NEAP TIDE

OYSTER BAR & GULF KITCHEN

IDENTITY SYSTEM / VERSION 1.0

Oysters at *low water.*

THE NEAP TIDE IDENTITY SYSTEM / GULFPORT, FLORIDA



The quiet tide, the long bar, the last light.

The slow evening on the Gulf side of the bay.

Neap Tide is an oyster bar and Gulf kitchen on the Gulfport waterfront: a long zinc raw bar, fish off the boats cooked over oak, and a covered deck over Boca Ciega Bay. The brand gives that evening a calm, specific, lantern-lit place to live.

01

Unhurried

The quietest tide of the month. Generous space, slow motion, short sentences. Never shout, never stack offers.

02

Of this water

Cedar Key and Apalachicola, red grouper, Gulf pink shrimp, the day dock. Nothing that could be any coast.

03

Lit like the hour

Deep sea-glass ink, oyster-shell light and one warm lantern. If it looks like noon, it is wrong.

One signature, *half lit.*



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Use the horizontal signature whenever Neap Tide is introduced. A half-lit moon carries the idea in one glance; the wide-set Newsreader capitals carry the name, calm and legible from across a room or a dock.

A quarter moon, *set in good type.*



THE SYMBOL

Phosphor Icons, **circle-half**, fill weight (MIT license), used exactly as published and only recolored. Half lit, half dark: the first-quarter moon that brings a neap tide.

THE WORDMARK

Newsreader Regular capitals, tracked +120, converted to paths. The secondary line is Instrument Sans Medium capitals, tracked +240, at 22 percent of the capital height.



A Moon diameter equals the type block, capitals to secondary line.

B Gap between moon and wordmark: 0.62 of the capital height.

C Secondary line sits 0.34 of the capital height below the wordmark.

The right expression for the space.

NEAP TIDE
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PRIMARY / INK ON OYSTER SHELL

NEAP TIDE
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PRIMARY / REVERSED ON NEAP INK

NEAP TIDE
OYSTER BAR & GULF KITCHEN

STACKED / MENUS, SIGNAGE

NEAP TIDE

COMPACT / APP ICON / FAVICON AT 32 AND 16 PX

Give the moon room.



X = HALF THE MARK'S HEIGHT



CLEAR SPACE

Keep X clear on every side of the mark or signature. Measure from the artwork, not the file canvas.

SCREEN MINIMUMS

Signature 140 px wide; below that use the compact signature without the secondary line. Symbol alone 16 px and up.

PRINT MINIMUMS

Signature 30 mm. Mark 8 mm. Embroidery and foil: symbol 10 mm, keep the ring at least 0.6 mm.

Gulf at dusk. *One lantern lit.*

Neap Ink

#0E2427 RGB 14 / 36 / 39

The ground. Most of the brand lives here.

Slack Water

#17353A RGB 23 / 53 / 58

Raised panels, cards, the deck.

Sea Glass

#8FB0A6 RGB 143 / 176 / 166

Secondary text and hairlines on ink.

Oyster Shell

#ECE5D6 RGB 236 / 229 / 214

Light ground, menus, text on ink.

Nacre

#CFC5B1 RGB 207 / 197 / 177

The brushed metal of the button.

Lantern

#E2A65A RGB 226 / 166 / 90

One warm light: italic accents only.

Mostly ink. *Light where it matters.*

GULFPORT, ON BOCA CIEGA BAY

Oysters at *low water.*

RESERVE A TABLE

The menu *tonight*

Cedar Key	3.25
Alligator Harbor	3.50

WORKING BALANCE

About 70 percent Neap Ink and Slack Water, 25 percent Oyster Shell, 5 percent Lantern. Lantern is a light, not a fill.

CHECKED PAIRINGS (WCAG)

Shell on Ink 12.9:1 / Sea Glass on Ink 6.9:1 / Lantern on Ink 7.6:1 / Ink on Shell 12.9:1 / Ink on Nacre 9.4:1 / Shell on Slack Water 10.4:1

Three voices, *one table.*

Newsreader

Light, Regular and italic

Aa Bb Cc Dd Ee Ff Gg *Oo Ww*

Display, headlines, dish names. Light 300 for size, Regular 400 for menus. Italic carries the feeling, always in Lantern on ink.

Instrument Sans

The board goes up at 3 pm. When a fish is gone, it's gone.

Body copy, descriptions, buttons in tracked capitals.

IBM Plex Mono

29°08′N 83°02′W / 4 PM / 3.25

The tide table: hours, prices, coordinates.

CUSTOM WORDMARK

NEAP TIDE

Newsreader Regular capitals, tracked +120 and kerned by eye. Use the artwork; never retype it.

Scale sets the pace.

DISPLAY / 88 TO 144

Come at *low water.*

HEADING / 40 TO 80

Six waters, *one tray.*

DISH / 22 TO 28

Blackened red grouper

BODY / 16 TO 18

Line caught off Madeira Beach, charred lemon, salsa verde.

DETAIL / 11 TO 13

LOW-WATER HOUR / 4 TO 6 PM / $2

Specific. Warm. *Unhurried.*

We talk like the person behind the bar who knows where tonight's oysters came from. Short sentences, concrete nouns, the odd dry line. No exclamation marks, no superlatives, no dashes.

SAY

“Cedar Key oysters, clean salt and a sweet finish.”

“The board goes up at three. When a fish is gone, it's gone.”

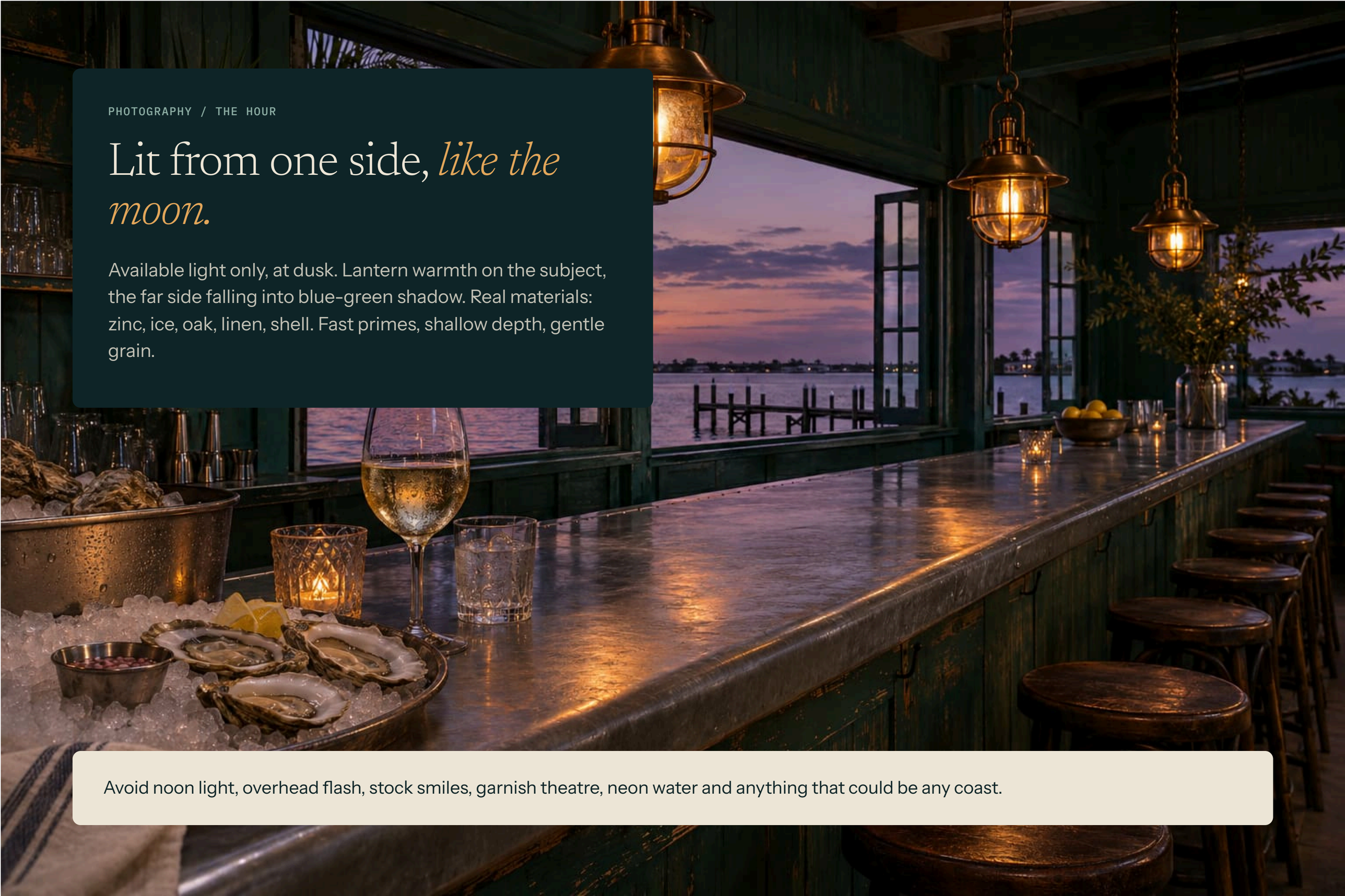
“Come an hour before sunset for the west rail.”

NOT

~~*“Indulge in our exquisite selection of premium oysters.”*~~

~~*“Fresh daily catch available while supplies last!”*~~

~~*“Experience breathtaking sunset views!”*~~



PHOTOGRAPHY / THE HOUR

Lit from one side, *like the moon.*

Available light only, at dusk. Lantern warmth on the subject, the far side falling into blue-green shadow. Real materials: zinc, ice, oak, linen, shell. Fast primes, shallow depth, gentle grain.

Avoid noon light, overhead flash, stock smiles, garnish theatre, neon water and anything that could be any coast.

The work, the place, *the details.*



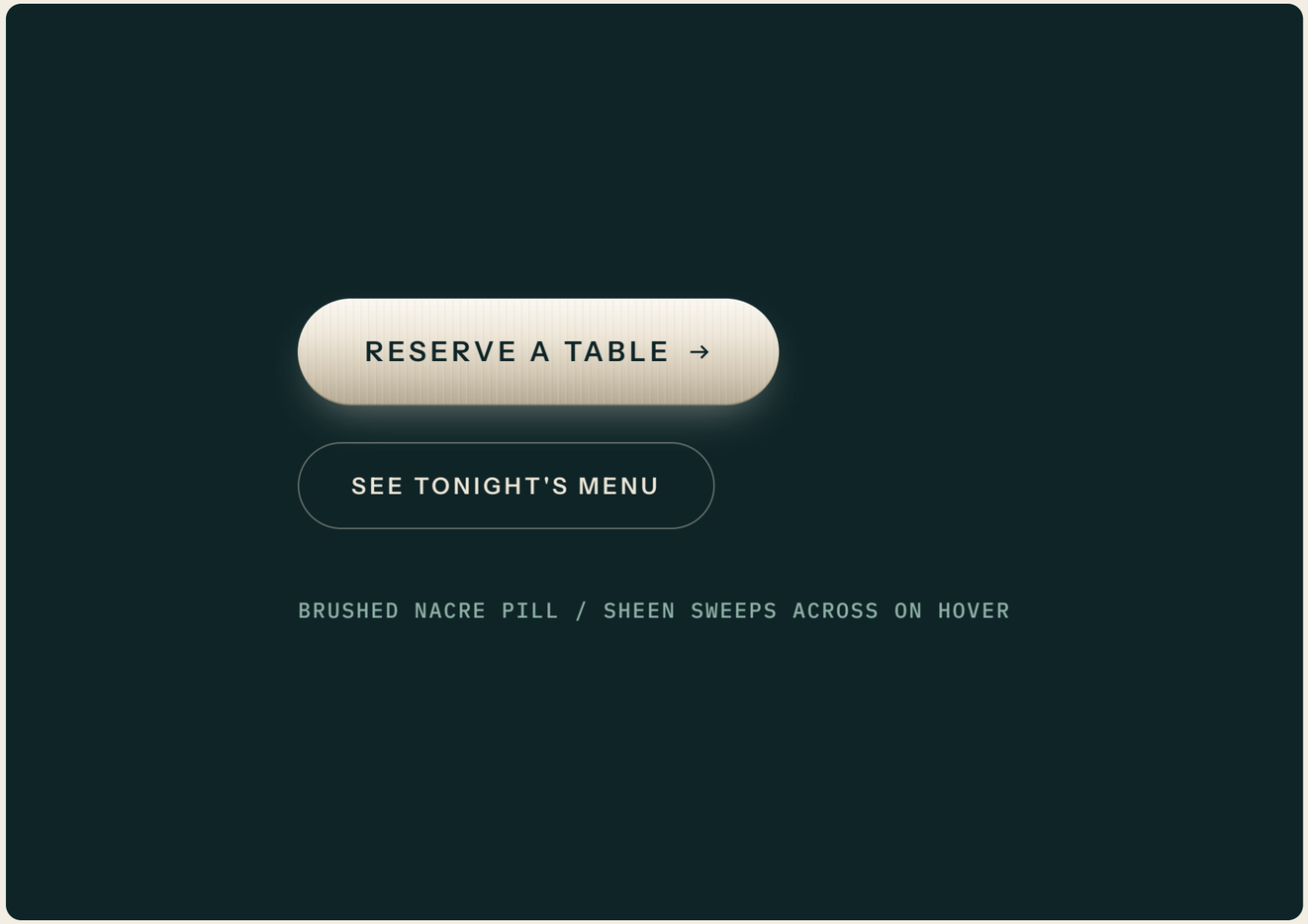








Things arrive *like the tide.*



ENTRANCE

Headlines, buttons and key photos rise 14 px out of a soft blur over 800 ms, staggered 90 ms. Once, never on every scroll.

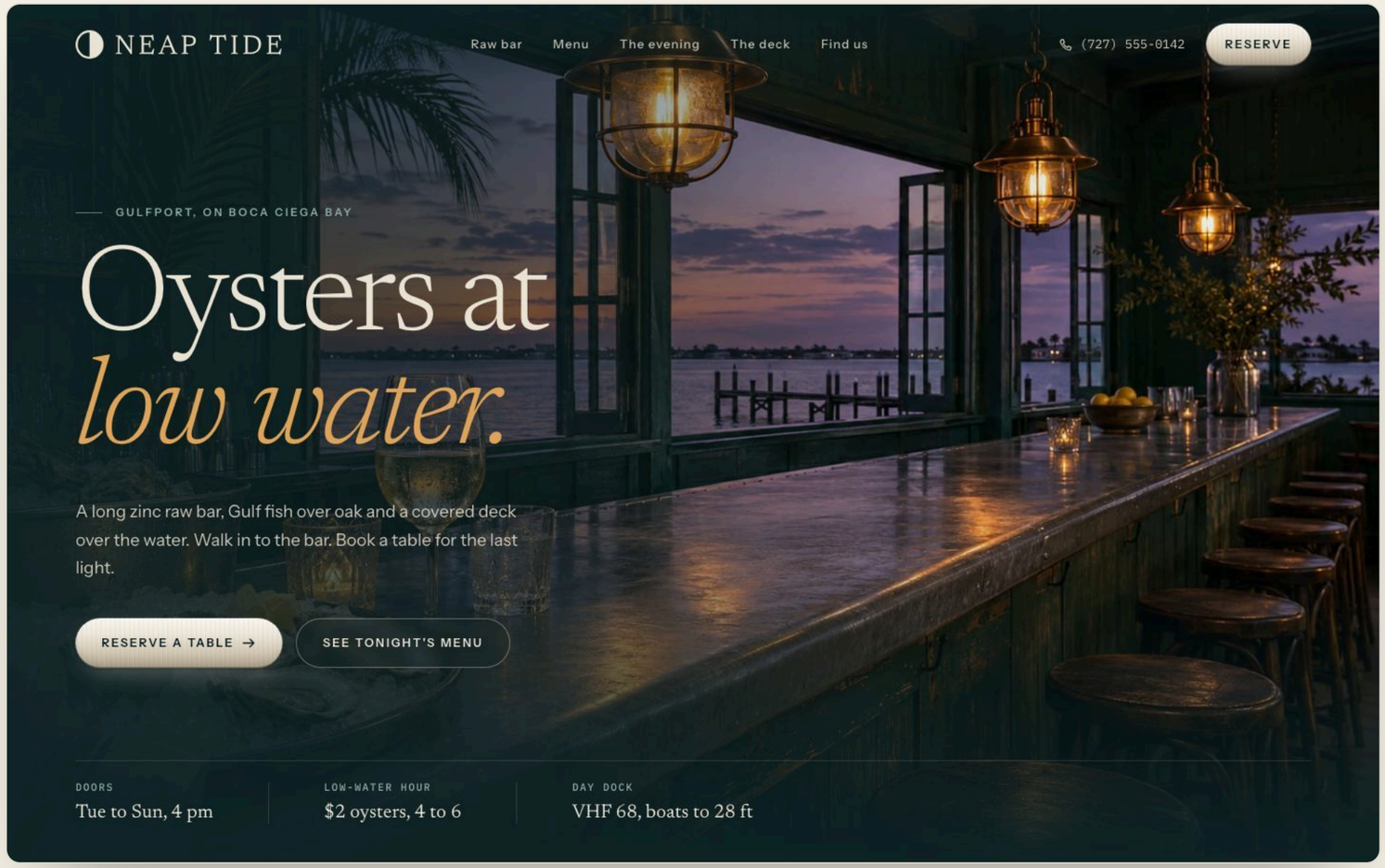
DRIFT

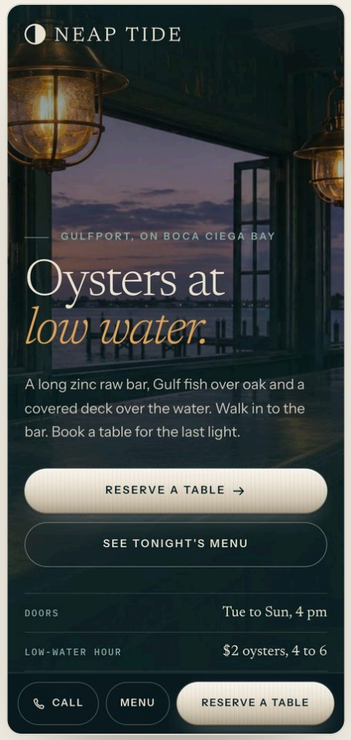
Large photos drift 2 percent as they pass, like a hull on slack water. The marquee of oyster waters moves slowly and pauses on hover.

STILLNESS

Under reduced motion everything is present and still. The page must look complete without a single animation.

Reserve, *always one tap away.*





COMPOSITION

The bar opens the page at dusk. Ten sections, each composed differently: the oyster list as a tide table, the menu on Oyster Shell, the evening as a tide curve.

PHONE

A quick-action dock holds Call, Menu and Reserve at the thumb. Nothing is squeezed; every section is recomposed for 390 px.



The card on the zinc.

Cream uncoated stock, ink print, the stacked signature centered at the head of every menu. The dishes stay in Newsreader; prices in Plex Mono.

PRODUCTION STARTING POINT

300 gsm uncoated cotton, one ink (Neap Ink). Stacked signature 60 mm wide. Reprint daily from the master file.

GENERATED PHOTOGRAPHY / DIRECTION



Something to take home.

A Neap Ink matchbook with the moon symbol foil-stamped in shell, and a letterpress coaster in reverse. Small enough to pocket, specific enough to remember.

PRODUCTION STARTING POINT

Matchbook: 40 x 50 mm, pearl foil on uncoated black-green board. Coaster: 95 mm, 1.4 mm pulpboard, one-color letterpress.

GENERATED PHOTOGRAPHY / DIRECTION



Tools of the trade.

Bar towels in deep green linen with the signature embroidered small at one corner. It sits quietly beside the work.

PRODUCTION STARTING POINT

Symbol 30 mm and wordmark 60 mm, embroidered in cream thread from the vector master.

GENERATED PHOTOGRAPHY / DIRECTION



17 / UNIFORM

Worn like it belongs.

Waxed canvas bib aprons in Neap Ink with leather straps and a small horizontal signature at the chest.

PRODUCTION STARTING POINT

Signature 90 mm wide, one-color water-based screen print in Oyster Shell. Approve a strike-off on the canvas first.

GENERATED PHOTOGRAPHY / DIRECTION



The dock, to go.

Neap Ink paper bags with twisted handles and the horizontal signature in shell. A dozen on ice, on the way home across the bay.

PRODUCTION STARTING POINT

Signature 160 mm wide, one-color flexo or screen print on 120 gsm kraft dyed black-green. Check the ring of the moon holds at print gain.

GENERATED PHOTOGRAPHY / DIRECTION



Gilded on the glass.

The horizontal signature in gold leaf on the front door, read from the boardwalk at blue hour with the room lit behind it.

PRODUCTION STARTING POINT

Signature 450 mm wide, 23k gold leaf with a black outline backing, applied second surface. Use the vector master.

GENERATED PHOTOGRAPHY / DIRECTION

NEAP TIDE

OYSTER BAR & GULF KITCHEN

Ready for *service.*

One quiet idea, held everywhere: the half moon that brings the neap tide, beside a name set in good type.

LOGOS

Symbol, wordmark, horizontal, compact and stacked signatures, reversed versions, app icon and favicon as path-only SVG, plus 2000 px PNGs.

TYPE AND COLOR

Newsreader, Instrument Sans and IBM Plex Mono, SIL Open Font License, self-hosted WOFF2. Six named colors with checked pairings.

PHOTOGRAPHY

Ten site photographs and six brand applications, with prompts and dates in CREDITS.md.