

The WHARF®
BRAND GUIDELINES





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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®

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 WHARF®

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

The WHARF®

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 or spacing is an issue. However, they should generally be avoided.

The
WHARF[®]
ORANGE BEACH

The **WHARF**[®]
ORANGE BEACH

The Wharf[®]

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:

The WHARF®

DIGITAL: 144 pixel width

PRINT: 1.5 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:

The WHARF®

Do not resize elements

The WHARF®

Do not distort, stretch or warp

The WHARF®

Do not apply strokes/outlines of any kind

The WHARF®

Do not place on low-contrast or busy backgrounds

The WHARF®

Do not use off-brand colors

The WHARF®

Do not rotate

Previous Logos

During The Wharf's brand transition, former logos may still be present on property.

These logos should be treated with the same structure and misuse guidelines on Page 8.

Continued use is discouraged and should only be used with permission from The Wharf's Marketing team.

The
WHARF[®]
ORANGE BEACH

The **WHARF**[®]

THE WHARF[®]
ORANGE BEACH

Typography

HEADLINES

NEW
SPIRIT

Regular
Medium
SemiBold

ABCDEFGHI
JKLMNOPQR
STUVWXYZ

abcdefghijkl
mnopqrstuv
wxyz

1234567890

COPY

PROXIMA
NOVA

Regular
Italic
Bold
Bold Italic

ABCDEFGHI
JKLMNOPQR
STUVWXYZ

abcdefghijkl
lmnopqrstuv
wxyz

1234567890

SCRIPT

Bonfire

*A B C D E F G H I
J K L M N O P Q
R S T U V W X Y Z*

*abcdefghijklmnop
qrstuvwxyz*

1234567890

Brand Colors

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.

Wharf Navy Blue, Marina Blue, Sunset Orange and Sky Blue are the primary colors of our palette.

Our secondary colors — which are used for accents and/or seasonal events — consist of Laser Red, Sunshine Yellow, Oasis Green, Paradise Purple and Flamingo Pink.

PRIMARY

Wharf Navy Blue PMS 7463 C // HEX #052B48 // TPG 19-4024	C 100 M 80 Y 43 K 45	R 5 G 43 B 72
Marina Blue PMS 3125 C // HEX #00ABC7 // TPG 16-4725	C 95 M 2 Y 22 K 0	R 0 G 171 B 199
Sunset Orange PMS 158 C // HEX #F36E27 // TPG 16-1358	C 0 M 71 Y 96 K 0	R 243 G 110 B 39
Sky Blue - 100% PMS 304 C // HEX #B2E3EF // TPG 13-4908	C 28 M 0 Y 5 K 0	R 178 G 227 B 239
Sky Blue - 75% PMS 304 C // HEX #CCECF4 // TPG 12-5207	C 18 M 0 Y 3 K 0	R 204 G 235 B 243

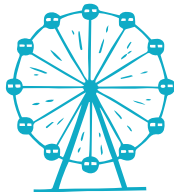
SECONDARY/SEASONAL

Laser Red PMS 032 C HEX #E52E49 TPG 18-1664 C 4 R 229 M 95 G 49 Y 69 B 74 K 0	Sunshine Yellow PMS 1235 C HEX #FDB714 TPG 14-1064 C 0 R 253 M 31 G 183 Y 100 B 20 K 0	Oasis Green PMS 339 C HEX #00B189 TPG 16-5942 C 84 R 0 M 0 G 177 Y 63 B 137 K 0	Paradise Purple PMS 7655 C HEX #A55A95 TPG 18-3230 C 39 R 165 M 77 G 90 Y 11 B 149 K 0	Flamingo Pink PMS 6052 C HEX #EC7197 TPG 17-1928 C 2 R 236 M 70 G 113 Y 15 B 151 K 0
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Brand Icons

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

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



Official Tagline + Hashtags

TAGLINE

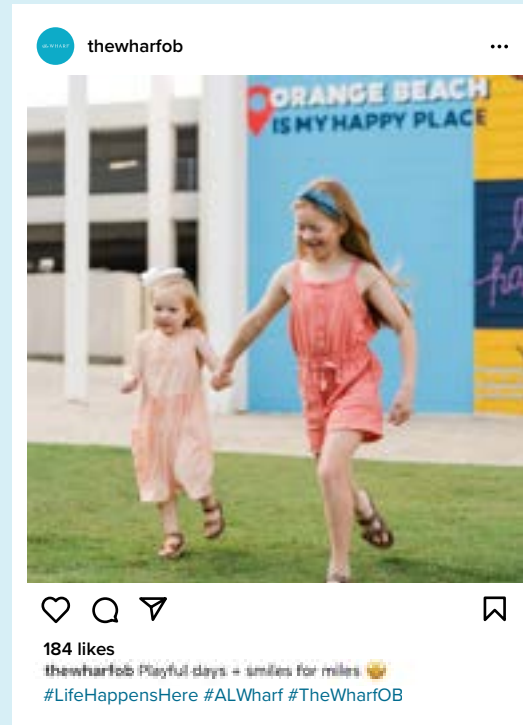
Life happens here.

HASHTAGS

#ALWharf +
#TheWharfOB

Tag lines for rack cards, brochures, billboards, etc, should be short, snappy, and fun, all while keeping consistent with The Wharf messaging.

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.

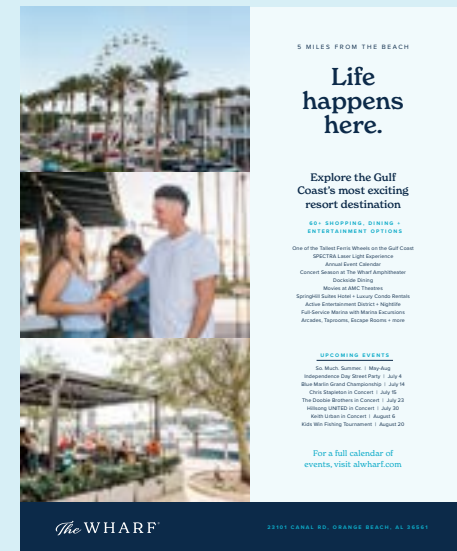
Visual advertisements should include high-quality photos complemented by color-blocked sections.

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

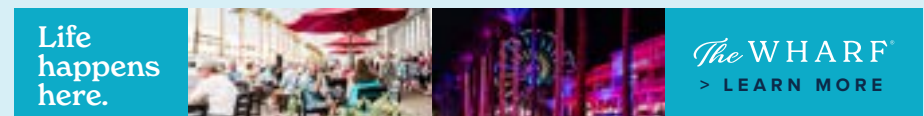
BILLBOARD



PRINT AD



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 or Wharf Navy for summer
- Sunset Orange for fall
- Laser Red for winter
- Paradise Purple or Oasis Green for spring

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 or a fitting illustration set can be used alongside typography elements.

HOT WHARF SUMMER



WINTER AT THE WHARF





The WHARF®

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

The WHARF®
SUB-BRANDS



The Amphitheater

The WHARF®
AMPHITHEATER
PRIMARY LOGO

The
WHARF®
AMPHITHEATER
SECONDARY LOGO

THE WHARF
AMPHITHEATER
● ● ● ● ●
SECONDARY LOGO

THE GROVE

The GROVE
PRIMARY LOGO

The
GROVE
SECONDARY LOGO

W CLUB

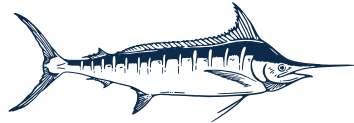
W
CLUB
PRIMARY LOGO

W CLUB
SECONDARY LOGO

The Marina

The WHARF[®]
MARINA

PRIMARY LOGO



The WHARF[®]
MARINA

SECONDARY LOGO

The
WHARF[®]
MARINA

SECONDARY LOGO

The Wharf Store

The WHARF[®] STORE

PRIMARY LOGO

The
WHARF[®]
STORE

SECONDARY LOGO

The Wharf Storage

THE WHARF
STORAGE

PRIMARY LOGO

The WHARF
STORAGE

SECONDARY LOGO

The
WHARF
STORAGE

SECONDARY LOGO

The WHARF STORAGE

HORIZONTAL LOGO

Portside on Main



PRIMARY LOGO



SECONDARY LOGO



ICON

Attractions

THE WHARF EXPRESS



PRIMARY LOGO



SECONDARY LOGO

SPECTRA LASER LIGHT EXPERIENCE



FERRIS WHEEL



Event Spaces

HERON POINTE



Office Suites

INTRACOASTAL OFFICE SUITES

INTRACOASTAL
OFFICE  SUITES

THE PALMS OFFICE SUITES

 THE PALMS 
OFFICE SUITES

OFFICE SUITES ON MAIN

OFFICE SUITES
ON MAIN

PRIMARY LOGO

OFFICE
SUITES
ON MAIN

SECONDARY LOGO

The Anchor Campaign





The WHARF®

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*