Community. Support. Hope.

Brand guide and production reference. Option one is the selected identity: Salty Dog and Georgian Bay, paired with the approved revision B vector artwork.



A consistent signature.

Use this master for all new materials. Preserve the FR monogram, vertical THE, name spacing and tagline exactly as supplied. The lettering is outlined artwork; there is no font to install or substitute.

This package supersedes the four-option color study for production use. Earlier alternatives remain reference material only.

Two blues. One identity.

The approved HEX and RGB values are the digital color reference. Use white or a light neutral as the primary background.

Salty Dog

#234058

RGB 35 / 64 / 88

CMYK* 60 / 27 / 0 / 65

MONOGRAM

Georgian Bay

#22657F

RGB 34 / 101 / 127

CMYK* 73 / 20 / 0 / 50

THE, NAME AND TAGLINE

*CMYK values are mathematical process-color starting points, without an output ICC profile. They are not a certified press or paint match. Ask the printer to convert the RGB master for the intended press, ink and stock, then approve a physical proof.

Supporting colors

White #FFFFFF and pale blue-gray #F3F7F9 support the two brand colors. Black is reserved for single-ink production. White is the reversed identity on a solid dark background.

One master. Useful variations.

Choose the primary lockup whenever the full name and tagline can remain legible. Use the FR monogram only where the organization is identified nearby.



PRIMARY / FULL COLOR



FR MONOGRAM



ONE COLOR / SALTY DOG



ONE COLOR / BLACK



REVERSED

White artwork on a solid dark field.

Give the mark room to breathe.

Keep the supplied proportions. Do not stretch, rotate, add shadows, outline, recolor, retype or rearrange any part of the identity.



Minimum clear space: one quarter of the FR monogram height, measured outward from the visible artwork on every side. The primary export has a small built-in margin; add the remaining space in your layout.

Recommended minimums

Primary lockup: 240 px wide on screen or 2 inches wide in print. FR monogram: 32 px wide or 0.35 inch. For fabric, engraving or textured stock, enlarge and ask the vendor to check the finest strokes.

Raster size at 300 pixels per inch

320 px	640 px	1280 px	2560 px	5120 px
1.07 in	2.13 in	4.27 in	8.53 in	17.07 in

Widths include the exported canvas. Use 640 px or larger for a primary print logo at its minimum size. Prefer SVG or PDF for signage and large-format production.

Choose the right production file.

Deliver the complete Final Branding folder to the vendor, along with the intended size, material and printing method.

SVG / editable vector

Preferred for web, signage and design applications. All lettering is converted to paths. Files contain no embedded images, live fonts or external dependencies.

PDF / vector production

RGB PDFs preserve the digital values. The CMYK folder contains process-color starting points for the full-color primary logo and monogram. These are not PDF/X-certified press files and do not include an output profile, bleed or crop marks.

PNG / transparent background

Primary widths: 320, 640, 1280, 2560 and 5120 px. Monogram widths: 64, 128, 256, 512 and 1024 px. All PNGs are transparent and carry an sRGB profile.

JPEG / opaque background

The same sizes are supplied on white. Reversed white logos are supplied on Salty Dog and labeled on-navy. JPEG does not support transparency. Raster files are tagged at 300 ppi; pixel dimensions determine usable print size.

Color proof and white ink

No approved Pantone spot ink is assigned. Confirm a physical proof on the final stock. White PDF and SVG files may look blank on white; they contain white vector paths. White ink on a colored substrate needs the vendor to create the correct spot-ink separation.

Typography and file handling

Website headings use Fraunces and body copy uses Figtree. These are supporting typefaces, not replacements for the outlined logo. Keep the original geometry and scale uniformly. Use the SHA-256 manifest to confirm file integrity.