

A large, stylized, handwritten signature in dark blue ink. The signature consists of the letters 'Bml' in a cursive, flowing script. The 'B' is the largest and most prominent, with a large loop at the bottom. The 'm' and 'l' are smaller and follow the curve of the 'B'.

**BENJAMIN MICHAEL LEVY**  
new media designer

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# HORNBLOWER<sup>®</sup>

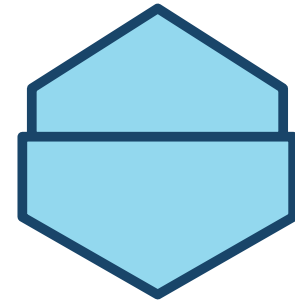
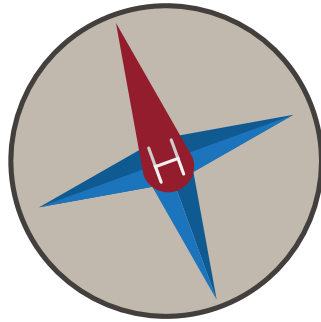
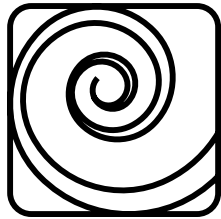
CRUISES & EVENTS

My objective is to give Hornblower Cruises & Events a brand refresh. I will design a new logo along with a few key marketing components. A main part of the marketing components will include a series of four posters based on the different cruise and boat events offered on their modern and classic luxury yachts.

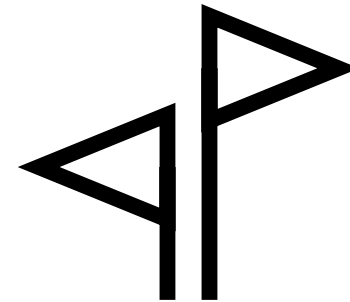


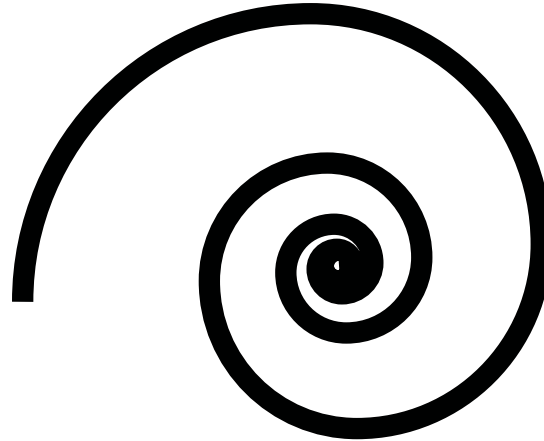




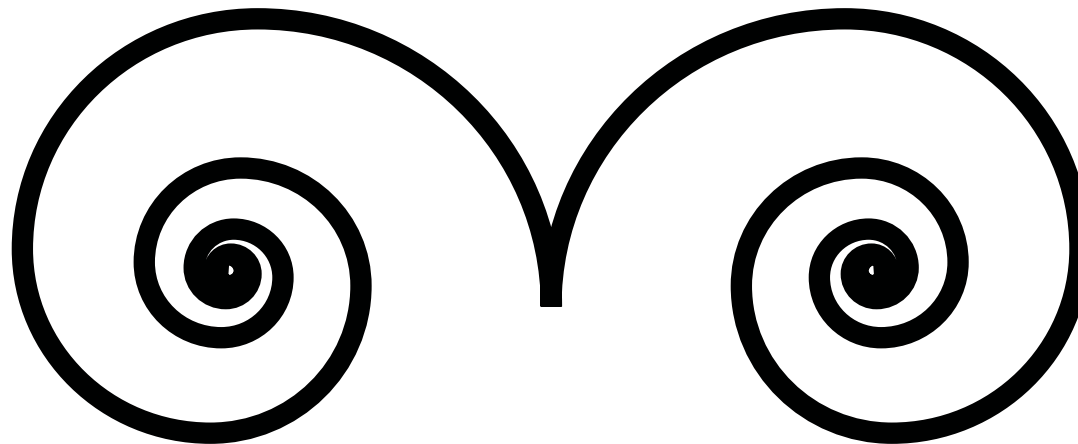


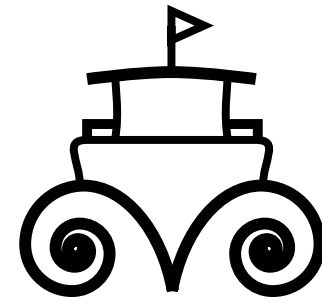
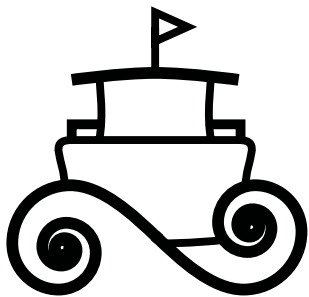
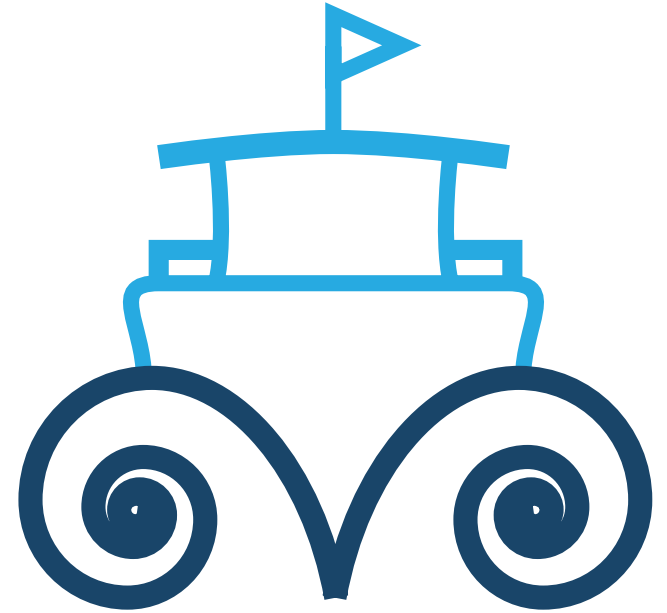
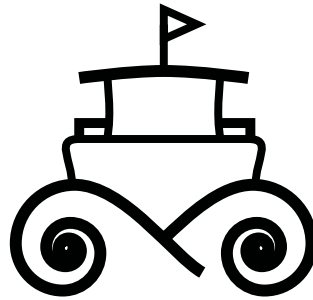
born  
lower





One spiral wave turned into two









**HORNBLOWER**  
CRUISES & EVENTS



White on dark logo



One color logo



The logo typeface is Aviano Sans

Colors:



C:97  
M:68  
Y:25  
K:8

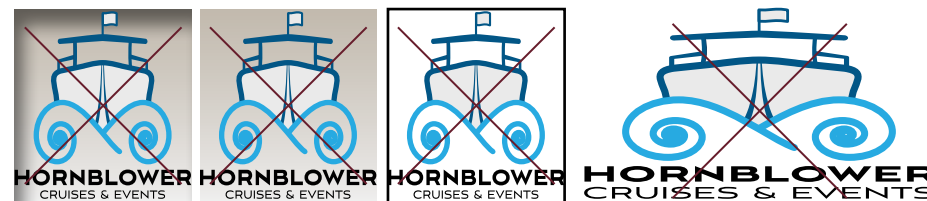


C:70  
M:50  
Y:0  
K:0



C:7  
M:5  
Y:5  
K:0

The logo must never look similar to the following\*



\*Use of the Hornblower logo on any light gradient or light textured backgrounds may be allowed (see marketing posters & brochures) but must be pre-approved. Solid white backgrounds pre approved.

# The joy of boating



in San Francisco



Visit [hornblower.com](http://hornblower.com) or call 415-438-8300

# Sunset on the bay



in San Francisco



Visit [hornblower.com](http://hornblower.com) or call 415-438-8300



*Fireworks by boat*

in San Francisco



Visit [hornblower.com](http://hornblower.com) or call 415-438-8300

The poster features a dark blue night sky with several colorful fireworks exploding. In the foreground, the Golden Gate Bridge is silhouetted against a lighter blue sky with white clouds. A small sailboat is visible on the water in the lower left.



*Between the sea & the sky*

in San Francisco



Visit [hornblower.com](http://hornblower.com) or call 415-438-8300

The poster shows a white multi-deck boat with a yellow canopy on the water. Three dogs are sitting on the upper deck. The background is a bright blue sky with white clouds and a sunburst effect behind the boat.

San Francisco | hornblower.com

http://www.hornblower.com/

**HORNBLOWER**  
CRUISES & EVENTS

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**HORNBLOWER CREATES AMAZING EXPERIENCES**

Hornblower specializes in San Francisco Bay cruises, with San Francisco dinner cruises, San Francisco brunch cruises, San Francisco corporate events, San Francisco holiday cruises, and San Francisco private charters. Our cruises feature exceptional Hornblower service, delicious food and drinks prepared onboard by our talented local chefs, lively onboard entertainment, and non-stop views of the glorious San Francisco Bay. With uniquely distinctive yachts that no other event site can match, a Hornblower cruise is an experience to remember for every passenger.

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*An experience like never before*

*Between the sea and the sky*

*Hornblower Cruise and Events*  
*San Francisco Bay*

**Locations at:**

<p><b>Pier 3</b> Pier 3, Hornblower Landing San Francisco, CA 94111 (2 piers north of the Ferry Building on The Embarcadero)</p>		<p><b>Pier 40</b> Pier 40, South Beach Harbor San Francisco, CA 94107 (Corner of Townsend St and The Embarcadero)</p>
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Call us at 415-438-8300  
or visit [hornblower.com](http://hornblower.com)

*An experience like never before*

*Between the sea and the sky*

*Hornblower Cruise and Events  
San Francisco Bay*

**LOWER**  
EVENTS

**HORNBL**  
CRUISES &

Locations at:

**Pier 3**  
Pier 3, Hornblower Landing  
San Francisco, CA 94111  
(2 piers north of the Ferry Building  
on The Embarcadero)

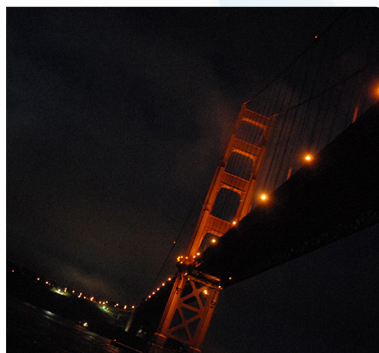


**Pier 40**  
Pier 40, South Beach Harbor  
San Francisco, CA 94107  
(Corner of Townsend St and The  
Embarcadero)

Call us at 415-438-8300  
or visit [hornblower.com](http://hornblower.com)

## History

Since Hornblower founder and CEO Terry MacRae purchased a small charter yacht business in 1980, the company has operated on one mission: deliver premier, quality dining, entertainment and cruise experiences. Today, the company-wide Respect Our Planet program also makes environmental responsibility a top priority, and guests continue choosing Hornblower for family vacations, weddings, corporate outings and galas.



## Dining Cruises

Champagne Brunch Cruise  
2-hour cruise, Starts at \$68

Dinner Dance Cruise  
2.5 to 3-hour cruise, Starts at \$98

San Francisco Supper Club Cruise  
2.5 to 3-hour cruise, Starts at \$74

California Classic Dinner Cruise  
3-hour escape on San Francisco Bay

Platinum Dinner & School Dance Cruise  
4-hour cruise, Starts at \$95

## Birthdays & Celebrations

Make special moments even more memorable and add a little sparkle and shine to life's most cherished commemorations.

Blow Out The Candles Party  
City Beat Cruise  
Cubicle Escape Package  
Angel Island Amazing Race

The Ultimate Birthday Party  
Bar and Bat Mitzvahs  
Quinceañeras  
Memorial Services



## Our Fleet

Hornblower proudly sails some of the most storied vessels in California. The San Francisco fleet includes the 292-foot San Francisco Belle sternwheeler, a Bay Area landmark and the largest private charter yacht on the West Coast. Powered by solar panels, wind turbines and fuel-efficient Tier 2 marine diesel engines, the first-of-its-kind Hornblower Hybrid is the greenest vessel to sail Bay Area waters.





