



BRAND STANDARDS GUIDE

V.01.2023





TABLE OF CONTENTS

The purpose of these Brand Guidelines is to assist our company in the use of the NYC Ferry Operated by Hornblower proprietary marks and corresponding language, ensuring we accurately and consistently convey our core messages and identity. This document highlights appropriate uses of messaging, logos, fonts, colors, and more in web and print branding, presentations, and sales language. Through consistent application of these guidelines and repetition of these messages the NYC Ferry image and credibility will be reinforced, increasing the value of the brand, the company, and its services.

The way we communicate both internally and externally conveys important messages about the brand image and identity. The “look” of our communications – the colors, the logos, the typeface, etc. – creates a clear message of quality, service, reliability, and personality for our riders. When all of our communications share an identity, we begin to communicate our core values before a single word is read.

Produced & Designed By:

Madalena Phillips
VP of Marketing

Jacquelyne Walther
Creative Director

SECTION 1 OUR BRAND 1

OUR BRAND	2
WHO IS OUR BRAND FOR	3
OUR STORY	4
BRAND VISION	6
BRAND MISSION	7
BRAND VALUES	8
BRAND POSITIONING	9
BRAND VALUE PROPOSITION	10
TAGLINE	11
BRAND VOICE	12
BRAND TONE	13
BRAND STYLE	14

SECTION 2 STYLE GUIDE 15

2.1 LOGO STANDARDS	16
2.2 NYC FERRY ROUTES	28
2.3 NYC FERRY BRAND EXTENSIONS	38
2.4 TYPOGRAPHY	41

SECTION 3 VISUAL IDENTITY 46

3.1 MAPS	47
3.2 LANDING SIGNAGE	60
3.3 VESSEL SIGNAGE	65
3.4 PHOTOGRAPHY & ILLUSTRATION	75
3.5 SOCIAL MEDIA BEST PRACTICES	79



SECTION 1

OUR BRAND

The objective of the NYC Ferry brand is to function as a lens through which every marketing, public relations activity and customer interaction embodies a unified vision of professionalism and character.

The following sections introduce how we build, shape and share the NYC Ferry brand. It is the articulation of what we are and aspire to be, the purpose our brand serves, and how we communicate to New Yorkers.





OUR BRAND

The NYC Ferry brand is a combination of our riders' experiences with our operation at every touchpoint. Each memory, thought, impression, website visit, story, social media post, event, phone call, and transaction contribute to NYC Ferry's brand reputation.

It is a collection of tangible and intangible attributes that resonate whenever the NYC Ferry brand is experienced.

The benefits of the NYC Ferry Brand can be:

Emotional
(how we make our riders feel)

Rational
(the tangible reward that one receives from riding with us).



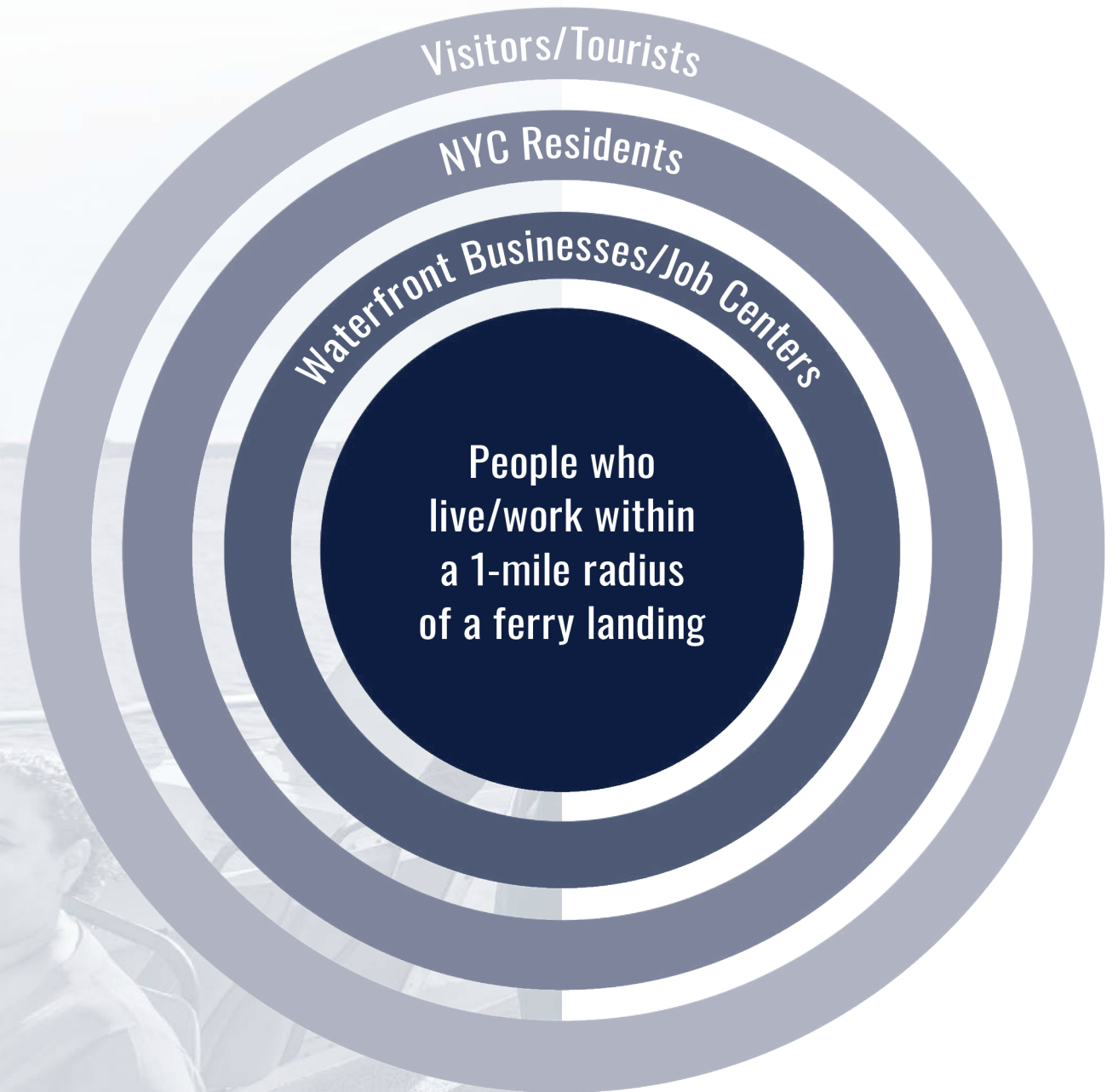
WHO IS OUR BRAND FOR?

PRIMARY TARGETS

- People who live/work within a 1-mile radius of ferry landings
- Waterfront Businesses/Job Centers
- NYC Residents
- Visitors/Tourists

PRIMARY STAKEHOLDERS

- Riders
- Waterfront Businesses / Neighborhoods
- City of New York City
- New York City Economic Development Corporation
- Hornblower (Operator)
- Elected Officials
- Civic Organizations





OUR STORY

A BRIEF HISTORY

Ferry systems have been utilized in New York City since the 1960s. However, due to the expansion of roads and rail transit, many waterway services were discontinued.

Ferries saw a rise in the 1980s and 1990s through privately-operated services. Many of these core operators still operate today, running between New York and New Jersey.

EAST RIVER FERRY LAUNCH

In 2011, the NYC Economic Development Corporation conducted a preliminary study showing the positive impact of ferries. The East River Ferry was then launched as a pilot service, connecting Manhattan, Brooklyn, and Queens. It saw incredible success – meeting the three-year goal of 1.2 million riders in just 14 months.

In 2013, the New York City Economic Development Corporation completed another study that aimed to identify new ferry service opportunities, increase understanding of the economic impacts,

and the potential of this emerging transportation resource in New York City.

Potential sites were ranked based on ridership estimations, proximity to existing transit, structural limitations of the sites, and prospective for network connectivity. Based on the data collected, the NYCEDC generated a system of 6 routes.

In 2015 the NYCEDC put out a bid to procure an operator for the Citywide Ferry, which would later be known as NYC Ferry.





OUR STORY

THE LAUNCH OF NYC FERRY

NYC Ferry is among the largest ferry systems in the country and has become one of the most reliable, affordable, and beloved transit systems in New York City.

NYC Ferry initiated in 2016 when the New York City Economic Development Corporation awarded Hornblower the NYC Ferry contract to serve as the exclusive operator of the system. The intended goals were to modernize and expand how New York City residents and visitors travel between waterfront communities within the five boroughs.

Representing over \$337 million investments, and unprecedented in size and scope, NYC Ferry has launched six routes

since service inception in May of 2017. Future route expansions are planned during 2020-2021, spanning over 60 nautical miles.

Under Hornblower's supervision, NYC Ferry has surpassed initial ridership expectations, operated a fleet of 38 vessels, and employed a workforce of over 400. With experienced leadership, NYC Ferry boasts consistent high on-time performance averages and a top-ranking Net Promoter score.

NYC Ferry's first two routes consisted of the pre-existing East River Route, previously known as East River Ferry, and the Rockaway Route. The overwhelming success of these two routes was then followed by the launch of the Astoria and South Brooklyn Route. The Astoria Route was a milestone in New York's history, being the first ferry service to go to Roosevelt Island.

The following summer of 2018 the Lower East Side and Soundview Routes were launched. The Soundview Route also made history by being the first ferry system to travel to the Bronx in the 21st century. In January 2019 the success of NYC Ferry was recognized when the New York City Economic Development Corporation formally announced NYC Ferry expansion to all five boroughs with two new routes and additional stops to existing routes. The system expansion includes a new route from Staten Island to Lower Manhattan and the West Side (launching 2020), a new route from Coney Island to Lower Manhattan (launching 2021), and a new landing in Throgs Neck connecting to the Soundview Route (Launching 2021).

On August 23, 2021, NYC Ferry launched the St. George route, making NYC Ferry a true five-borough ferry system by connecting Staten Island to the West Side of Manhattan. On December 28, 2021, NYC Ferry extended the Sound-

view route to Throgs Neck/Ferry Point Park, adding the system's second landing in the Bronx.

In 2022, NYC Ferry will launch a new route from Coney Island to Lower Manhattan.

NYC Ferry has revived waterfront communities by fostering partnerships with local community groups, supporting growing neighborhoods, and providing affordable and convenient transit for locations with limited transportation options. Engaging with community stakeholders, elected officials, businesses, and civic organizations were also essential to a successful implementation of the ferry system.

NYC Ferry utilizes innovative technology such as in-app real-time arrival and departure information, live vessel location, digital information displays at all landings, and interactive kiosks available to ensure rider education and service standards.

NYC Ferry's goal is to promote feasibility, accessibility, and reliability by creating amazing experiences based on its Hornblower foundations.

NYC Ferry aims to provide affordable and convenient transit for communities with limited transportation options; supporting growing neighborhoods and increasing the resiliency and redundancy of the New York City transportation network.



BRAND VISION

This is **why we exist**,
also known as Purpose.

Provide affordable & convenient transit for waterfront communities with limited transportation options.

Support growing neighborhoods (businesses, job centers, and development).

Increase the resiliency & redundancy of NYC's transportation network.



BRAND MISSION

This is **what we do**,
also known as a Brand Promise.

DELIVER **RELIABLE**
TRANSPORTATION

We deliver reliable transportation
to waterfront neighborhoods via
23 landings connecting Manhattan,
Brooklyn, Queens, the Bronx, and
Staten Island – spanning over 60
nautical miles of NYC’s waterways.

We work to constantly improve
the mass/public transportation
experience for New Yorkers.



BRAND VALUES

This is how we do what we do.



1. SAFE & SECURE CONNECTIONS

Safety and security are of the utmost importance. Our vessels are state-of-the-art and our operators are highly experienced, ensuring our riders a safe arrival to their destination.

2. RELIABLE TRANSPORTATION

Reliable, dependent, on-schedule and within an affordable budget to accommodate daily travel commutes.

3. ACCESSIBILITY FOR ALL

NYC Ferry is committed to providing ferry service, vehicles, and facilities in a manner that is accessible to and usable by individuals with disabilities, in accordance with the Americans with Disabilities Act of 1990.

4. PROFESSIONAL OPERATION

NYC Ferry is committed to consistently high standards. We exercise a professional approach to all aspects of our operations.

5. ENJOYABLE EXPERIENCES

We provide a breath of fresh air to our riders. New York City is top-ranked as one of the worst commutes in the country – mostly due to congestion. NYC Ferry is committed to providing a peaceful and painless mass-transit experience for millions of New Yorkers. NYC Ferry utilizes innovative technology such as In-App Real-Time Arrival and Departure information, Real-Time Vessel Location, Landing Digital Information Displays, and Interactive Kiosks to ensure seamless customer communication and exceed transportation service standards for our riders.



BRAND POSITIONING

This is what differentiates us in the NYC transit marketplace.

COMFORTABLE
PLEASANT
CALM
CONVENIENT
EASY
MODERN

NYC Ferry’s brand positioning is often used in marketing communications to highlight the individual and unique value propositions of our system.

Unobstructed commute on the open water

Less crowded (capped amount of riders per boat)

Unique NYC views

Onboard amenities (tables, outlets)

Onboard concessions & adult beverages

Connections to waterfront communities

Exclusive offers to NYC Ferry riders from local businesses

ADA accessibility throughout our entire system

Onboard bicycle racks

Onboard designated stroller space

Pushed service alerts (real-time notifications)

App ticketing & ticket storage

Real-time boat tracking



BRAND VALUE PROPOSITION

This is a succinct explanation of both the **functional and emotional benefits** of our ferry service that we provide to our riders.

It's also how we solve their transit problem and **why they should choose us** over alternate forms of transportation in NYC.

NYC Ferry provides affordable and convenient connections for waterfront communities under-served by transit.

Our safe, reliable, and modern service allows our riders to travel to waterfront neighborhoods and job centers throughout New York City for the same fare as the subway.

Our unique blend of onboard conveniences allows for a comfortable, enjoyable commute for all of our riders, making NYC Ferry a leader in New York City transportation.





TAGLINE

Taglines are an extension of our brand positioning.

This is also known as a slogan - a short & sweet **summary of our brand positioning.**

**Connecting Queens,
Brooklyn, Manhattan,
Staten Island &
The Bronx**

SECONDARY TAGLINES

Refresh Your Commute

#refreshyourcommute

Connect With Your City

#connectwithyourcity



BRAND VOICE

These characteristics define our distinctive **personality** and how we want to be consistently perceived.

Our personality is a blend of three characteristics:

Reliable, Approachable & Friendly.

RELIABLE

We are safe and dependable.

Our riders to feel secure with choosing NYC Ferry as their transportation option.

We provide riders real-time transit notifications and service alerts to allow them to optimize their time in planning their commute.

We provide dependable connections between waterfront neighborhoods throughout the five boroughs of NYC.

APPROACHABLE

We are inclusive and accessible to all.

We are informative, helpful, and considerate of the needs of our riders.

We are ready to listen and continuously improve based on the feedback of our riders.

We love to learn about who our riders are and how we can help them better their commute.

FRIENDLY

We are outgoing and welcoming to all of our riders.

We love to engage with our riders and celebrate their commute on NYC Ferry.

We love to reward our riders and engage with our advocates.

We often go above what is expected to ensure we create an amazing experience for each of our riders.



BRAND TONE

Tone is dynamic.

It **adapts to different scenarios** while abiding to essential qualities of our voice.

The way we communicate as a brand should be consistent but not robotic.

Our general tone is empathetic and genuine.

We understand the world our riders are living in – one muddled by stressful, crowded, unreliable transit. We strip all that away and value clarity above all. It's our job to alleviate transit issues and make it easier for people to get to where they want to go.

Our years of experience in the transportation sector allow us to relate to riders' challenges and speak to them in a familiar, warm, and accessible way.

Depending on the medium, our approach may shift to one emphasis over another.

For instance:

Frontline Crew Friendly, Helpful, Informative

Contact Center Pleasant, Empathetic, Helpful, & Informative

Web Educational & Informative

Press Informative, Engaging, & Educational

Instagram Fun, Engaging, & Informative

Facebook Friendly & Informative

X Direct & Informative

TikTok Engaging & Informative



BRAND STYLE

Style is what our content looks like. It is a general communication formula that adheres to our voice while minding our tone.

Refer to Section 4 of the NYC Ferry Brand Standards for an in depth, detailed guide of our contents' stylistic elements.

FORMATTING & GRAMMAR RULES

Avoid slang & jargon.

If you need to use a technical term, briefly define it so everyone can understand. We are always aiming to educate our riders.

Write positively.

Use positive language rather than negative language. One way to detect negative language is to look for words like "can't," "don't," etc.

Yes: To board, please stand in line.

No: You can't board if you don't stand in line.

GREETINGS & CLOSINGS

Hello [name]

Greetings [name]

Good morning [afternoon/evening]

Thanks for riding with us!

Hope to see you onboard soon!

Thanks for reaching out!

Thank you for your feedback.

Enjoy your ride on NYC Ferry!

We hope to have you onboard soon!

We do apologize for this inconvenience and appreciate your patience.

We hope that you are as excited about the future of the NYC Ferry as we are!

SERVICE ALERT & ADVISORY FORMULA EXAMPLES

Service Alert - [route] - [date]
[brief alert details] Visit [website link] for more details

Due to [reason] the [landing] ferry landing will be [closed/suspended] on [date]
[brief alert details] Visit [website link] for more details

Delays on [route] - [date]
[brief alert details] Visit [website link] for more details

Service Advisory - We will be operating on a weekend schedule on [holiday] [date]



SECTION 2

STYLE GUIDE

For the brand identity standards to reflect us in an effective and positive way, it must be applied consistently. This section will help ensure consistency by providing standards and specifications for the use of our brand identity in a variety of situations. Everything in this section should be followed for all printed and multi-media communications, including stationery, forms, websites, publications, and signage.

This section will explain the proper use and application of the NYC Ferry's brand identity.





2.1

LOGO STANDARDS

We've designed all logos and brand marks for a specific purpose, and in order to build brand equity we need to maintain a consistent appearance.

If people aren't able to readily recognize our brand, then we've lost an opportunity to connect with them. The following brand identity standards don't represent an exhaustive list of all treatments and scenarios to avoid, but they do provide a clear set of applications that will keep you well within the bounds of appropriate use.



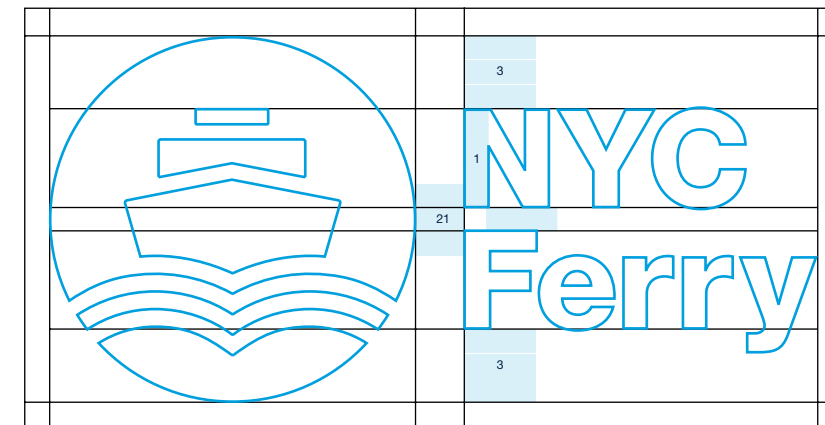
HORIZONTAL LOCK-UP

Logo Orientation & Anatomy

The combination of the NYC Ferry Icon with our word-mark conveys our bold and reliable ferry service system. Horizontal Lock-Up is the primary logo and should be used when possible.

The spacing throughout the logo has been considered carefully, utilizing the rectangular Helvetica “N” as a building block and main unit of measurement to anchor the logo spatially.

Icon: Flagship Light Blue
Lettering: Flagship Dark Blue
Helvetica Neue LT Std 85 Heavy





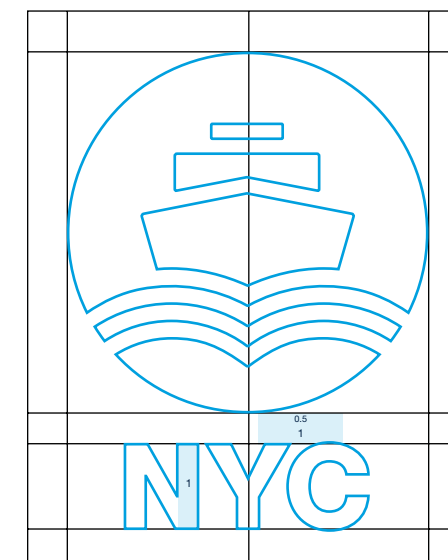
VERTICAL LOCK-UP

Logo Orientation & Anatomy

The secondary logo, Vertical Lock-Up, may be used when compositionally sound.

The spacing throughout the logo has been considered carefully, utilizing the rectangular Helvetica “N” as a building block and main unit of measurement to anchor the logo spatially.

Icon: Flagship Light Blue
Lettering: Flagship Dark Blue
Helvetica Neue LT Std 85 Heavy



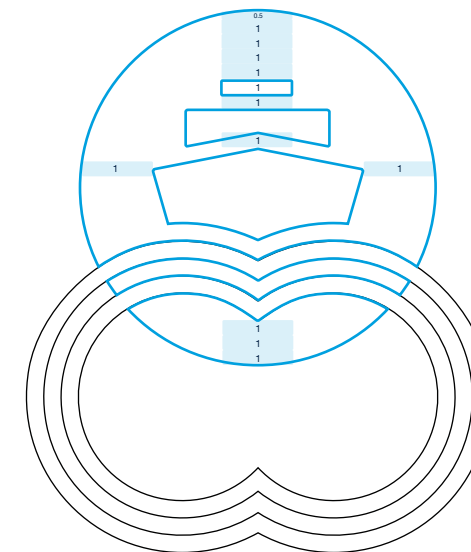


ICON

Logo Orientation & Anatomy

The NYC Ferry Icon in Flagship Light Blue represents the NYC Ferry Service System. A representation of our mark of in the East River and Hudson River.

Icon: Flagship Light Blue





LOGO CLEARANCE

Horizontal & Vertical Lock-up

The logo must always be perfectly legible and without obstructions. For that reason, we ask that designers maintain a minimum amount of breathing room around the logo. The logo must be reproduced with an empty buffer around it, free from other elements. The logo's "N" dimensions represent the minimum buffer allowed if layout space is limited.

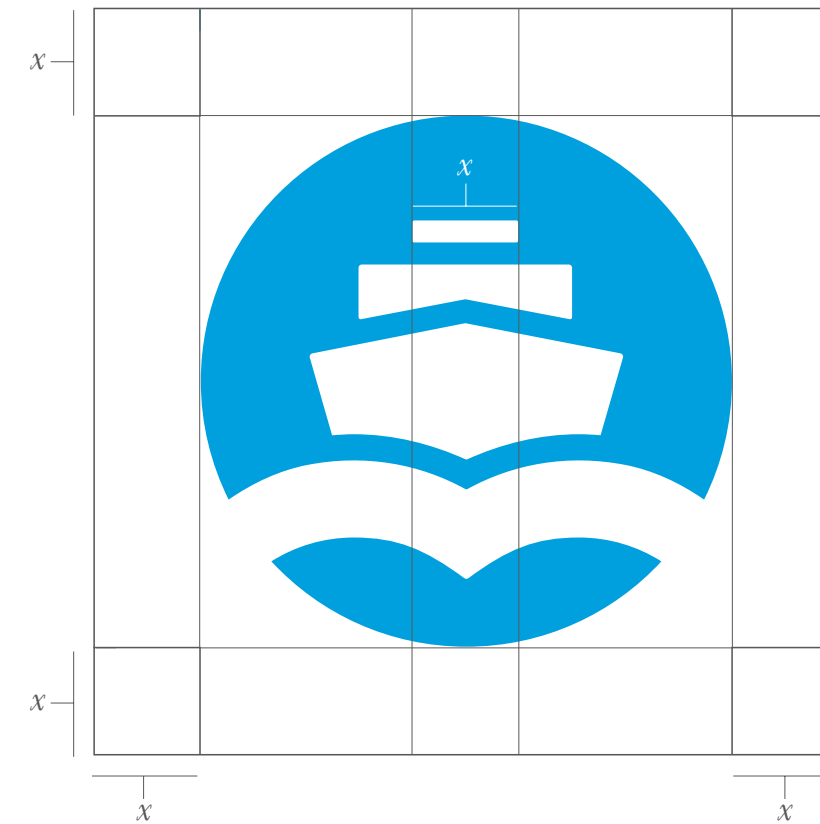




LOGO CLEARANCE

Flagship Icon

The logo must always be perfectly legible and without obstructions. For that reason, we ask that designers maintain a minimum amount of breathing room around the logo. The logo must be reproduced with an empty buffer around it, free from other elements. Allow a minimum buffer space equal to the “x” width of the icon’s rectangular shape if layout space is limited.





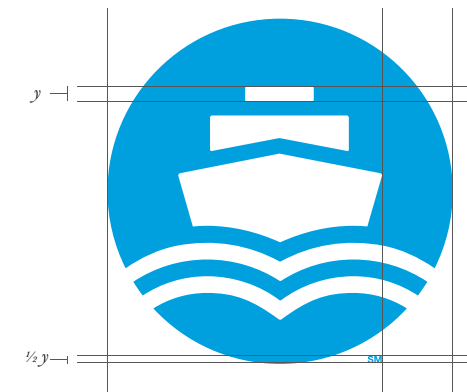
LOGO APPLICATION

SM Usage

Non-registered Service Mark.

Apply to all uses of the NYC Ferry logo for transportation services. Examples include website, signage at piers, app, social media, etc.

There may be instances where the SM mark is so small that using it may not be feasible. The mark may be left out when the logo is scaled down and the mark is no longer legible.





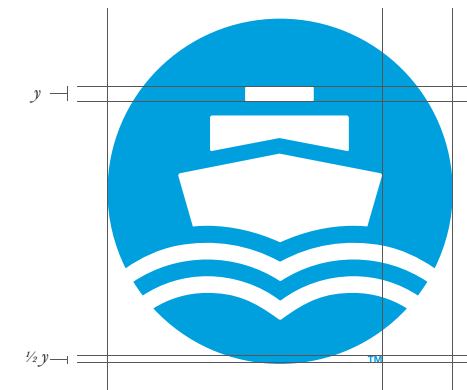
LOGO APPLICATION

TM Usage

Non-registered Trade Mark.

Apply to goods and services. Examples include apparel and merchandise.

There may be instances where the TM mark is so small that using it may not be feasible. The mark may be left out when the logo is scaled down and the mark is no longer legible.





LOGO TYPOGRAPHY

Our typeface is simple, clean, and iconic for NYC - emphasizing the strong connection between seamless public transportation and the city's bustling nature.

Helvetica Neue LT Std 85 Heavy has been chosen as a distinct variation on one of the most popular typefaces of all time. It offers a timeless, neutral, and highly legible design, making it practical for nearly any message or communication type.



**NYC
Ferry**

**Helvetica Neue LT Std
85 Heavy**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(,.,:;!\$&@#*)0123456789**



LOGO COLOR

Our “dark blue” and “light blue” colors are distinctive to the NYC Ferry Operated by Hornblower brand, and as such should always adhere exactly to the following values for Pantone, RGB, CMYK, and HEX.



Flagship Light Blue

Pantone	R 0	C 81	HEX
229 C	G 160	M 18	00A1DF
	B 223	Y 0	
		K 0	

90%

80%

70%

60%

50%

40%

30%

20%

10%

Flagship Dark Blue

Pantone	R 1	C 100	HEX
282 C	G 30	M 87	001D41
	B 65	Y 42	
		K 52	



BLACK & WHITE LOGO

When placing the NYC Ferry logo on a colored background, use the all-white version of the logo. Never place the logo on a visually cluttered or patterned background.

The black logo can only be used on print and/or screen applications that requires a single-color black logo (ie:: newspaper, facsimile cover sheet, etc.).





INAPPROPRIATE LOGO USAGE

The value of a brand identity lies in its ability to provide consistency and integrity. Consistency in the use of the brand identity will build recognizability among our riders and various audiences.

Over time, the characteristics of the brand identity will become visual signals for the values with which NYC Ferry is associated.

The following are examples of various unacceptable logo artwork modifications and usage. Always keep in mind to always use the original approved logo file, and follow the usage and application of the logo outlined in this document.



Do not apply outlines



Do not apply gradient



Do not apply blur



Do not apply drop shadow



Do not change the position of 'NYC Ferry'



Do not flip



Do not overlap



Do not use the flagship blue logo on colored backgrounds



Do not use unapproved colors



Do not use alternate typefaces



Do not change the position of 'NYC Ferry'



Do not multiply



Do not place a box around the logo



Do not put a dark image behind the logo



Do not tilt the logo



2.2

NYC FERRY ROUTES

The following section outlines the colors and naming for all of our route-specific visual assets. Each of our six routes have distinctive attributes in order to differentiate and identify the route. As is the case with our flagship logo and primary colors, it is critical for public understanding and brand consistency to maintain the proper route assets.



ROUTE COLORS

Primary Color Palette

Color is a strong and communicative element to any brand identity. A consistent use of color is one of the easiest and the most effective ways to stand-out and create a unified visual language.

Our color palette is made up of vibrant colors, intended to stand out against gray tones of the New York cityscape.

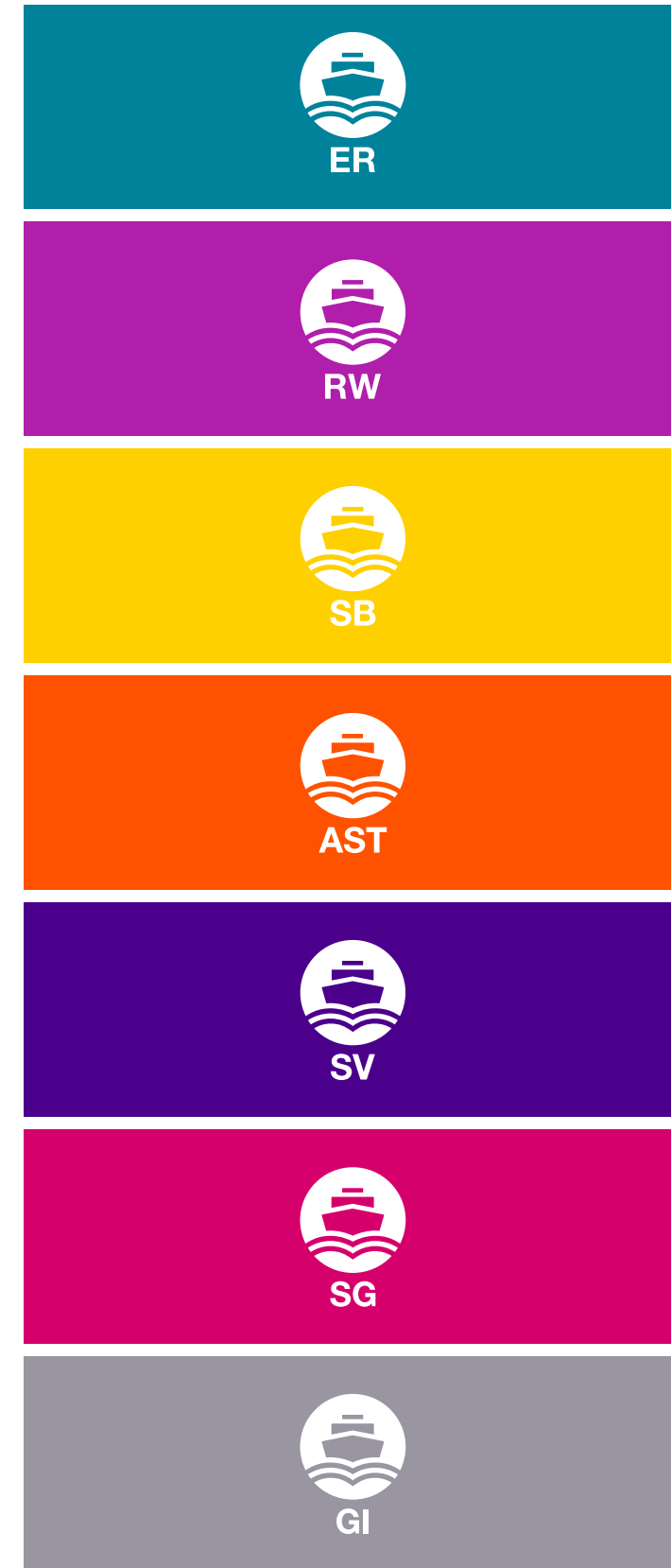
East River	Pantone 7712 C	R 34 G 139 B 157	C 98 M 0 Y 28 K 7	HEX 228B9D
Rockaway	Pantone 253 C	R 173 G 26 B 172	C 42 M 91 Y 0 K 0	HEX AD1AAC
South Brooklyn	Pantone 109 C	R 255 G 245 B 204	C 0 M 2 Y 23 K 0	HEX FFD100
Astoria	Pantone Orange 021 C	R 254 G 80 B 0	C 0 M 65 Y 100 K 0	HEX FE5000
Soundview	Pantone Medium Purple C	R 78 G 0 B 142	C 91 M 97 Y 0 K 0	HEX 4E008E
St. George	Pantone 226 C	R 208 G 0 B 111	C 0 M 100 Y 2 K 0	HEX D0006F
Governors Island	Pantone P 173-4 C	R 152 G 149 B 160	C 43 M 38 Y 29 K 1	HEX 9893A0



VERTICAL ROUTE ICONS

Primary & Inverse

Vertical route icons, rather than horizontal, are most frequently used throughout the system. In order to establish route recognition, use of the routes primary color icon is encouraged.





HORIZONTAL ROUTE ICONS

Primary & Inverse

Horizontal route icons are less frequently used throughout the system due to spacial constraints.

 **East River**

 **Rockaway**

 **South Brooklyn**

 **Astoria**

 **Soundview**

 **St. George**

 **Governors Island**

 **East River**

 **Rockaway**

 **South Brooklyn**

 **Astoria**

 **Soundview**

 **St. George**

 **Governors Island**



EAST RIVER ROUTE

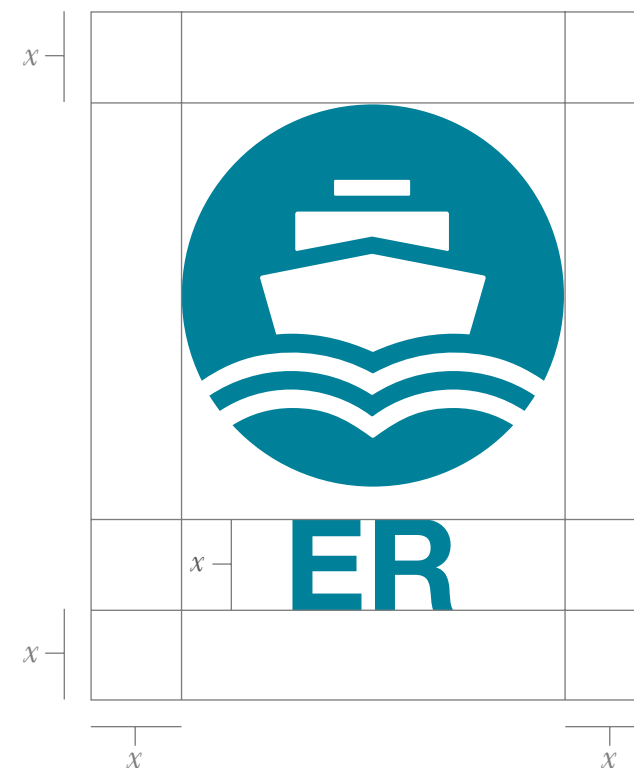
Color Palette & Logo Integrity

Similar to the primary NYC Ferry logo, each route maintains a distinct look that is reflected in the overall company identity. The vertical, horizontal, and inverse applications follow the format outlined by the corporate brand marks, with the inclusion of the route name and specific color. East River will always be the East River Teal, and as such should adhere exactly to the following values for Pantone, RGB, CMYK, and HEX.

The presentation of each East River route logo follows a set system, helping maintain a clear space around the logo. It is important to adhere to these guides whenever placing the logo into any collateral.

The size of the “E” is used to define the minimum space around the logo.

Pantone 7712 C	R 34 G 139 B 157	C 98 M 0 Y 28 K 7	HEX 228B9D	100%				
10%	20%	30%	40%	50%	60%	70%	80%	90%





ROCKAWAY ROUTE

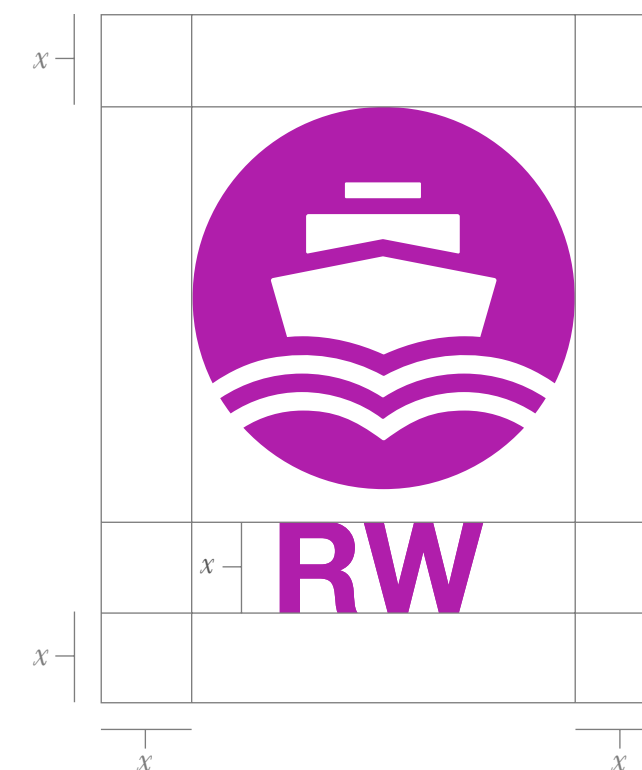
Color Palette & Logo Integrity

Similar to the primary NYC Ferry logo, each route maintains a distinct look that is reflected in the overall company identity. The vertical, horizontal, and inverse applications follow the format outlined by the corporate brand marks, with the inclusion of the route name and specific color. Rockaway will always be the Rockaway Purple, and as such should adhere exactly to the following values for Pantone, RGB, CMYK, and HEX.

The presentation of each Rockaway route logo follows a set system, helping maintain a clear space around the logo. It is important to adhere to these guides whenever placing the logo into any collateral.

The size of the “R” is used to define the minimum space around the logo.

Pantone 253 C	R 173 G 26 B 172	C 42 M 91 Y 0 K 0	HEX AD1AAC	100%				
10%	20%	30%	40%	50%	60%	70%	80%	90%





SOUTH BROOKLYN ROUTE

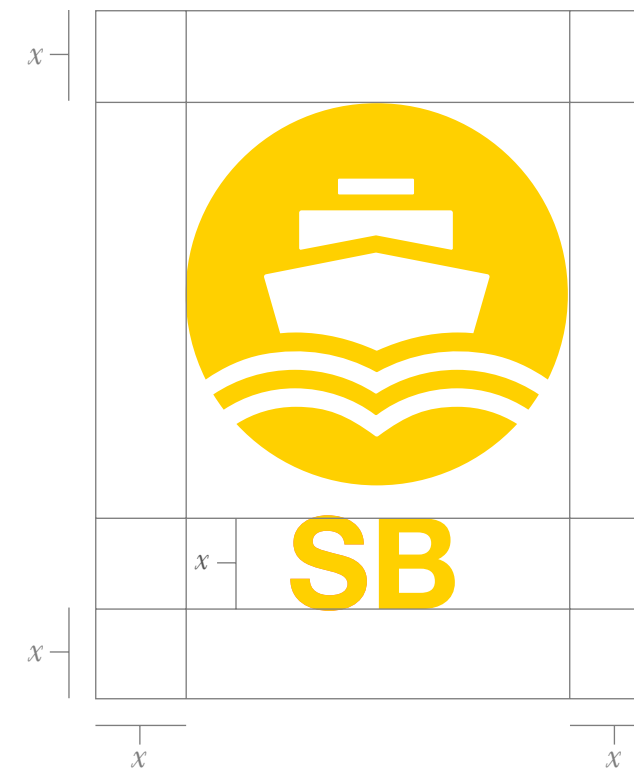
Color Palette & Logo Integrity

Similar to the primary NYC Ferry logo, each route maintains a distinct look that is reflected in the overall company identity. The vertical, horizontal, and inverse applications follow the format outlined by the corporate brand marks, with the inclusion of the route name and specific color. South Brooklyn will always be the South Brooklyn Pink, and as such should adhere exactly to the following values for Pantone, RGB, CMYK, and HEX.

The presentation of each South Brooklyn route logo follows a set system, helping maintain a clear space around the logo. It is important to adhere to these guides whenever placing the logo into any collateral.

The size of the “S” is used to define the minimum space around the logo.

Pantone 109 C	R 255 G 245 B 204	C 0 M 2 Y 23 K 0	HEX FFD100	100%				
10%	20%	30%	40%	50%	60%	70%	80%	90%





ASTORIA ROUTE

Color Palette & Logo Integrity

Similar to the primary NYC Ferry logo, each route maintains a distinct look that is reflected in the overall company identity. The vertical, horizontal, and inverse applications follow the format outlined by the corporate brand marks, with the inclusion of the route name and specific color. Astoria will always be the Astoria Orange, and as such should adhere exactly to the following values for Pantone, RGB, CMYK, and HEX.

The presentation of each Astoria route logo follows a set system, helping maintain a clear space around the logo. It is important to adhere to these guides whenever placing the logo into any collateral.

The size of the “A” is used to define the minimum space around the logo.

Pantone Orange 021 C	R 254 G 80 B 0	C 0 M 65 Y 100 K 0	HEX FE5000	100%				
10%	20%	30%	40%	50%	60%	70%	80%	90%





SOUNDVIEW ROUTE

Color Palette & Logo Integrity

Similar to the primary NYC Ferry logo, each route maintains a distinct look that is reflected in the overall company identity. The vertical, horizontal, and inverse applications follow the format outlined by the corporate brand marks, with the inclusion of the route name and specific color. Soundview will always be the Soundview Violet, and as such should adhere exactly to the following values for Pantone, RGB, CMYK, and HEX.

The presentation of each Soundview route logo follows a set system, helping maintain a clear space around the logo. It is important to adhere to these guides whenever placing the logo into any collateral.

The size of the “S” is used to define the minimum space around the logo.

Pantone Medium Purple C	R 78 G 0 B 142	C 91 M 97 Y 0 K 0	HEX 4E008E	100%				
10%	20%	30%	40%	50%	60%	70%	80%	90%





ST. GEORGE ROUTE

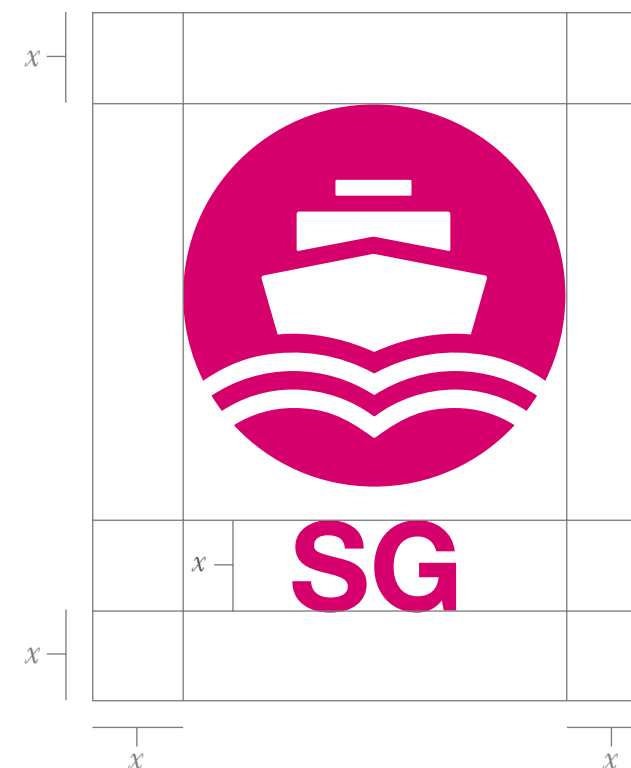
Color Palette & Logo Integrity

Similar to the primary NYC Ferry logo, each route maintains a distinct look that is reflected in the overall company identity. The vertical, horizontal, and inverse applications follow the format outlined by the corporate brand marks, with the inclusion of the route name and specific color. St. George will always be the St. George Pink, and as such should adhere exactly to the following values for Pantone, RGB, CMYK, and HEX.

The presentation of each St. George route logo follows a set system, helping maintain a clear space around the logo. It is important to adhere to these guides whenever placing the logo into any collateral.

The size of the “S” is used to define the minimum space around the logo.

Pantone 226 C	R 208 G 0 B 111	C 0 M 100 Y 2 K 0	HEX D0006F	100%				
10%	20%	30%	40%	50%	60%	70%	80%	90%





2.3

NYC FERRY BRAND EXTENSIONS

Fictes di utem as aut labore dolore, quia seceraector sum exeratibus idigend igenemque coriorp orepudi dit harios exceaquodia ducienis sequi dempe sedit volorerion cus reperchil mo corum, non re iusam, ipsusantur solut eate sit, quam dolupta nossi aut a dellend elenempor susandae dicide occuptae dolla veles quiat facid mi, audae re laborpores dipsam, qui aut ommolore, imi, suntiam quae consequatur? Quibere volla dolutem quiatibus pe voluptis sunt experum sa sus, cullorest, volupti onsequibus, as doloria quas ipsumquo volorporit quae vendi dolecte nos sequaspe perum solupta corro blab is mi, qui omnihit, simusae pro et ut ides sintem fugiam accusam il



ROCKAWAY ROCKET

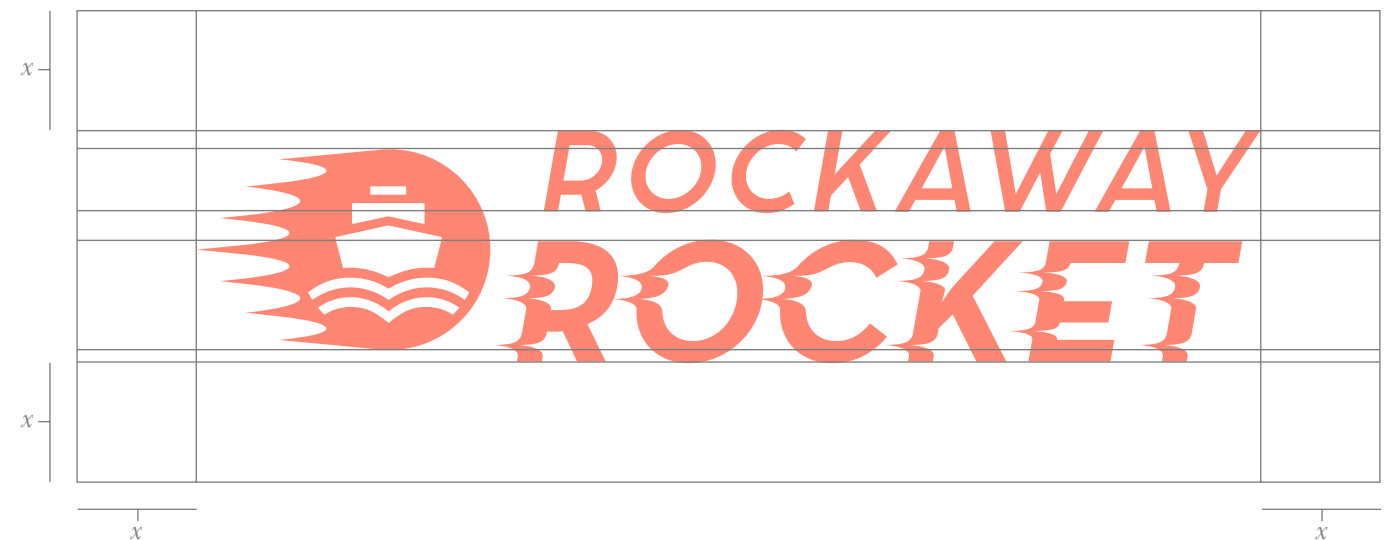
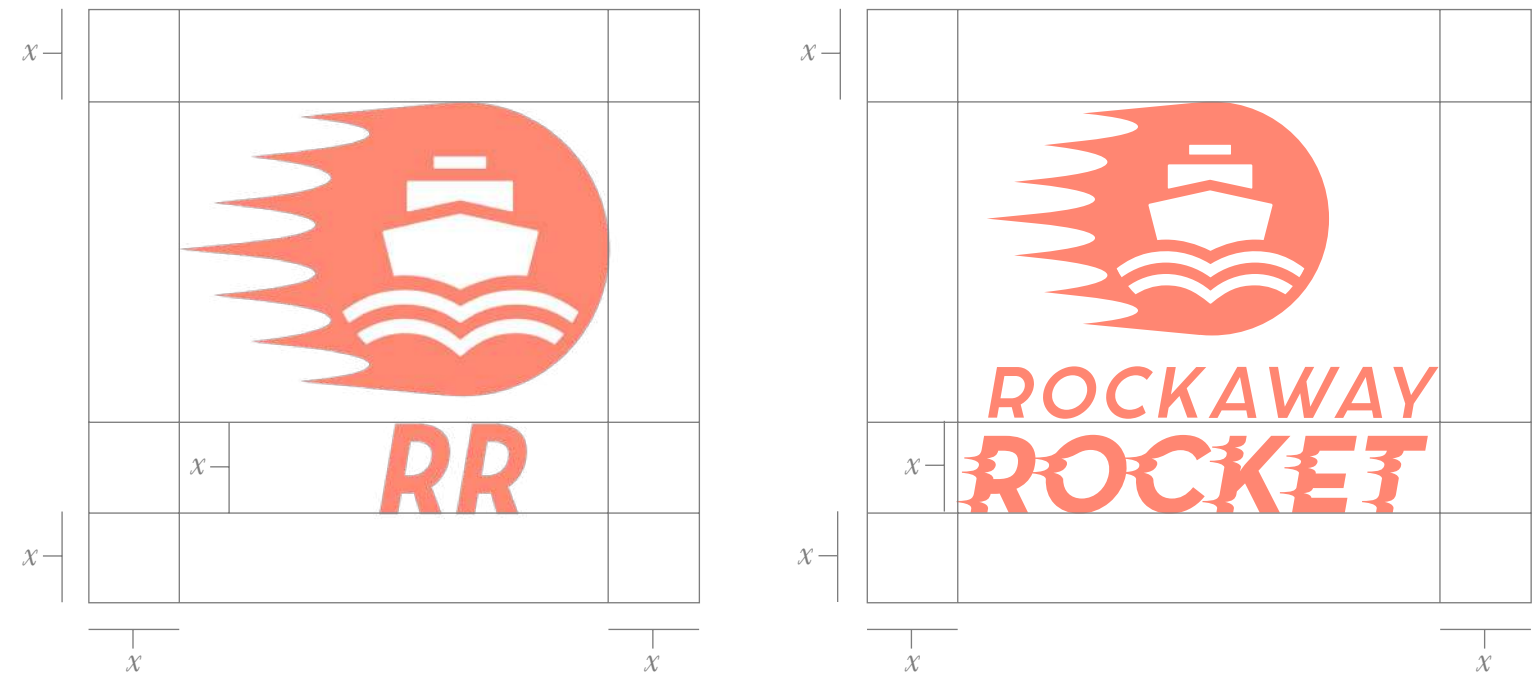
Color Palette & Logo Integrity

Similar to the primary NYC Ferry logo, each route maintains a distinct look that is reflected in the overall company identity. The vertical, horizontal, and inverse applications follow the format outlined by the corporate brand marks, with the inclusion of the route name and specific color. Rockaway Rocket will always be the Rockaway Rocket Salmon color, and as such should adhere exactly to the following values for Pantone, RGB, CMYK, and HEX.

The presentation of each Rockaway Rocket route logo follows a set system, helping maintain a clear space around the logo. It is important to adhere to these guides whenever placing the logo into any collateral.

The size of the “R” is used to define the minimum space around the logo.

Pantone 170 C	R 255 G 134 B 114	C 0 M 60 Y 49 K 0	HEX FF8672	100%				
10%	20%	30%	40%	50%	60%	70%	80%	90%





ROCKAWAY ROCKET

Primary Color Palette

Color is a strong and communicative element to any brand identity. A consistent use of color is one of the easiest and the most effective ways to stand-out and create a unified visual language.

Our color palette is made up of vibrant colors, intended to stand out against gray tones of the New York cityscape.

Salmon: Primary Color	Pantone 170 C	R 255 G 134 B 114	C 0 M 60 Y 49 K 0	HEX FF8672
------------------------------	-------------------------	--	--	----------------------

Lavender: Accent Color	Pantone 7456 CP	R 119 G 80 B 255	C 53 M 69 Y 0 K 0	HEX 7750FF
-------------------------------	---------------------------	---	--	----------------------

Sky Blue: Accent Color	Pantone 2173 C	R 41 G 152 B 255	C 84 M 40 Y 0 K 0	HEX 2998FF
-------------------------------	--------------------------	---	--	----------------------

Pale Pink: Accent Color	Pantone 2337 C	R 255 G 209 B 205	C 0 M 18 Y 20 K 0	HEX FFD1CD
--------------------------------	--------------------------	--	--	-------------------

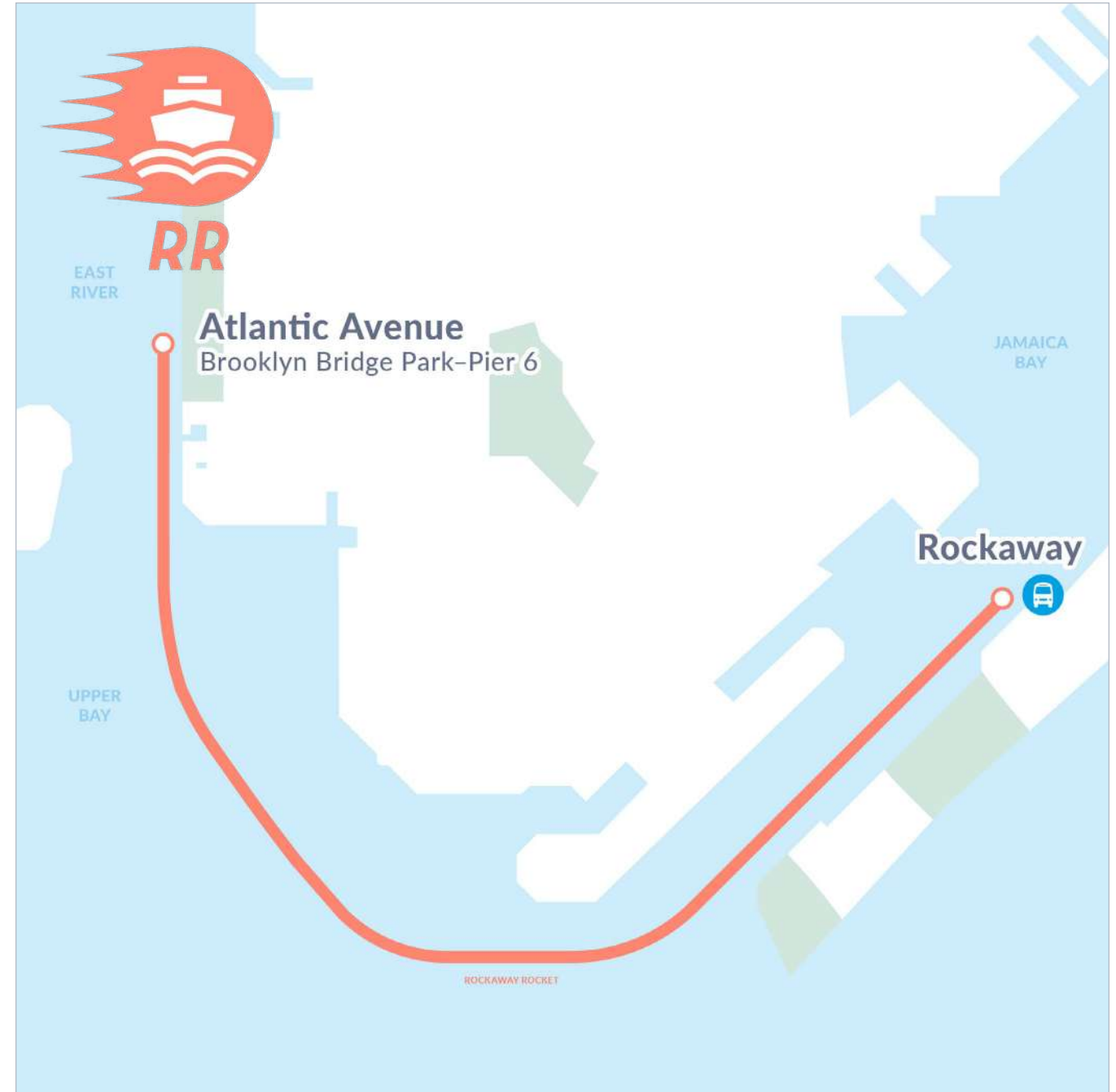
Gold	Pantone 123 C	R 255 G 192 B 61	C 0 M 25 Y 76 K 0	HEX 4E008E
-------------	-------------------------	---	--	----------------------



ROCKAWAY ROCKET

Individual Route Map

In August 2023, we were thrilled to relaunch the Rockaway Rocket route from Brooklyn. In service Summer Weekends and Holidays transporting riders between Brooklyn Bridge Park/Pier 6 and Rockaway. This new premium express route allows riders to beat the lines and the heat with a guaranteed spot via our ticket reservation system.





2.4

TYPOGRAPHY

Contributing to the overall aesthetic of the brand and its core messaging is the typography. Every font conveys different personalities and attributes. It is important to use the designated typefaces in the outlined scenarios to maintaining consistent branding through our messaging.

To help build our unique identity, while still remaining readily recognizable, we utilizes four main typefaces across various collateral.

By adhering to the outlined typefaces and their designated applications, we can maintain a stronger brand presence and further build equity.



ARIAL

Onboard Signage ADA Compliant

A contemporary sans-serif design, Arial contains more humanist characteristics than many of its predecessors and as such is more in tune with the mood of the last decades of the twentieth century. The overall treatment of curves is softer and fuller than in most industrial style sans-serif faces. Terminal strokes are cut on the diagonal, which helps to give the face a less mechanical appearance.

Arial is an extremely versatile family of typefaces that can be used with equal success for text setting in reports, presentations, magazines, and for display use in newspapers, advertising, and promotions.

Onboard Signage Body Text

Arial Regular

Arial Italic

Arial Bold

Arial Bold Italic

Onboard Signage Header Text

Arial Black

Onboard Signage Spanish Translation

Arial Narrow

Arial Narrow Italic

Arial Narrow Bold

Arial Narrow Bold Italic

HELVETICA NEUE LT STD

Logo, Route Icons, Landing Signage,
Schedule PDFs, Internal Documents ADA Compliant

The intention behind Helvetica was to create a “neutral typeface that had great clarity, no intrinsic meaning in its form, and could be used on a wide variety of signage.” Helvetica Neue is an updated version of Helvetica, offering a more structurally unified set of heights and widths. Changes were made to improve legibility, including adding heavier punctuation marks and increasing spacing in the numbers. Helvetica Neue uses a numerical design classification scheme. The font family is made up of 51 fonts, including 9 weights in 3 widths and an outline font.

Landing Signage Body Text, Internal Documents

Helvetica Neue LT Std 45 Light

Helvetica Neue LT Std 46 Light Italic

Helvetica Neue LT Std 55 Roman

Helvetica Neue LT Std 56 Italic

Helvetica Neue LT Std 65 Medium

Helvetica Neue LT Std 66 Medium Italic

Helvetica Neue LT Std 75 Bold

Helvetica Neue LT Std 76 Bold Italic

Helvetica Neue LT Std 43 Light Extended

Helvetica Neue LT Std 53 Extended

Helvetica Neue LT Std 63 Medium Extended

Helvetica Neue LT Std 73 Bold Extended

Helvetica Neue LT Std 73 Heavy Extended

Schedule Pamphlets

Helvetica Neue LT Std 57 Condensed

Helvetica Neue LT Std 67 Medium Condensed

Helvetica Neue LT Std 77 Bold Condensed



OSWALD

Print & Web

Oswald was initially drafted and formed to better fit the standard pixel grid utilized by many digital screens. Oswald is generally quite freely used across web browsers regardless of device size.

Oswald has great legibility and versatility across all platforms.

Print & Web

Oswald Light

Oswald Regular

Oswald Medium

Oswald Bold

Oswald Heavy

LATO

Print & Web ADA Compliant

Lato is a sans-serif typeface which seems quite “transparent” when used in body text, optimizing it's legibility. When used in larger sizes, it displays some original traits. The designer used classical proportions (particularly visible in the uppercase) to give the letterforms familiar harmony and elegance. At the same time, it has a sleek sans-serif look.

Print & Web

Lato Light

Lato Light Italic

Lato Regular

Lato Italic

Lato Semibold

Lato Semibold Italic

Lato Bold

Lato Bold Italic

Lato Heavy

Lato Heavy Italic



SECTION 3

VISUAL IDENTITY

Through the process of branding we have built a cohesive visual identity a collection of tangible expressions of your company, such as your logo, colors, typography and voice. The more distinct, specific and cohesive these elements are, the higher the likelihood that they will shape a differentiated brand that is recognized and admired.





3.1 MAPS

Map clarity is of the utmost importance for any public transportation or service, and NYC Ferry Operated by Hornblower is no exception. This is why it is critical to employ the exact maps laid out in this section for each necessary use case. Never try to amend, adjust, crop, or otherwise modify the following maps without first consulting with a managing director at Hornblower.

We have provided the following map versions:

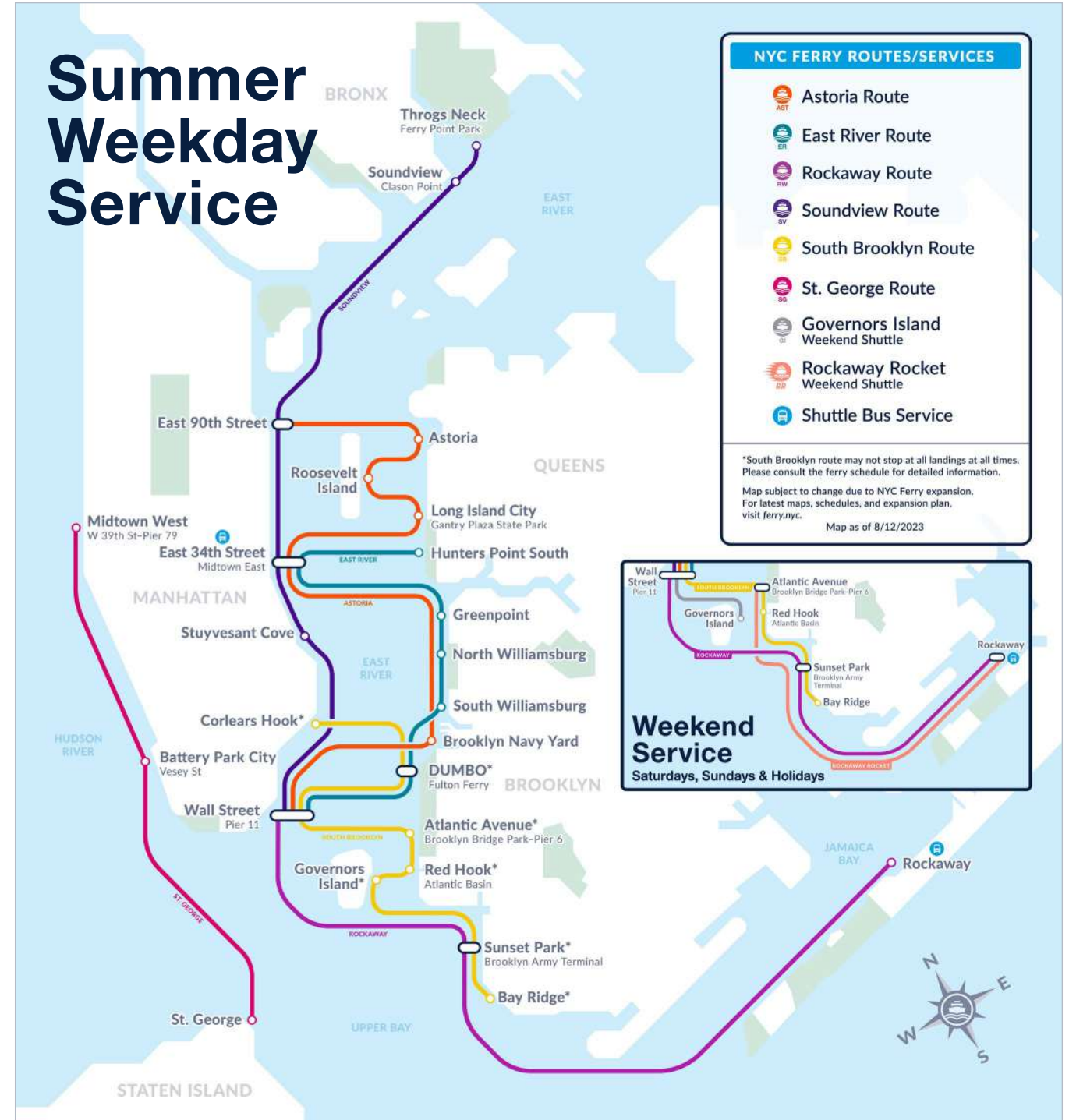
- A master route map for all currently active routes
- An Individual map for each currently active route
- Shuttle bus maps for the Midtown & Rockaway buses



MASTER ROUTE MAP (SUMMER)

NYC Ferry is the city's newest transportation system connecting all 5 boroughs. Our service provides critical transportation links for areas under-served by transit and connects them to job centers, schools, and numerous attractions in and around New York City.

The NYC Ferry Summer Service Map includes weekend shuttle service between Lower Manhattan and Governors Island in addition to the premium Rockaway Rocket route.





MASTER ROUTE MAP (FALL, WINTER, SPRING)

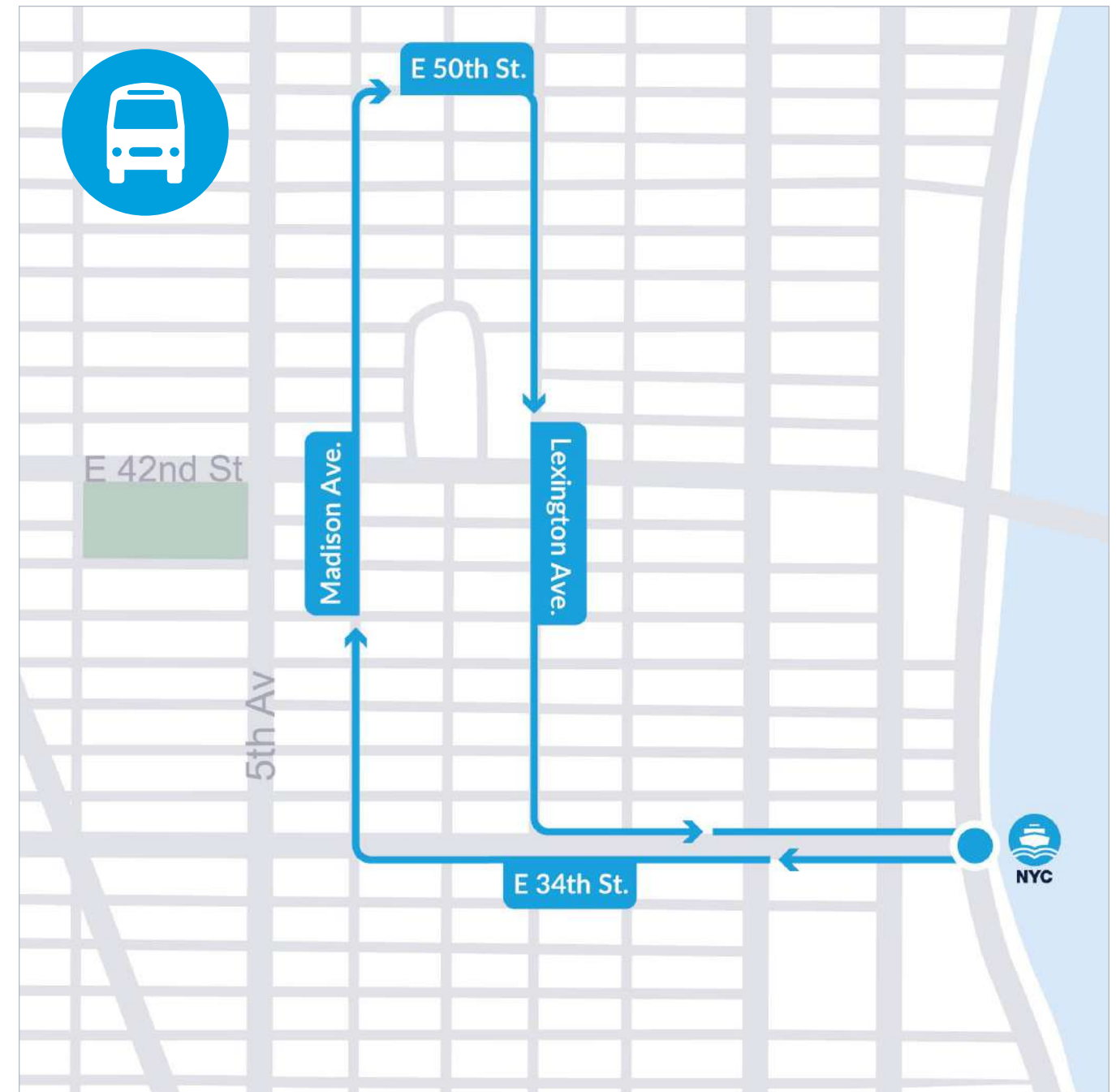
NYC Ferry is the city's newest transportation system connecting Manhattan, Brooklyn, Queens and the Bronx. Our service provides critical transportation links for areas underserved by transit and connects them to job centers, schools and numerous attractions in and around New York City.





MIDTOWN SHUTTLE BUS ROUTE MAP

The midtown shuttle bus departs on a schedule from East 34th Street approximately every 11 minutes during the AM rush hours, and approximately every 23 minutes during the PM rush hours.





ROCKAWAY SHUTTLE BUS ROUTE MAP

The Rockaway Shuttle Service pick up and drop off is conveniently located at Beach Channel Dr / B 108th St. There are 2 shuttle option in Rockaway West and East. The West Shuttle has various stops on Rockaway Beach Blvd including Jacob Riis Park Rd. The East Shuttle features 8 stops between B 35th St and the Rockaway Ferry landing.





EAST RIVER ROUTE MAP

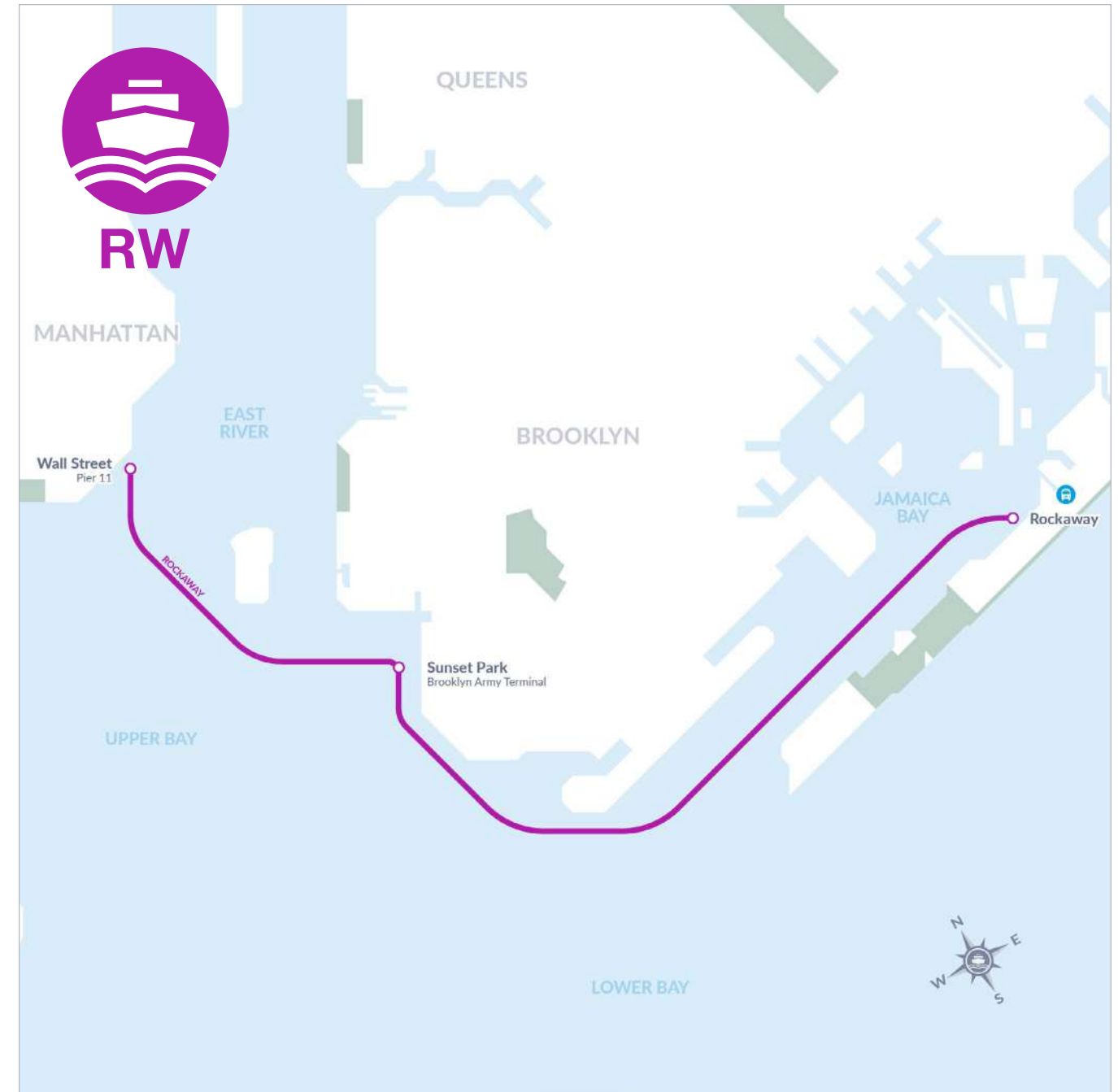
The East River route of NYC Ferry connects growing residential and business communities along the East River to communities in Midtown and the Financial District.





ROCKAWAY ROUTE MAP

The Rockaway route of NYC Ferry will provide a key transit link between the Rockaways, Sunset Park, and Lower Manhattan while connecting New Yorkers to our city's beaches.





SOUTH BROOKLYN ROUTE MAP

The South Brooklyn route of NYC Ferry connects South Brooklyn’s residential communities, waterfront parks, and innovative industries to residents and job centers in Midtown and the Financial District.





ASTORIA ROUTE MAP

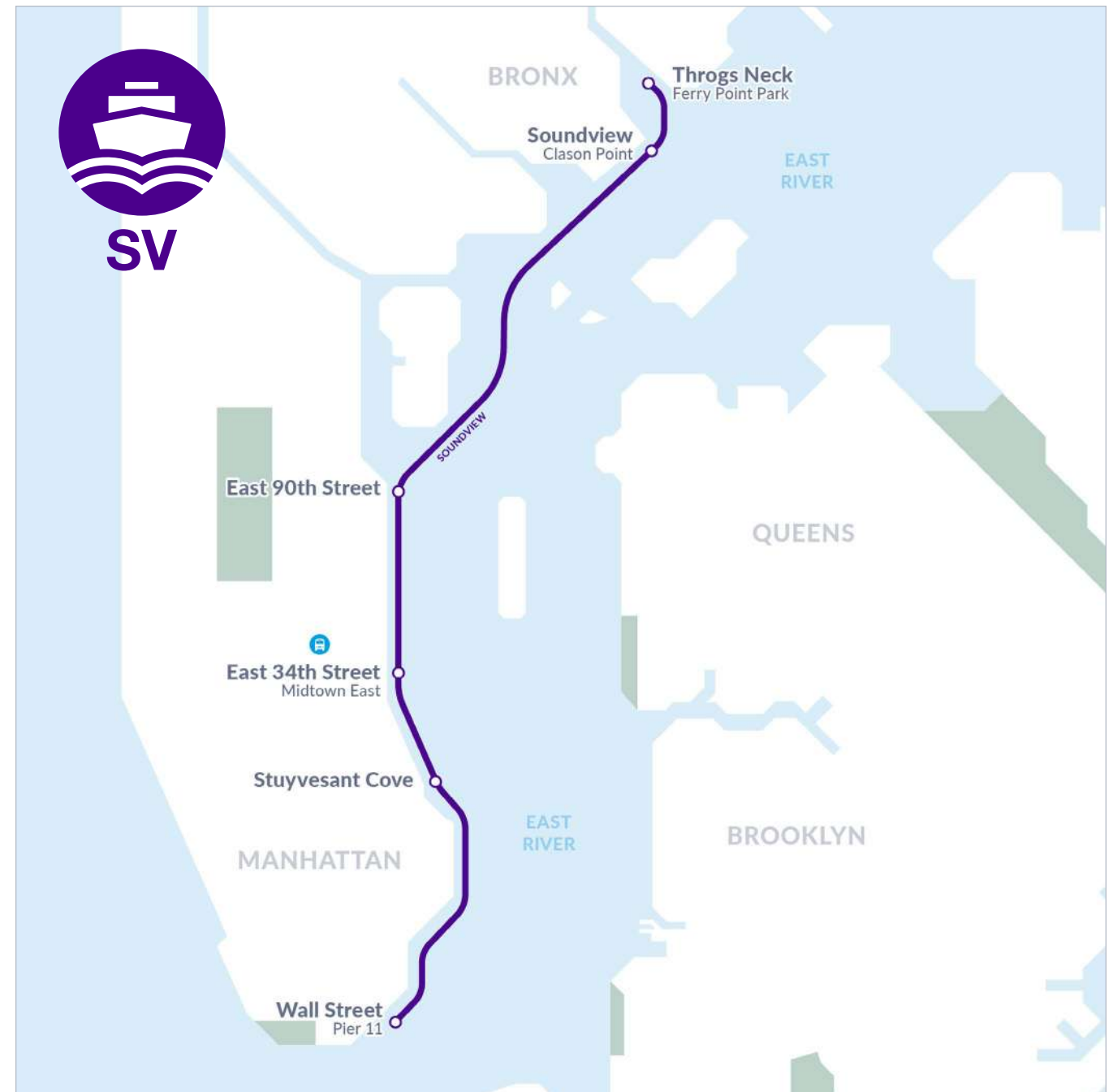
The Astoria route of NYC Ferry connects the growing residential and business communities of Western Queens and Roosevelt Island.





SOUNDVIEW ROUTE MAP

The Soundview route of NYC Ferry will connect communities in the Bronx and the Upper East Side with job centers in Lower Manhattan.





ST. GEORGE ROUTE MAP

The St. George route connects Staten Island with the West Side of Manhattan in Battery Park City and Midtown West.





GOVERNORS ISLAND ROUTE MAP

(SUMMER WEEKEND SERVICE)

The Governors Island summer shuttle provides NYC Ferry riders an escape from the bustle of the city to enjoy the 172 acre island in the heart of New York Harbor.





3.2

LANDING SIGNAGE

This section breaks down the specifications for mandatory signage at our landings. In order to ensure a branded and cohesive experience, all rules must be followed to ensure the proper display of information.



MANDATORY LANDING SIGNAGE




MARSEC LEVEL

SECURITY NOTICE

Entering this facility is deemed consent for screening or inspection.

Failure to consent or submit to screening or inspection will result in denial or revocation of authorization to enter.


Unattended baggage is subject to screen or disposal.



NYC Ferry Passenger Rules of Conduct

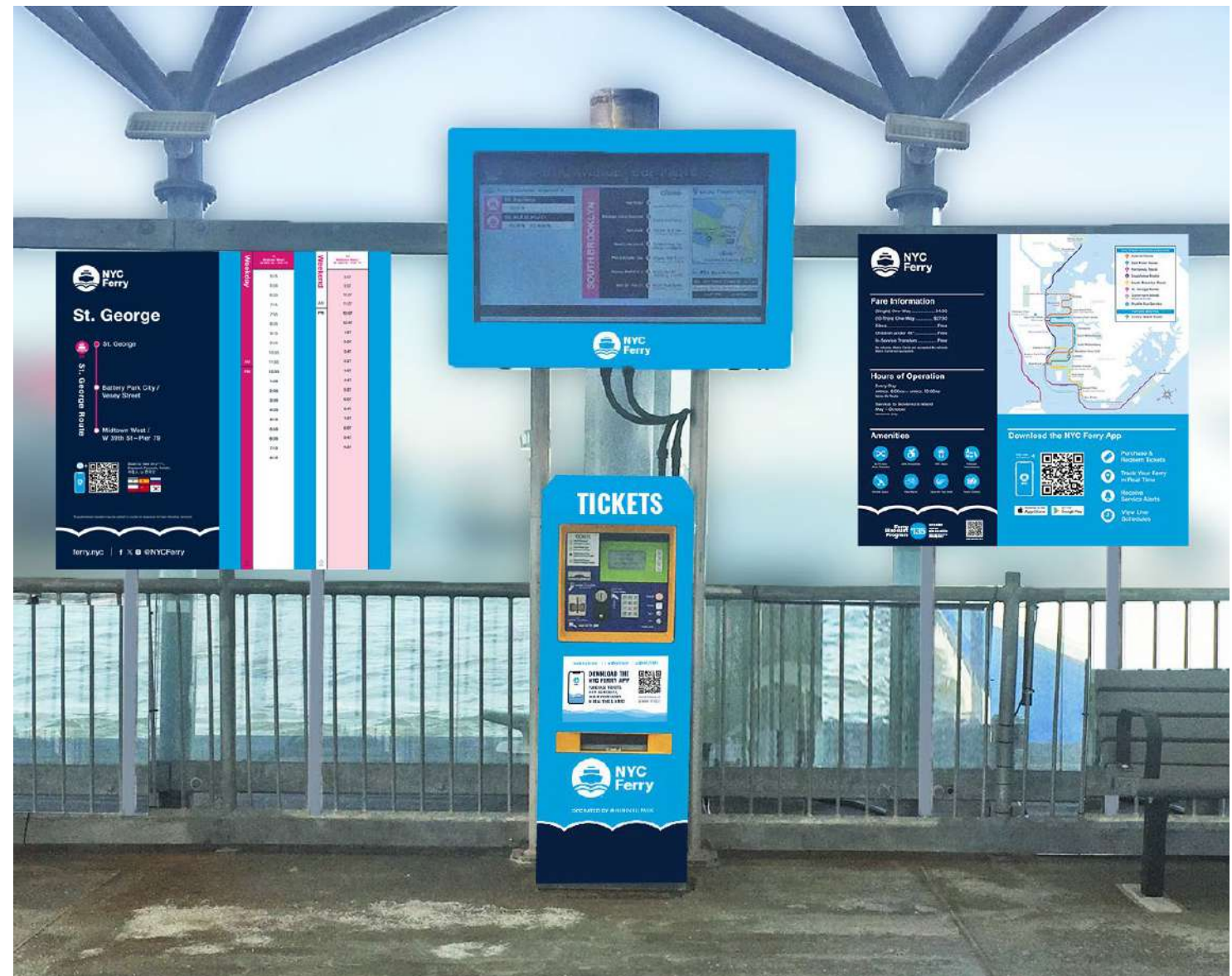
The ferry landings are United States Coast Guard–regulated maritime facilities. During normal hours of operation the landings are designated Public Access Areas. At all other times the ferry landings are designated Restricted Areas and are subject to the requirements of Title 33 of the Code of Federal Regulations.

1. No person shall engage in disorderly behavior at the landings or on the ferries. Disorderly behavior includes, but is not limited to, acts that endanger the safety of oneself and/or others and acts disruptive to crew members and the normal function of the ferry landings and ferries.
2. No fishing; no jumping from landing into water; no swimming.
3. No littering—place all trash and garbage in the receptacles provided.
4. No spitting or creating any other unsanitary condition.
5. Lying on seats and benches within the landings and ferries is prohibited. No person shall occupy more than one seat. No person shall place personal belongings on seats and benches so as to interfere with their use by others.
6. Smoking and using electronic cigarettes are prohibited onboard the landings and the ferries at all times.
7. No person shall remain on any ferry or at any landing other than for transit or other authorized purpose.
8. No person shall leave any property unattended at the landings or on the ferries.
9. Unauthorized carrying of a firearm or weapon within the landings or on the ferries is strictly prohibited.
10. No person shall skateboard, roller skate, bicycle, or ride a scooter or any other vehicle or device (except a wheelchair required for transit) on or through any part of the landings or ferries. Bicycles and non-motorized scooters must be walked through the landings and ferries.
11. Playing any audible device so that it is plainly audible to others without the use of earphones is prohibited. Audible devices include, but are not limited to, phones, radios, game devices, and video/audio playback devices.
12. Pets, other than service animals as defined by the Americans with Disabilities Act, are not allowed in the terminals and/or onboard the ferries, unless they are in cages and/or muzzled.
14. No person shall do anything that may interfere with the effectiveness or accessibility of any systems or equipment installed or located at the landings or on the ferries.
15. Distributing or posting any literature or advertisements, or campaigning without an NYCEDC permit, is prohibited.
16. Commercial use of video, photography, or audio recording equipment without an NYCEDC permit is prohibited.
17. All persons shall follow the direction of NYCEDC Facility personnel or ferry crew members.





MANDATORY BARGE SIGNAGE





SCHEDULE SIGN

Mandatory Signage

Trim Size: 36" x 36"
Bleed: 2"
Margins: 2"
Material: Metal Dibond

The sign features the NYC Ferry logo at the top left. Below it, the text "St. George" is prominently displayed. A vertical line with three dots represents the route, with labels: "St. George" at the top, "Battery Park City / Vesey Street" in the middle, and "Midtown West / W 39th St - Pier 79" at the bottom. A QR code is located below the route diagram, with text indicating it can be scanned to view the schedule in Hebrew, Spanish, Russian, Polish, Chinese, or Korean. At the bottom, there are social media icons for ferry.nyc, Facebook, X, and Instagram (@NYCFerry).

To Midtown West / W 39th St - Pier 79		To Midtown West / W 39th St - Pier 79	
Weekday	5:15	Weekend	8:07
	5:55		9:07
	6:35		10:07
	7:15		11:07
	7:55		12:07
	8:35		12:47
	9:15		1:27
	9:55		2:07
	10:35		2:47
	11:35		3:27
	12:35		4:07
	1:35		4:47
	2:35		5:27
	3:35		6:07
4:35	6:47		
5:15	7:27		
5:55	8:07		
6:35	8:47		
7:15	9:27		
8:15			

Supplemental vessels may be added to routes in response to high ridership demand.



MAP SIGN

Mandatory Signage

Trim Size: 36" x 36"
Bleed: 2"
Margins: 2"
Material: Metal Dibond

NYC Ferry

Fare Information

(Single) One-Way\$4.00
 (10-Trips) One-Way \$27.50
 Bikes..... Free
 Children under 44" Free
 In-Service Transfers Free
 No refunds. Metro Cards not accepted.No refunds.
 Metro Cards not accepted.

Hours of Operation

Every Day
 APPROX. 6:00AM – APPROX. 10:00PM
 Varies By Route

Service to Governors Island
 May – October
 Weekends Only

Amenities

- \$2.75 Fare +Free Transfers
- ADA Accessible
- NYC Views
- Onboard Concessions
- Stroller Space
- Bike Racks
- Open Air Top Deck
- Power Outlets

Ferry Discount Program

\$1.35 For Seniors
 Persons with Disabilities
 Fair Fares NYC Participants

Scan here to apply

Download the NYC Ferry App

Scan code to download

Download on the App Store | GET IT ON Google Play

- Purchase & Redeem Tickets
- Track Your Ferry in Real Time
- Receive Service Alerts
- View Live Schedules

NYC FERRY ROUTES/SERVICES

- Astoria Route
- East River Route
- Rockaway Route
- Soundview Route
- South Brooklyn Route
- St. George Route
- Governors Island Weekend Shuttle
- Shuttle Bus Service

FUTURE ROUTES

- Coney Island Route



3.3

VESSEL SIGNAGE

All public-facing vessel signage must have all copy translated into Spanish. In order to maintain typographical hierarchy, Spanish translations must always be placed directly underneath its English counterpart.



COLOR PALETTE

Interior Vessel Signage

The following outlines the standards of signage on all our vessels. Consistency in color and sizing is very important in our objective to reflect a coherent branded signage system. All onboard signage must comply with coast guard regulations. All onboard signage that is customer facing must adhere to ADA standards.

Primary Identification/ Informational Text	Pantone Cool Gray 11 C	R 83 G 86 B 90	C 44 M 34 Y 22 K 77	HEX 53565A
Primary Identification/ Informational	Pantone 7541 C	R 217 G 225 B 226	C 7 M 1 Y 3 K 2	HEX D9E1E2
Secondary Identification/ Informational	Pantone 282 C	R 0 G 29 B 66	C 100 M 87 Y 42 K 52	HEX 041E42
Cautionary	Pantone 116 C	R 255 G 205 B 0	C 0 M 14 Y 100 K 0	HEX FFCD00
Safety/Cautionary	Pantone 206 C	R 206 G 0 B 55	C 0 M 100 Y 50 K 0	HEX CE0037



ICONOGRAPHY

Signage

Our riders and visitors come from all parts of the world. All icon and symbol illustrations to be used in NYC Ferry wayfinding, signage and marketing collateral must be simple to identify and understand. It must be bold with soft rounded edges which is consistent with our visual standards.

The following are various approved icons and symbols that have been created for the NYC Ferry brand. Use these as a reference when creating new icons and symbols.

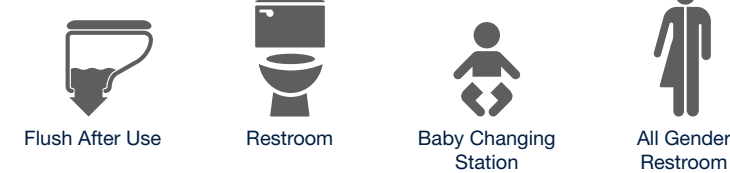
Directional



People



Restroom



Activity Not Allowed



Safety, Warning, & Commands





RESTROOMS

Interior Vessel Signage



6" x 6"



7.5" x 8.5"



13" x 4.5"



7" x 6"



8" x 3"



6" x 2"



3" x 2"



ACTIVITY NOT ALLOWED

Interior Vessel Signage



**NO SMOKING
INCLUDING E-CIGARETTES**
NO FUMAR
INCLUYENDO CIGARRILLOS ELECTRÓNICOS

13.25" x 4"



NO STANDING
NO TE PARES

24" x 8"



**NO OUTSIDE FOOD OR
BEVERAGES ON BOARD**
NO HAY COMIDA O BEBIDAS AFUERA
EN EL BARCO

6" x 2"

**PLEASE DO NOT THROW
GARBAGE OVER THE SIDE**

NO TIRE BASURA POR LA BORDA
POR FAVOR

10" x 5"



**NO BICYCLES
ON UPPER DECK**
NO BICICLETAS EN LA
CUBIERTA SUPERIOR

14" x 4"

**"RAIL JUMPING" IS WHEN A RIDER INTENTIONALLY JUMPS
OFF A COMMERCIAL VESSEL THAT IS NOT INTENDED
TO SUPPORT WATER ACTIVITIES**

**RAIL JUMPING IS PROHIBITED
AND ALL OFFENDERS WILL BE
SUBJECT TO CIVIL PENALTIES**

TITLE 46, UNITED STATES CODE, SECTION 2302 (A):
"A PERSON OPERATING A VESSEL IN A NEGLIGENT MANNER OR INTERFERING WITH THE SAFE OPERATION OF A VESSEL, SO AS TO ENDANGER
THE LIFE, LIMB, OR PROPERTY OF A PERSON IS LIABLE TO THE UNITED STATES GOVERNMENT FOR A CIVIL PENALTY OF NOT MORE THAN \$5,000
IN THE CASE OF A RECREATIONAL VESSEL, OR \$25,000 IN THE CASE OF ANY OTHER VESSEL."

12" x 6"



**NO STROLLERS
ON UPPER DECK**
NO COCHES DE BEBÉ EN
LA CUBIERTA SUPERIOR

14" x 4"



PLEASE DO NOT SIT
POR FAVOR, NO SENTARSE

18" x 6"



**ALCOHOLIC BEVERAGES ARE
NOT PERMITTED OFF THE VESSEL**

BEBIDAS ALCOHÓLICAS NO SON
PERMITIDAS FUERA DE ESTE BARCO.

7.5" x 8"



**DO NOT STAND
ON LIFE JACKET BOXES**
NO PARARSE EN LAS CAJAS DE
CHALECOS SALVAVIDAS

14" x 5"



SAFETY IDENTIFIERS

Interior Vessel Signage



13.5" x 5"



13.5" x 5"



10" x 5"



10" x 5"



9.5" x 4.75"



9.5" x 4.75"



9" x 3.5"



SAFETY IDENTIFIERS

Interior Vessel Signage

DECK CLOSED WHILE UNDERWAY

CUBIERTA CERRADA MIENTRAS EL BARCO ESTÁ EN MOVIMIENTO

14" x 4"

**UPPER DECK MAXIMUM OCCUPANCY
329 PASSENGERS**

LA CAPACIDAD MÁXIMA DE CUBIERTA SUPERIOR ES DE 329 PASAJEROS

14" x 4"

CREW MEMBERS ONLY

SOLO MIEMBROS DEL EQUIPO

9.5" x 3.25"



FIRE STATION

ESTACION DE INCENDIO

9.5" x 3.5"

FIRE DAMPER

REGULADOR DE INCENDIOS

6" x 3.5"



FIRE EXTINGUISHER

EXTINTOR DE INCENDIOS

8.5" x 3.5"

FIRE PULL STATION

HALE EN CASO DE INCENDIO

6" x 3.5"



SAFETY/CAUTION IDENTIFIERS

Interior Vessel Signage



10" x 3"



14" x 4"



24" x 2.75"



22.5" x 2.5"



10" x 1.5"



13" x 4"



12" x 4"



11" x 7"



11" x 7.25"



11" x 7.25"



IDENTIFIERS

Interior Vessel Signage

JASON'S CRADLE

12" x 2"

ENGINE ROOM

12" x 2"

STEERING SPACE

7" x 1.5"

**ELECTRICAL ROOM
CREW MEMBERS ONLY**

8.5" x 2.5"

FUEL TANK

3" x 1.25"

SHORE POWER

3" x 1.5"

FUEL SHUT OFF

5.5" x 1.5"

**PORT
AFT PEAK**

3" x 1.25"

**STARBOARD
AFT PEAK**

3" x 1.25"

**TANK SPACE
STARBOARD #1**

3" x 1.25"

**TANK SPACE
PORT #1**

3" x 1.25"

**VOID SPACE
PORT #1**

3" x 1.25"

**VOID SPACE
PORT #2**

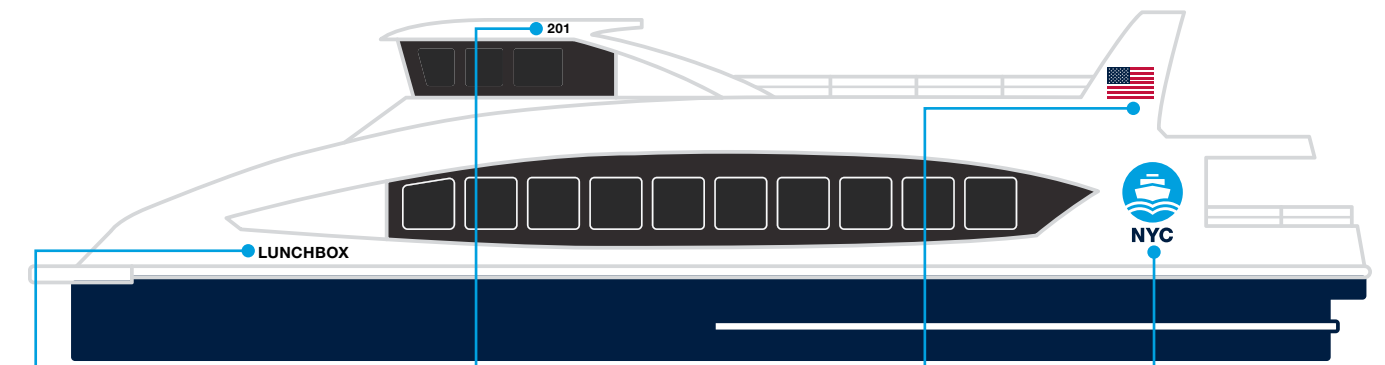
3" x 1.25"



VESSEL DECALS

Exterior Vessel Signage

Side View



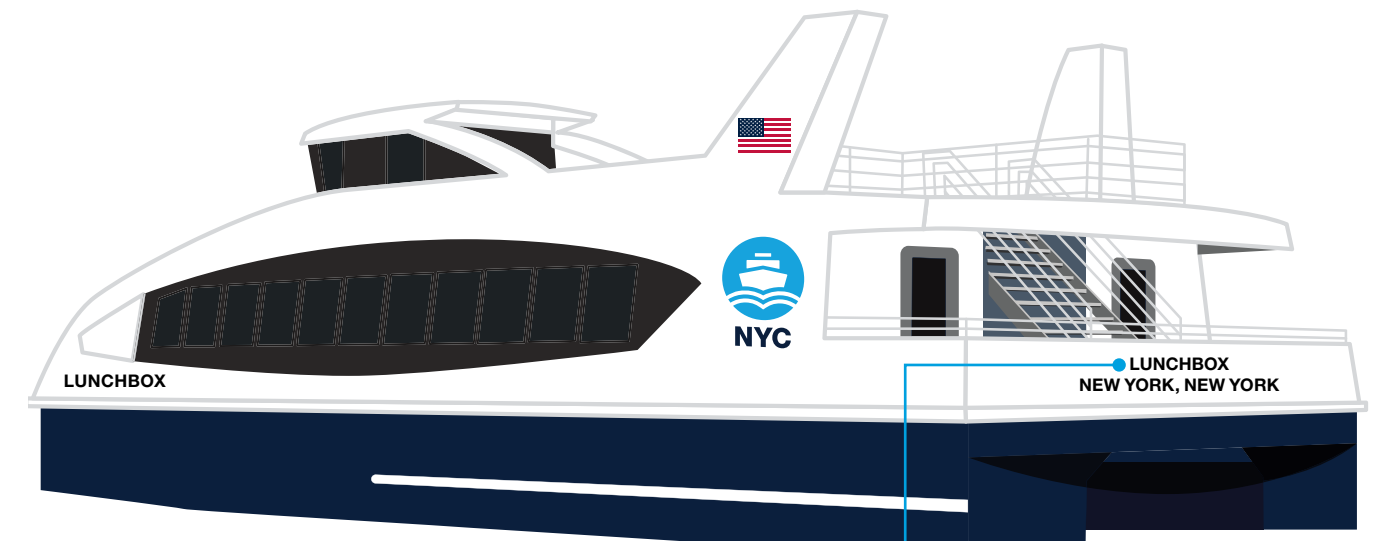
Vessel Name
Helvetica Neue LT Std,
75 Bold
6" Height
Black

Hull Number
Helvetica Neue LT Std,
75 Bold
3.25" Height
Black

Flag
37" x 25"

Logo
68" x 51"

Back View



Vessel Name & City
Helvetica Neue LT Std, 75 Bold
6" Height
Black



3.4

PHOTOGRAPHY & ILLUSTRATION

Imagery style is of utmost importance as it is often the first visual communication touchpoint. As always, consistency is key. Photography and illustrations should aim to encompass the grandeur and diversity of New York City.



CITYSCAPE PHOTOGRAPHY

All cityscape photography to be used in marketing collateral must always be taken at an angle so that our logo is clear and readable. This is to ensure to differentiate us from our competitors and establish our brand as a leader in NYC transportation. It is preferred that the photograph shows fair skies rather than overcast. It is best practices to enhance the photographs using an image-editing software.





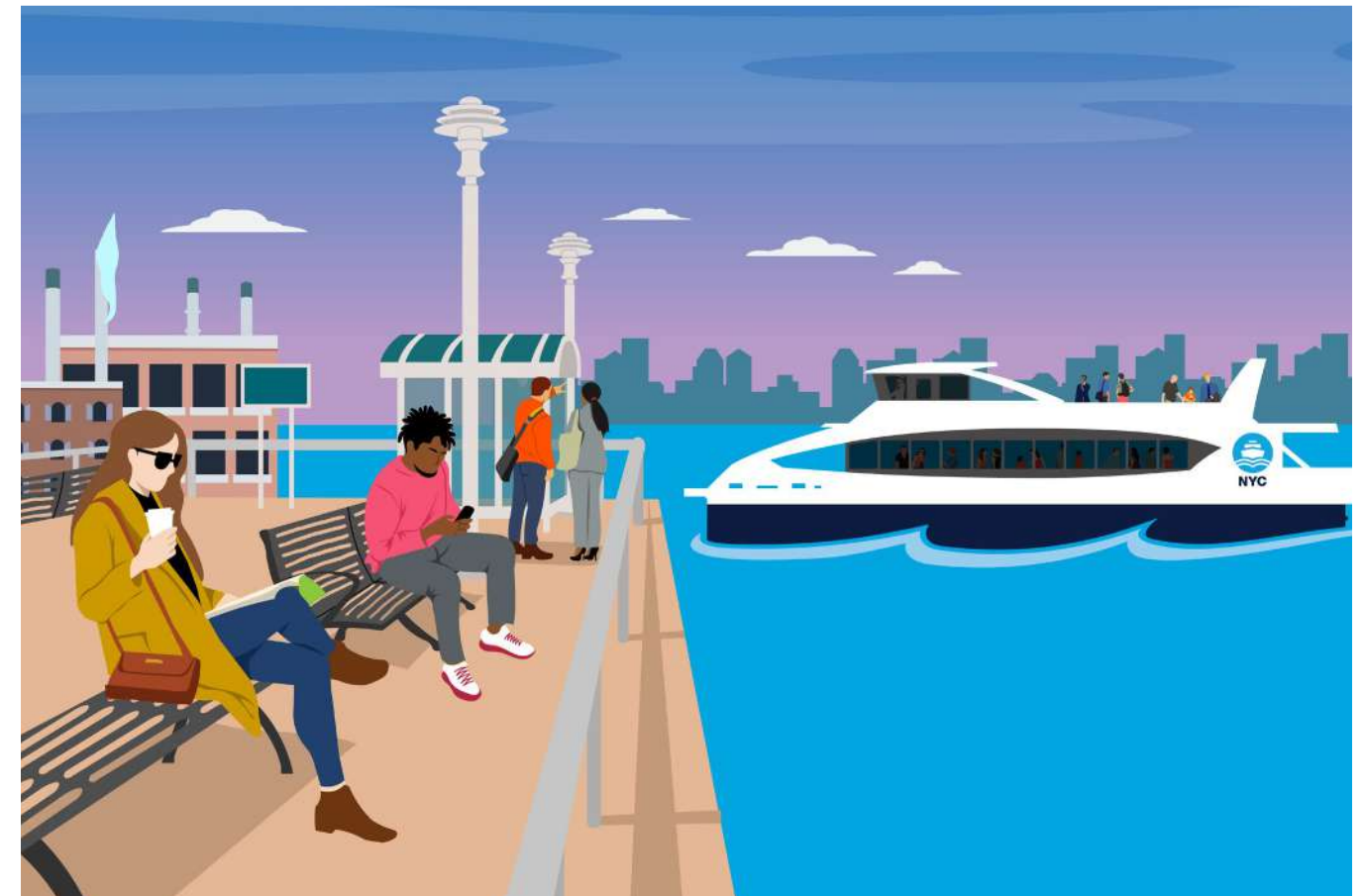
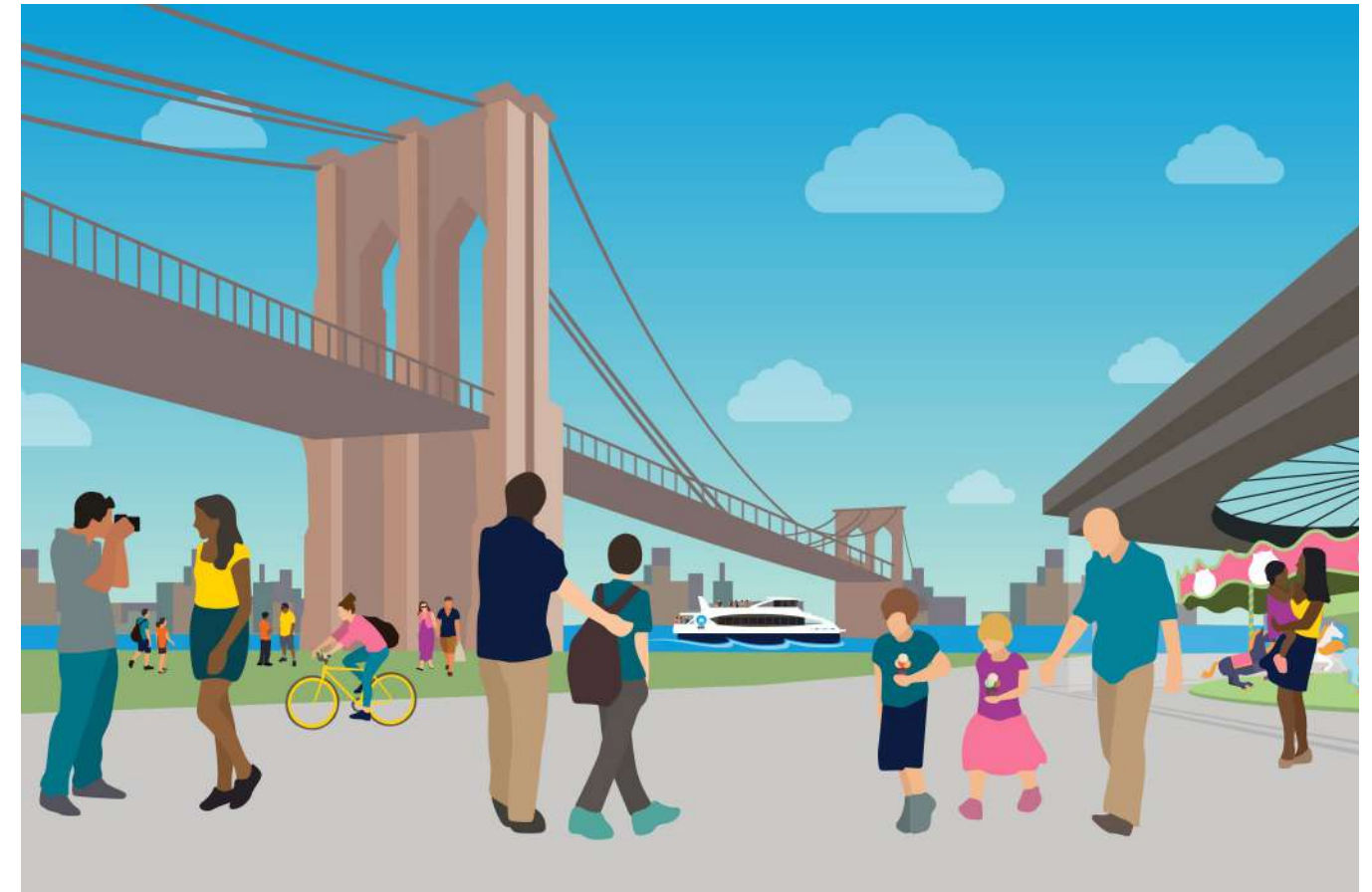
PEOPLE & EVENT PHOTOGRAPHY

All people and event photography to be used in any marketing collateral should ideally show our riders having an enjoyable time. Never use images that show people that are pouting and/or not having a good experience. It is important to showcase the diversity of our riders in people and event photography. It is best practices to enhance the photographs using an image-editing software.



FLAT VECTOR ILLUSTRATIONS

Vector illustrations are predominantly used in, but not limited to, creative campaigns. All illustrations must use the same visual aesthetic and must convey a similar color palette. When promoting a specific route, it is important to use tints and shades of the respective route color throughout the scene in order to build recognition. If there are people in the scene, be sure to incorporate different skin tones among them.





3.5

SOCIAL MEDIA BEST PRACTICES

Branding through social media is more important now than ever. During a time when people are encouraged to stay home, social media gives NYC Ferry an outlet to stay connected with riders. Consistent branding across platforms creates a sense of reliability. It's important for our riders to easily recognize our brand so that NYC Ferry is still incorporated into their day, even if their morning commute is now to their couch. Social media reminds riders that we are here for them when they're ready to ride with us again.



GENERAL GUIDELINES



Photo/Video Crediting

- If photo was not taken from an NYC Ferry employee always give photo credit using “📷: @account”
- If taken on Instagram but reposting to Twitter or Facebook use “📷: @account”
- Always ask permission from the original poster before reposting a photo. *Ex: Hi, we love this photo! Do we have your permission to repost on our social media? We will be sure to give you photo credit. If yes, please respond with #yesnycferry*



Going Live

- Live video is for event coverage and interviews only
- Live video coverage will be on Instagram unless another platform is requested during a partnership
- Make sure the sound in the area surrounding is not overbearing to those watching
- Never speak in the background while recording unless the live is an interview or deemed appropriate for recording
- Use the first 30 seconds as a buffer before starting to give people time to join



Photo Requirements

- Must be a clear quality shot with no obstructions
- No excessive filters or heavily edited photos
- Photos of dogs on the ferry must be shown in a bag or with a muzzle per rules



Graphic Requirements

- All graphics must be clear
- No more than 5-10 words per graphic
- Use route specific colors when created route specific graphics
- Use the NYC Ferry logo on graphics intended to be shared
- Size graphics (1:1) for Facebook and Instagram feed, 16:9 for Twitter, and 9:16 for Facebook and Instagram stories



Video Requirements

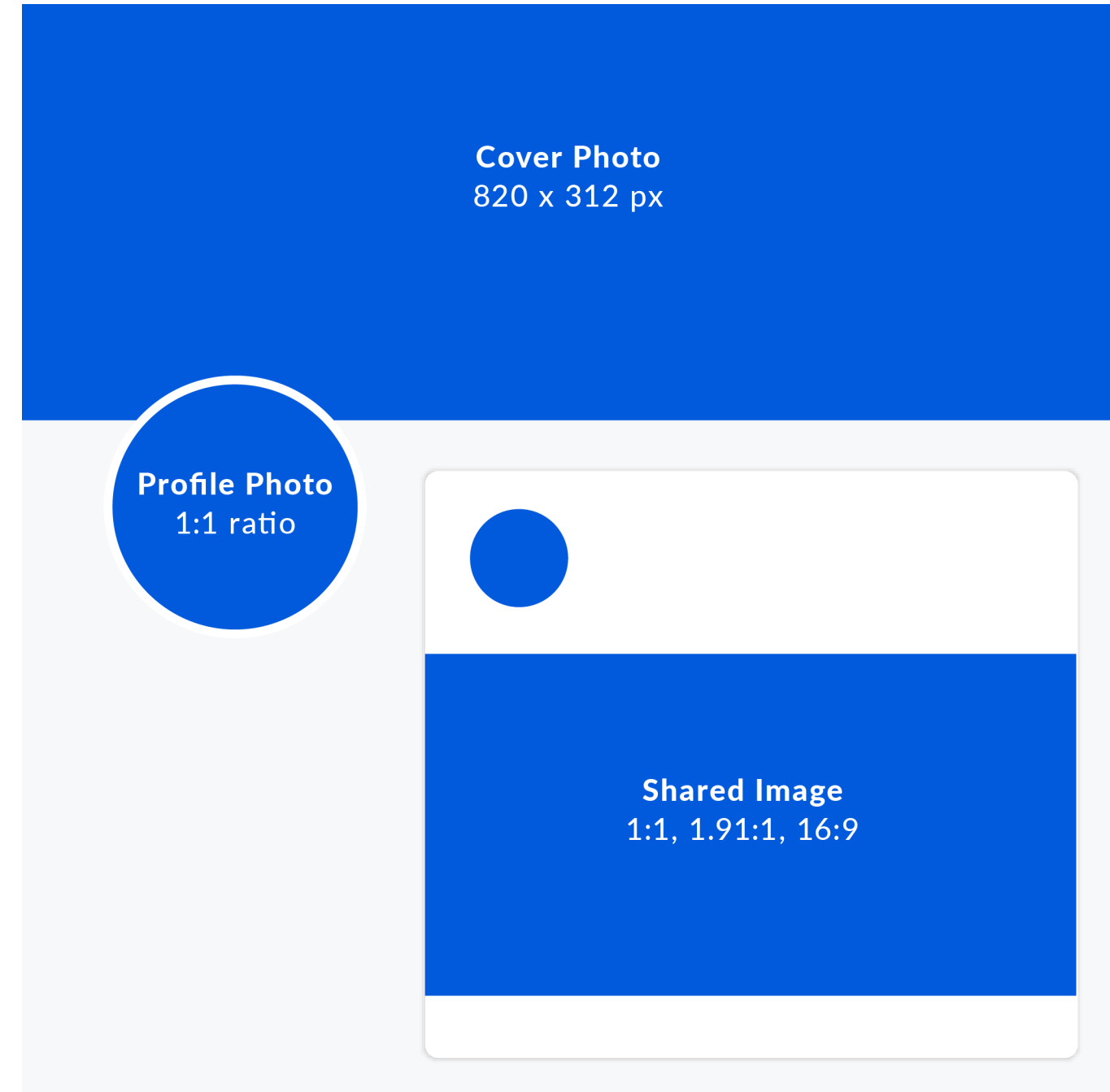
- Must be a clear video
- No obstructions
- No copyrighted music



FACEBOOK GUIDELINES

Posting to Facebook

- Make posts actionable
Ex: Visit the blog, download the app, check the schedules etc.
- Ask questions to encourage engagement
- Pin significant posts, major news, or announcements to the top of the page
- Tag relevant accounts when collaborating on a partnership
- Include images whenever possible
- Remove the hyperlink from the caption

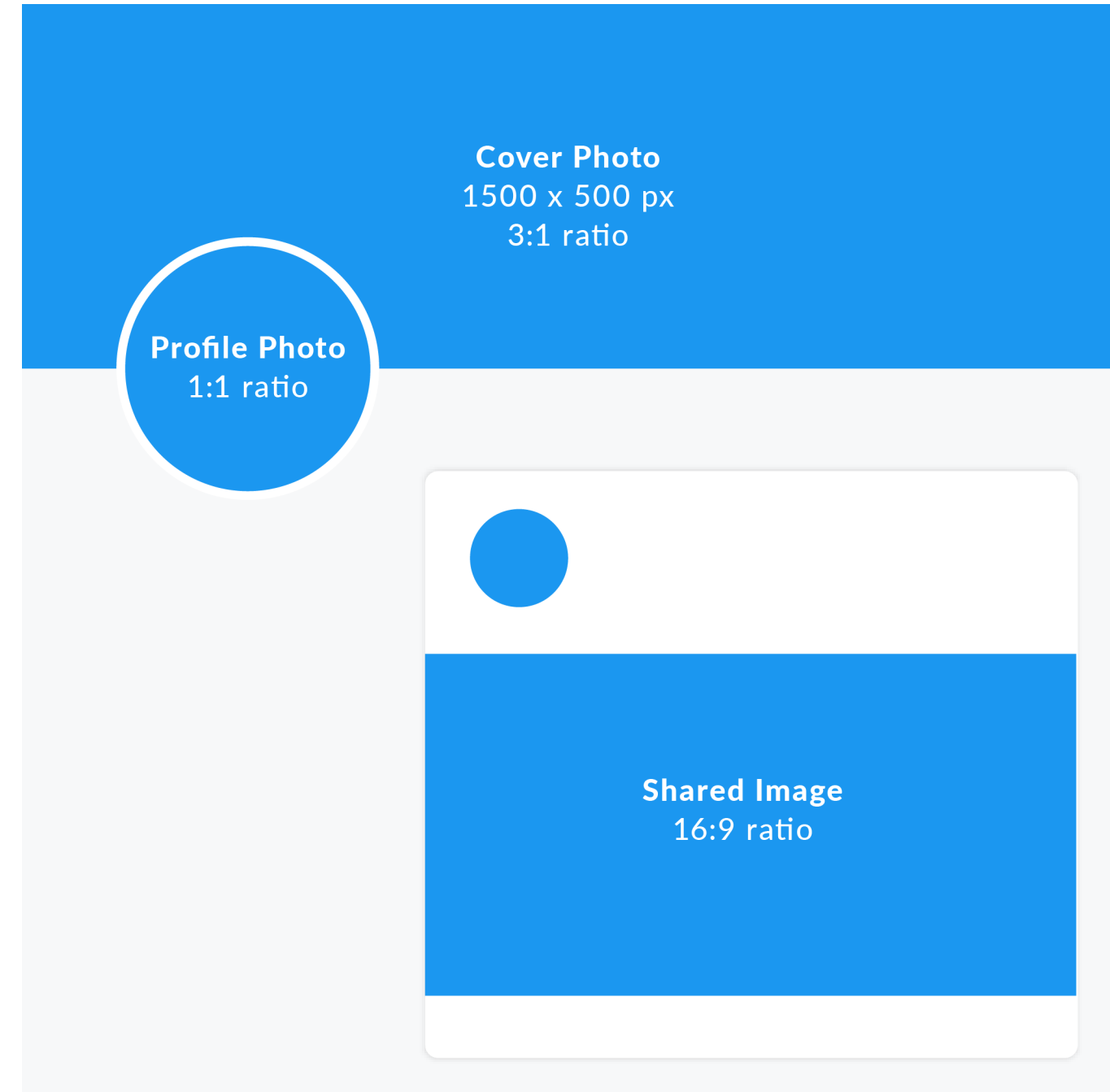




X GUIDELINES

Posting to Twitter

- Use the #NYCFerry hashtag
- Keep copy short
- Use images, GIFs, and/or videos whenever possible
- Limit to 1-2 hashtags per tweet





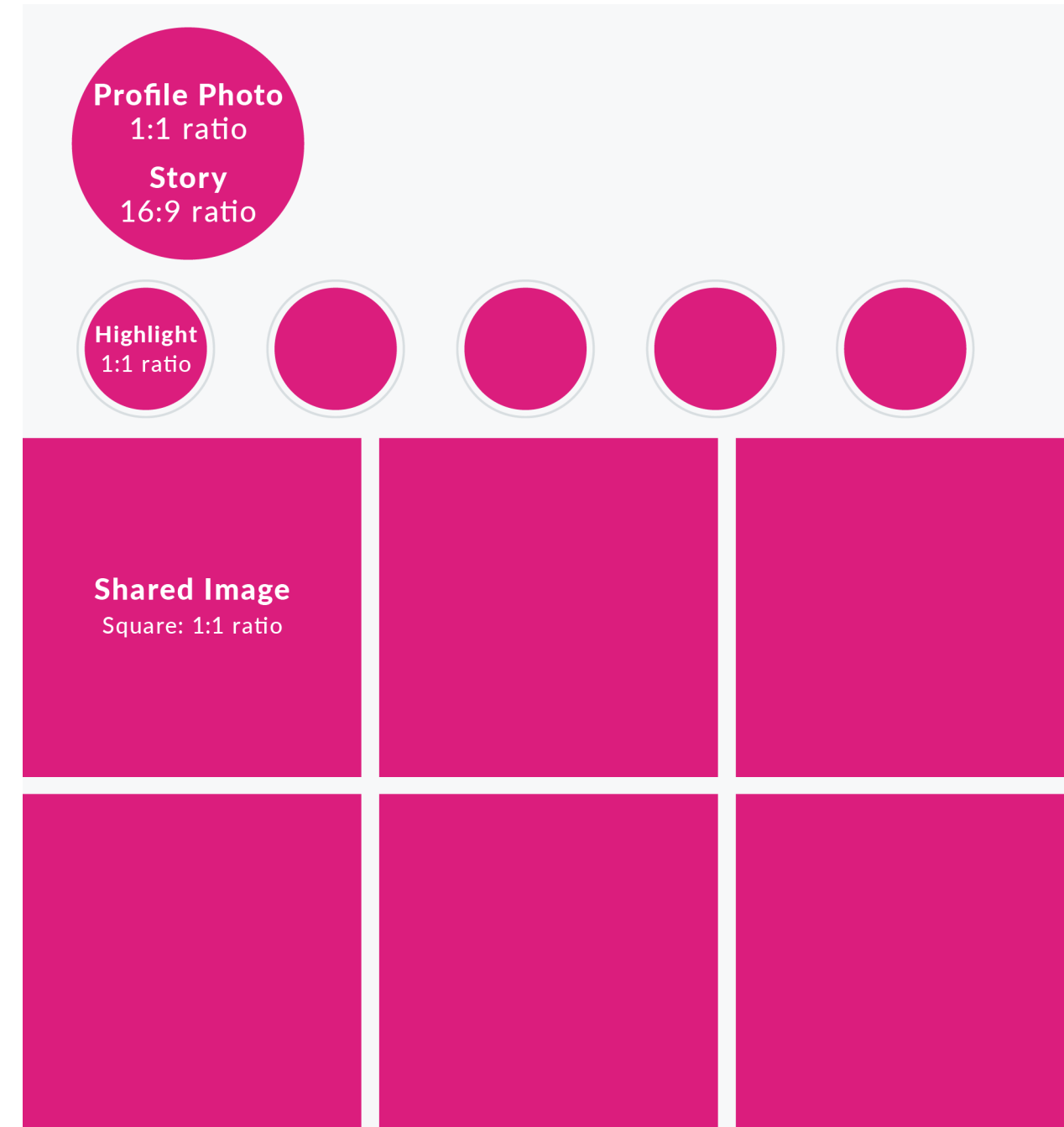
INSTAGRAM GUIDELINES

Posting to Instagram Feed

- Posts should be portrait or square. Only use landscape if absolutely necessary.
- Only #NYCFerry (or a campaign hashtag) should be used in the caption. All other hashtags should be in the comments (maximum 15).
- Tag relevant brands or accounts in the photo to increase odds of reshare
- Always use a geotag
- Drive to link in bio
- 2 emoji max (keep skintone default yellow)

Posting to Instagram Stories

- Each video slide should be 15 seconds or less
- Use features to increase engagement and boost algorithm ranking (polls, quizzes, etc)
- Use a NYC Ferry GIF sticker when reposting a UGC story to add branding
- Only use one visible hashtag, insert hidden hashtags to increase reach
- Tag relevant brands and location geotags
- Always use "Classic" font

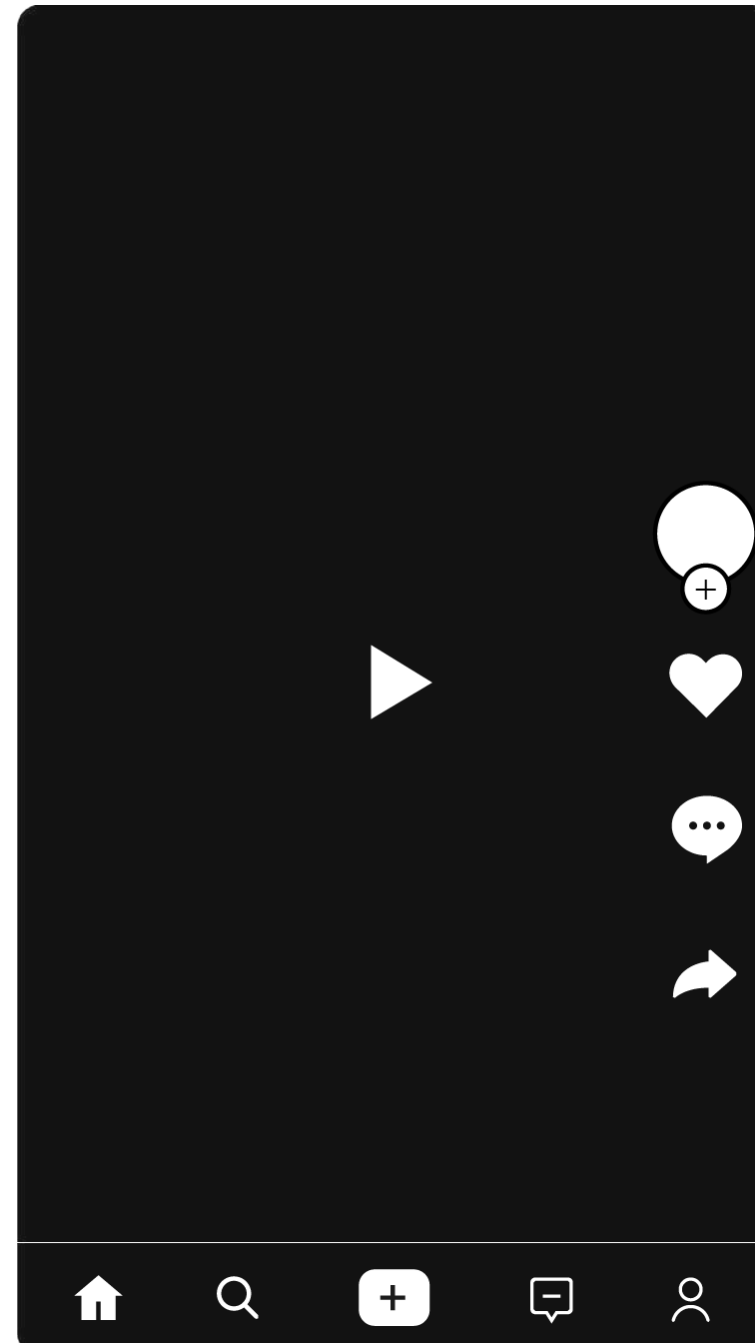




TIK TOK GUIDELINES

Posting to Tik Tok

- Post videos in proper vertical video sizing—no black bars should be visible
- Utilize trending sounds, avoid using sounds with vulgar or inappropriate language
- Always credit any reposted UGC with the video camera emoji and handle of original poster
- Keep videos short, concise, and to the point to encourage watch time/completion rate





**THANK YOU
FOR RIDING**

