



# BRAND STANDARDS GUIDE

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These Brand Guidelines define how NYC Ferry, operated by Hornblower, is represented across all communications. They provide clear direction on the use of logos, typography, color, and messaging to ensure consistency across web and print materials, presentations, and sales communications.

Consistent application of these standards reinforces NYC Ferry's identity, credibility, and core values—building trust with riders before a single word is read.

**Produced & Designed By:**

**Madalena Phillips**  
VP of Marketing

**Jacquelyne Walther**  
Creative Director

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# SECTION 1 OUR BRAND

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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.

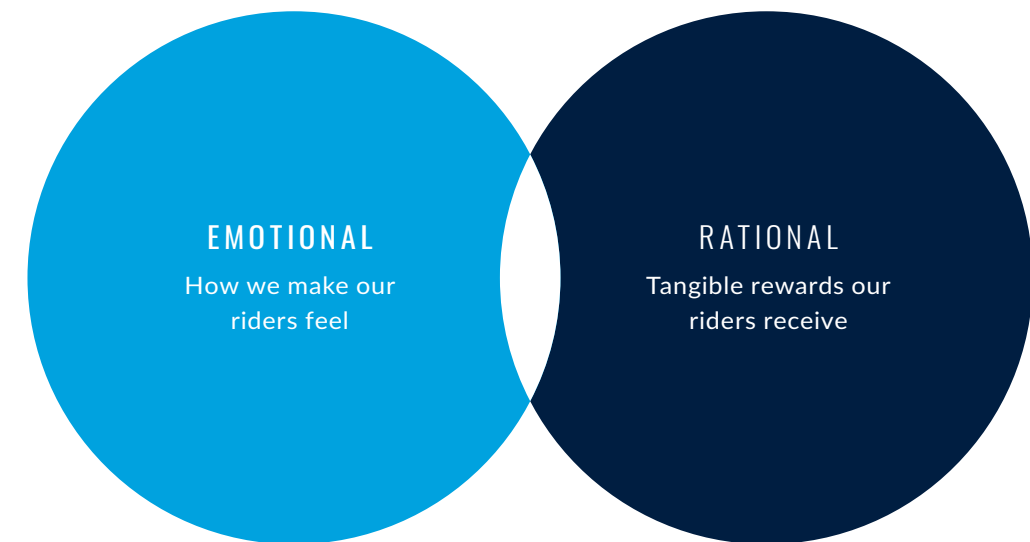


# OUR BRAND

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:



# OUR STORY

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.



1960

NYC ferry service evolves: widely used in the 1960s, reduced as roads/rail expand, then revived in the 1980s-90s through private operators (many still running NY-NJ routes today).



2011

NYCEDC conducts a showing the positive impact and potential of ferry service in NYC.



East River Ferry launches as a pilot, connecting Manhattan, Brooklyn, and Queens.

NYCEDC selects Hornblower as the exclusive operator to advance the citywide network plan, following an operator bid for the Ferry program (later NYC Ferry).

2015



NYCEDC completes a follow-up study to identify new ferry opportunities and understand citywide economic impacts, develops a proposed 6-route system to shape a citywide ferry network.

2013

1.2M RIDERS

East River Ferry exceeds expectations, reaching its 3-year ridership goal (1.2M riders) in 14 months.

2012



2017

NYC Ferry officially launches to modernize and expand waterfront transit access across the five boroughs.



2026

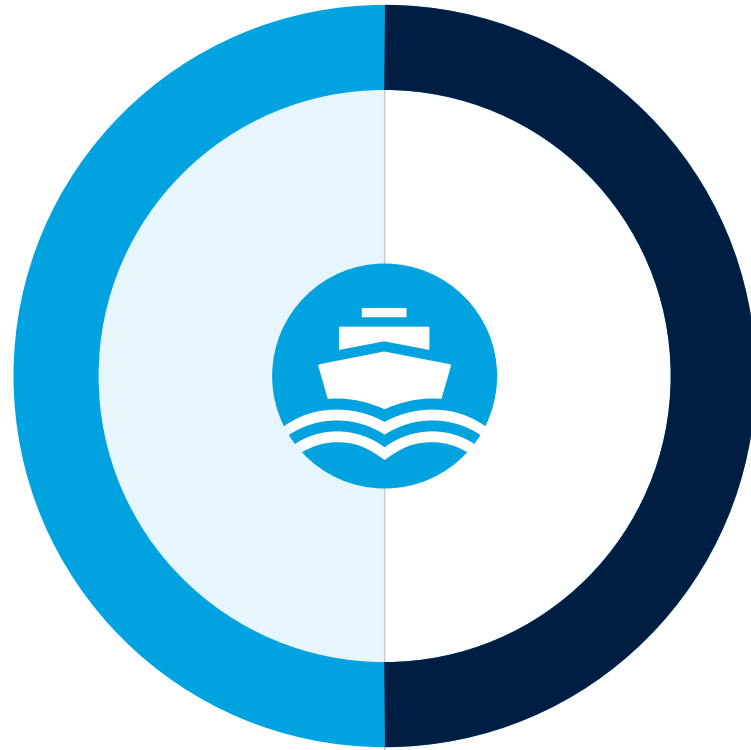
Since 2017, NYC Ferry grows into one of the largest ferry systems in the country, supported by \$337M+ investment.



TODAY

NYC Ferry spans 60+ nautical miles, operates a 38-vessel fleet, and delivers high-performing, reliable service with strong on-time performance and rider satisfaction—strengthened through expansion, partnerships, and technology.

# WHO IS OUR BRAND FOR?



## Primary Rider Groups

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

New York City Economic Development Corporation (NYC/EDC)

Hornblower (Operator)

Elected Officials

Civic Organizations



# 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.



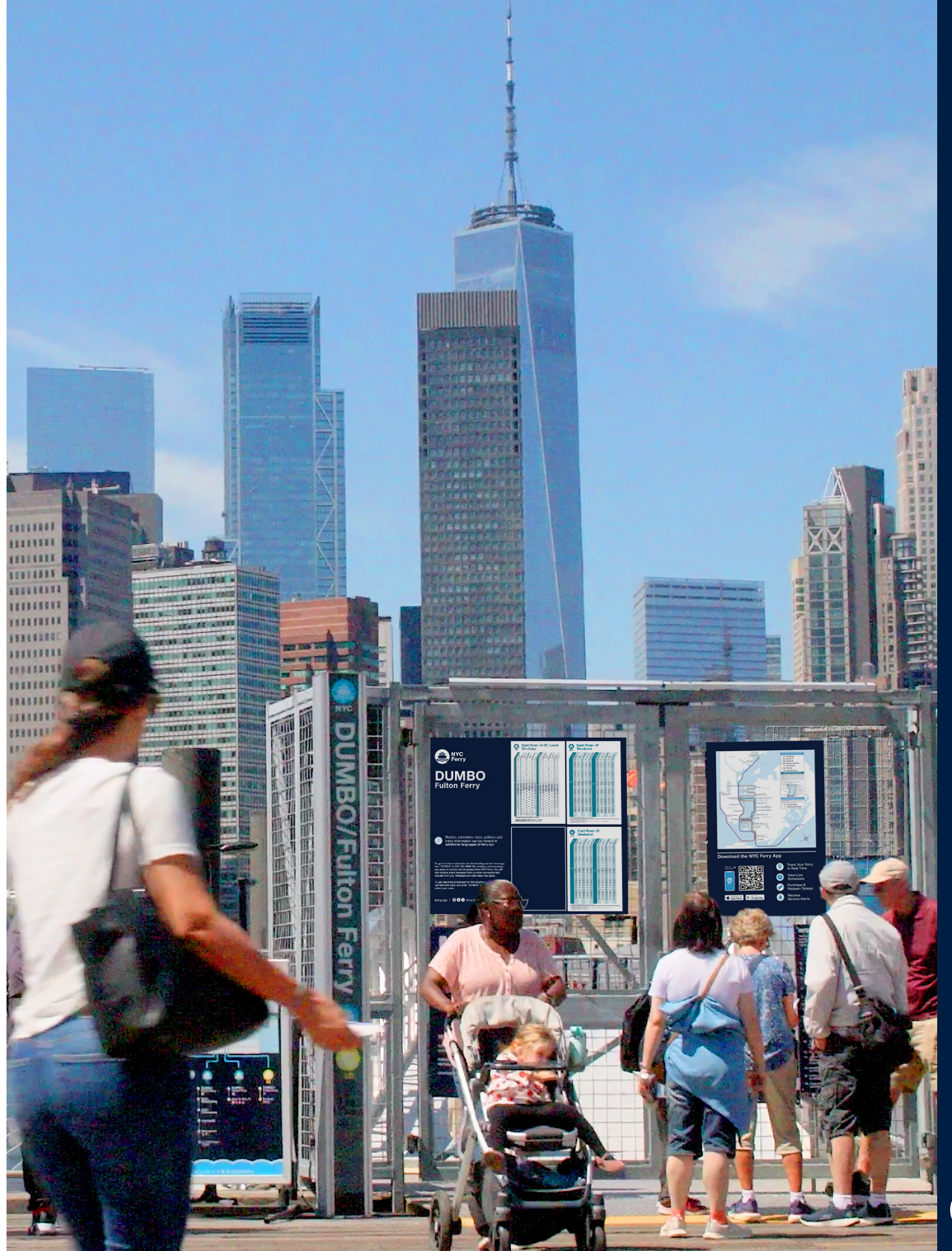
# BRAND MISSION

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

# DELIVER RELIABLE TRANSPORTATION

We deliver reliable transportation to waterfront neighborhoods via 25 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.



## 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.

## RELIABLE TRANSPORTATION

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

## 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.

## PROFESSIONAL OPERATION

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

## 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 (wifi, 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.

# BRAND VOICE

NYC Ferry's voice is civic, clear, and reliable—designed to build trust and deliver essential information when riders need it most. It speaks to all New Yorkers, reflecting the diverse communities we serve and the shared city we connect.

Our personality is a blend of three characteristics:  
**Reliable, Approachable & Civic.**

## What This Voice Is:

- Confident, clear, and proudly New York
- Speaks like a knowledgeable local: direct and human
- Reflects NYC Ferry's role as essential public transportation

## When It's Used:

- Service announcements
- Schedule changes
- Safety messaging
- Government or press communications
- Community features
- Web



# 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
-  **Website** Educational & Informative
-  **Press** Informative, Engaging, & Educational
-  **Instagram** Fun, Engaging, & Informative
-  **Threads** Direct & Informative
-  **TikTok** Engaging & Informative
-  **Facebook** Friendly & Informative
-  **X** Direct & 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.

## 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

Hello [ name ]

Greetings [ name ]

Good morning [ afternoon/evening ]

Thanks for riding with us!

Hope to see you onboard soon!

Thanks for reaching out!

## CLOSINGS

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 Alerts – We will be operating on a weekend schedule on [ holiday ] [ date ]

# SECTION 2 STYLE GUIDE

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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

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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.

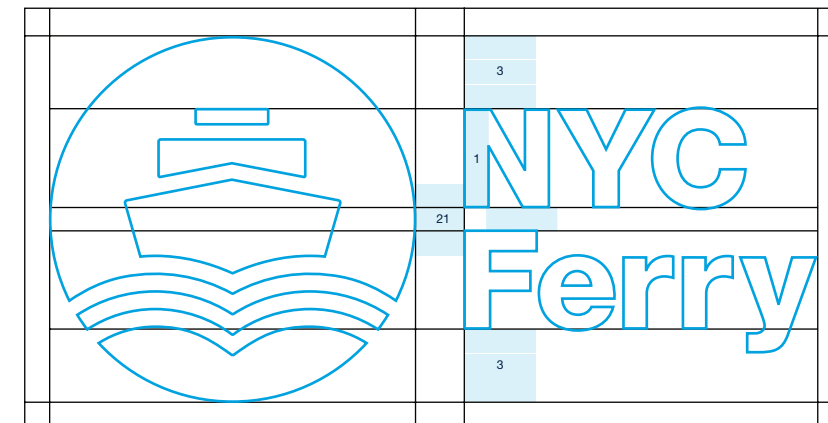
# HORIZONTAL LOCK-UP

## 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



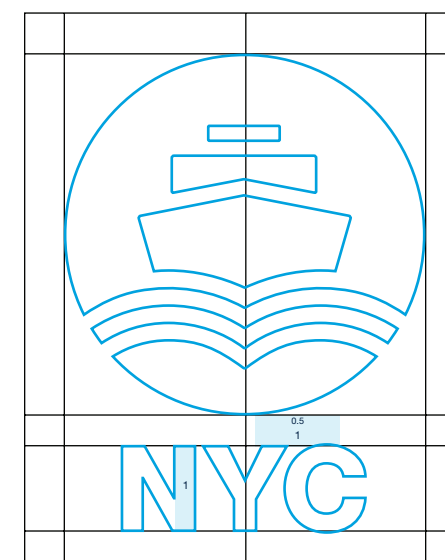
# VERTICAL LOCK-UP

## 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

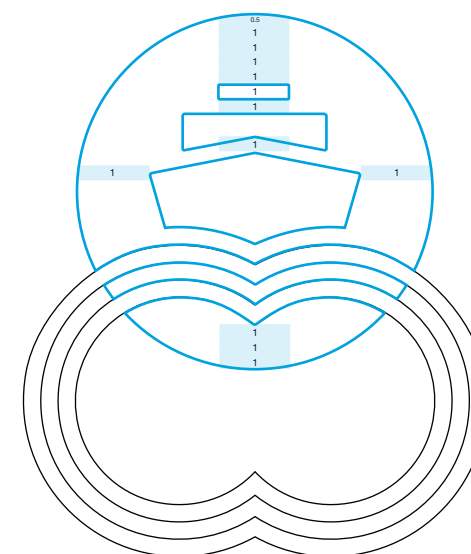


# ICON

## 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

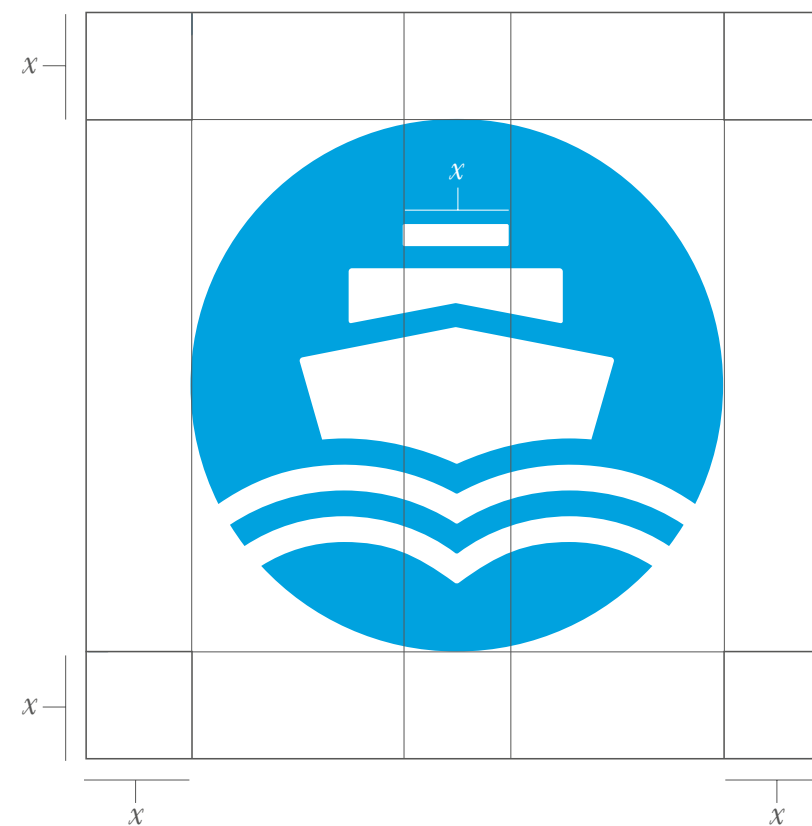
The logo must always be perfectly legible and without obstructions. For that reason, we ask that designers maintain a minimum amount of breathing room around the logo. The logo must be reproduced with an empty buffer around it, free from other elements. The logo's "N" dimensions represent the minimum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



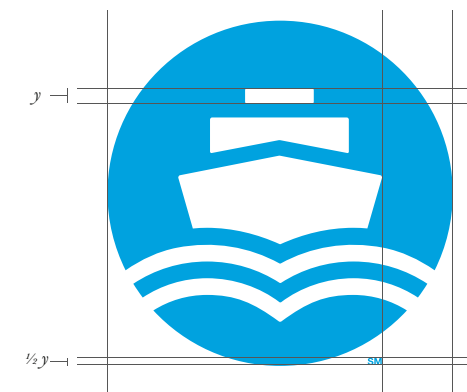
# LOGO APPLICATION

## 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.



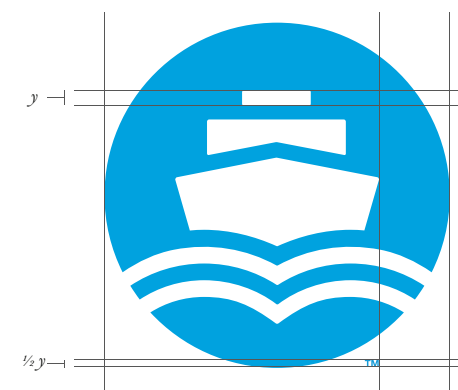
# LOGO APPLICATION

## 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

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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**



# 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 skew



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

# COLOR STORY

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NYC Ferry's color story is bold, crisp, and coastal—built around confident blues that nod to the harbor and horizon, balanced with clean whites and high-contrast brights used as punchy, functional accents. It should feel modern and unmistakably NYC: energetic, straightforward, and easy to navigate at a glance—whether it's on a dock sign, a schedule, or a tiny phone screen bouncing around in someone's pocket.

# COLOR PALETTE

The secondary route palette acts as a clear, consistent identifier for each line, helping riders spot and follow their route quickly across maps, signage, and digital touchpoints. Built to complement the flagship brand colors, it expands the system with distinct hues that stay cohesive, accessible, and unmistakably on brand.

<b>Flagship Dark Blue</b> Pantone 282 C	<b>Orange</b> Pantone 021 C Astoria
	<b>Turquoise</b> Pantone 7712 C East River Local, A/B
	<b>Purple</b> Pantone Medium, Purple C Rockaway-Soundview
	<b>Yellow</b> Pantone 1235 C South Brooklyn
<b>Flagship Light Blue</b> Pantone 229 C	<b>Magenta</b> Pantone 226 C St. George
	<b>Gray</b> Pantone P 173-4 C Governors Island
	<b>Coral</b> Pantone 170 C Rockaway Rocket
	<b>Fuchsia</b> Pantone 253 C Rockaway Reserve

## 2.3

# TYPOGRAPHY

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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.

# 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.

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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**

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Schedule Pamphlets

Helvetica Neue LT Std 57 Condensed

Helvetica Neue LT Std 67 Medium Condensed

**Helvetica Neue LT Std 77 Bold Condensed**

# LATO

## Print & Web

ADA Compliant

Lato is a sans-serif typeface which seems quite “transparent” when used in body text, optimizing its 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*

# OSWALD

## Print & Web

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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.

While not an ADA-compliant typeface, Oswald has great legibility and versatility across all platforms and is used for headlines and in large point-sizes.

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Print & Web

Oswald Light

Oswald Regular

Oswald Medium

Oswald Bold

Oswald Heavy

# ARIAL

## Vessel Signage

ADA Compliant

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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.

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Onboard Signage Body Text

Arial Regular

*Arial Italic*

**Arial Bold**

***Arial Bold Italic***

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Onboard Signage Header Text

**Arial Black**

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Onboard Signage Spanish Translation

Arial Narrow

*Arial Narrow Italic*

**Arial Narrow Bold**

***Arial Narrow Bold Italic***

# 2.4

# NYC FERRY ROUTES

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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.

### Astoria

Pantone  
Orange  
021 C

R 254  
G 80  
B 0

C 0  
M 65  
Y 100  
K 0

HEX  
FE5000

### East River Local, A/B

Pantone  
7712 C

R 34  
G 139  
B 157

C 98  
M 0  
Y 28  
K 7

HEX  
228B9D

### Rockaway-Soundview

Pantone  
Medium  
Purple C

R 78  
G 0  
B 142

C 91  
M 97  
Y 0  
K 0

HEX  
4E008E

### South Brooklyn

Pantone  
1235 C

R 255  
G 245  
B 204

C 0  
M 2  
Y 23  
K 0

HEX  
FFD100

### 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

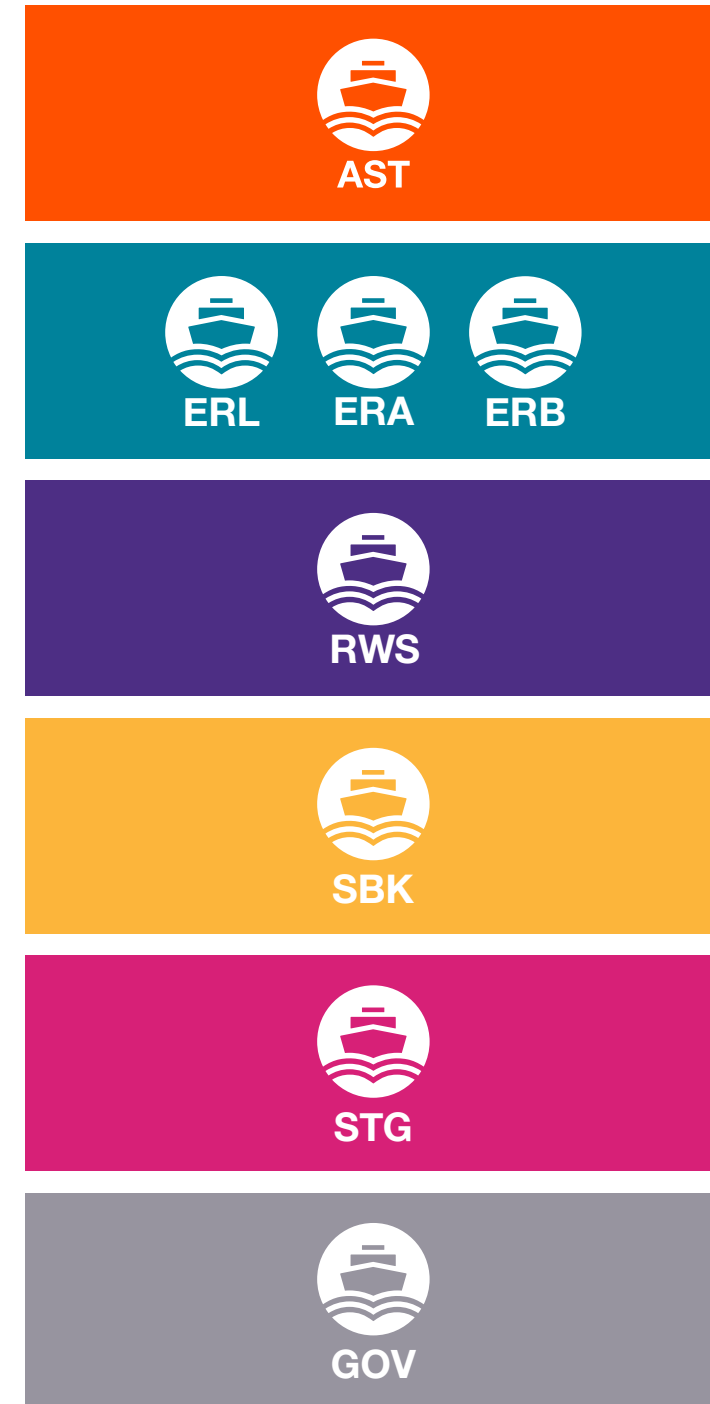
C 43  
M 38  
Y 29  
K 1

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.

 **Astoria**

 **East River Local, A/B**

 **Rockaway-Soundview**

 **South Brooklyn**

 **St. George**

 **Governors Island**

 **Astoria**

 **East River Local, A/B**

 **Rockaway-Soundview**

 **South Brooklyn**

 **St. George**

 **Governors Island**

# 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.



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

# EAST RIVER LOCAL 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 L will always be the East River Turquoise, and as such should adhere exactly to the following values for Pantone, RGB, CMYK, and HEX.

The presentation of each East River L 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.



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

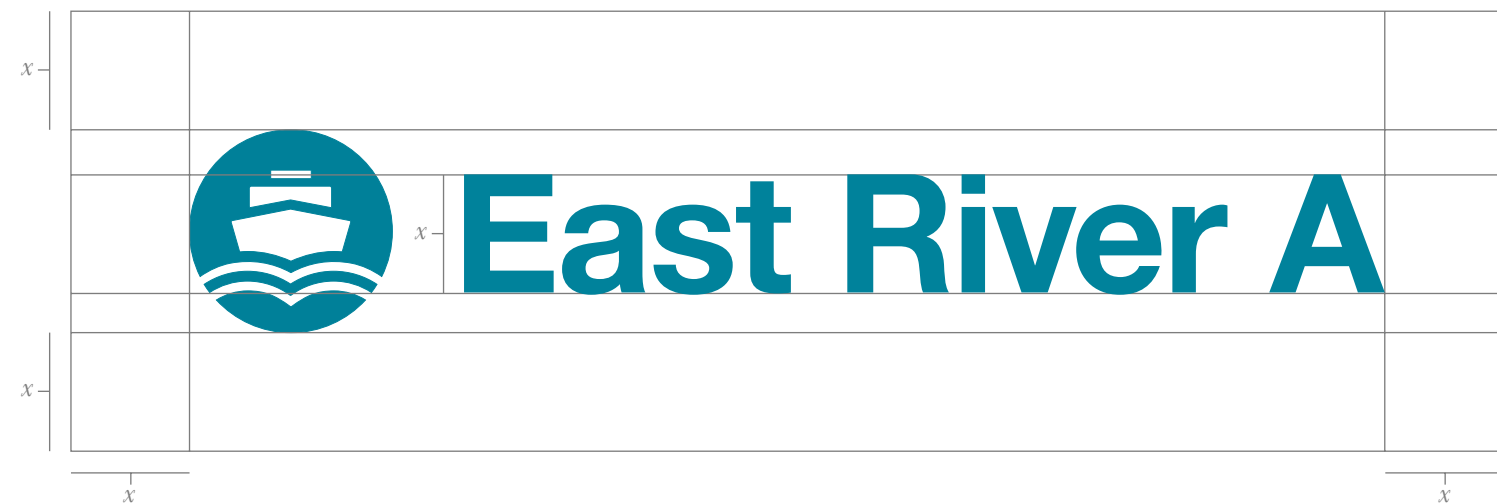
# EAST RIVER A ROUTE

## 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 A will always be the East River Turquoise, and as such should adhere exactly to the following values for Pantone, RGB, CMYK, and HEX.

The presentation of each East River A 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.



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

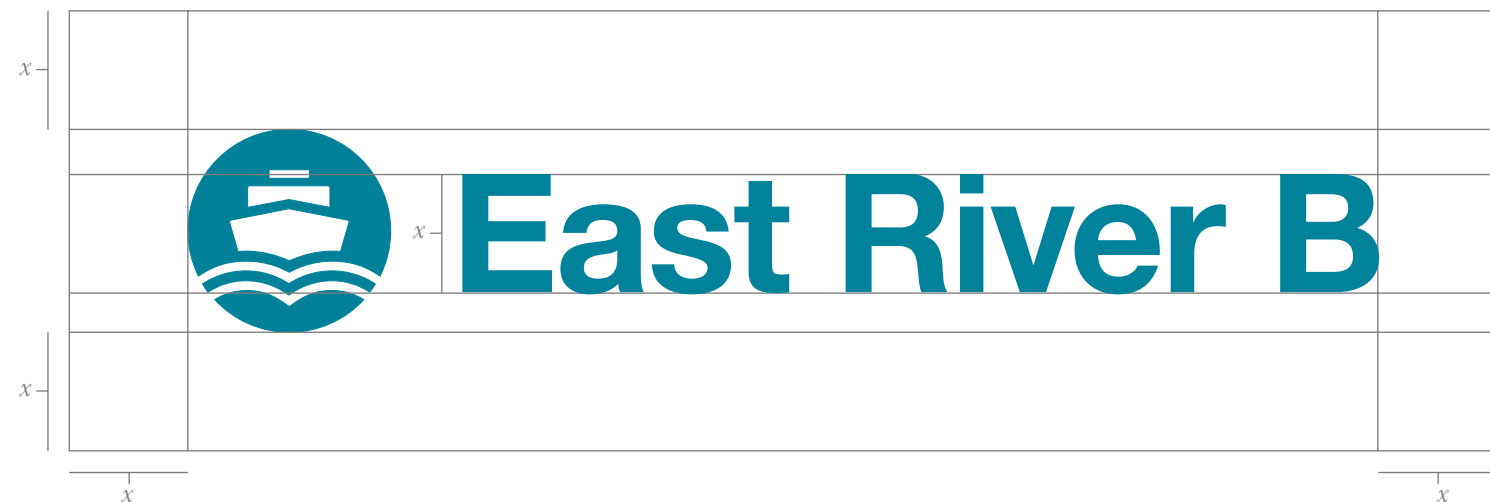
# EAST RIVER B ROUTE

## 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 B will always be the East River Turquoise, and as such should adhere exactly to the following values for Pantone, RGB, CMYK, and HEX.

The presentation of each East River B 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.



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

# ROCKAWAY–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. Rockaway-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 Rockaway-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 “R” is used to define the minimum space around the logo.



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

# 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 Yellow, 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.



<b>Pantone</b> 1235 C	<b>R</b> 255 <b>G</b> 245 <b>B</b> 204	<b>C</b> 0 <b>M</b> 2 <b>Y</b> 23 <b>K</b> 0	<b>HEX</b> FFD100	<b>100%</b>				
<b>10%</b>	<b>20%</b>	<b>30%</b>	<b>40%</b>	<b>50%</b>	<b>60%</b>	<b>70%</b>	<b>80%</b>	<b>90%</b>

# 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 Magenta, 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.



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

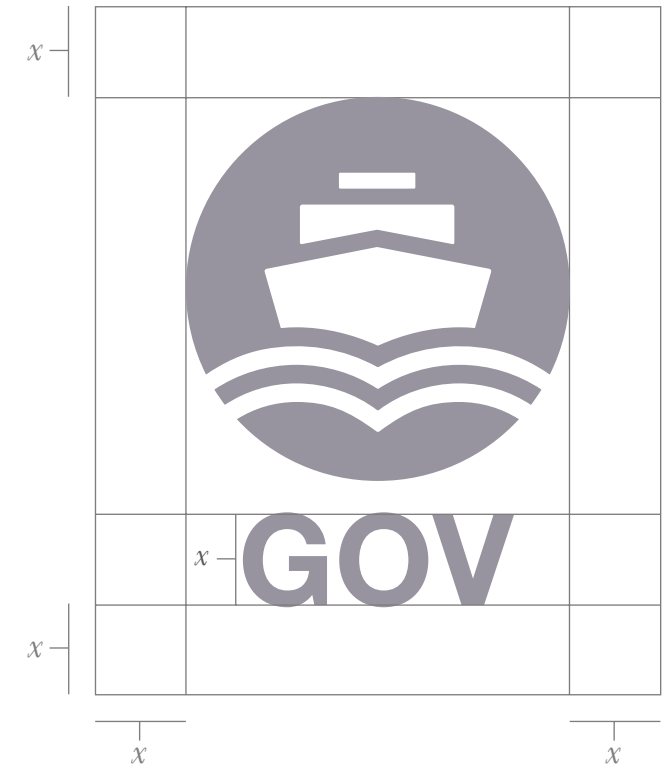
# GOVERNORS ISLAND ROUTE

## 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. Governors Island will always be the Governors Island Gray, and as such should adhere exactly to the following values for Pantone, RGB, CMYK, and HEX.

The presentation of each Governors Island 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 “G” is used to define the minimum space around the logo.



<b>Pantone</b> 173-4C	<b>R</b> 152 <b>G</b> 148 <b>B</b> 159	<b>C</b> 43 <b>M</b> 38 <b>Y</b> 29 <b>K</b> 1	<b>HEX</b> 97939E	<b>100%</b>				
10%	20%	30%	40%	50%	60%	70%	80%	90%

## 2.5

# NYC FERRY SYSTEM & EXTENSIONS

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Some NYC Ferry routes feature branded extensions that support seasonal or event-based service. These extensions are rooted in the primary route's visual and brand attributes, ensuring a clear and recognizable connection between the core route and its extension.

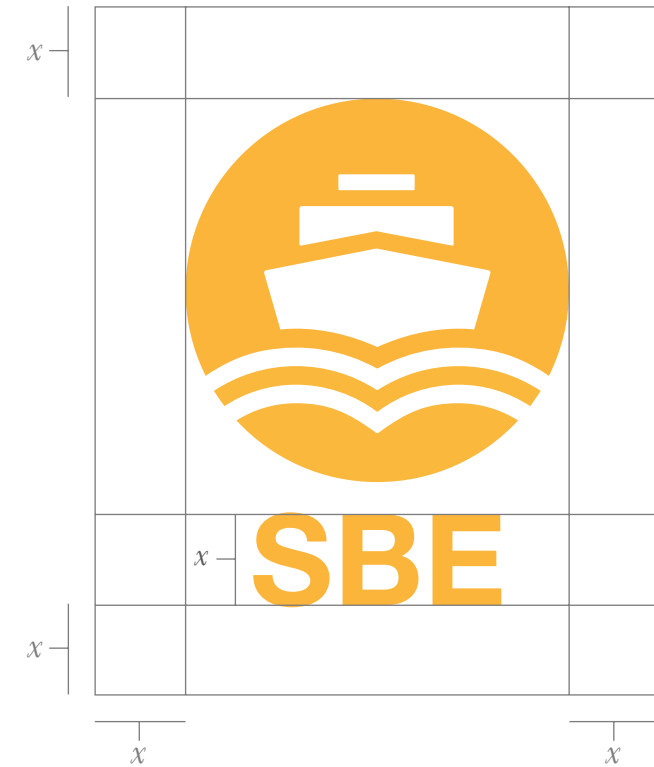
# SOUTH BROOKLYN EXTENSION ROUTE

## 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 Extension will always be the South Brooklyn Yellow, and as such should adhere exactly to the following values for Pantone, RGB, CMYK, and HEX.

The presentation of each South Brooklyn Extension 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.



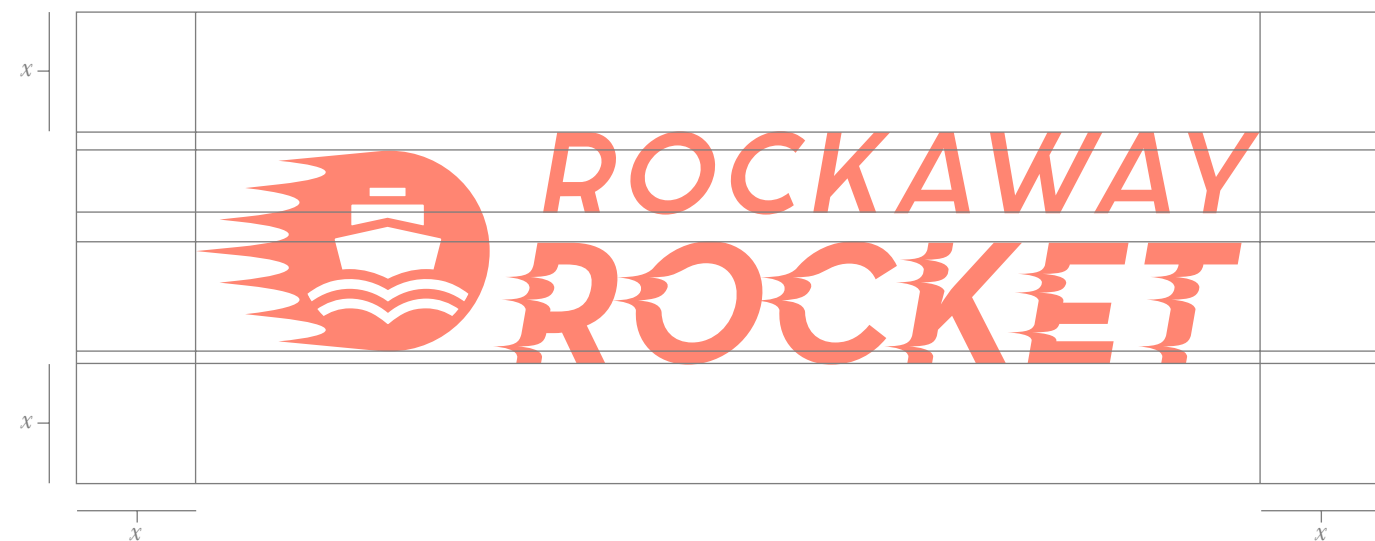
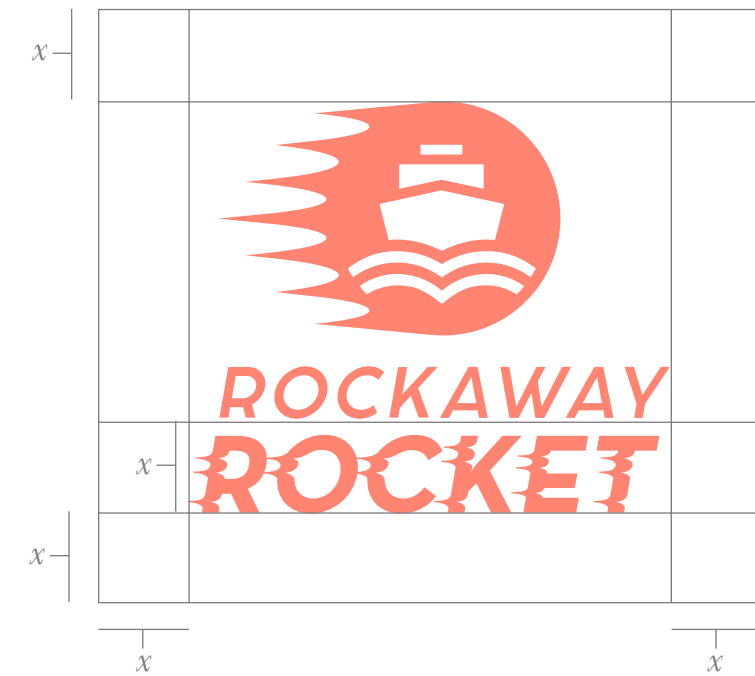
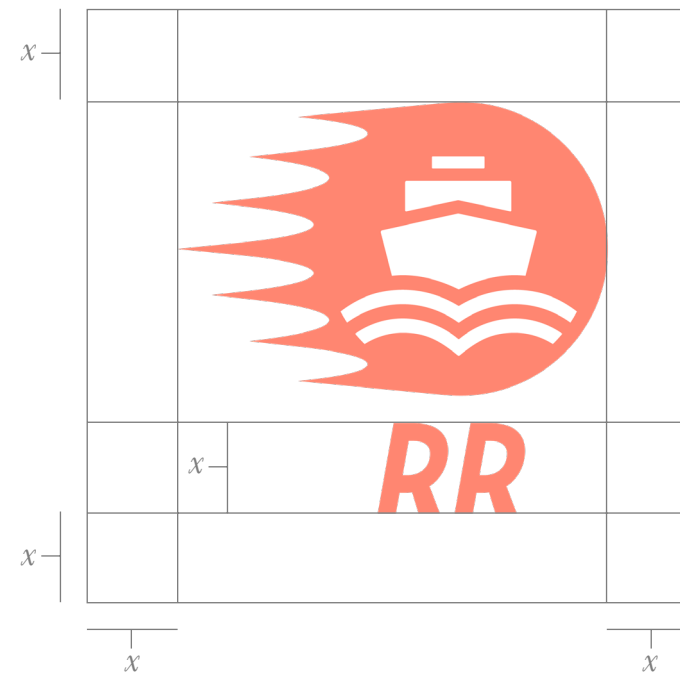
<b>Pantone</b> 1235 C	<b>R</b> 255 <b>G</b> 245 <b>B</b> 204	<b>C</b> 0 <b>M</b> 2 <b>Y</b> 23 <b>K</b> 0	<b>HEX</b> FFD100	<b>100%</b>				
<b>10%</b>	<b>20%</b>	<b>30%</b>	<b>40%</b>	<b>50%</b>	<b>60%</b>	<b>70%</b>	<b>80%</b>	<b>90%</b>

# ROCKAWAY ROCKET

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 Coral 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.



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

# 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.

<b>Coral: Primary Color</b>	<b>Pantone</b> 170 C	<b>R</b> 255 <b>G</b> 134 <b>B</b> 114	<b>C</b> 0 <b>M</b> 60 <b>Y</b> 49 <b>K</b> 0	<b>HEX</b> FF8672
-----------------------------	-------------------------	--	--	----------------------

<b>Lavender: Accent Color</b>	<b>Pantone</b> 7456 CP	<b>R</b> 119 <b>G</b> 80 <b>B</b> 255	<b>C</b> 53 <b>M</b> 69 <b>Y</b> 0 <b>K</b> 0	<b>HEX</b> 7750FF
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<b>Sky Blue: Accent Color</b>	<b>Pantone</b> 2173 C	<b>R</b> 41 <b>G</b> 152 <b>B</b> 255	<b>C</b> 84 <b>M</b> 40 <b>Y</b> 0 <b>K</b> 0	<b>HEX</b> 2998FF
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<b>Pale Pink: Accent Color</b>	<b>Pantone</b> 2337 C	<b>R</b> 255 <b>G</b> 209 <b>B</b> 205	<b>C</b> 0 <b>M</b> 18 <b>Y</b> 20 <b>K</b> 0	<b>HEX</b> FFD1CD
--------------------------------	--------------------------	--	--	-------------------

<b>Gold</b>	<b>Pantone</b> 123 C	<b>R</b> 255 <b>G</b> 192 <b>B</b> 61	<b>C</b> 0 <b>M</b> 25 <b>Y</b> 76 <b>K</b> 0	<b>HEX</b> 4E008E
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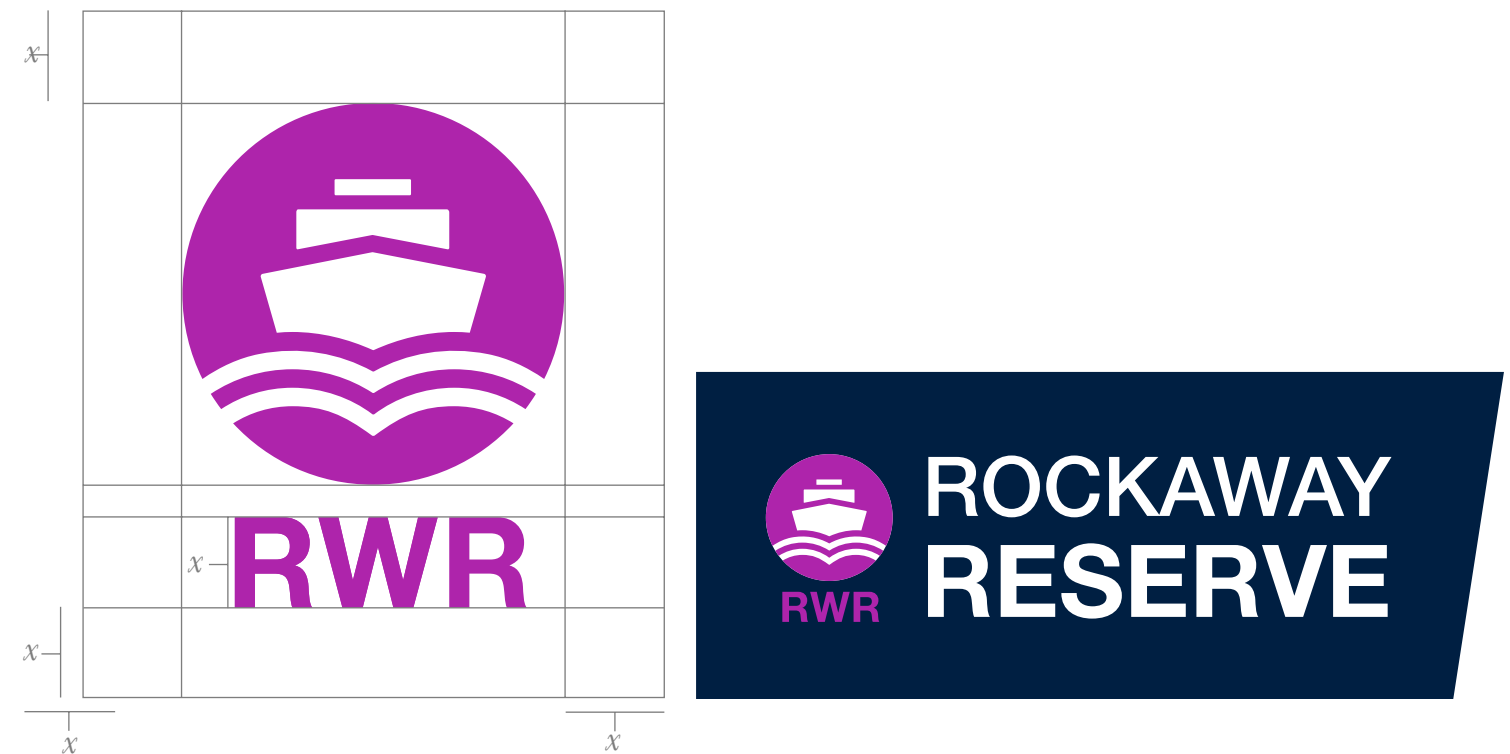
# ROCKAWAY RESERVE

## 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 Reserve will always be the Rockaway Reserve Fuchsia, and as such should adhere exactly to the following values for Pantone, RGB, CMYK, and HEX.

The presentation of the Rockaway Reserve 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.



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

# SECTION 3

# VISUAL IDENTITY

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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

# PHOTOGRAPHY & ILLUSTRATION

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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.



# 3.2

# SOCIAL MEDIA PLAYBOOK

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Social media is a key extension of the NYC Ferry brand. It allows us to communicate service information clearly, engage with riders in real time, and participate in cultural moments that reflect the city we serve.

Consistent branding across platforms builds trust and recognition, ensuring NYC Ferry is easily identifiable wherever riders encounter us. Through timely, relevant, and on-brand content, social media reinforces our role as a reliable public service and an active part of everyday city life.

# 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 X/Twitter or Facebook use “📷: @IG/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
- Avoid photographing empty seats
- Avoid direct shots of ferry passenger faces unless given permission



## 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



## Content Filming & Video Requirements

- Any content featuring crew MUST strictly enforce all safety guidelines per Marine Operations
- Absolutely NO filming of crew members with attention towards the camera while in the wheelhouse
- Avoid filming empty seats
- Avoid direct shots of ferry passenger faces unless given permission
- Must be clear video with no obstructions
- No copyrighted music burned into video file when uploading

# GUIDELINES

## Posting to Instagram Feed

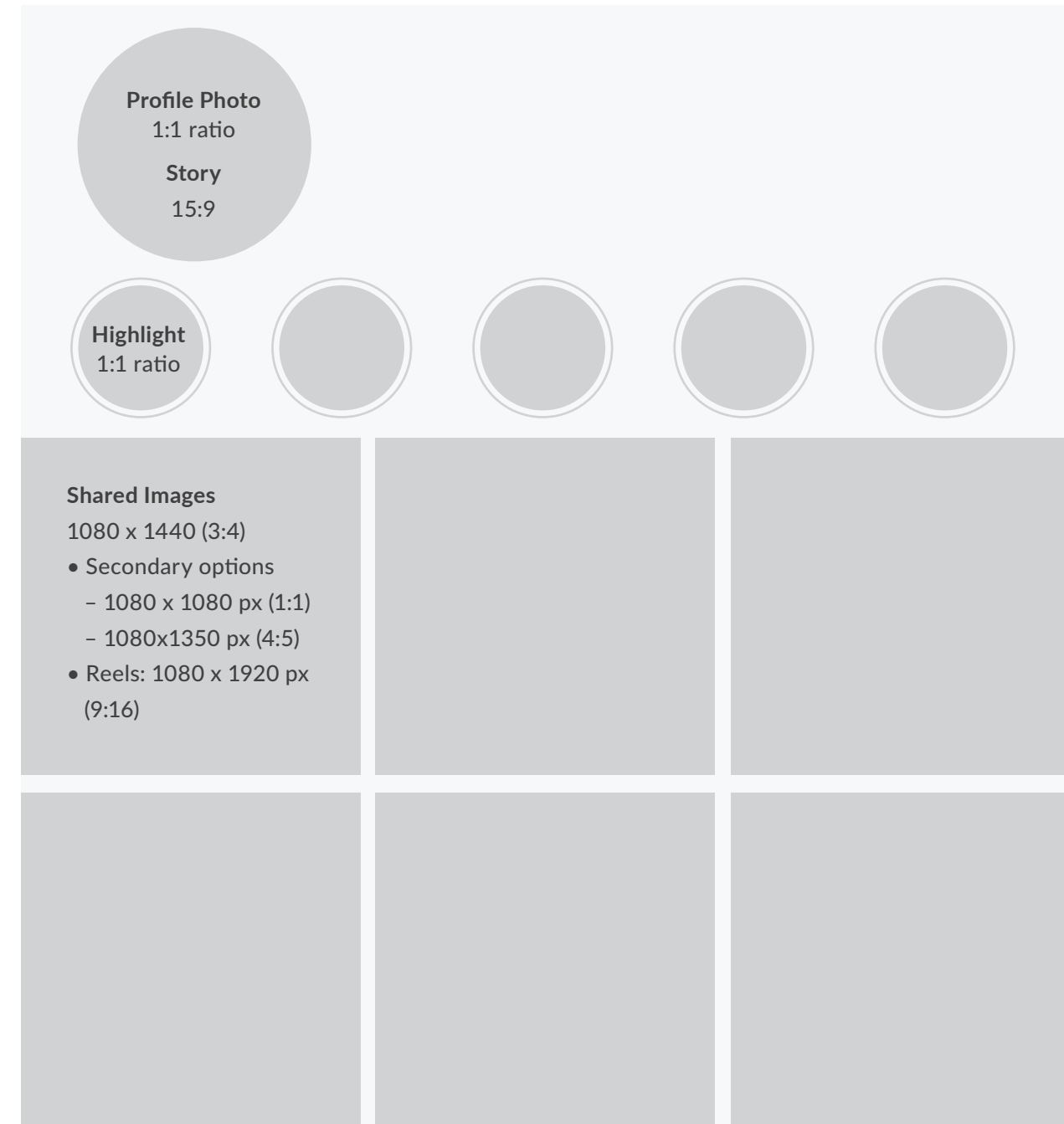
- Posts should be portrait or square. Only use landscape if absolutely necessary.
- Only #NYCFerry (or a campaign hashtag) should be used in the caption. All other hashtags should be in the comments (maximum 15).
- Tag relevant brands or accounts in the photo to increase odds of reshare
- Always use a geotag
- Drive to 'link in bio' when applicable (brand content, announcements, blog-related posts)
- Emojis should be tasteful and used sparingly, with all skintone default yellow

## Posting to Instagram Stories

- Use features to increase engagement and boost algorithm ranking (polls, quizzes, etc)
- Use the draw tool to make a solid NYC Ferry blue color as the background when sharing a post or reposting.
- Only use one visible hashtag, insert hidden hashtags to increase reach
- Tag relevant brands and location geotags
- Always use the "Directional" font OR "Squeeze" in all capital letters

## Posting to Threads

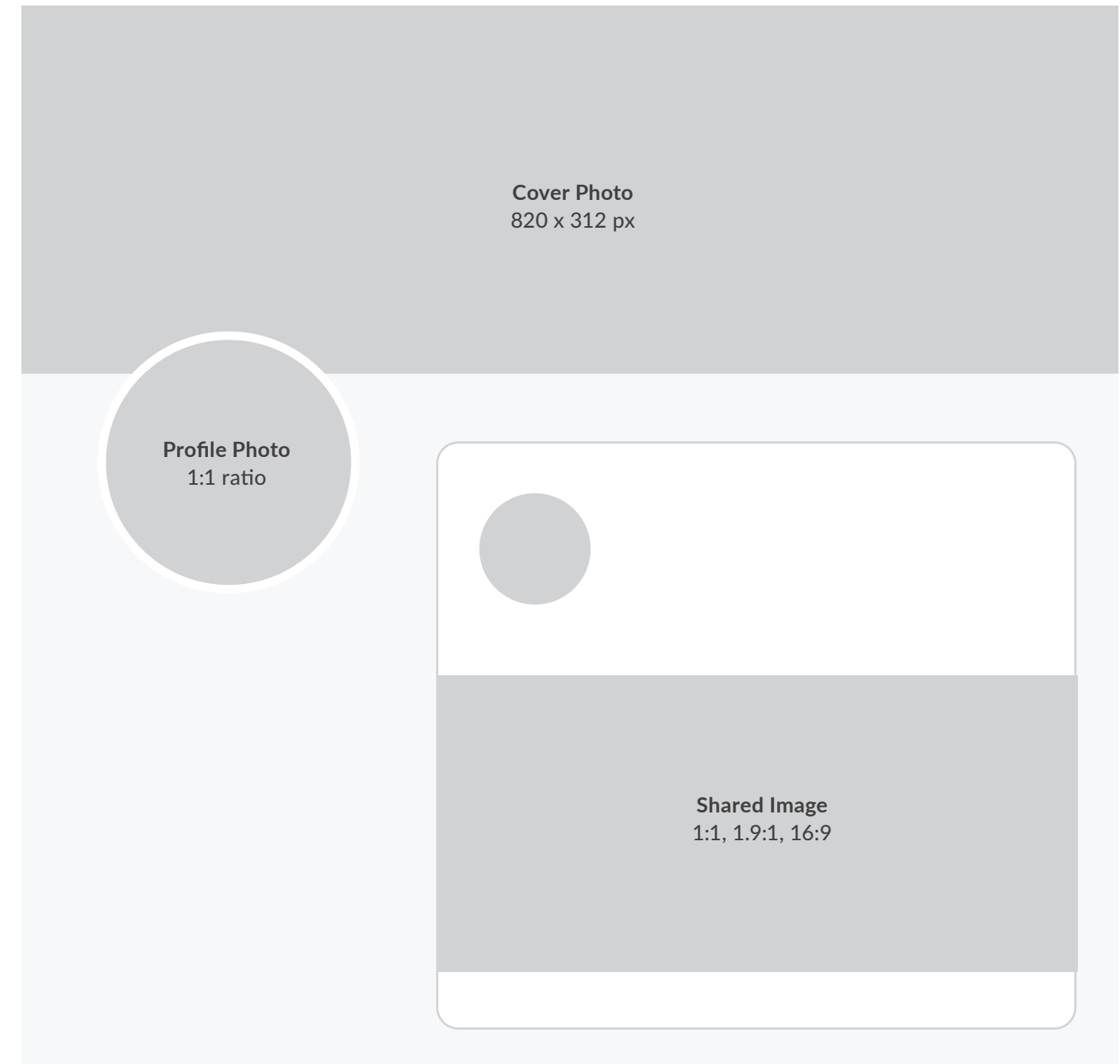
- Keep posts short, conversational, and timely to encourage replies and discussion; prioritize engagement over polished promotional language.



# GUIDELINES

## Posting to Facebook

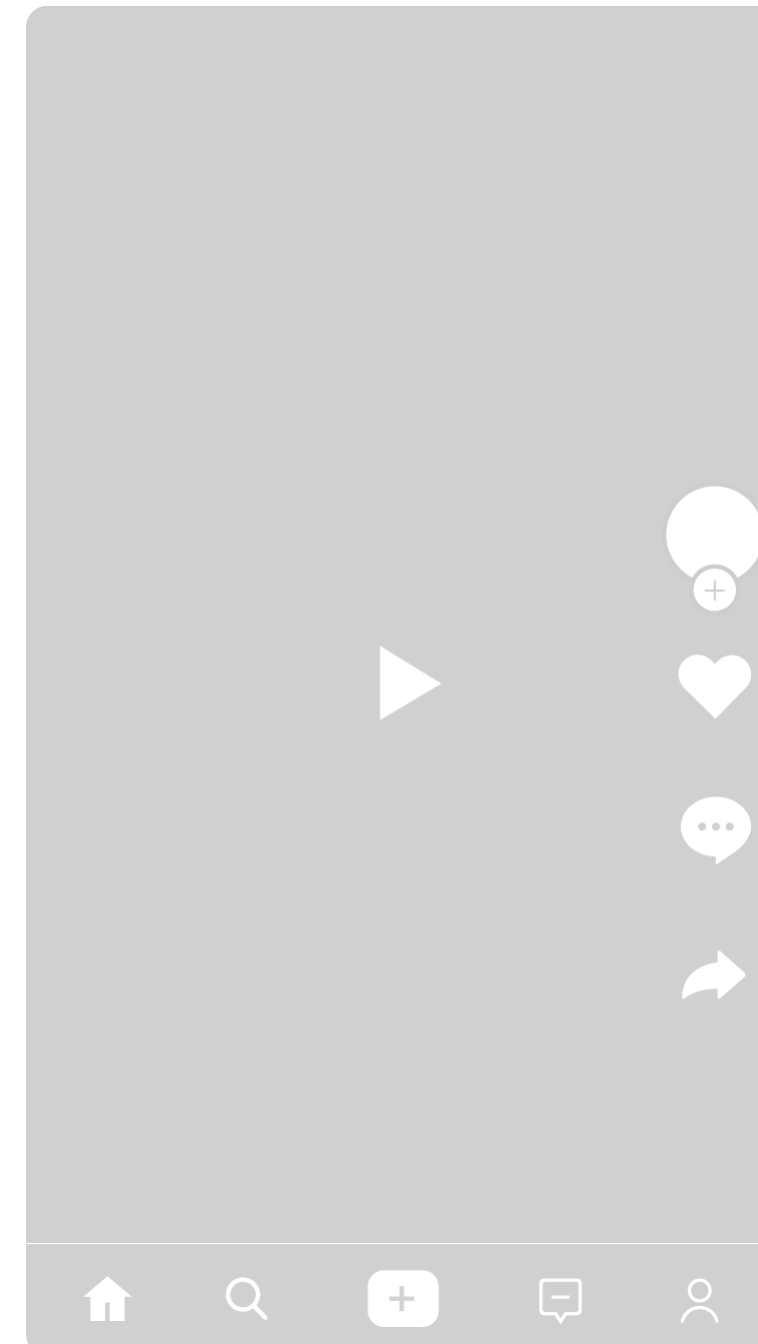
- Make posts actionable  
*Ex: Visit the blog, download the app, check the schedules etc.*
- Ask questions to encourage engagement
- Pin significant posts, major news, or announcements to the top of the page
- Tag relevant accounts when collaborating on a partnership
- Cross-post Meta platforms when possible (Instagram to Facebook), editing caption on Facebook directly in the platform
- Only use custom BITLY links when sharing links on posts



# GUIDELINES

## Posting to TikTok

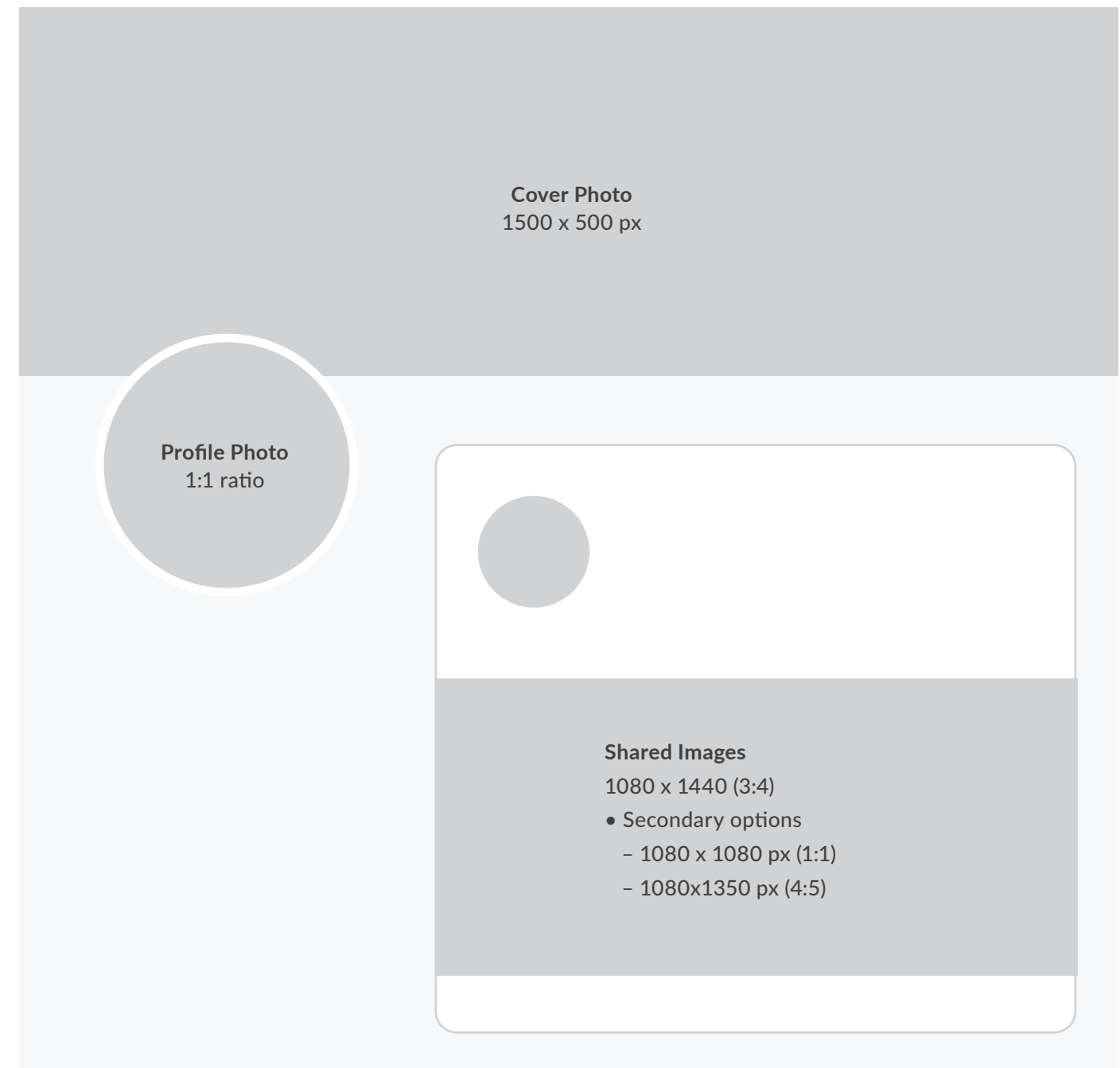
- Post videos in proper vertical video sizing—no black bars should be visible
- Utilize trending sounds, avoid using sounds with vulgar or inappropriate language
- Use "repost" button to re-share UGC, avoid reposting onto brand feed
- Keep videos short, concise, and to the point to encourage watch time/completion rate
- For text overlay, use TikTok "Standard" font with white text and black outline stroke



# GUIDELINES

## Posting to X (formerly "Twitter")

- X is used primarily for service alerts and brand updates
- Use the #NYCFerry hashtag
- Keep copy short
- Use images, GIFs, and/or videos whenever possible
- Limit to 1-2 hashtags per tweet



# 3.3

# MAPS

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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.

- A System Map of All Routes
- Individual Route Maps
- Rockaway Shuttle Bus Map

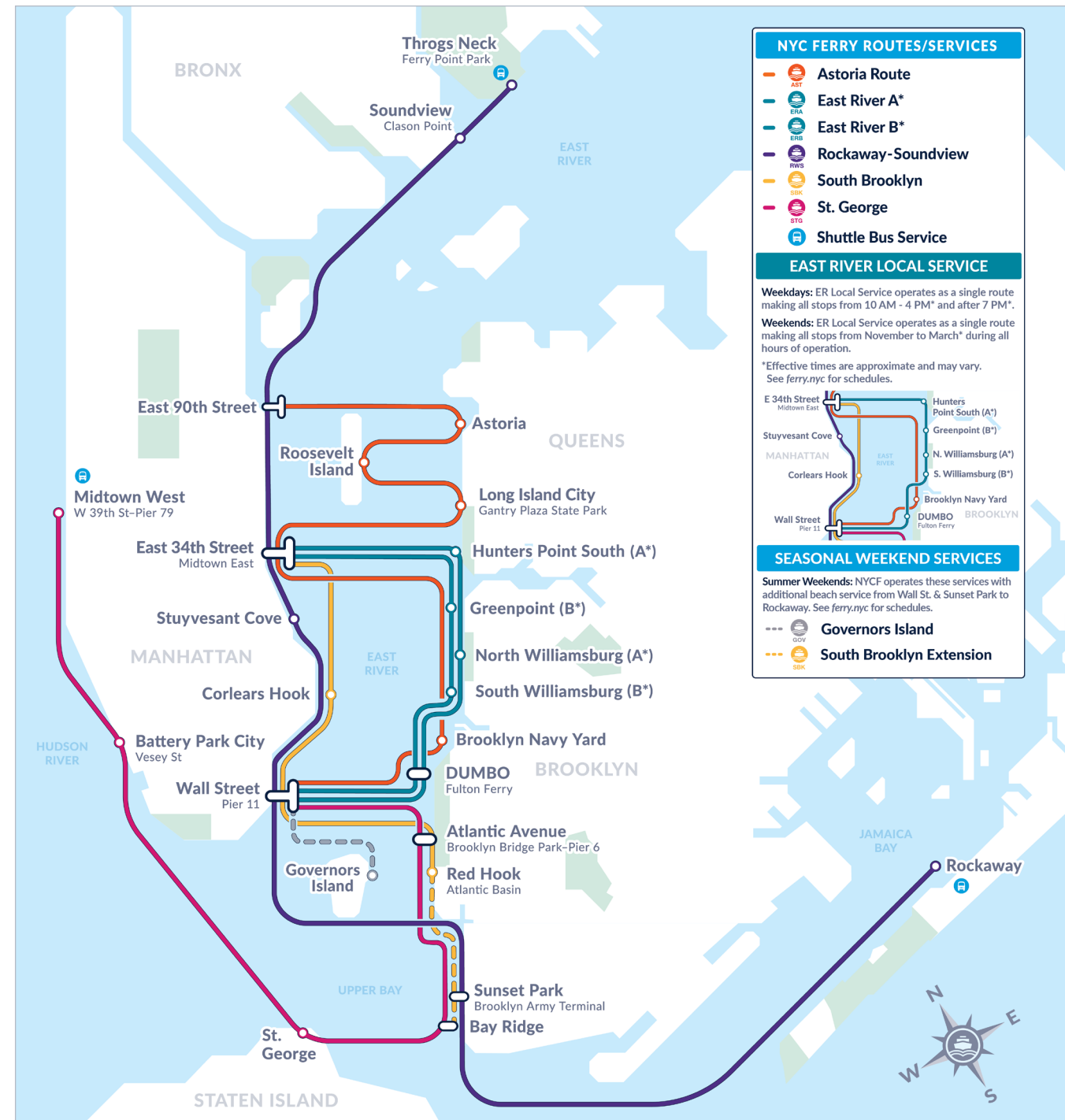
# SYSTEM ROUTE MAP

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.



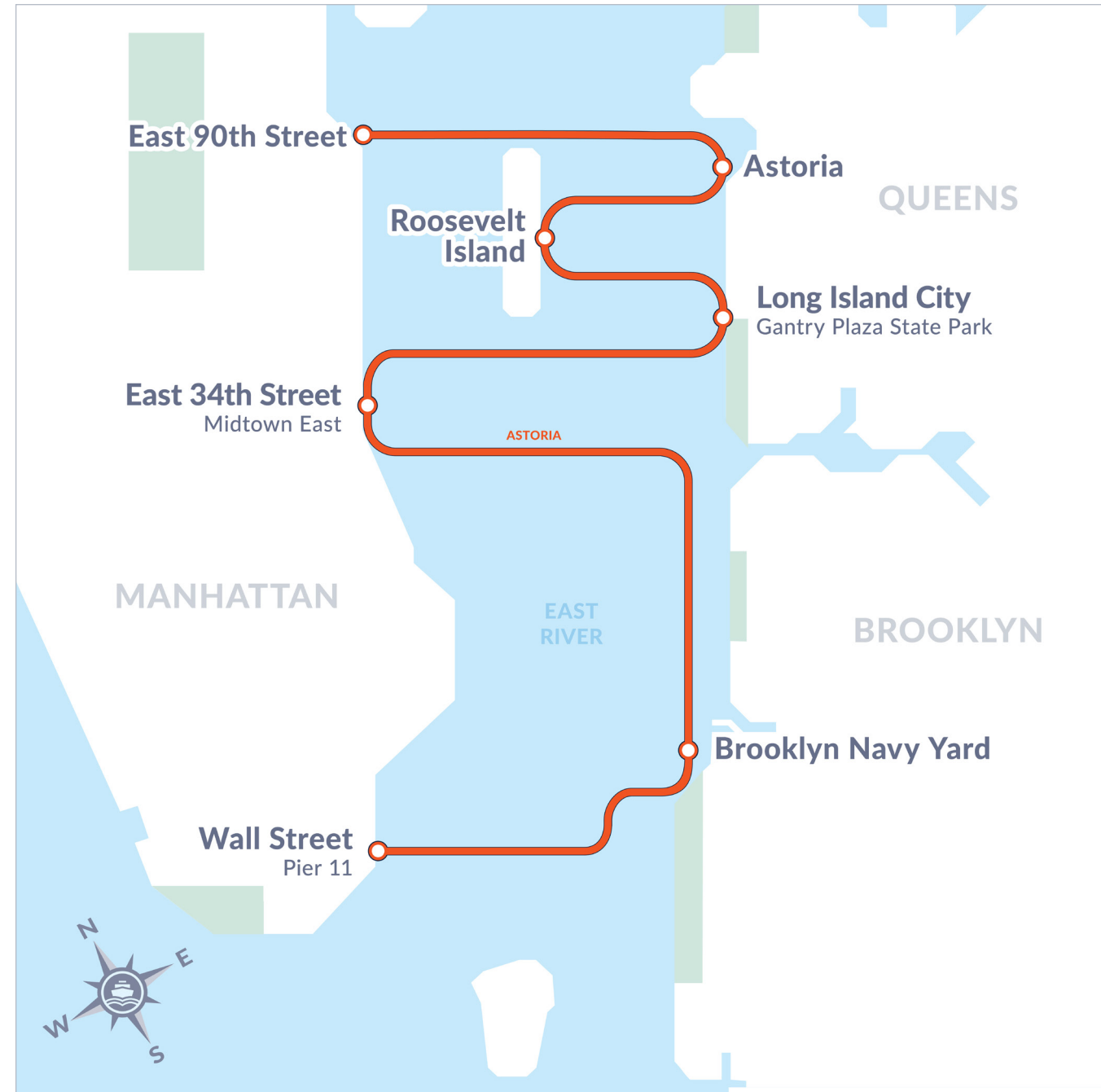
# SYSTEM ROUTE MAP (Summer)

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



# ASTORIA ROUTE MAP

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



# EAST RIVER LOCAL ROUTE MAP

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



# EAST RIVER A ROUTE MAP

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



# EAST RIVER B ROUTE MAP

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



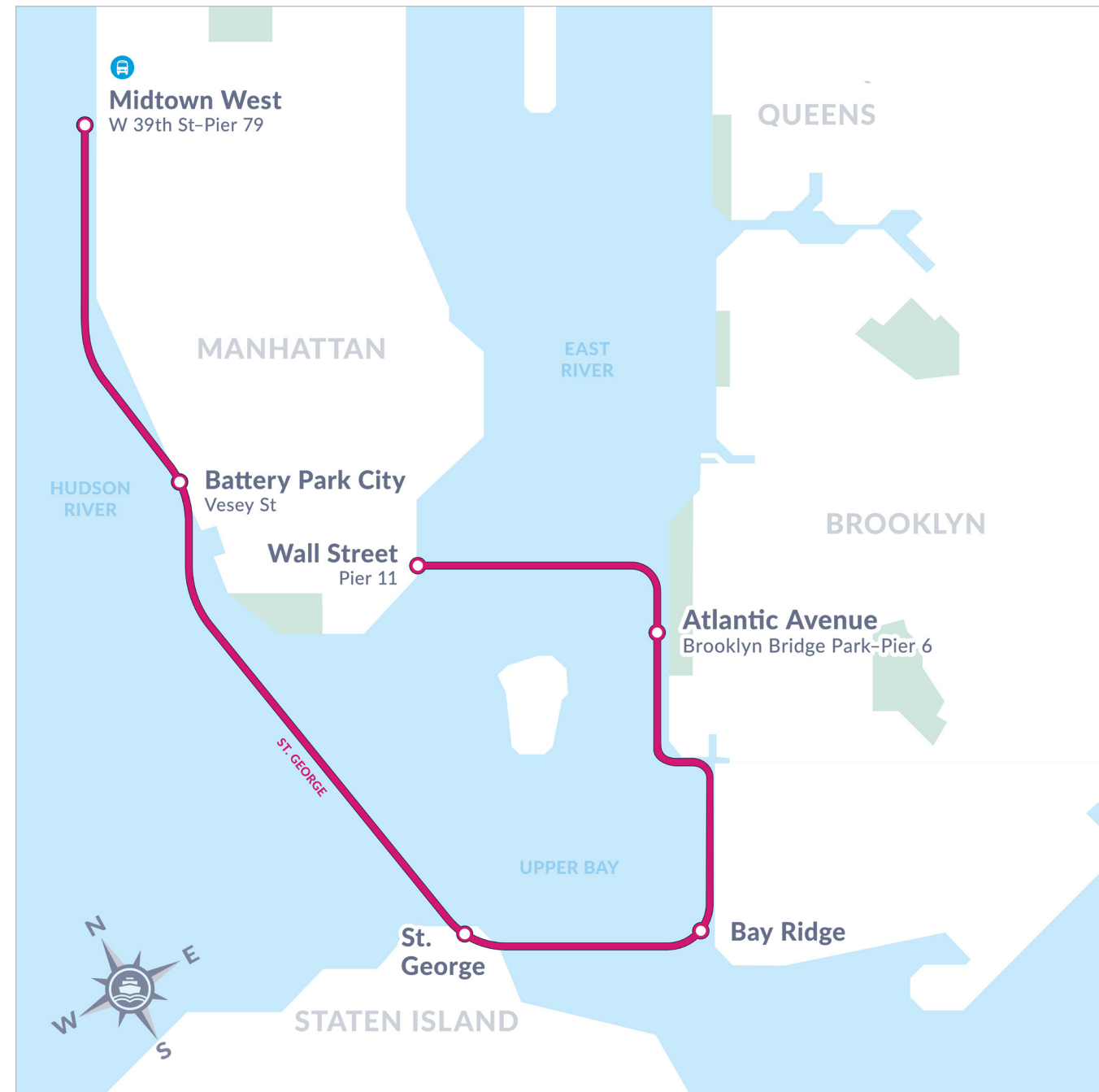
# ROCKAWAY-SOUNDVIEW ROUTE MAP

The RWS route of NYC Ferry will provide connection between the Bronx, Manhattan's East Side, Lower Manhattan, and South Brooklyn to and our city's beaches in Rockaway.



# ST. GEORGE ROUTE MAP

The St. George route connects Manhattan's West Side and Battery Park City with Staten Island, South Brooklyn, and finally to Wall Street-Pier 11 in Lower Manhattan.



# 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.



# SOUTH BROOKLYN EXTENSION 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.



# GOVERNORS ISLAND ROUTE MAP

(Summer Service)

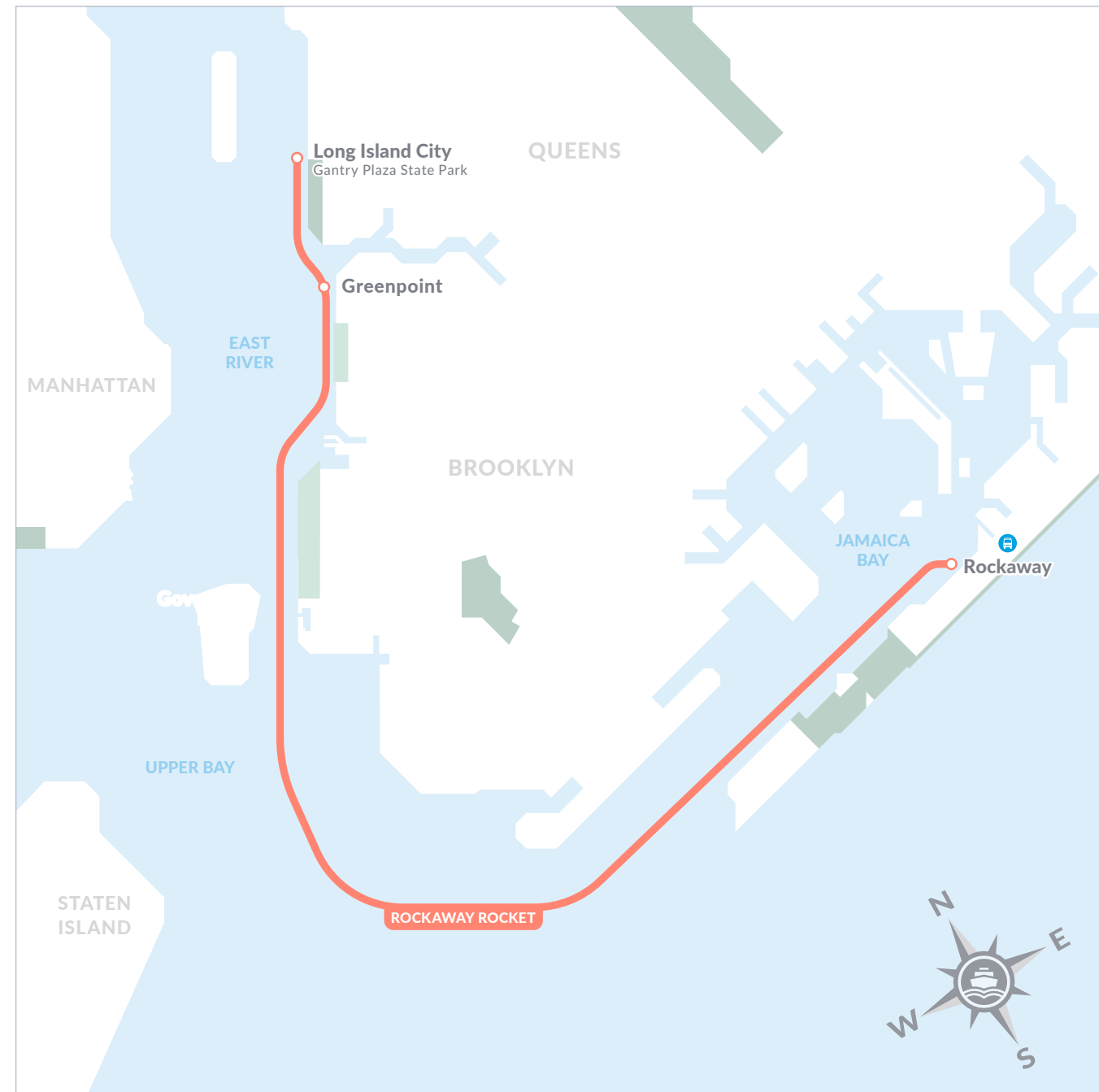
The Governors Island summer shuttle provides NYC Ferry riders an escape from the bustle of the city to enjoy the 172 acre island in the heart of New York Harbor.



# ROCKAWAY ROCKET

## Individual Route Map

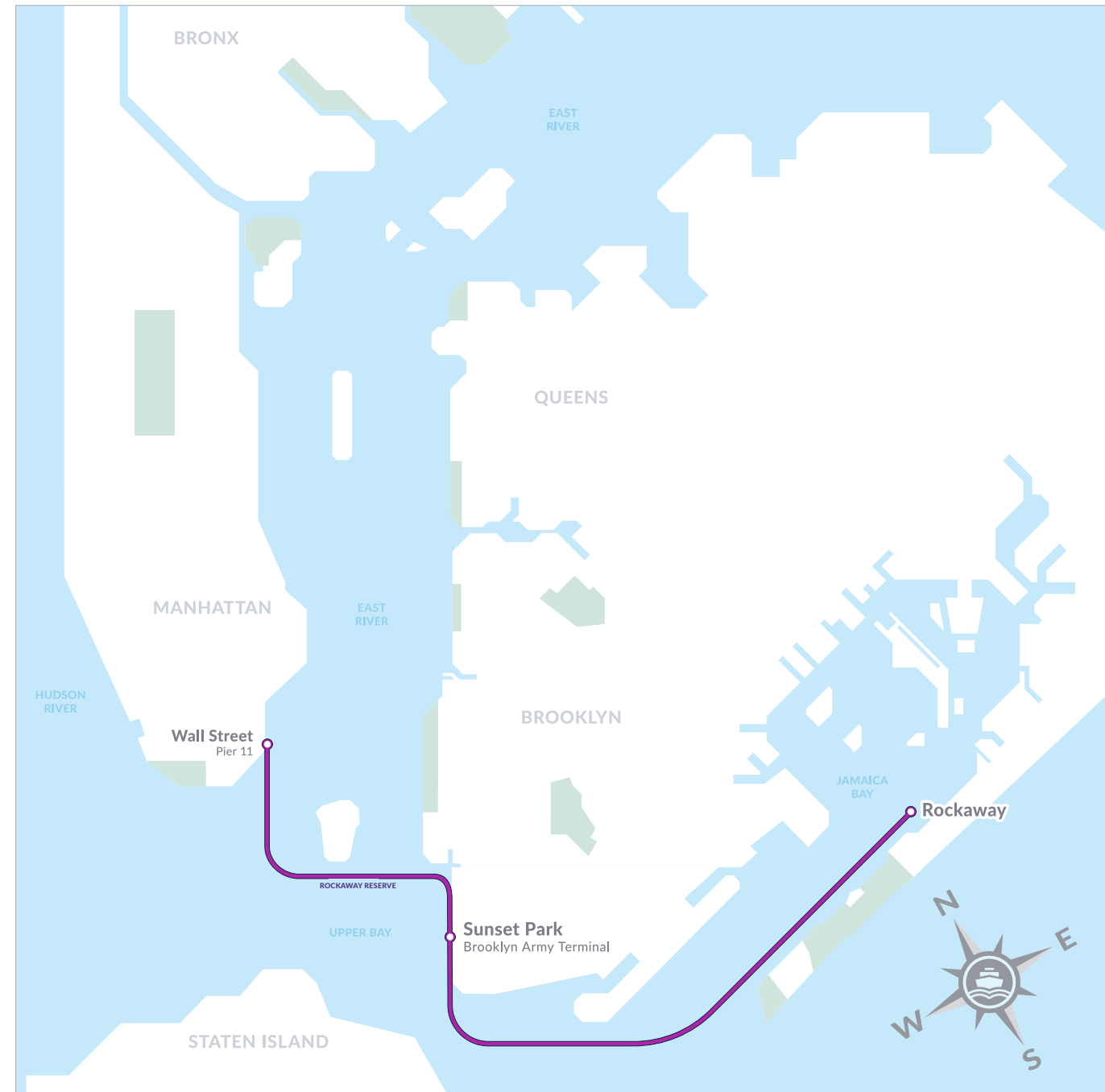
In August 2023, we were thrilled to relaunch the Rockaway Rocket route from Brooklyn. In service Summer Weekends and Holidays transporting riders between Long Island City, Greenpoint and Rockaway. This new premium express route allows riders to beat the lines and the heat with a guaranteed spot via our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



# ROCKAWAY RESERVE

## Individual Route Map

In summer 2022, we were thrilled to launch the Rockaway Reserve service during summer weekends and holidays from Wall Street-Pier 11 and Sunset Park to Rockaway. This new premium express route allows riders to beat the lines and the heat with a guaranteed spot via our ticket reservation system and offers a guaranteed seats for those who reserve in advance.



# 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.



# 3.4

# LANDING SIGNAGE

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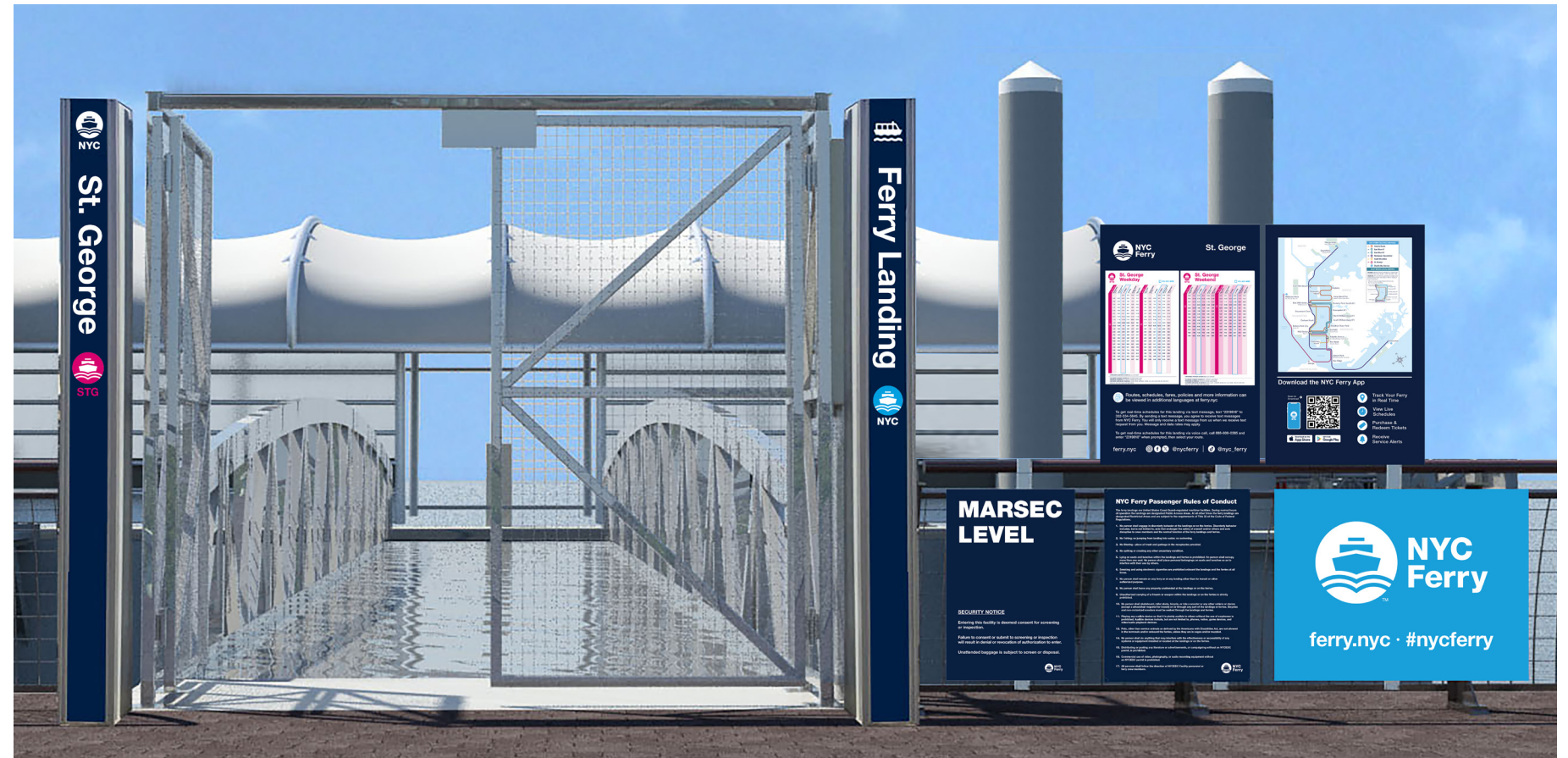
This section breaks down the specifications for mandatory signage at our landings. In order to ensure a branded and cohesive experience, all rules must be followed to ensure the proper display of information.

# LANDING SIGNAGE

## ADA Compliant

### Standard Set

- Schedule & Map Boards: 24" x 36" (2)
- Schedule PDFs: 11" x 17" Vinyl (2: Weekday/end)
- Marsec: 18" x 24" Metal Dibond
- Code of Conduct Board: 18" x 24" Metal Dibond



# BARGE SIGNAGE

ADA Compliant

## Standard Set

Signage sizes vary depending on location, based on quantity of Routes serviced Landing details outlined by Location.

- Schedule & Map Boards: 24 x 36" (2)
- Schedules 11" x 17" Vinyl (2: Weekday/end)
- Multi-lingual QR: 11" x 8.5" Zip-Tied to Railing (1)
- Fare Info: 11" x 8.5" Zip-Tied to Railing (1)
- Landing DID Enclosure Wrap
- Bilingual TVM Wrap





# MAP BOARD

- Map Board: 24" x 36"
- Map Size: 20" x 20"




Download the NYC Ferry App



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

# SCHEDULES

- Weekday & Weekend (2)
- Size: 11" x 17"
- Effective Date
- Modification Dates
- Location Indicator




## Astoria Weekday

YOU ARE HERE

	TO E. 80TH STREET PER 11		BK NAVY YARD		EAST 34TH STREET		LONG ISLAND CITY GWHY PK 23 ST PK		ROOSEVELT ISLAND		ASTORIA		EAST 80TH STREET		TO WALL STREET		EAST 80TH STREET		ASTORIA		ROOSEVELT ISLAND		LONG ISLAND CITY GWHY PK 23 ST PK		EAST 34TH STREET		BK NAVY YARD		WALL STREET PER 11		
	6:22	6:34	6:49	6:56	7:02	7:10	7:14						6:03	6:09	6:17	6:23	6:30	6:44	6:54												
	7:00	7:12	7:27	7:34	7:40	7:48	7:52						6:41	6:47	6:55	7:01	7:08	7:22	7:32												
	7:38	7:50	8:05	8:12	8:18	8:26	8:30						7:19	7:25	7:33	7:39	7:46	8:00	8:10												
	8:16	8:28	8:43	8:50	8:56	9:04	9:08						7:57	8:03	8:11	8:17	8:24	8:38	8:48												
	8:54	9:06	9:21	9:28	9:34	9:42	9:46						8:35	8:41	8:49	8:55	9:02	9:16	9:26												
	9:32	9:44	9:59	10:06	10:12	10:20	10:24						9:13	9:19	9:27	9:33	9:40	9:54	10:04												
	10:29	10:41	10:56	11:03	11:09	11:17	11:21						9:51	9:57	10:05	10:11	10:18	10:32	10:42												
	11:26	11:38	11:53	12:00	12:06	12:14	12:18						10:29	10:35	10:43	10:49	10:56	11:10	11:20												
AM	12:23	12:35	12:50	12:57	1:03	1:11	1:15						11:26	11:32	11:40	11:46	11:53	12:07	12:17												
PM	1:20	1:32	1:47	1:54	2:00	2:08	2:12						12:23	12:29	12:37	12:43	12:50	1:04	1:14												
	2:17	2:29	2:44	2:51	2:57	3:05	3:09						1:20	1:26	1:34	1:40	1:47	2:01	2:11												
	3:17	3:29	3:44	3:51	3:57	4:05	4:09						2:17	2:23	2:31	2:37	2:44	2:58	3:08												
	4:13	4:25	4:42	4:49	4:54	5:02	5:06						3:14	3:20	3:28	3:34	3:41	3:55	4:05												
	4:52	5:04	5:21	5:28	5:33	5:41	5:45						4:14	4:20	4:28	4:34	4:41	4:55	5:05												
	5:31	5:43	6:00	6:07	6:12	6:20	6:24						5:14	5:20	5:29	5:35	5:42	5:56	6:06												
	6:13	6:25	6:42	6:49	6:54	7:02	7:06						5:50	5:56	6:05	6:11	6:18	6:32	6:42												
	6:52	7:04	7:21	7:28	7:33	7:41	7:45						6:29	6:35	6:44	6:50	6:57	7:11	7:21												
	7:28	7:40	7:55	8:02	8:08	8:16	8:20						7:11	7:17	7:26	7:32	7:39	7:53	8:03												
	8:07	8:19	8:34	8:41	8:47	8:55	8:59						7:50	7:56	8:05	8:11	8:18	8:32	8:42												
													8:25	8:31	8:39	8:45	8:52	9:06	9:16												

ASTORIA - OPTIMIZED WINTER SCHEDULE: as of 2/21/26  
MODIFIED WEEKEND SCHEDULE: 2/22, 3/1, 3/8, 3/15, 3/22, 3/29, and 4/5/26



## Astoria Weekend

YOU ARE HERE

	TO E. 80TH STREET PER 11		BK NAVY YARD		EAST 34TH STREET		LONG ISLAND CITY GWHY PK 23 ST PK		ROOSEVELT ISLAND		ASTORIA		EAST 80TH STREET		TO WALL STREET		EAST 80TH STREET		ASTORIA		ROOSEVELT ISLAND		LONG ISLAND CITY GWHY PK 23 ST PK		EAST 34TH STREET		BK NAVY YARD		WALL STREET PER 11		
	8:56	9:11	9:27	9:34	9:41	9:49	9:53						8:54	9:00	9:08	9:13	9:20	9:34	9:44												
	9:58	10:13	10:29	10:36	10:43	10:51	10:55						9:58	10:04	10:12	10:17	10:24	10:38	10:48												
AM	11:00	11:15	11:31	11:38	11:45	11:53	11:57						11:00	11:06	11:14	11:19	11:26	11:40	11:50												
PM	12:02	12:17	12:33	12:40	12:47	12:55	12:59						12:02	12:08	12:16	12:21	12:28	12:42	12:52												
	1:04	1:19	1:35	1:42	1:49	1:57	2:01						1:04	1:10	1:18	1:23	1:30	1:44	1:54												
	2:06	2:21	2:37	2:44	2:51	2:59	3:03						2:06	2:12	2:20	2:25	2:32	2:46	2:56												
	3:08	3:23	3:39	3:46	3:53	4:01	4:05						3:08	3:14	3:22	3:27	3:34	3:48	3:58												
	4:10	4:25	4:41	4:48	4:55	5:03	5:07						4:10	4:16	4:24	4:29	4:36	4:50	5:00												
	5:12	5:27	5:43	5:50	5:57	6:05	6:09						5:12	5:18	5:26	5:31	5:38	5:52	6:02												
	6:14	6:29	6:45	6:52	6:59	7:07	7:11						6:14	6:20	6:28	6:33	6:40	6:54	7:04												
	7:16	7:31	7:47	7:54	8:01	8:09	8:13						7:16	7:22	7:30	7:35	7:42	7:56	8:06												
	8:18	8:33	8:49	8:56	9:03	9:11	9:15						8:18	8:24	8:32	8:37	8:44	8:58	9:08												

ASTORIA - OPTIMIZED WINTER SCHEDULE: as of 2/21/26  
MODIFIED WEEKEND SCHEDULE: 2/22, 3/1, 3/8, 3/15, 3/22, 3/29, and 4/5/26


# MULTILINGUAL INFORMATION

- Size: 11" x 8.5"

## Multilingual Information

Scan to view translated ticketing information



 For more information translated in other languages visit [ferry.nyc/ticketing-info](https://ferry.nyc/ticketing-info)


# FARE INFORMATION

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- Size: 11" x 8.5"

## Fare Information

One-Way (Single)	\$4.50
One-Way (10-Trips)	\$29.00
2-Day Unlimited Ticket	\$15.00 <small>NYCF APP ONLY</small>
Children Under 44"	Free
In-Service Transfers	Free
Bikes	Free

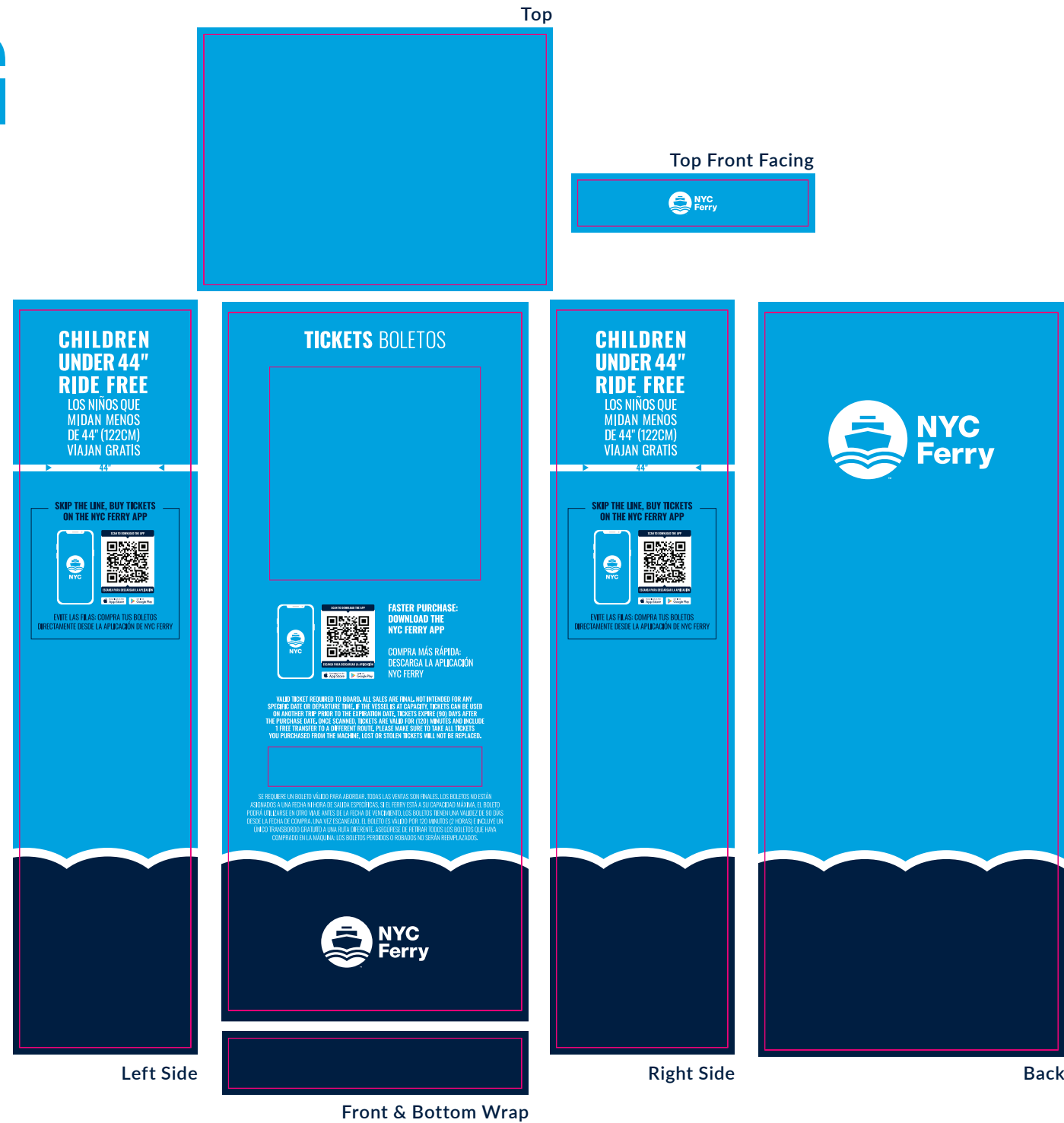
 Discounted fares available, to see if you qualify & apply visit [ferry.nyc/discount](https://ferry.nyc/discount)

No refunds. Metrocards not accepted.

# TICKET VENDING MACHINE

(TVM) | Bilingual

- English/Spanish Instructions
- Children Under 44" Ride Free Height Marker
- Download the App CTA Real-Time Info



# WALL STREET PIER 11

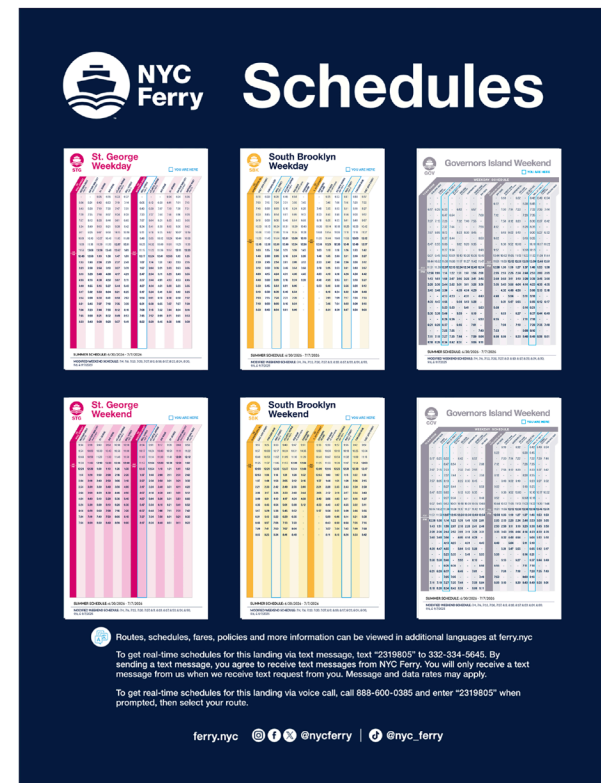
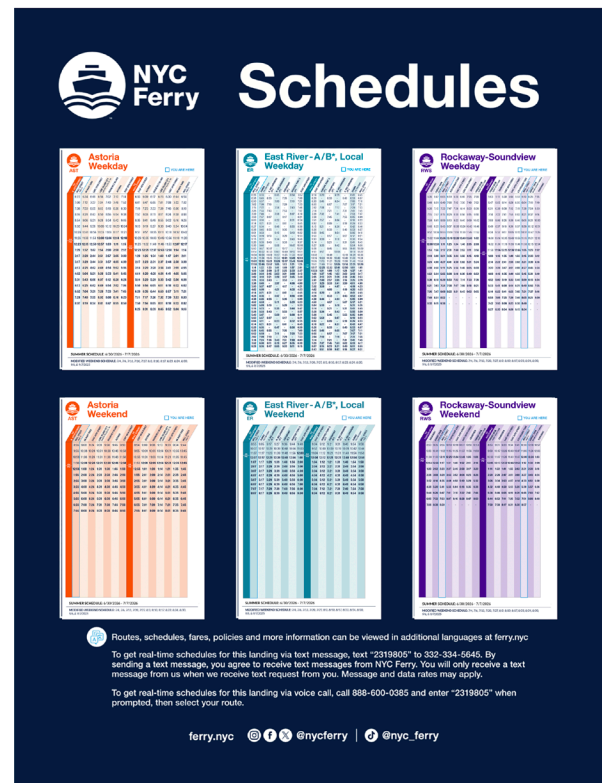
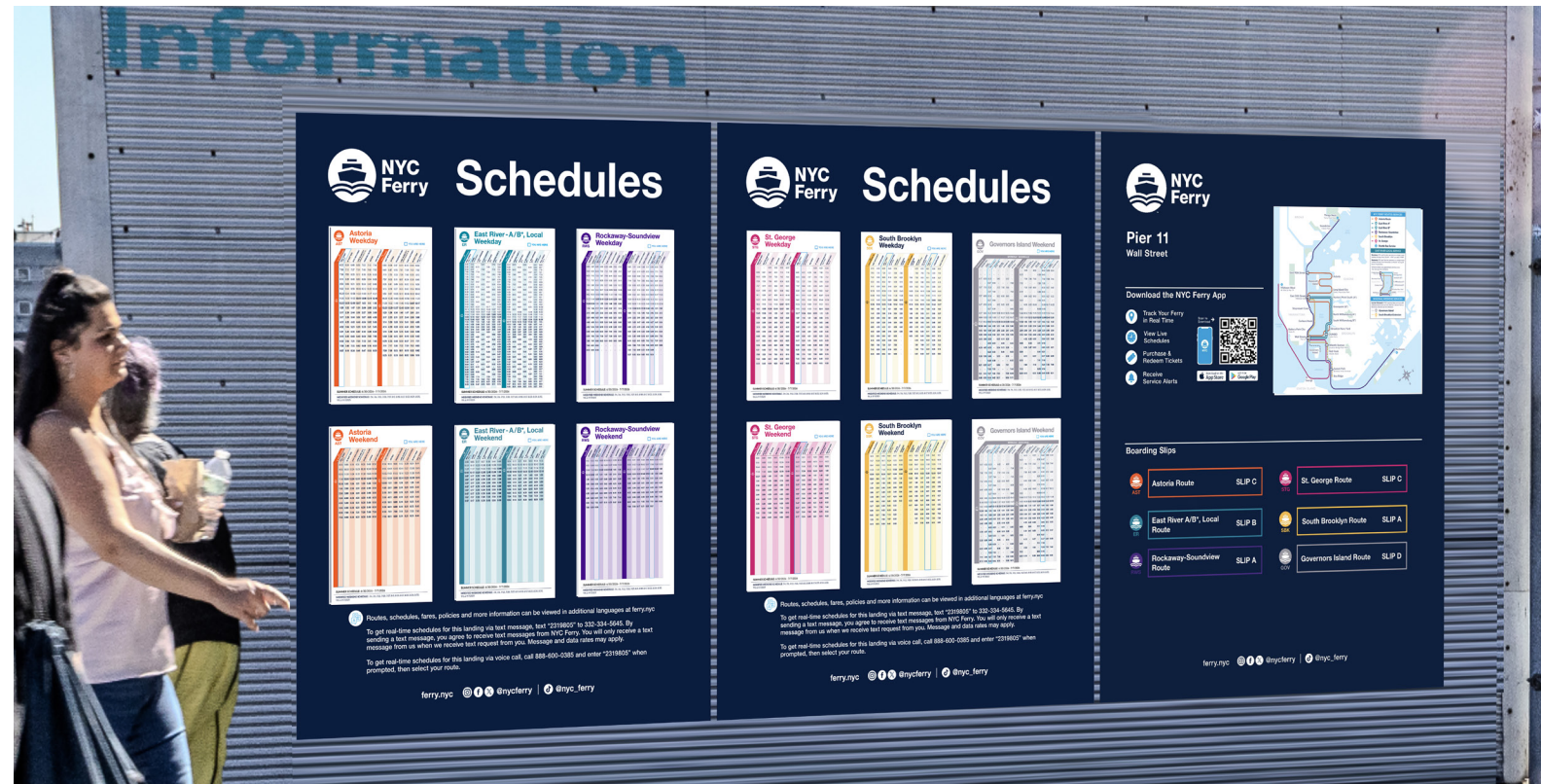
## HUB | Schedule & Map Board

### Schedule Board

- Size: 46" x 60" (2)

### Map Board

- Size: 46" x 60" (1)



Schedule Boards



Map Board

# WALL STREET PIER 11

## HUB | Digital Information Display (DID)

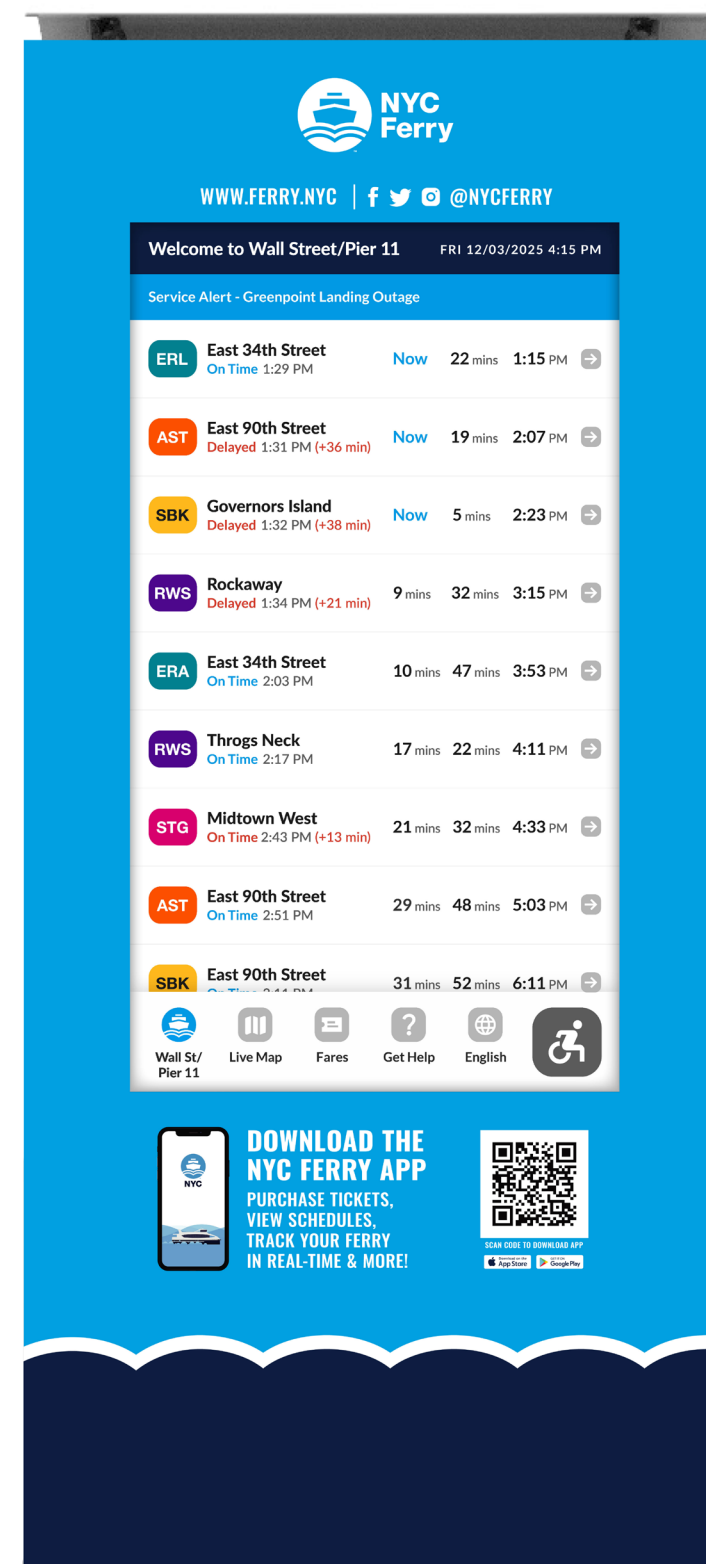
- Real-Time Arrivals and Departures
- Displays Service Alerts When Necessary

Welcome to Wall Street / Pier 11				10:00 <small>AM</small>		
DESTINATION	NEXT DEPARTURES		STOPPING AT			
<b>ERL</b> East 34th Street	2 min	13 min	DUMBO/Fulton Ferry	South Williamsburg	+5 more..	
<b>SBK</b> East 34th Street	13 min	27 min	Corlears Hook	East 34th Street		
<b>SBK</b> Governors Island	24 min	36 min	Atlantic Avenue	Red Hook	Governors Island	
<b>RWS</b> Rockaway	16 min	29 min	Sunset Park	Rockaway		
<b>RWS</b> Throgs Neck	27 min	46 min	Stuyvesant Cove	East 34th Street	East 90th Street	+2 more..
<b>AST</b> East 90th Street	25 min	49 min	Brooklyn Navy Yard	East 34th Street	Long Island City	+3 more..
<b>SERVICE ALERTS</b>			GET SERVICE DETAILS AT <a href="https://ferry.nyc.gov/service-alerts/">FERRY.NYC/SERVICE-ALERTS/</a>			
<b>ERL</b>	Greenpoint is currently closed due to an issue with one of the pier piles.		<b>AST</b>	The 11:53 AM departure from East 34 Street will to East 90th Street not operate, the next vessel will be at 12:50 PM.		

# WALL STREET PIER 11

## HUB | Digital Information Kiosk (DIK)

- Real-Time Arrivals and Departures
- Displays Service Alerts When Necessary
- Accessible Interactive Information Kiosk with Fare Info, FAQ & Live Map



# WALL STREET PIER 11

## HUB | Wayfinding: Route Rolling A-Frames

- Front Facing: 32" x 44"
- Back Facing: 32" x 44"
- Side Panels: 27.75" x 44"
- Wall Street-Pier 11 Routes Only
  - Astoria
  - East River Local, A/B
  - Rockaway-Soundview
  - South Brooklyn



South Brooklyn Front & Back

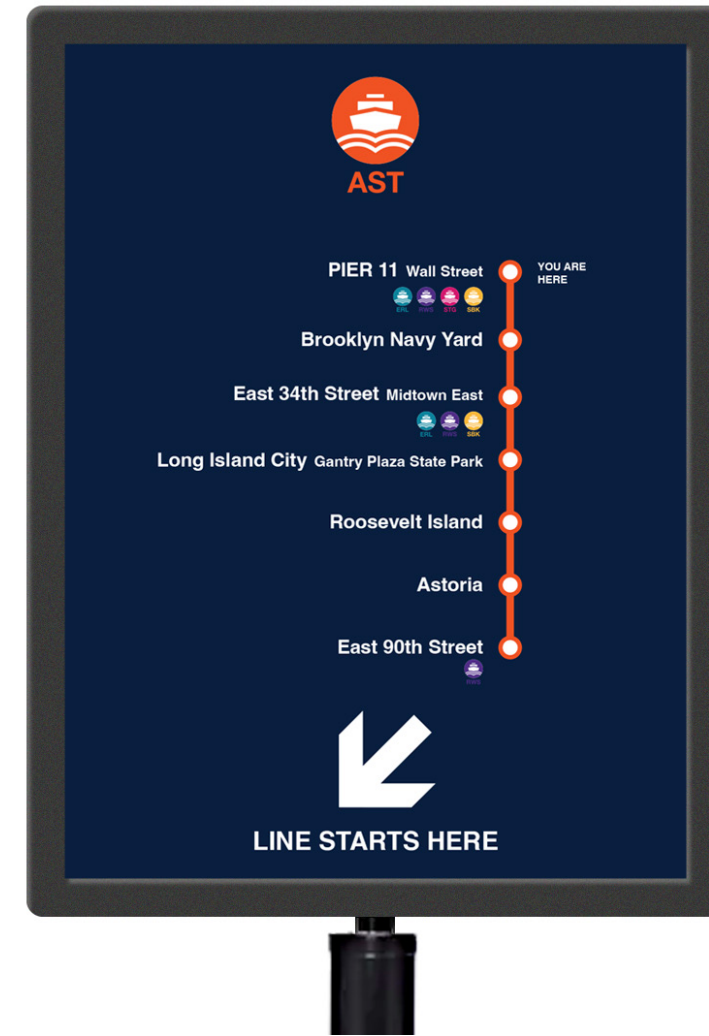
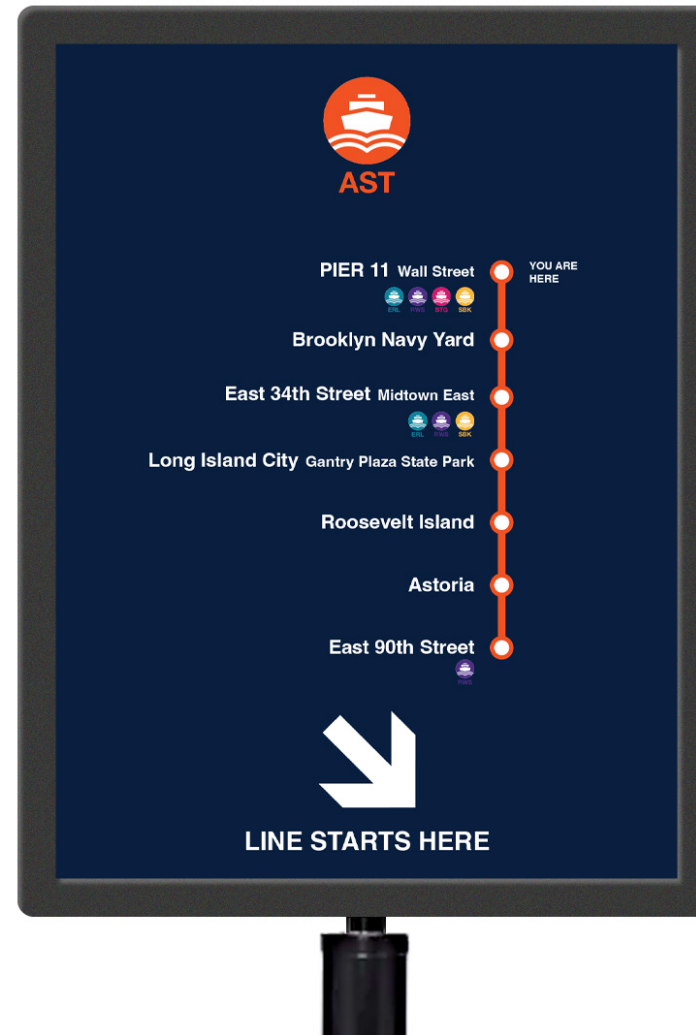
Sides



# WALL STREET PIER 11

## HUB | Wayfinding: Queue Stanchions

- Size: 8.5" x 11" (2: Front/Back)
- For Wall Street-Pier 11 Routes
  - East River Local, A/B
  - Rockaway-Soundview
  - South Brooklyn
  - St. George
- East 34th Street Routes
  - East River Local, A/B
  - Rockaway-Soundview
  - South Brooklyn
- DUMBO-Fulton Ferry Routes
  - East River Local, A/B



# EAST 34TH STREET

## Schedule & Map Board

### Schedule Board

- Size: 60" x 60" (1)

### Map Board

- Size: 46" x 30" (1)

### Fare Information

- Size: 11" x 8.5" (1)

### Multilingual Information

- Size: 11" x 8.5" (1)

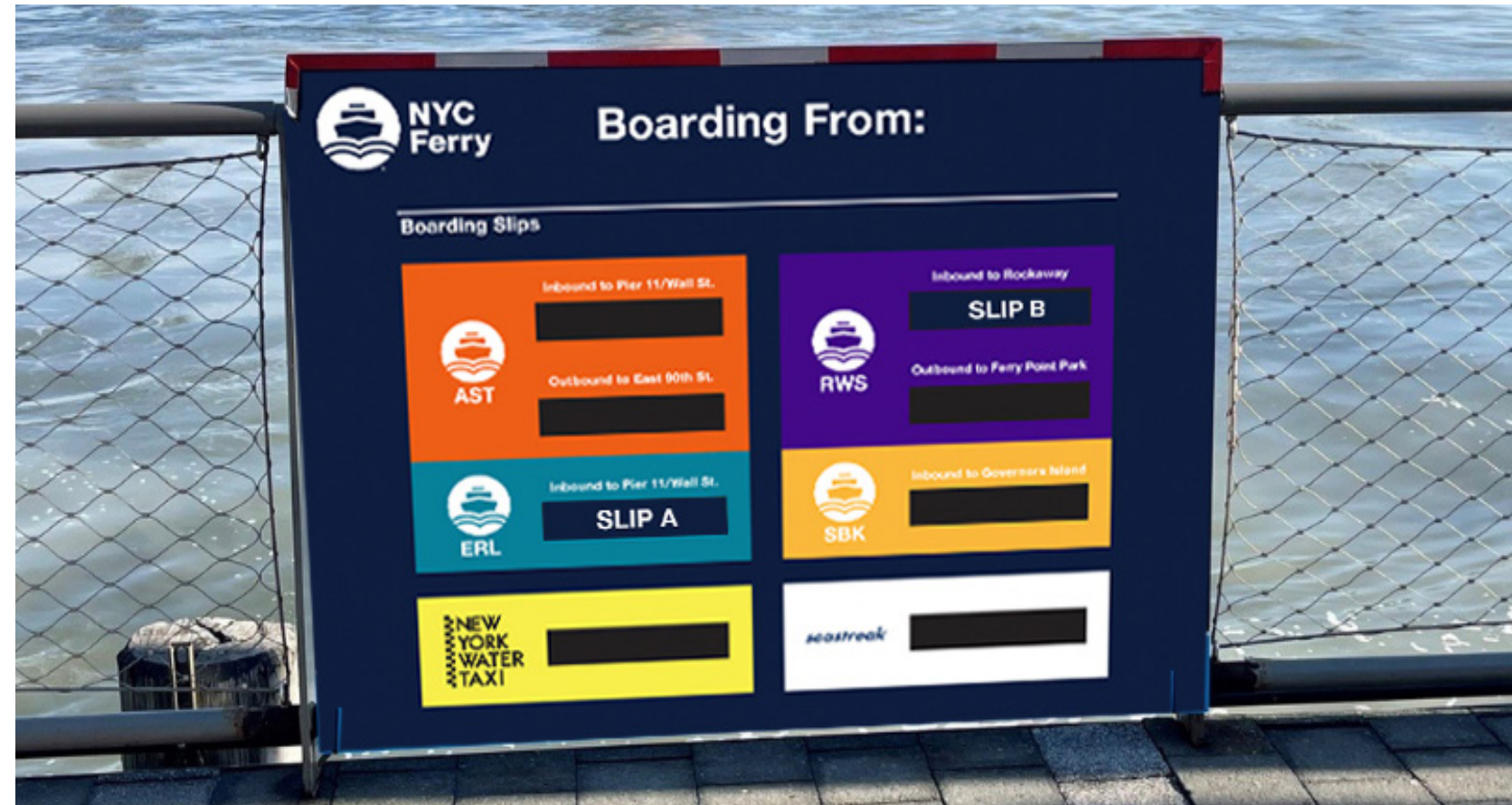


Schedule and Boards

# EAST 34TH STREET

## Hearing Impaired Magnetic Board

- Board Size: 60 x 46" (1)
- Slip Assignments: 12 x 2.5" (2: Slip A/B)



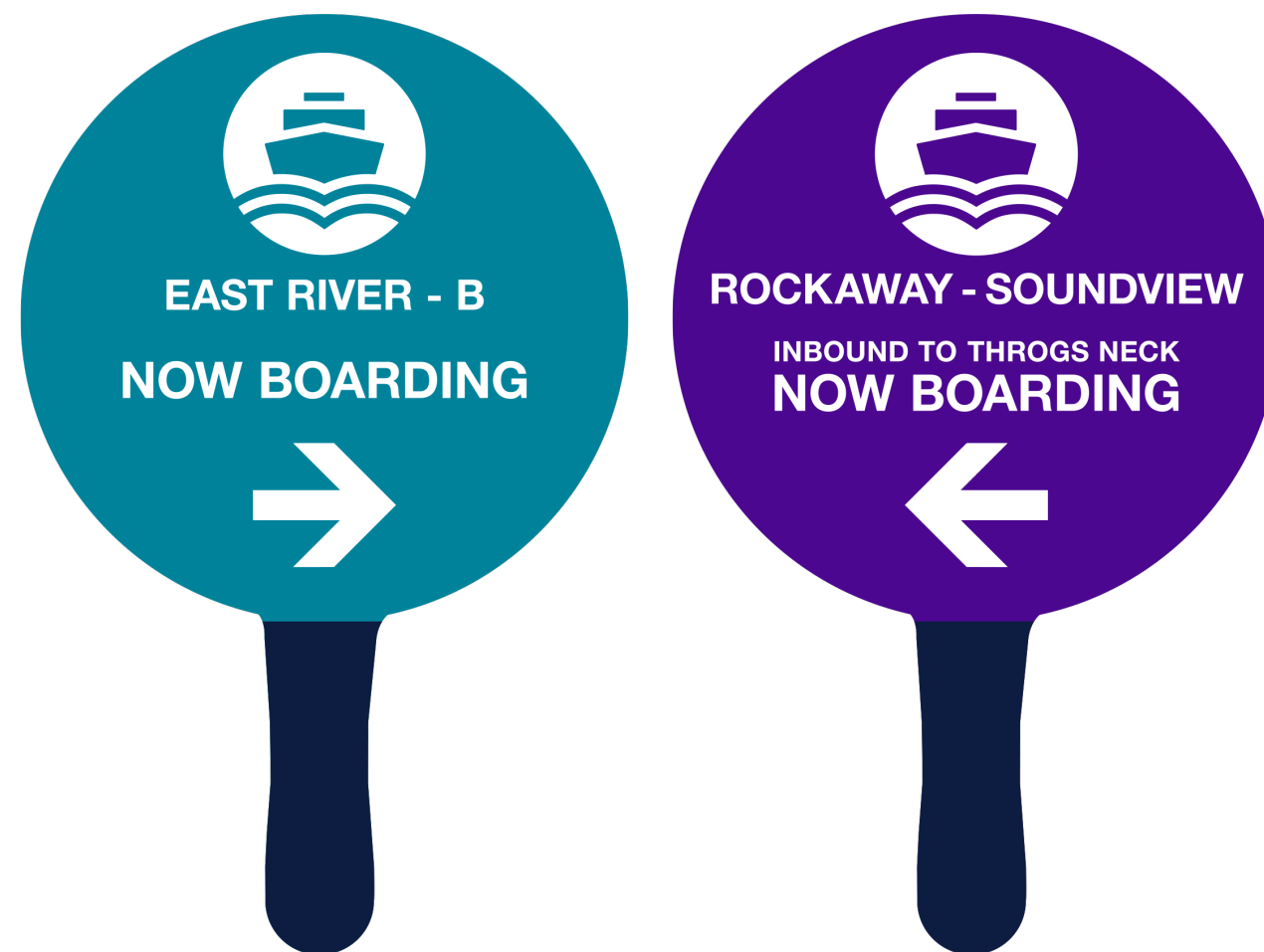
SLIP A

SLIP B

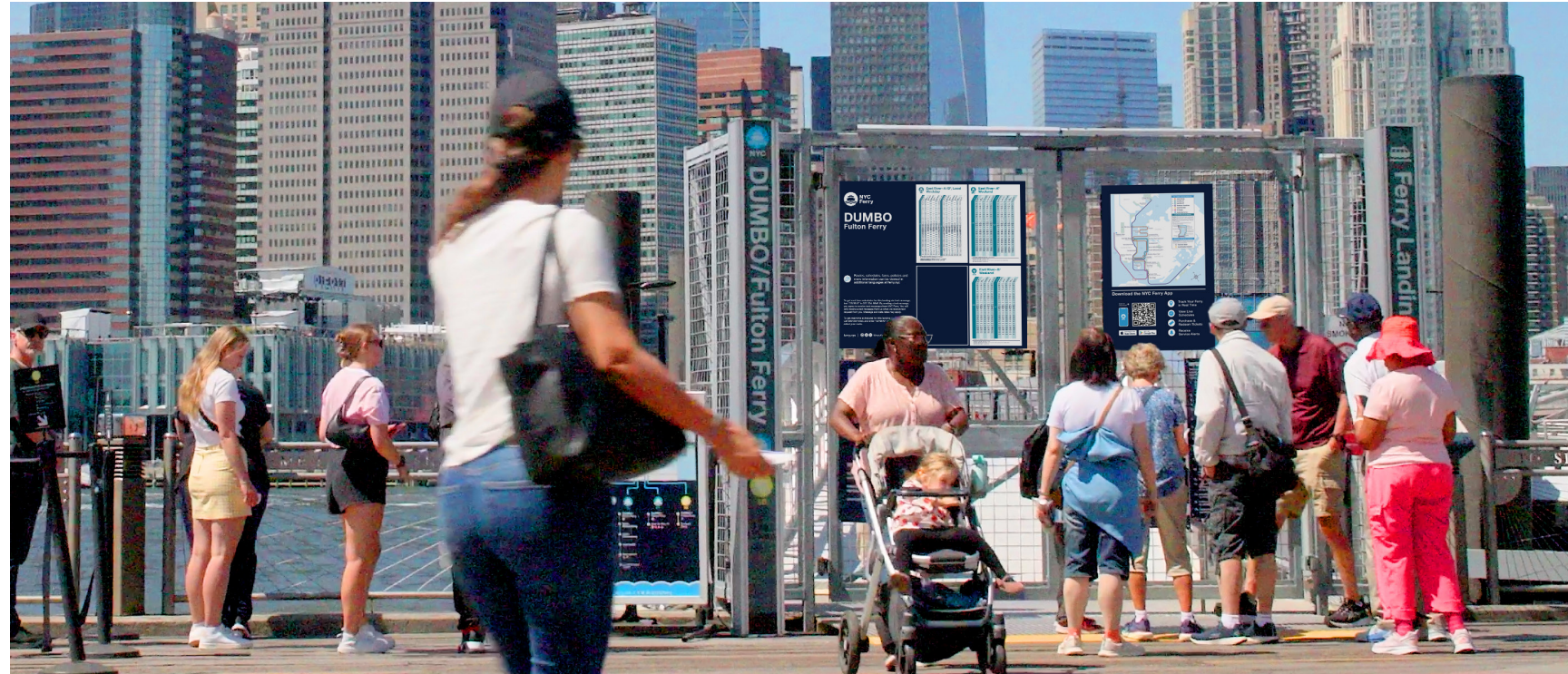
# WALL STREET EAST 34TH ST.

HUB | Wayfinding: Double-sided, Hand-Held Paddle

- Overall Size: 15" x 23"
- Wall St. & E. 34th St Routes:
  - East River Local, A/B
  - Rockaway-Soundview







# DUMBO

## Schedule & Map Board

### Schedule Board

- Size: 40" x 36" (1)

### Map Board

- Size: 24" x 36" (1)

## DUMBO Fulton Ferry

Routes, schedules, fares, policies and more information can be viewed in additional languages at [ferry.nyc](http://ferry.nyc)

To get real-time schedules for this landing via text message, text "2319817" to 332-334-5645. By sending a text message, you agree to receive text messages from NYC Ferry. You will only receive a text message from us when we receive text request from you. Message and data rates may apply.

To get real-time schedules for this landing via voice call, dial 888-600-0365 and enter "2319872" when prompted, then select your route.

[ferry.nyc](http://ferry.nyc) | @nycferry | @nyc\_ferry

East River - A/B*, Local Weekday		East River - A* Weekend	
TO	FROM	TO	FROM
05:00	05:15	05:00	05:15
05:30	05:45	05:30	05:45
06:00	06:15	06:00	06:15
06:30	06:45	06:30	06:45
07:00	07:15	07:00	07:15
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## DUMBO Fulton Ferry

Routes, schedules, fares, policies and more information can be viewed in additional languages at [ferry.nyc](http://ferry.nyc)

To get real-time schedules for this landing via text message, text "2319817" to 332-334-5645. By sending a text message, you agree to receive text messages from NYC Ferry. You will only receive a text message from us when we receive text request from you. Message and data rates may apply.

To get real-time schedules for this landing via voice call, dial 888-600-0365 and enter "2319872" when prompted, then select your route.

[ferry.nyc](http://ferry.nyc) | @nycferry | @nyc\_ferry

**Download the NYC Ferry App**

Scan to Download

Download on the App Store | GET IT ON Google Play

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

Schedule Board

Map Board

95

# DUMBO

## Landing Ticket Cart

- Top: 51" x 24"
- Front: 51" x 30.5"
- Side: 18" x 30.5"
- Multi-Language Highlight
- Download the App CTA Real-Time Info
- Fare information
- System Map

Carts at the following landings:

- Atlantic Avenue/Pier 8
- East 90th Street
- Hunters Point South
- Greenpoint
- South Williamsburg
- North Williamsburg
- Dumbo-Fulton Landing
- St. George
- Bay Ridge
- Redhook
- Rockaway

Top

**Fare Information**

One-Way (Single)	\$4.50
One-Way (10-Trips)	\$29.00
2-Day Unlimited	\$15.00 <small>NYC APP ONLY</small>
Children Under 44"	Free
In-Service Transfers	Free
Bikes	Free

No refunds. Metrocards not accepted.

@NYCFerry | @NYC\_Ferry



**Ferry Tickets & Information**

One-Way (Single)	\$4.50
One-Way (10-Trips)	\$29.00
2-Day Unlimited	\$15.00 <small>NYC APP ONLY</small>
Children Under 44"	Free
In-Service Transfers	Free
Bikes	Free

No refunds. Metrocards not accepted.

Scan to view translated ticketing information

Left

**NYC Ferry**

@NYCFerry | @NYC\_Ferry

- Onboard Concessions
- Open Air Top Deck
- NYC Views
- ADA Accessible
- Free Transfers to other NYC routes
- Bike Racks

Front

**DOWNLOAD THE NYC FERRY APP**

PURCHASE TICKETS, VIEW SCHEDULES, TRACK YOUR FERRY IN REAL-TIME & MORE!

Activate Tickets Before Boarding

Right



# BROOKLYN ARMY TERMINAL/ SUNSET PARK

## HUB (Summer) | Schedule & Map A-Frames

### Schedule A-Frame

- Size: 28" x 44" (1), In Summer Service (2)

### Map A-Frame

- Size: 28" x 44" (1)



Landing A-Frames



SBK Extension added for Summer Service

# BAY RIDGE

## HUB (Summer) | Schedule Board & Map, DID & TVM

### Schedule Board

- Size: 24" x 36" (2)

### Map Board

- Size: 24" x 36" (2)

### Schedule A-Frame

- Size: 28" x 44" (1: Summer Only)

**NYC Ferry Bay Ridge**

**St. George Weekend**

Time	St. George	Midtown West	St. George	Midtown West
06:00				
06:15				
06:30				
06:45				
07:00				
07:15				
07:30				
07:45				
08:00				
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23:30				
23:45				
24:00				

**Bay Ridge**

Time	Bay Ridge	Midtown West	Bay Ridge	Midtown West
06:00				
06:15				
06:30				
06:45				
07:00				
07:15				
07:30				
07:45				
08:00				
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23:15				
23:30				
23:45				
24:00				

Download the NYC Ferry App

Track Your Ferry in Real Time

View Live Schedules

Purchase & Redeem Tickets

Receive Service Alerts

Schedule Board

**NYC Ferry Bay Ridge**

**St. George Weekend**

**Bay Ridge**

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View Live Schedules

Purchase & Redeem Tickets

Receive Service Alerts

SummerMap Board



# 3.5

# VESSEL SIGNAGE

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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

## 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.

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

# SERVICE ALERT COMMUNICATIONS

(Comms)

## DIDS

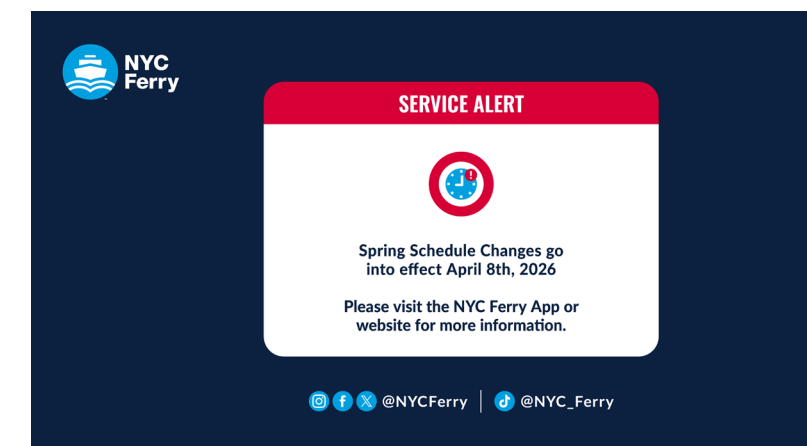
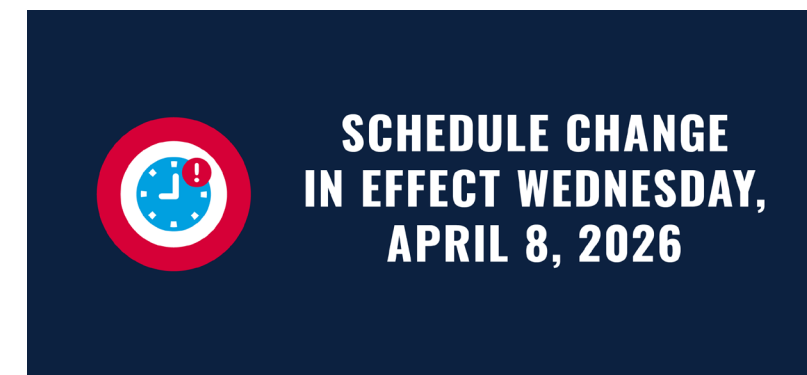
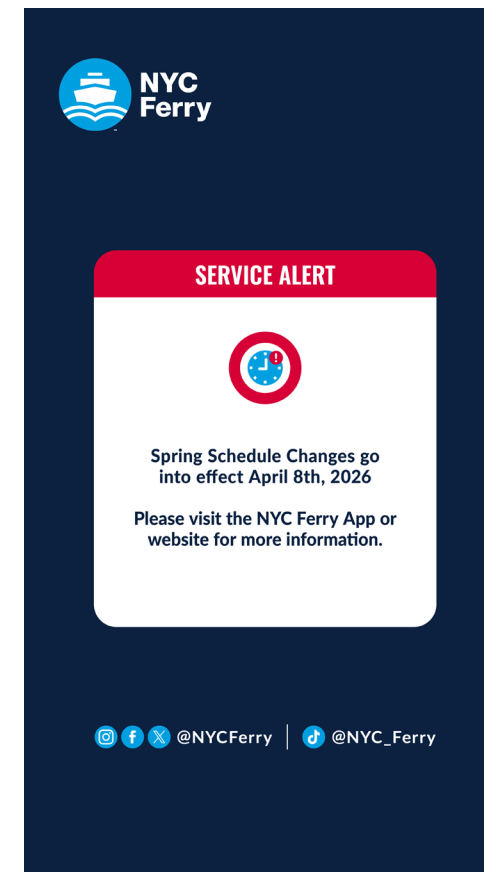
- Image Formats: PNG & JPG
- Portrait: 1920 X 1080 px
- Landscape: 1080 x 1920 px

## • Web Slider

- 1431 x 451 px

## Blog

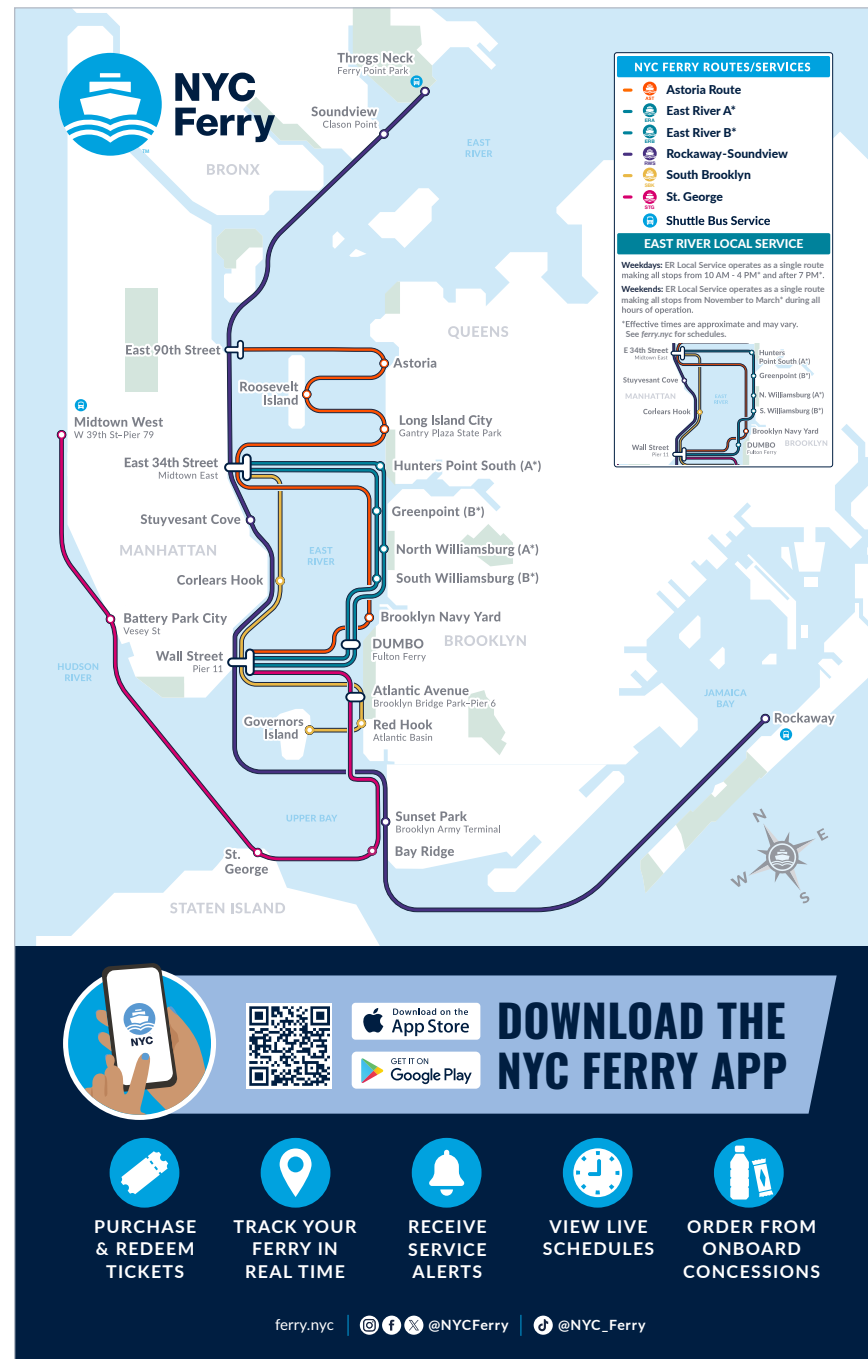
- Size: 850 x 400 px



# ONBOARD ROUTE MAP

## Vessel Signage

- System Map (38 Maps: 1/Vessel)
- Size: 24" x 36"
- Secured in Snap Frame



# ICONOGRAPHY

## Vessel 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



Straight Left Right

### People



Person With Cane Person With Crutches Person With Wheelchair

### Restroom



Flush After Use Restroom Baby Changing Station All Gender Restroom

### Activity Not Allowed



Do Not Stand Do Not Sit Do Not Flush Feminine Products No Outside Food Or Beverage No Smoking Alcoholic Beverages Are Not Permitted Off The Vessel



No Bicycles Do Not Stand On Life Jacket Boxes No Strollers Do Not Put Anything In Toilet

### Safety, Warning, & Commands



Life Jacket Life Jacket Child Lifebuoy Lifebuoy With Line Lifebuoy With Light Out Of Service



Fire Station Fire Extinguisher Push Button Wash Hands Stroller Parking Exit

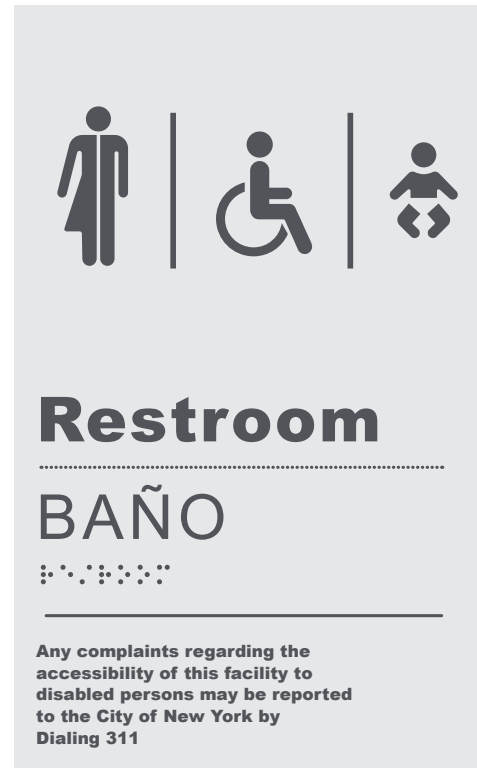


Caution Trip Hazard Watch Your Step Hold Handrail

# RESTROOMS

## Vessel Signage

- Sizes Vary



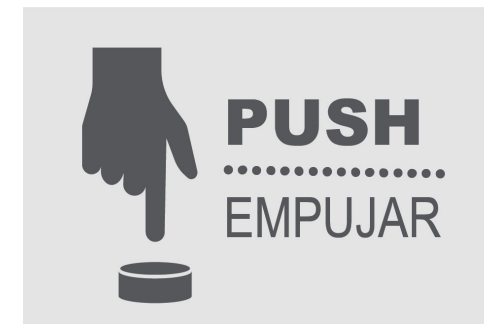
8" x 13"



7" x 9"



6" x 6"



3" x 2"



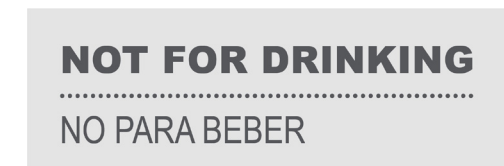
13" x 4.5"



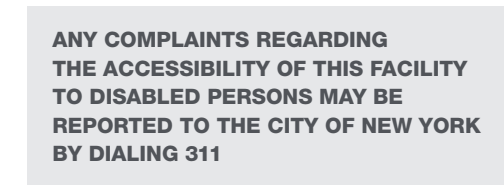
8" x 3"



7.5" x 8.5"



6" x 2"

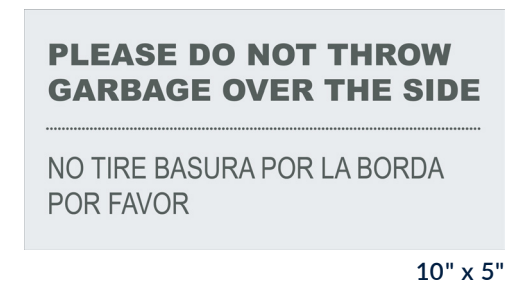
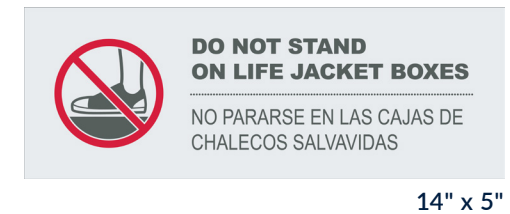


6.25" x 2.25"

# PROHIBITED ACTIVITY

## Vessel Signage

- Sizes Vary



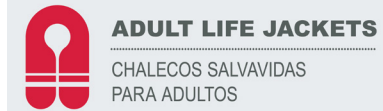
# PROHIBITED ACTIVITY

## Vessel Signage

- Sizes Vary



13.5" x 5"



13.5" x 5"

### DECK CLOSED WHILE UNDERWAY

CUBIERTA CERRADA MIENTRAS EL BARCO ESTÁ EN MOVIMIENTO

14" x 4"



10" x 5"



10" x 5"

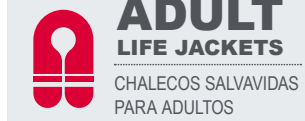
### CREW MEMBERS ONLY

SOLO MIEMBROS DEL EQUIPO

9.5" x 3.25"



13.75" x 5.25"



13.75" x 5.25"

### UPPER DECK MAXIMUM OCCUPANCY 329 PASSENGERS

LA CAPACIDAD MÁXIMA DE CUBIERTA SUPERIOR ES DE 329 PASAJEROS

14" x 4"



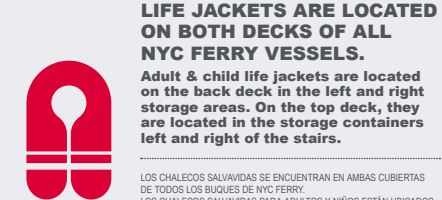
9.5" x 4.75"



9.5" x 4.75"



9.5" x 5"



17" x 11"

LOS CHALECOS SALVAVIDAS SE ENCUENTRAN EN AMBAS CUBIERTAS DE TODOS LOS BUQUES DE NYC FERRY.  
LOS CHALECOS SALVAVIDAS PARA ADULTOS Y NIÑOS ESTÁN UBICADOS EN LA CUBIERTA TRASERA EN LAS AREAS DE ALMACENAMIENTO IZQUIERDA Y DERECHA. EN LA CUBIERTA SUPERIOR, ESTÁN UBICADOS EN LOS CONTENEDORES DE ALMACENAMIENTO A LA IZQUIERDA Y DERECHA DE LAS ESCALERAS.

# SECONDARY IDENTIFICATION/ INFORMATIONAL

## Vessel Signage

- Sizes Vary

### LIFE JACKET DONNING INSTRUCTIONS

#### CHALECO SALVAVIDAS INSTRUCCIONES DE COLOCACIÓN

ADULTS: ASSIST CHILDREN TO ENSURE THAT THE VEST IS PROPERLY DONNED.  
ADULTOS: ASISTAN A LOS NIÑOS PARA ASEGURARSE DE QUE LOS CHALECOS SALVAVIDAS ESTÁN PUESTOS APROPIADAMENTE.

**1 PLACE HEAD THROUGH HOLE.**  
COLOQUE LA CABEZA A TRAVÉS DEL OROJEO.

**2 CROSS STRAP AROUND BACK AND PULL TO FRONT. FASTEN STRAP HOOK TO FRONT D-RING.**  
CRUZ LA CORREA ALREDEDOR DE LA ESPALDA Y PÁLE HACIA DELANTE. SUETE EL GANCHO DE LA CORREA AL FRENTE DE LA CORDONERA.

**3 PULL STRAP END TO A SNUG FIT.**  
TIRE DEL EXTREMO DE LA CORREA HASTA UN AJUSTE PERFECTO.

**4 CLOSE CHIN BUCKLE. PULL STRAP TO A SNUG FIT.**  
CIERRE LA HEBILLA DE LA BARRILLA. TIRE DE LA CORREA HASTA QUE ENCAJE PERFECTAMENTE.

14" x 16"

### PERSONAL FLOTATION DEVICE DONNING INSTRUCTIONS

#### INSTRUCCIONES PARA PONERSE EL DISPOSITIVO PERSONAL DE FLOTACIÓN

**BASIC FERRYBOAT PFD**  
Model 160RT - Adult Size, USCG Approval 160.055/196/0  
Model 161RT - Child Size, USCG Approval 160.055/197/0

USCG Approved  
Type I - Permanent  
Foam Flotation

This Imperial personal flotation device is filled with a soft flexible permanent flotation foam.  
When worn properly it can save your life. Above all, be sure to remain calm and follow the simple steps listed below.  
Este flotador personal Imperial está relleno de una suave espuma flexible de flotación permanente.  
Si lo lleva correctamente, puede salvarle la vida. Por encima de todo, asegúrese de mantener la calma y siga los sencillos pasos que se indican a continuación.

**1** Spread front panels enough to allow head to slide comfortably into opening.  
Separe los paneles frontales lo suficiente para permitir que la cabeza se deslice cómodamente dentro del presurizador.

**2** Pull body strap around back and snap on d-ring at front. Pull tight.  
Tire de la correa del cuerpo alrededor de la espalda y enganche la hebilla en la parte delantera. Apretela.

**3** If necessary to jump overboard, hold the preserver securely at upper front chest opening until in water.  
Si es necesario saltar por la borda, sujete firmemente el chaleco salvavidas por la abertura superior delantera del pecho hasta que esté en el agua.

14" x 16"

### PERSONAL FLOTATION DEVICE DONNING INSTRUCTIONS

#### INSTRUCCIONES PARA PONERSE EL DISPOSITIVO PERSONAL DE FLOTACIÓN

**OFFSHORE PFD**  
Model 198RT - Adult Size, USCG Approval 160.055/153/0  
Model 199RT - Child Size, USCG Approval 160.055/154/0

USCG Approved  
Type I - Permanent  
Foam Flotation

This Imperial personal flotation device is filled with a soft flexible permanent flotation foam.  
When worn properly it can save your life. Above all, be sure to remain calm and follow the simple steps listed below.  
Este flotador personal Imperial está relleno de una suave espuma flexible de flotación permanente.  
Si lo lleva correctamente, puede salvarle la vida. Por encima de todo, asegúrese de mantener la calma y siga los sencillos pasos que se indican a continuación.

**1** Make certain body straps are on outside of PFD. Put arms into openings and fit snugly.  
Asegúrese de que las correas del cuerpo estén en el exterior del PFD. Coloque los brazos en las aberturas y ate los cintos del cuerpo.

**2** Attach body strap with snap and d-ring assembly and pull tight.  
Sujete la correa del cuerpo con el conjunto de broche de presión y anillo en D y tire con firmeza.

**3** Pull lower tie tapes tight and the security.  
Tire de las cintas de amarra inferiores y ajuste firmemente.

**4** If necessary to jump overboard, hold the preserver securely at upper front chest opening until in water.  
Si es necesario saltar por la borda, sujete firmemente el chaleco salvavidas por la abertura superior delantera del pecho hasta que esté en el agua.

14" x 16"

### PRIORITY SEATING

Passengers with disabilities and senior citizens have priority in this area. You must vacate these seats when a passenger with a wheelchair boards.

### ASIENTOS PRIORITARIOS

En esta zona tienen prioridad los pasajeros con discapacidad y las personas mayores. Deberá dejar estos asientos cuando suba un pasajero en silla de ruedas.

17" x 11"

### COURTESY SEATING AREA

#### ZONA DE CORTESÍA

11" x 7"

### EXIT

#### SALIDA

12" x 4"

### PRIORITY SEATING

#### ASIENTOS PRIORITARIOS

5" x 5"

### GOVERNMENT WARNING:

ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS.

11" x 7.25"

### WARNING

No person shall sell or give away any alcoholic beverages to:

1. Any person under the age of twenty-one years; or
2. Any visibly intoxicated person.

IT IS A VIOLATION PUNISHABLE UNDER LAW FOR ANY PERSON UNDER THE AGE OF TWENTY-ONE TO PRESENT ANY WRITTEN EVIDENCE OF AGE WHICH IS FALSE, FRAUDULENT OR NOT ACTUALLY HIS OWN FOR THE PURPOSE OF ATTEMPTING TO PURCHASE ANY ALCOHOLIC BEVERAGE.

11" x 7.25"

### PLEASE HOLD HANDRAIL

#### POR FAVOR, SOSTENGA EL PASAMANOS

14" x 4"



# CAUTIONARY IDENTIFIERS

## Vessel Signage

- Sizes Vary



14" x 4"



24" x 2.75"



14" x 4"



24" x 4"



10" x 3"



24" x 4"



14" x 4"

# SAFETY/ CAUTIONARY IDENTIFIERS

## Vessel Signage

- Sizes Vary



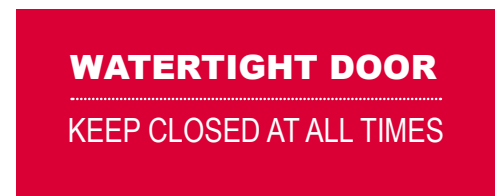
10.5" x 4"



8" x 4"



9" x 4"



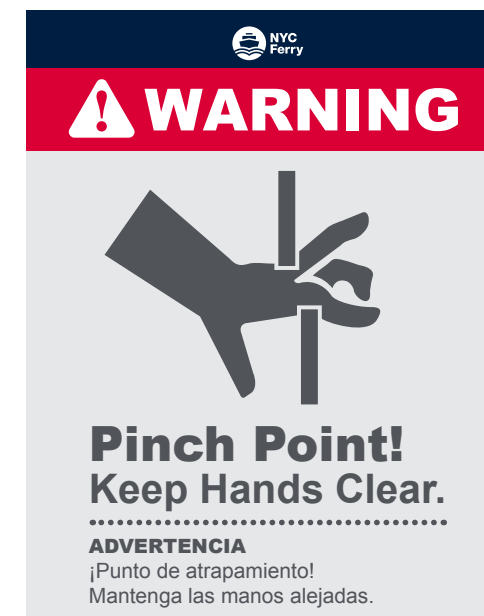
10.5" x 4"



12" x 4"



4.5" x 6"



8.5" x 11"



4.5" x 6"



9" x 2"

# SAFETY/ CAUTIONARY IDENTIFIERS

## Vessel Signage

- Sizes Vary

**F** FIRE STATION  
ESTACION DE INCENDIO

9.5" x 3.5"

 FIRE EXTINGUISHER  
EXTINTOR DE INCENDIOS

8.5" x 3.5"

FIRE DAMPER  
REGULADOR DE INCENDIOS

6" x 3.5"

FIRE DAMPER

5.25" x 3"

FIRE DAMPER  
REGULADOR DE INCENDIOS

5.25" x 3"

PRESS TO  
EXIT DOOR  
RELEASE

5.25" x 3"

CLOSE IN  
CASE OF FIRE  
CERRAR EN CASO  
DE INCENDIO

5.25" x 3"

CLOSE IN CASE OF FIRE  
CIERRE EN CASO DE INCENDIO

10" x 1.5"

FIRE PULL STATION  
HALE EN CASO DE INCENDIO

6" x 3.5"

CLOSE FIRE FLAP  
BEFORE ACTIVATING  
SYSTEM

9" 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 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 CASE OF A RECREATIONAL VESSEL, OR \$25,000 IN THE CASE OF AN OTHER VESSEL."

12.5" x 8"

DO NOT  
TOUCH

5.25" x 3"

PUSH  
TO EXIT

3" x 2"

EMERGENCY USE ONLY  
SÓLO PARA EMERGENCIAS

22.5" x 2.5"

# IDENTIFIERS

## Vessel Signage

- Sizes Vary

**ELECTRICAL ROOM  
CREW MEMBERS ONLY**

8.5" x 2.5"

**TANK SPACE  
STARBOARD #1**

3" x 1.25"

**FUEL TANK**

3" x 1.25"

**STARBOARD  
AFT PEAK**

3" x 1.25"

**BALLAST  
VOID VENT**

3" x 1"

**FIRE DAMPER**

3" x 1"

**FUEL  
VOID VENT**

3" x 1"

**PORT  
AFT PEAK**

3" x 1.25"

**STEERING SPACE**

7" x 1.5"

**JASON'S CRADLE**

12" x 2"

**FUEL SHUT OFF**

5.5" x 1.5"

**SHORE POWER**

3" x 1.5"

**SEWAGE**

3" x 1"

**FUEL TANK FILL**

3" x 1"

**TANK  
COMPARTMENT  
VENT**

3" x 1"

**TANK SPACE  
PORT #1**

3" x 1.25"

**VOID SPACE  
PORT #1**

3" x 1.25"

**VOID SPACE  
PORT #2**

3" x 1.25"

**ENGINE ROOM**

12" x 2"

**VOID VENT**

3" x 1"

**FOREPEAK VENT**

3" x 1"

**FRESH WATER VENT**

3" x 1"

# IDENTIFIERS

## Vessel Signage

- Size: 3" x 1"

FIRE STATION #1

3" x 1"

FIRE STATION #2

3" x 1"

120 VAC

3" x 1"

BALLAST  
VOID VENT

3" x 1"

FRESH WATER FILL

3" x 1"

120 VAC  
P2-17

3" x 1"

DECK HEATING  
COOLANT FILL

3" x 1"

PUSH TO EXIT

3" x 1"

STEERING ROOM  
VENT

3" x 1"

EMERGENCY  
BILGE PUMP

3" x 1"

FUEL SHUT OFF

3" x 1"

LAZARETTE  
AIR SUCTION

3" x 1"

EMERGENCY FUEL  
SHUT DOWN

3" x 1"

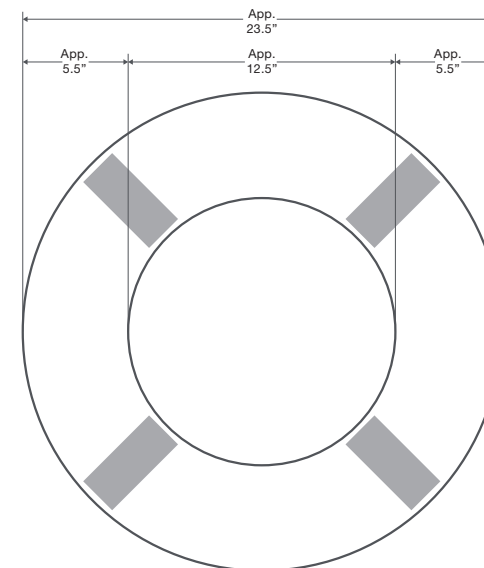
# IDENTIFIERS

## Vessel Signage

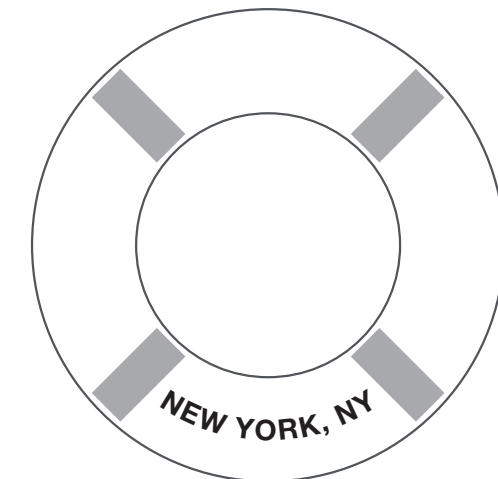
- Typeface: Helvetica Neue LT Std
- Weight & Size: Bold 102'
- Capitalization: All Caps
- Line Breaks: With Discretion and Only When Ferry Name Does Not Fit on One Line Between the Buoy Strapping
- Black Print



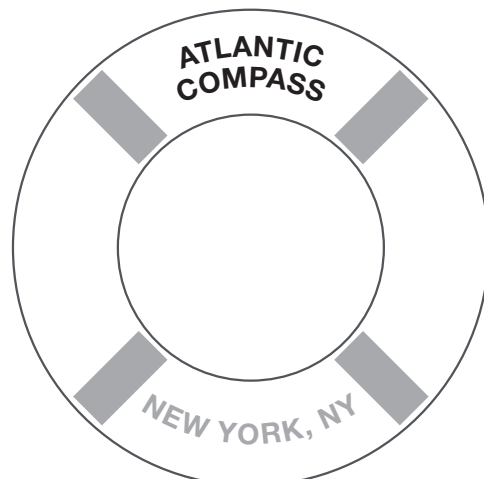
Life Buoy Shown Onboard



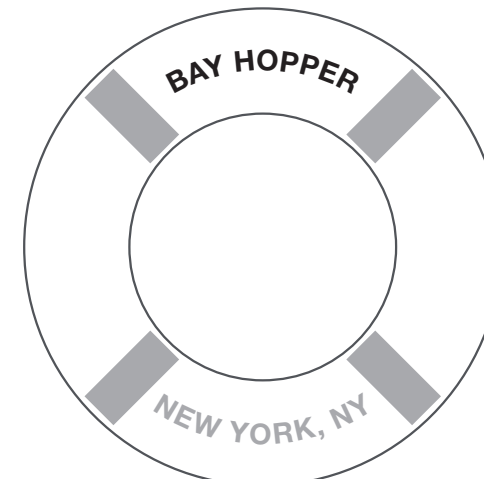
Approximate Buoy Dimensions



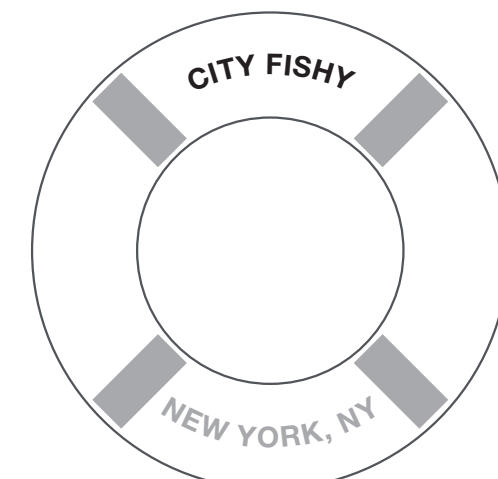
New York, NY Shown on All Buoys



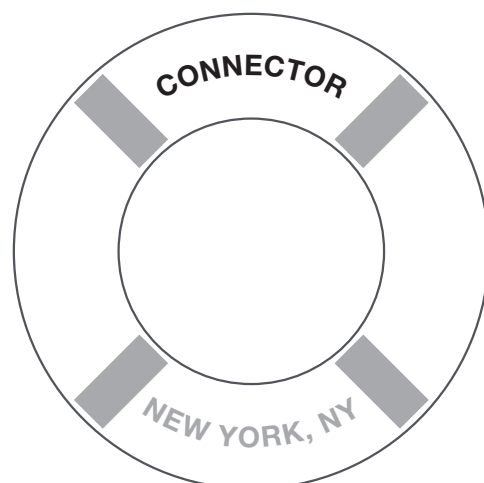
Atlantic Compass



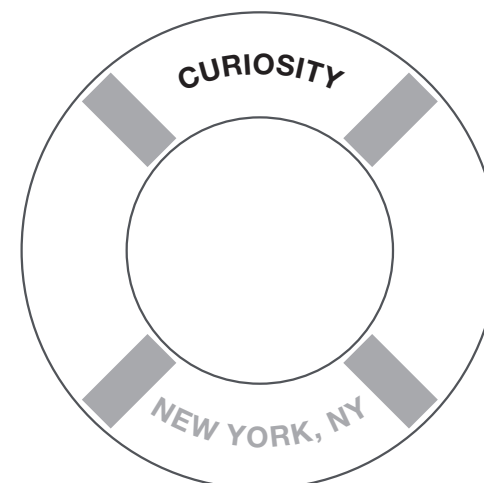
Bay Hopper



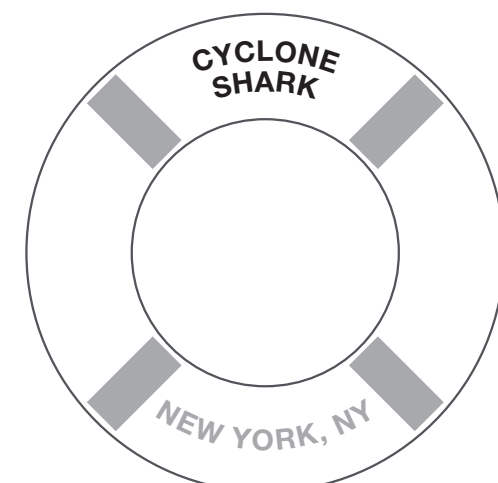
City Fishy



Connector



Curiosity

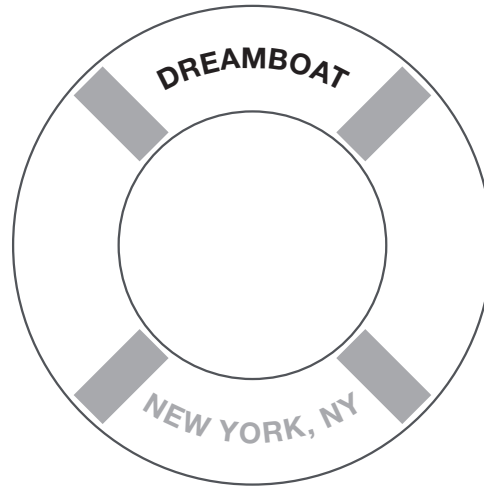


Cyclone Shark

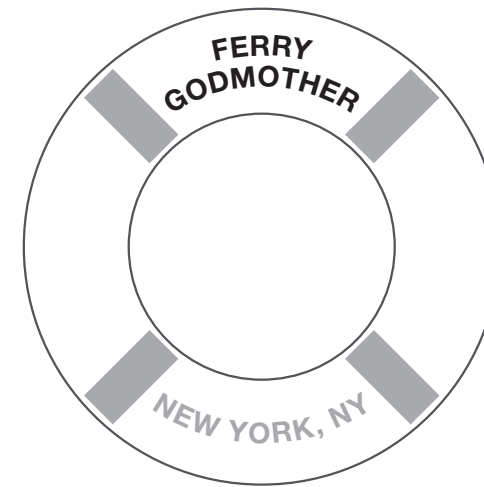
# IDENTIFIERS

## Vessel Buoy

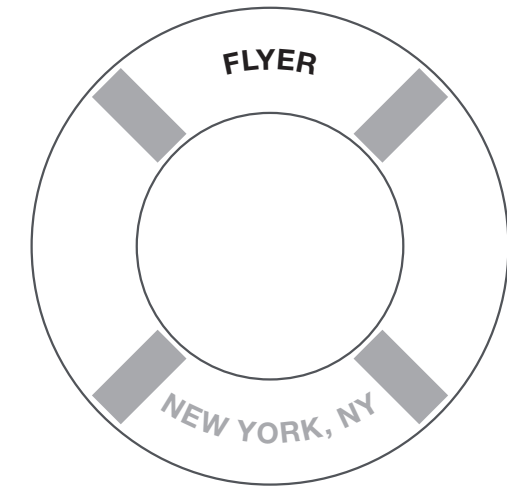
- Typeface: Helvetica Neue LT Std
- Weight & Size: Bold 102'
- Capitalization: All Caps
- Line Breaks: With Discretion and Only When Ferry Name Does Not Fit on One Line Between the Buoy Strapping
- Black Print



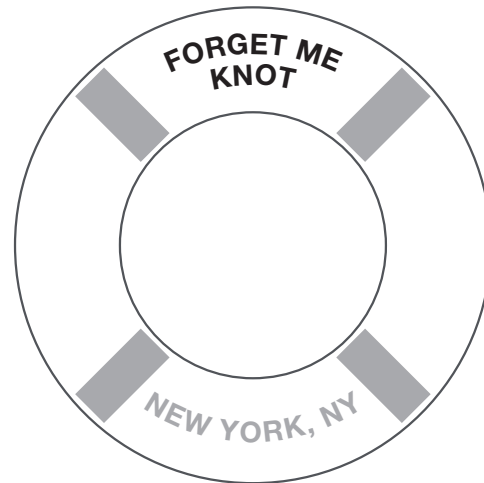
Dreamboat



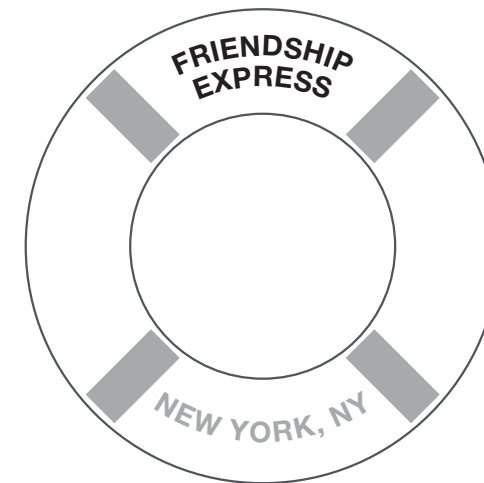
Ferry Godmother



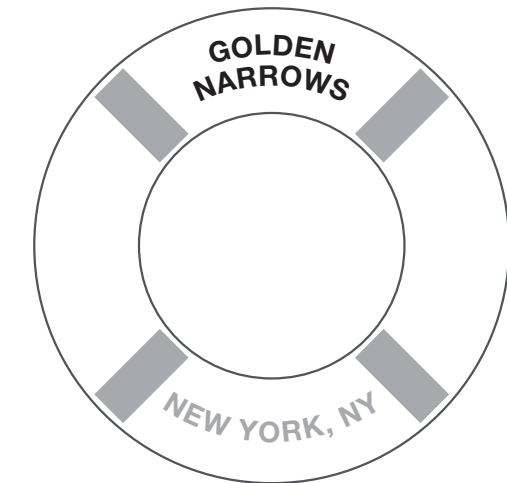
Flyer



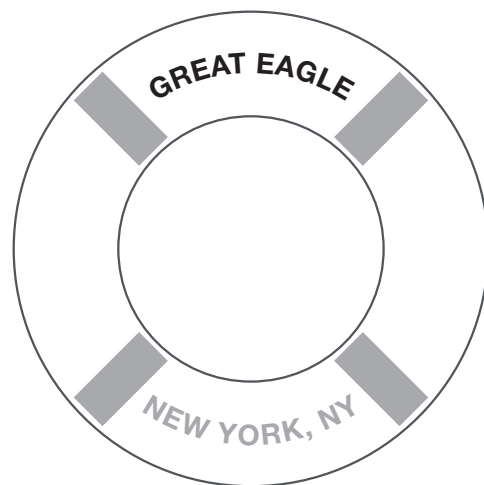
Forget Me Knot



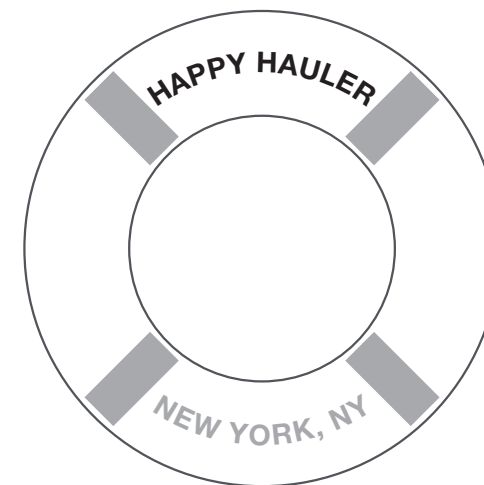
Friendship Express



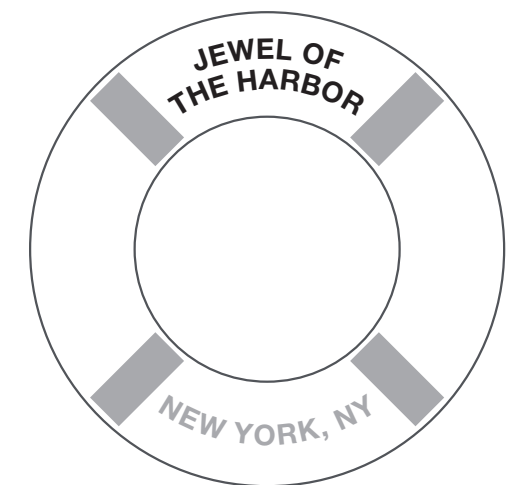
Golden Narrows



Great Eagle



Happy Hauler

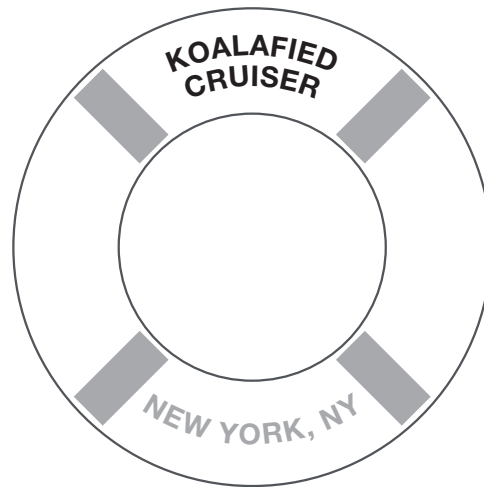


Jewel of the Harbor

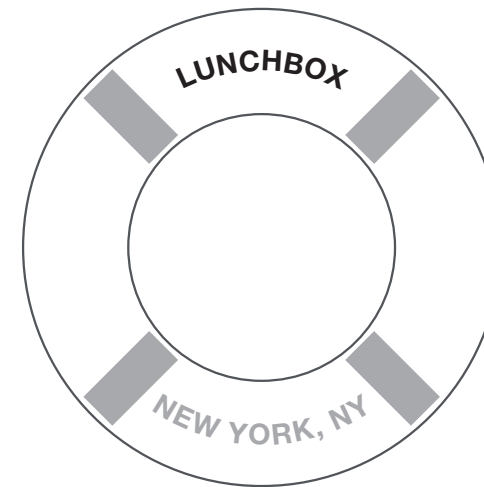
# IDENTIFIERS

## Vessel Buoy

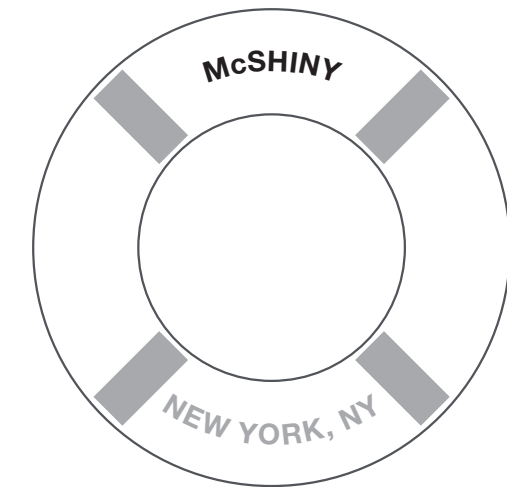
- Typeface: Helvetica Neue LT Std
- Weight & Size: Bold 102'
- Capitalization: All Caps
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- Black Print



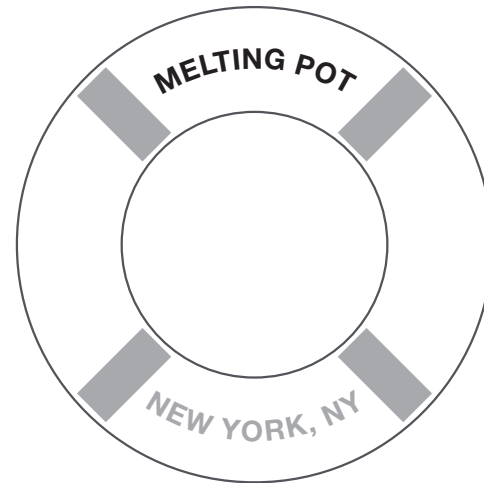
Koalafied Cruiser



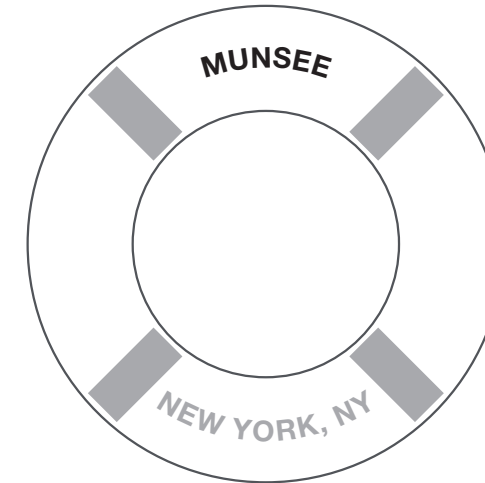
Lunchbox



McShiny



Melting Pot



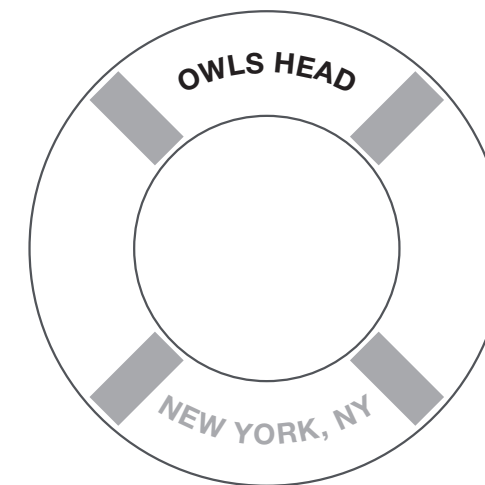
Munsee



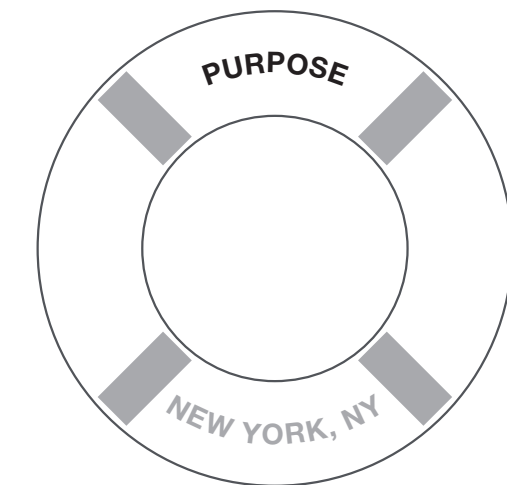
Ocean Queen Rockstar



Opportunity



Owls Head

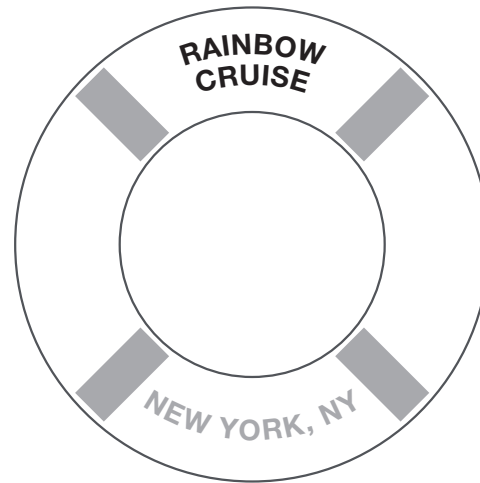


Purpose

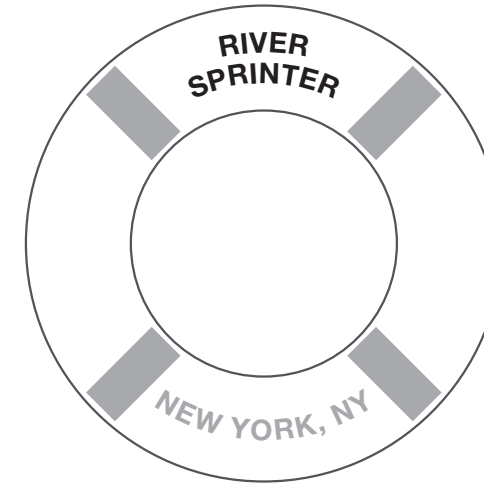
# IDENTIFIERS

## Vessel Buoy

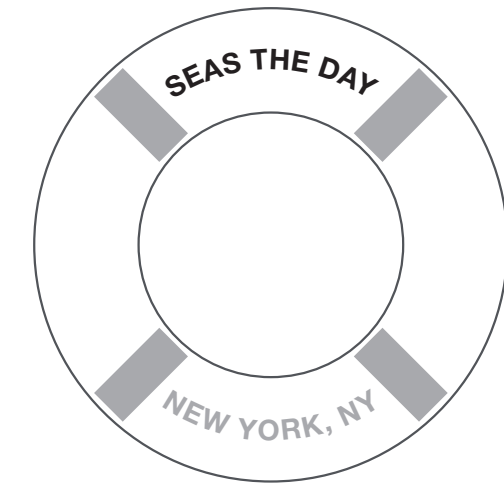
- Typeface: Helvetica Neue LT Std
- Weight & Size: Bold 102'
- Capitalization: All Caps
- Line Breaks: With Discretion and Only When Ferry Name Does Not Fit on One Line Between the Buoy Strapping
- Black Print



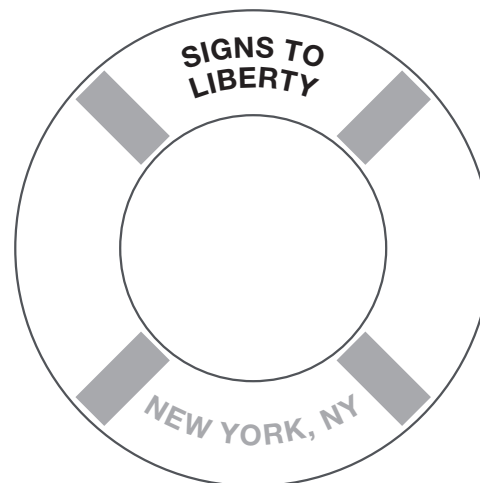
Rainbow Cruise



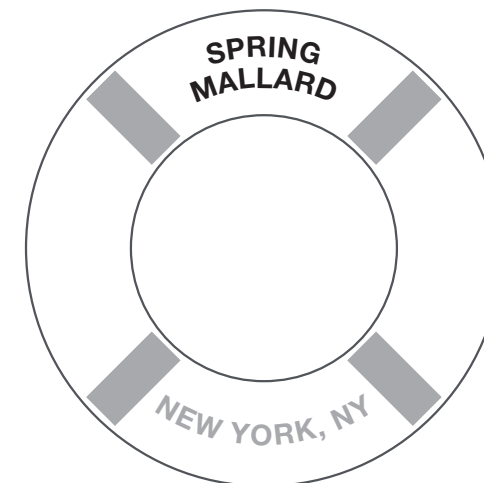
River Sprinter



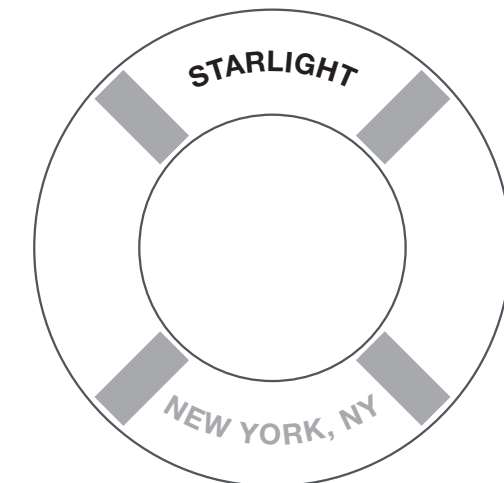
Seas the Day



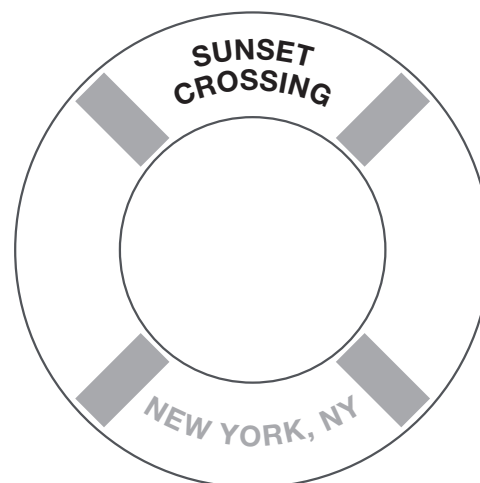
Signs to Liberty



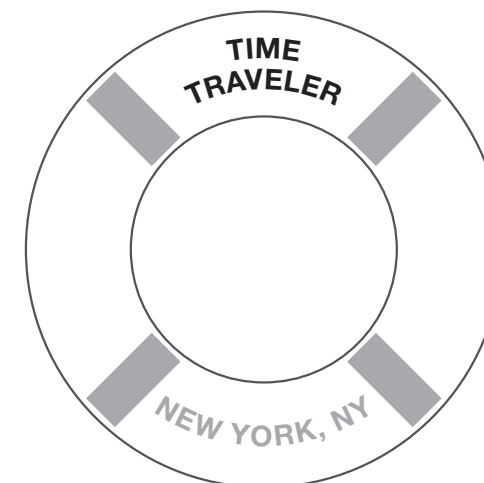
Spring Mallard



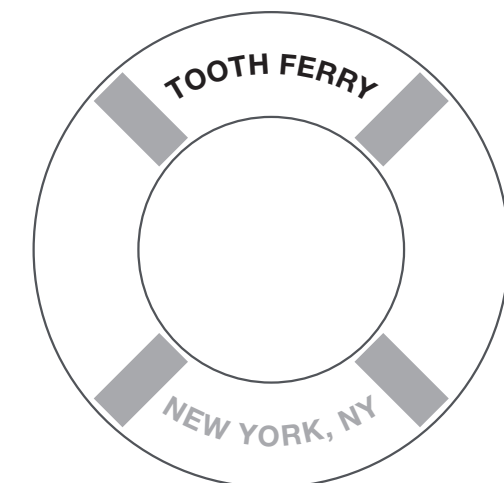
Starlight



Sunset Crossing



Time Traveler

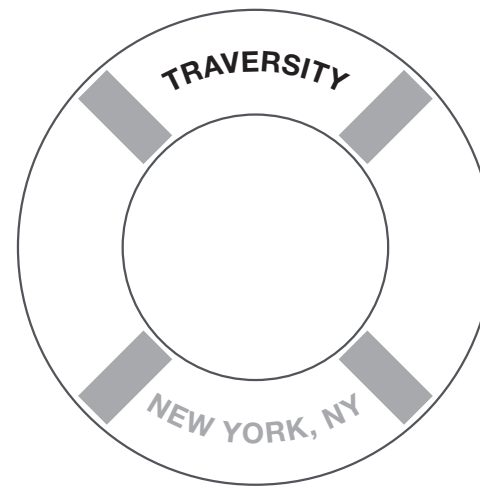


Tooth Ferry

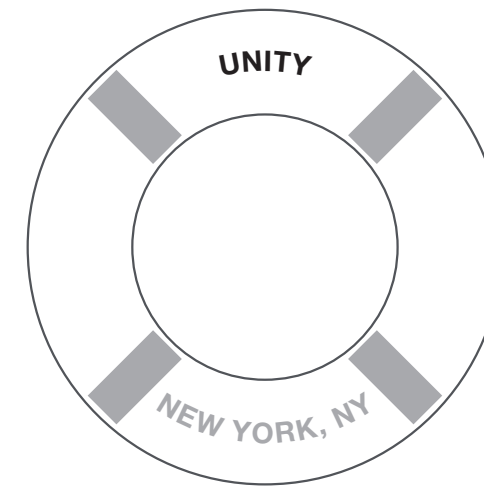
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## Vessel Buoy

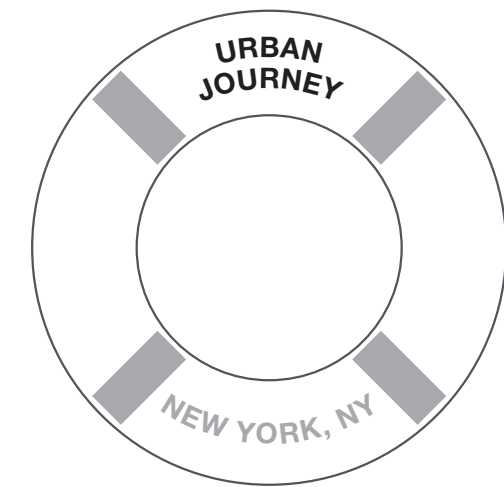
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- Weight & Size: Bold 102'
- Capitalization: All Caps
- Line Breaks: With Discretion and Only When Ferry Name Does Not Fit on One Line Between the Buoy Strapping
- Black Print



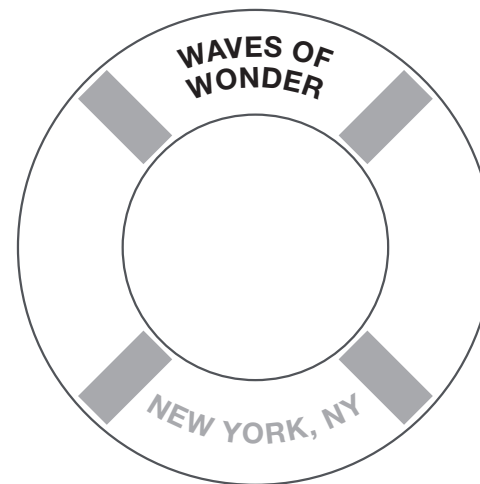
Traversity



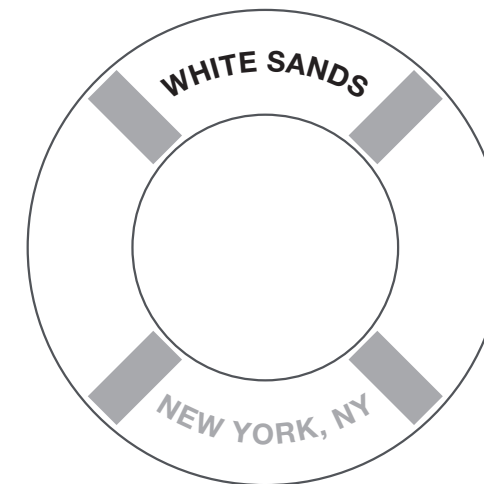
Unity



Urban Journey



Waves of Wonder



White Sands

# IDENTIFIERS

## Safety Axe

- Typeface: Arial
- Size & Weight: Black 72'
- Capitalization: All Caps
- Line Breaks: No Line Breaks
- Black Print



**ATLANTIC COMPASS**

**BAY HOPPER**

**CITY FISHY**

**CONNECTOR**

**CURIOSITY**

**CYCLONE SHARK**

**DREAMBOAT**

**FERRY GODMOTHER**

**FLYER**

**FORGET ME KNOT**

**FRIENDSHIP EXPRESS**

**GOLDEN NARROWS**

**GREAT EAGLE**

**HAPPY HAULER**

**JEWEL OF THE HARBOR**

**KOALIFIED CRUISER**

**LUNCHBOX**

**McSHINY**

**MELTING POT**

**MUNSEE**

**OCEAN QUEEN ROCKSTAR**

**OPPORTUNITY**

**OWLS HEAD**

**PURPOSE**

**RAINBOW CRUISE**

**RIVER SPRINTER**

**SEAS THE DAY**

**SIGNS TO LIBERTY**

**SPRING MALLARD**

**STARLIGHT**

**SUNSET CROSSING**

**TIME TRAVELER**

**TOOTH FERRY**

**TRAVERSITY**

**UNITY**

**URBAN JOURNEY**

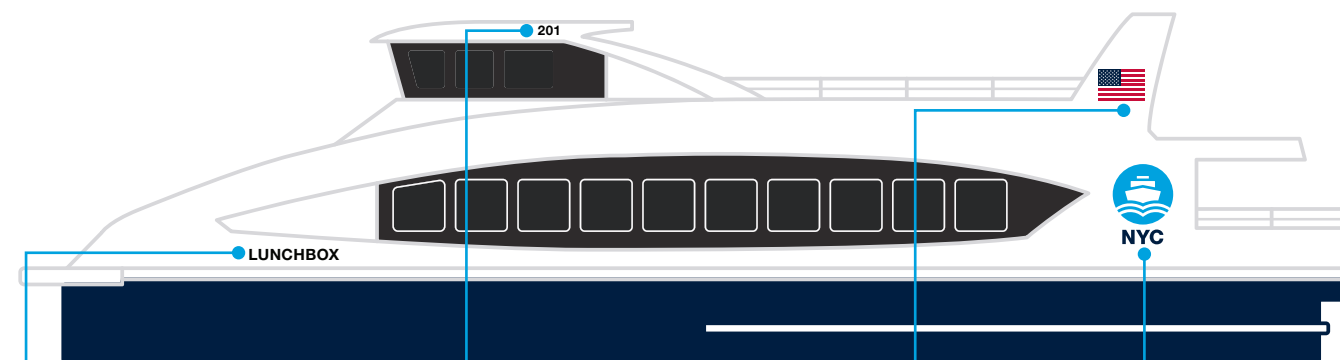
**WAVES OF WONDER**

**WHITE SANDS**

# 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



**THANK YOU  
FOR RIDING**

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