

Brand Guidelines



**INTERNATIONAL
SEAFARERS CENTER
at PORTS of LONG BEACH
& LOS ANGELES**

ADDRESS:

120 Pico Ave, Long Beach, CA 90802, USA
P: 562.432.7560
www.iscpolb-la.org / E: rbmac63@gmail.com

SERVICES:

- TRANSPORTATION
- COMMUNICATION SERVICES
- TEMPORARY HOUSING
- MINISTRY

Welcome

A WORD ABOUT US

Our Mission:

The International Seafarers Center of Long Beach/Los Angeles (The Center) is a California non-profit public benefit corporation organized to provide and maintain facilities and services for the recreational, personal, and cultural needs of merchant seamen calling at the ports of Long Beach and Los Angeles without regard to age, sex, race, color, religion, ancestry, or national origin. Check the video below for an overview.

Our Vision:

The Ports of Long Beach and Los Angeles are “World Class” ports. When seafarers call on either port, the International Seafarers Center of LB/LA provides a home away from home and our vision is to ensure that our Center is also “World Class” in order to provide seafarers with the best services available.

Our Values:

Integrity, Excellence, Good Stewardship, Empathy, Humanity

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Logo



Color Logos



RGB: 29, 61, 110 • CMYK: 100C, 85M, 32Y, 15K
HEX : #1d3d6e • PMS: 2147



RGB: 247, 148, 29 • CMYK: 50M, 100Y
HEX : #F7941D • PMS: 2013

Black & White and Grayscale Logos



100% Black



100% Black



80% Black



40% Black



20% Black



80% Black



40% Black



20% Black

Logo Text Only



Secondary Colors



RGB: 0, 100, 164
CMYK: 100C, 62M, 10Y
HEX : #0064a4



RGB: 0, 134, 203
CMYK: 90C, 35M
HEX : #0086cb



RGB: 20, 170, 212
CMYK: 73C, 35M, 8Y
HEX : #13aad4



RGB: 108, 188, 222
CMYK: 54C, 9M, 6K
HEX : #6cbcd4



RGB: 247, 147, 30
CMYK: 50M, 100Y
HEX : #f7931d



RGB: 243, 112, 33
CMYK: 70M, 100Y
HEX : #ff8500



RGB: 225, 70, 63
CMYK: 7C, 88M, 80Y
HEX : #e0463f



CMYK: 80K

Seafarers Portraits & Social Media Feeds



Typography



Typography

Headers

**HEADLINE GOTHIC AFT
AGENCY**

Titles
(all caps)

LATO BLACK

Body text

Lato Medium
Lato Medium
Lato Medium
Lato Medium
Lato Black

Stationary



Letterhead



Dear Supporter,

Thank you for sim dolor aceri luptas eossim cuscipsum, quas aut autaquam, nosam int hilitias re vent rehent oreptata nim nia el miligenim consed ullabor ehendit, odigendis es et aut restibus doluptat.

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Sincerely,

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Long Beach
CA 90802, USA
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www.iscpolb-la.org



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Guy Fox
Guy Fox & Associates

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Capt. Dick McKenna,
USN (Ret)

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Tami Lorenzen-Fanselow,
FCL Logistics

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Open, TBD

Secretary:
Open, TBD

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LKN Global

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Pacific Financial Corp.

Dear Supporter,

Thank you for sim dolor aceri luptas eossim cuscipsum, quas aut autaquam, nosam int hilitias re vent rehent oreptata nim nia el miligenim consed ullabor ehendit, odigendis es et aut restibus doluptat.

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Sincerely,

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Business card



Envelope



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CA 90802, USA





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