPRENEUR CENTER
2ND / THE HARBOR
3RD / THE CENTER

INTERNAL USE ONLY: HEC

EXAMPLES:

- First mention: The Harbor Entrepreneur Center (the Harbor) announced...
- Next mentions: At the Harbor, founders...
- Occasional variation: Within the center, members...