[Prototype home]

Visual identity standards

Waterways Cruises & Events

Brand Guide

For An Unforgettable Experience, Just Add Water®

November 9, 2026

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SECTION 01

Logo

The live site publishes two logo files. Both are used here without redrawing, recoloring, or upscaling. A separate white wordmark was not in the live library, so one was not invented.



Lockup on paper



Lockup on white



Mark on navy. The blue wordmark sits too close to navy to be the dark-ground lockup.



Lockup on ink

Download lockup PNG

Download mark PNG

Clear space

Minimum size

Keep at least the height of the gold waves clear on every side. Do not crowd the mark with type.

Do not display the full lockup below 160 pixels wide. The mark file is 187 by 147 pixels. Do not scale it up.

Do

- Use the lockup on paper, white, or ink.
- Use the gold mark when the ground is navy.
- Leave the files whole.

Do not

- Do not stretch, rotate, recolor, outline, or add a shadow.
- Do not place the lockup on a busy photograph without a solid field.
- Do not redraw the waves or set the name in a different face.

SECTION 02

Color

Every swatch is either a custom property from the live site CSS or a color sampled from the official logo file on November 9, 2026. No additional brand colors were added.

Navy
#0e3060
CSS --primary-color

Water
#a5c2c9
CSS --secondary-color

Mist
#89adc5
CSS --banner-button-bg-color

Paper
#f5f7f9
Live stylesheet paper

Ink
#08090e
Live stylesheet ink

White
#ffffff
CSS menu background

Black
#000000
CSS menu text

Gold
#c0995e
Average gold pixel in the lockup

Gold is jewelry: a rule, a small label, the mark. It is not body text. Navy carries buttons and headings. Water and mist are grounds, not text on

white.

SECTION 03

Typography

The live theme names Montserrat for headlines at weight 400 and ABeeZee for body text at weight 400. Those are the only type families used.

Dining cruises and private events on Seattle's lakes.

Experience Seattle from a new perspective with Waterways Cruises & Events. Based in Fishermen's Terminal, we offer experiences on Lake Union and Lake Washington, from public dining cruises to fully private charters and events.

Body size on the review site is 18px. Headlines stay in Montserrat regular. Buttons use the same family. A Calibri declaration appears in one pasted live style and is not treated as the brand face.

SECTION 04

Buttons

Navy fill with white type. The hover state inverts. Every target is at least 44 pixels tall. On a phone, a pair of actions stacks full width.

Primary action

Secondary action

On navy

SECTION 05

Voice and tone

Use the client's registered line, "For An Unforgettable Experience, Just Add Water®", until the sibling event line is confirmed as the primary form. Write in sentence case. Sound like a host on the lake: specific, calm, and hospitable.

Say dining cruise, private charter, yacht, Lake Union, Lake Washington, and Fishermen's Terminal when the page itself uses those names. Keep menus in menu language, with the dietary tags the kitchen published.

Do not claim the company is the only dining cruise in the city, do not print star ratings, and do not invent a guest count, a season year, or a response-time promise. The draft line "Dining cruises and private yacht events on Seattle's lakes, since 1994." is review copy only and is never the H1.

No emoji. No exclamation stacks. No discount lead.

SECTION 06

Usage

- Photography comes from the live waterwayscruises.com library. Rights are pending. Do not caption a picture as “our photography.”
- Do not use files whose names begin with GettyImages, iStock, Shutterstock, or AdobeStock unless a license is confirmed.
- Do not generate images. Do not enlarge a file past its pixel size.
- Do not set 2027 as the season year. 2027 is the charter flyer’s document label only.
- Agency credit on client-facing pages is DPA Branding, mike@dpabranding.com.

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