ISLAND CONNECTIVITY HUB LOGO CONCEPTS

4TH EDITION

JUNE 9TH, 2025

CREATED WITH ❤️ BY SAMANTHA HAWKINS

BRAND TOOLKIT - DRAFT

COLOR VARIATIONS

LOGO CONCEPTS

PRIMARY COLORS

COLOR VARIATIONS

LOGO CONCEPTS

COLOR

PRIMARY COLORS

ATLANTIC

SALT

ACCENT COLORS

SIGNAL ORANGE

SPRUCE GREEN

CLEARWATER

HEADLINE TYPEFACE

Oswald

Regular **Semi-Bold**

SUBHEADERS, SECTION TITLES, SHORT PULL QUOTES

League Spartan

Regular **Bold**

BODY COPY

Open Sans

Regular

Typography

Our typography reflects our commitment to clarity, community, and connection.

Oswald is a strong, modern sans-serif used for headlines. Its clean lines ensure our messaging is bold and accessible.

League Spartan supports subheadings and highlights, adding structure while keeping a friendly tone.

Open Sans is our primary body typeface, chosen for its readability and warmth in both print and digital communications.

Together, these typefaces create a clear visual hierarchy and a welcoming, contemporary feel.

Where to Download

All three typefaces are open-source and freely available for download via Google Fonts.

Together, these fonts create a clear visual hierarchy and a welcoming, contemporary feel for the Island Connectivity Hub.

EXAMPLES @ SMALL SCALE

Island-Made. Future-Ready.
Come curious. Leave connected. The Island Connectivity Hub is your space to learn, work, create, and care. Built for island life and designed for what's next.
ISLAND
CONNECTIVITY
HUB

ISLAND
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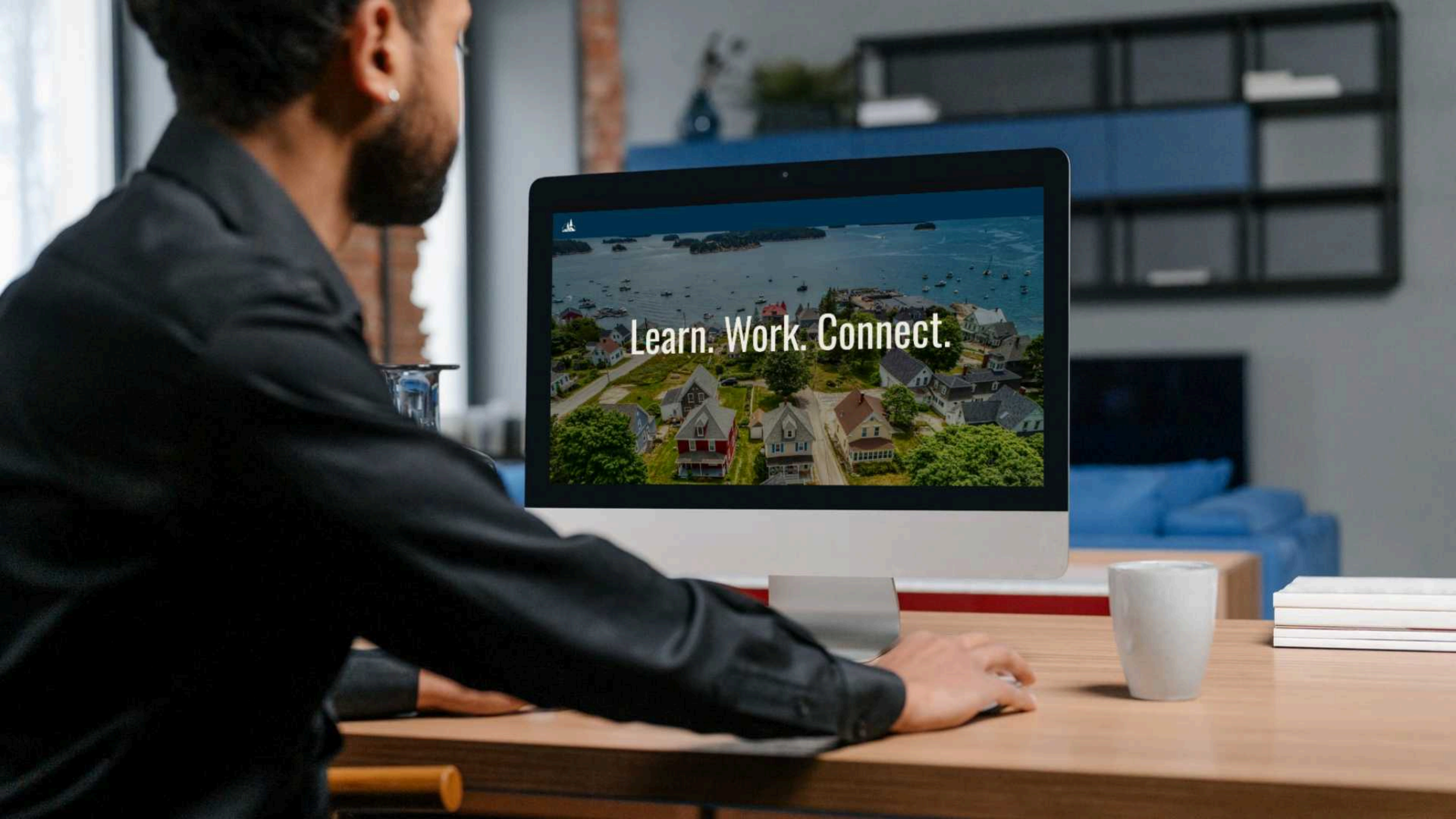
HUB

ISLAND
CONNECTIVITY
HUB


Learn. Work. Connect.

WHAT COMES NEXT?

1. Agree on color & typography
2. Finalize style guide

THANK YOU!

APPENDIX

LOGO CHOICE

COLOR