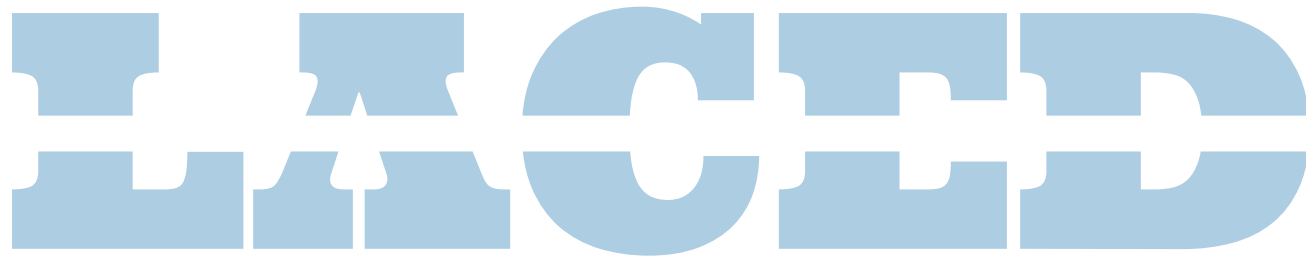


Brand Personalities

Authentic, Clean, Creative, Organic, Premium

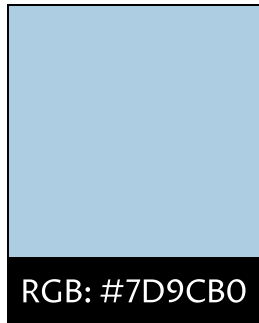
Logo



Logo Variations



Color System



RGB: #7D9CB0

Primary Color

#ADCDE2



#4F6E81



#C7CCCF

#9EA2A5

#9EA2A5

#3F4244

**Primary
Text Color**

#101112

Typography System

Title Typeface

Sporting Grotesque

**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 0 1 2 3 4 5**

**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 . , ? ! " " " "**

Included Font Styles

Aa Aa

Paragraph Typeface

Poppins

**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 0 1 2 3 4 5**

**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 . , ? ! " " " "**

Included Font Styles

Aa Aa Aa Aa Aa Aa Aa Aa Aa

Aa Aa Aa Aa Aa Aa Aa Aa Aa

1 Title

Sporting Grotesque
Bold 24px

2 Header

Poppins
Bold 22px

3 SUBTITLE

Poppins
Bold 12px

4 Paragraph

Poppins
Regular 11px

About the Line

WHO WE ARE

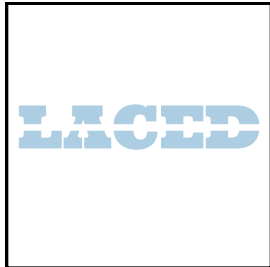
Sporting Grotesque
Poppins

Find Solace

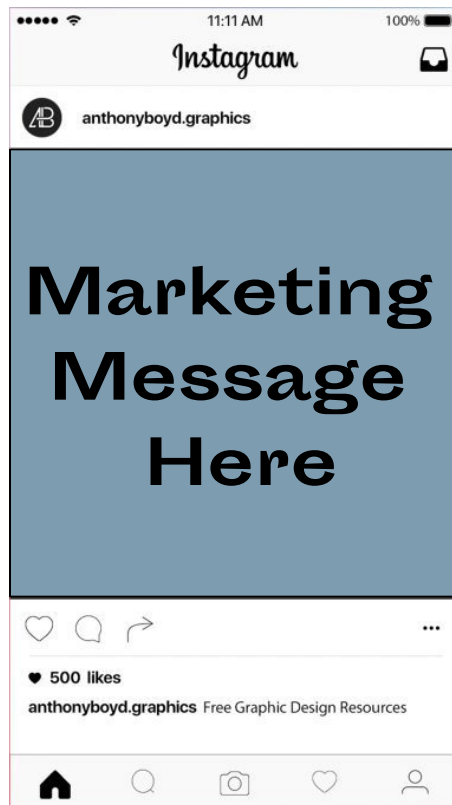
The Line is a scenic waterfront public park on the Upper West Side of the borough of Manhattan in New York City, operated and maintained by the New York City Department of Parks and Recreation. The Line transforms this industrial site into a beautiful public park.

Brand Applications

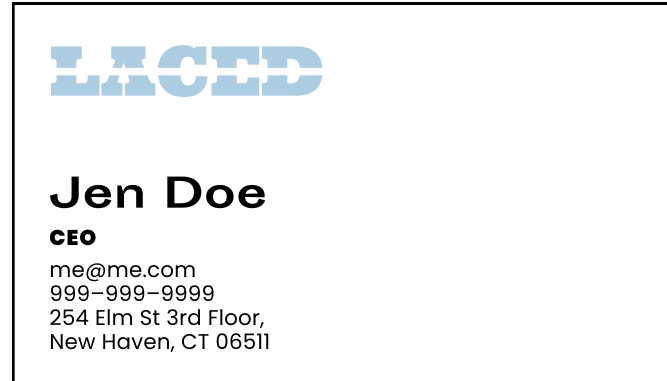
Social Media



Instagram Post



Business Card



T Shirt

