

BOSTON'S HISTORIC  
**FORT POINT**  
NEIGHBORHOOD

EST.  1836

# Community Driven Branding

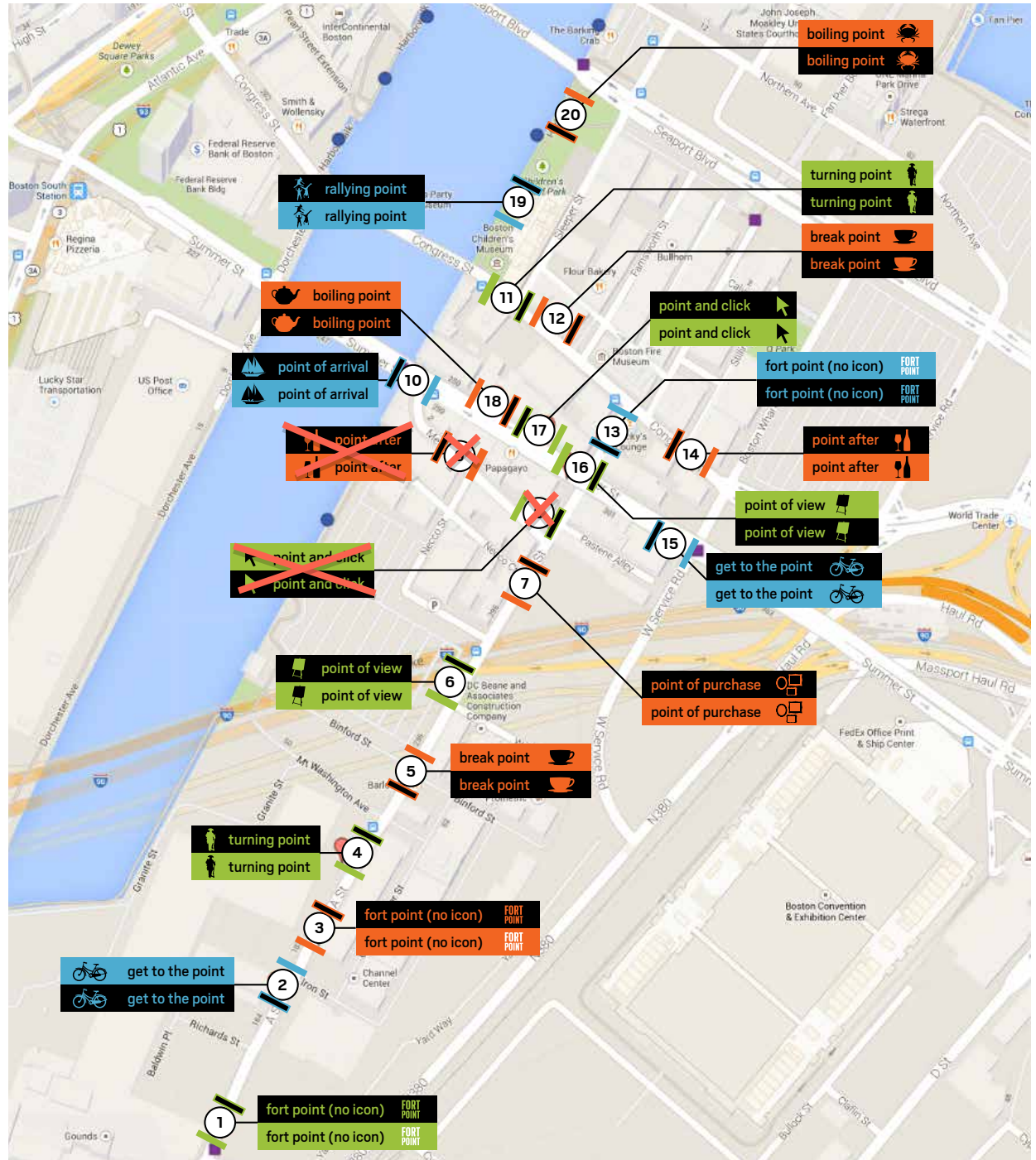
- Need and request for branding of the Fort Point Neighborhood and Fort Point Channel
- Community Driven Branding
  - Create a brand for Fort Point (color palette/font/graphic identity)
  - Street Banners for the Fort Point Neighborhood
  - Driven by Fort Point residents, landowners and businesses

# Fort Point Branding

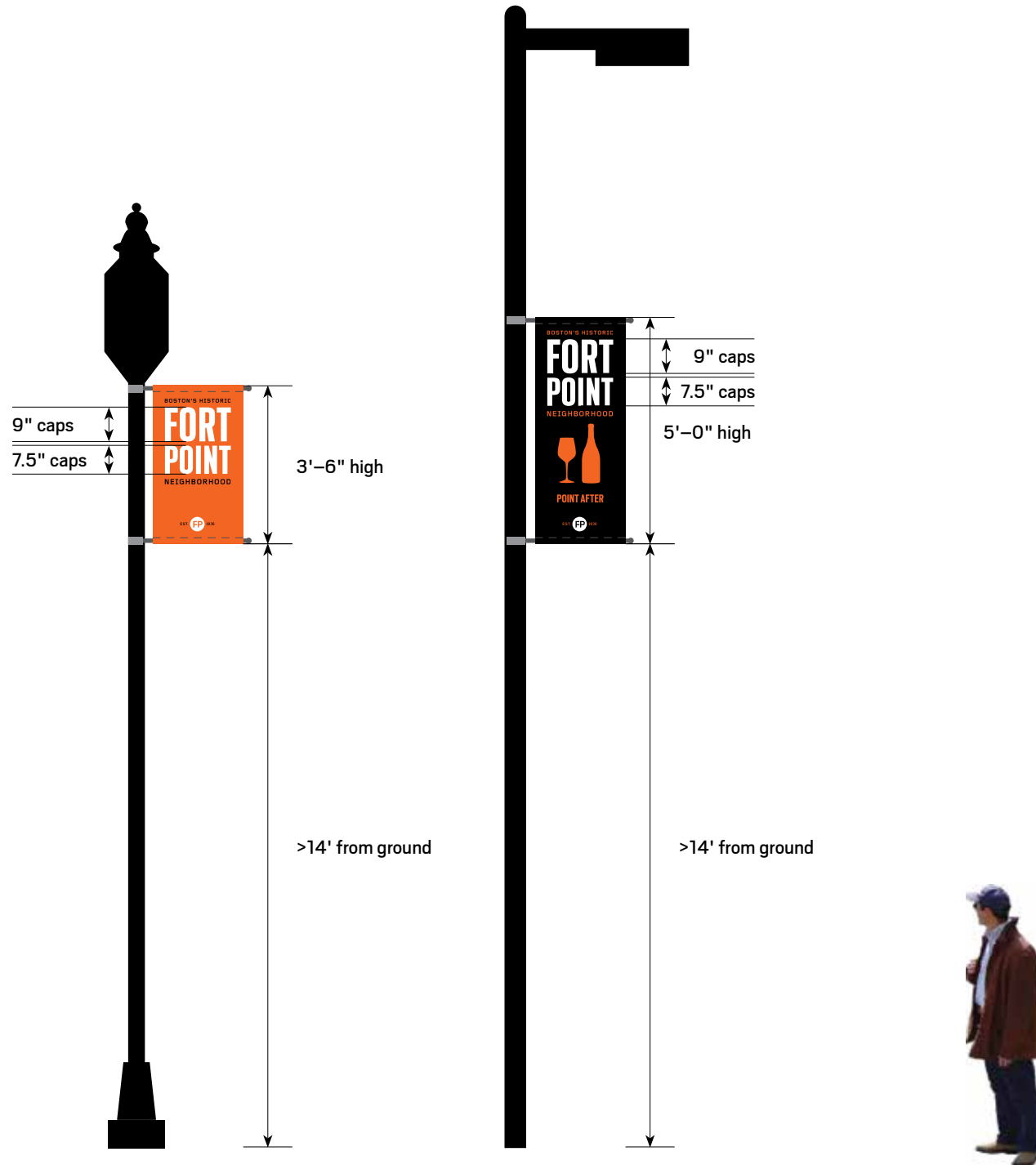
## Street banner program

### Banner Notes

- two-sided banner stiched on the top and sides
- tall banner: seventeen 5' x 2' banners
- short banner: three 3'-6" x 2'-0" banners
- banners priced by square foot
- sunbrella fabric with no wind slits
- heavy duty banner poles & hardware
- differing hardware based on pole type
- minimum hanging height of 14' from ground if hung over the road, varies over sidewalk
- banners will quoted to be replaced yearly



## Fort Point Branding Street banner dimensions





**Fort Point**  
Banner Design 24" x 42"

BOSTON'S HISTORIC

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POINT AFTER

EST. **FP** 1836

BOSTON'S HISTORIC

# FORT POINT

NEIGHBORHOOD



POINT AFTER

EST. **FP** 1836

BOSTON'S HISTORIC

# FORT POINT

NEIGHBORHOOD



POINT OF PURCHASE



BOSTON'S HISTORIC

# FORT POINT

NEIGHBORHOOD



POINT OF PURCHASE



BOSTON'S HISTORIC

# FORT POINT

NEIGHBORHOOD



**BOILING POINT**

EST. **FP** 1836

BOSTON'S HISTORIC

# FORT POINT

NEIGHBORHOOD



**BOILING POINT**

EST. **FP** 1836



BOSTON'S HISTORIC

# FORT POINT

NEIGHBORHOOD



**BREAK POINT**

EST.  1836

BOSTON'S HISTORIC

# FORT POINT

NEIGHBORHOOD



**BREAK POINT**

EST.  1836

**Fort Point**  
Banner Design 24" x 60"

BOSTON'S HISTORIC

# FORT POINT

NEIGHBORHOOD



**BOILING POINT**

EST.  1836

BOSTON'S HISTORIC

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**BOILING POINT**

EST.  1836

**Fort Point**  
Banner Design 24" x 60"



**Fort Point**  
Banner Design 24" x 42"

BOSTON'S HISTORIC

# FORT POINT

NEIGHBORHOOD



POINT OF ARRIVAL

EST.  1836

BOSTON'S HISTORIC

# FORT POINT

NEIGHBORHOOD



POINT OF ARRIVAL

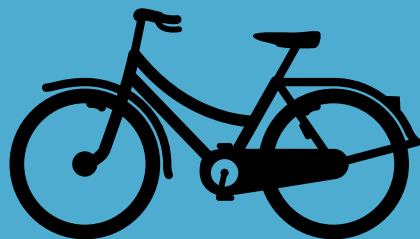
EST.  1836

Fort Point  
Banner Design 24" x 60"

BOSTON'S HISTORIC

# FORT POINT

NEIGHBORHOOD



GET TO THE POINT

EST. **FP** 1836

BOSTON'S HISTORIC

# FORT POINT

NEIGHBORHOOD



GET TO THE POINT

EST. **FP** 1836

BOSTON'S HISTORIC

# FORT POINT

NEIGHBORHOOD



RALLYING POINT



BOSTON'S HISTORIC

# FORT POINT

NEIGHBORHOOD



RALLYING POINT



Fort Point  
Banner Design 24" x 60"



**Fort Point**  
Banner Design 24" x 42"

BOSTON'S HISTORIC

# FORT POINT

NEIGHBORHOOD



TURNING POINT



BOSTON'S HISTORIC

# FORT POINT

NEIGHBORHOOD



TURNING POINT

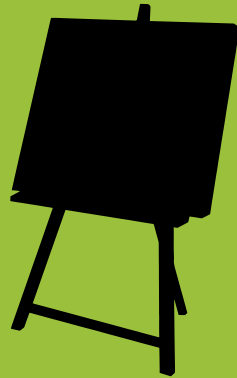




BOSTON'S HISTORIC

# FORT POINT

NEIGHBORHOOD



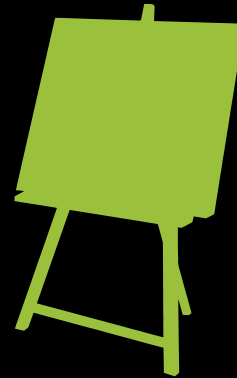
POINT OF VIEW

EST. **FP** 1836

BOSTON'S HISTORIC

# FORT POINT

NEIGHBORHOOD



POINT OF VIEW

EST. **FP** 1836

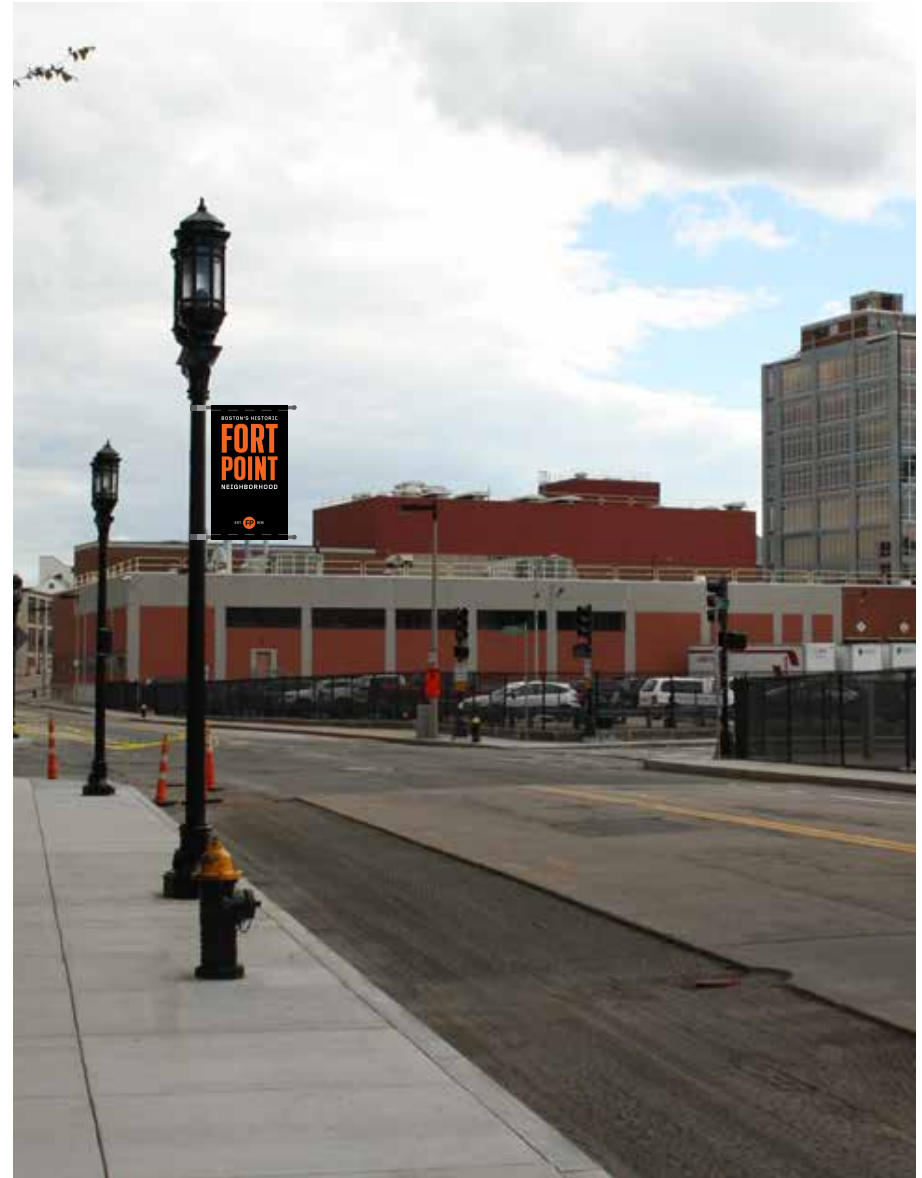
# 1 Third pole from the corner of W. First and A Street on park side



## 2 In front of Gillette 'grey building'



### 3 Third pole in after Iron Street





#### 4 Third pole down from Iron Street on the Gillette side

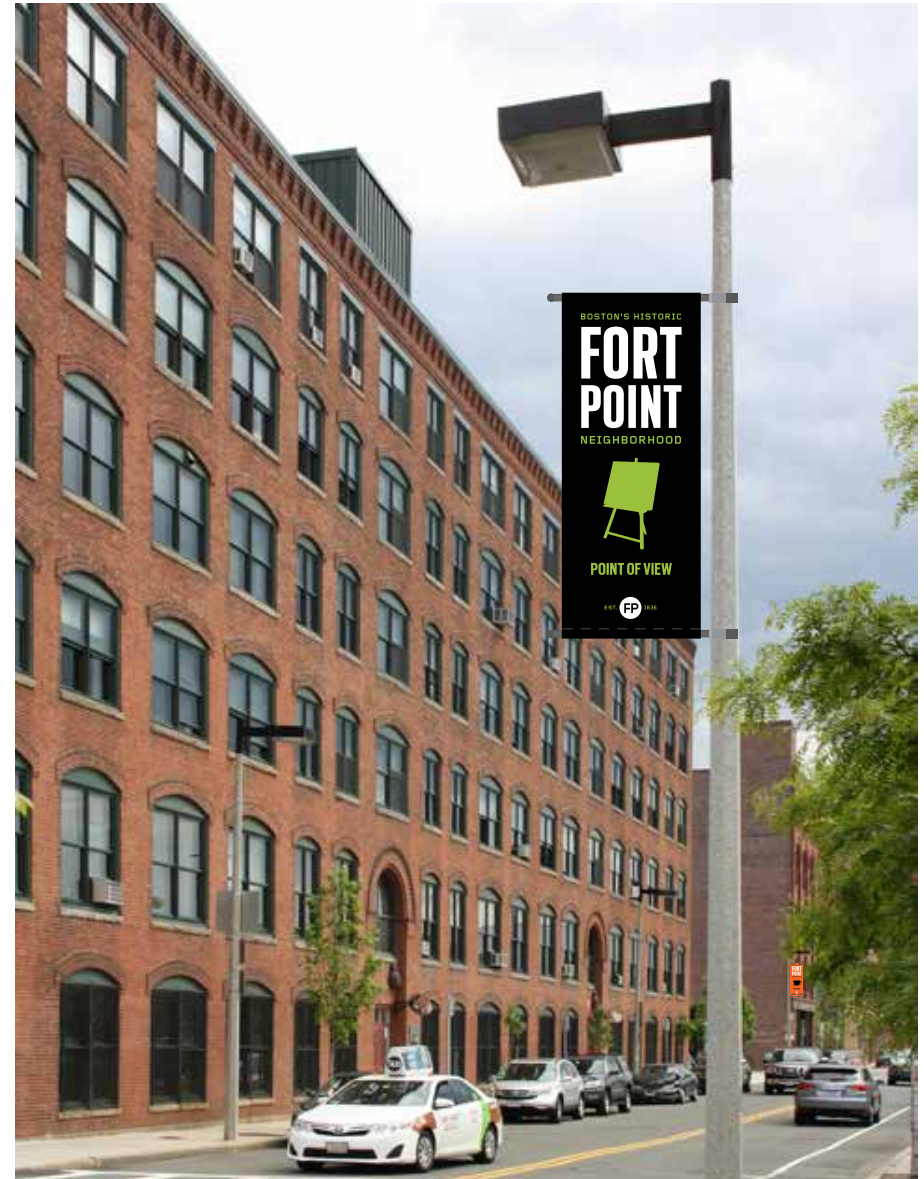


## 5 Corner of Binford and A Street on Barlow's side





## 6 Across from Wormwood Park (on the crosswalk)



## 7 Across from Necco Ct.

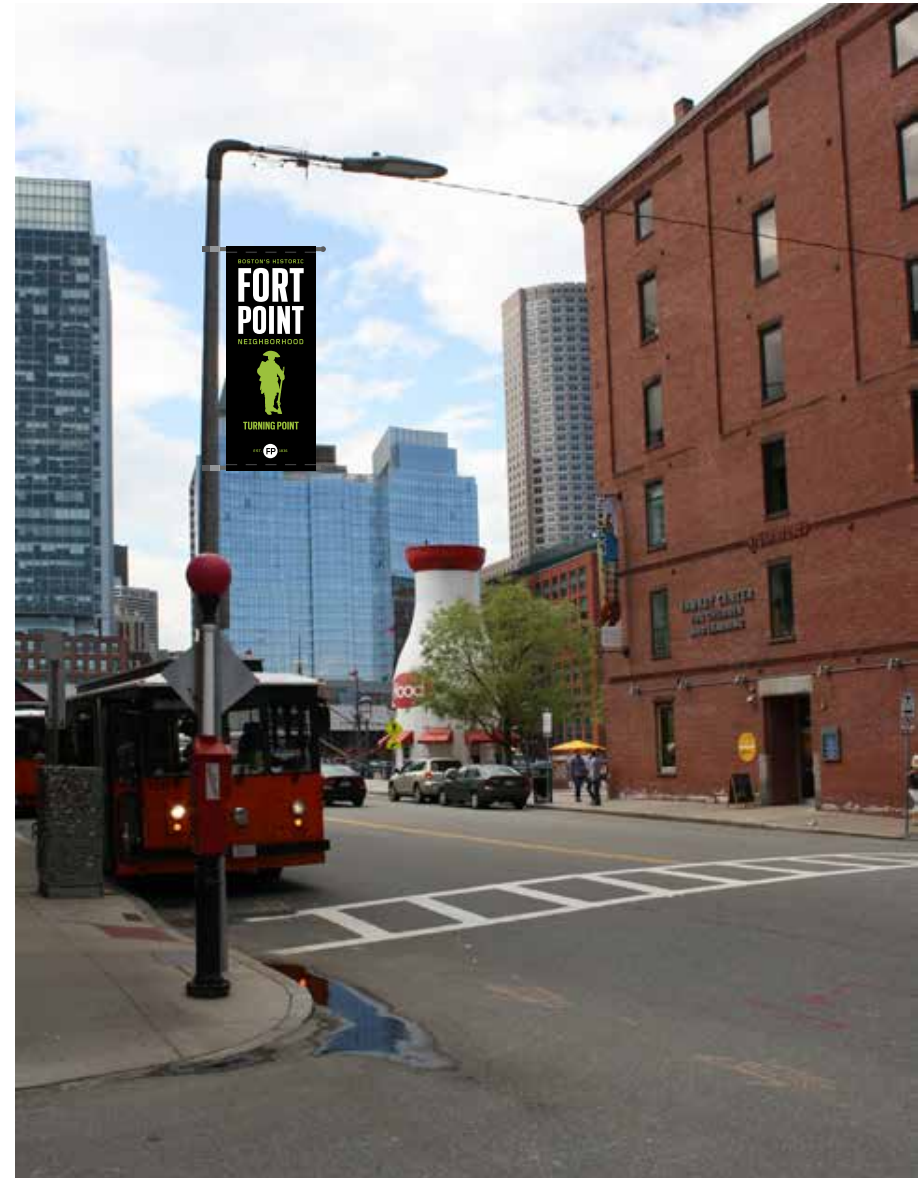




## 10 Corner of Melcher and Summer Street, in front of Metro Convenience

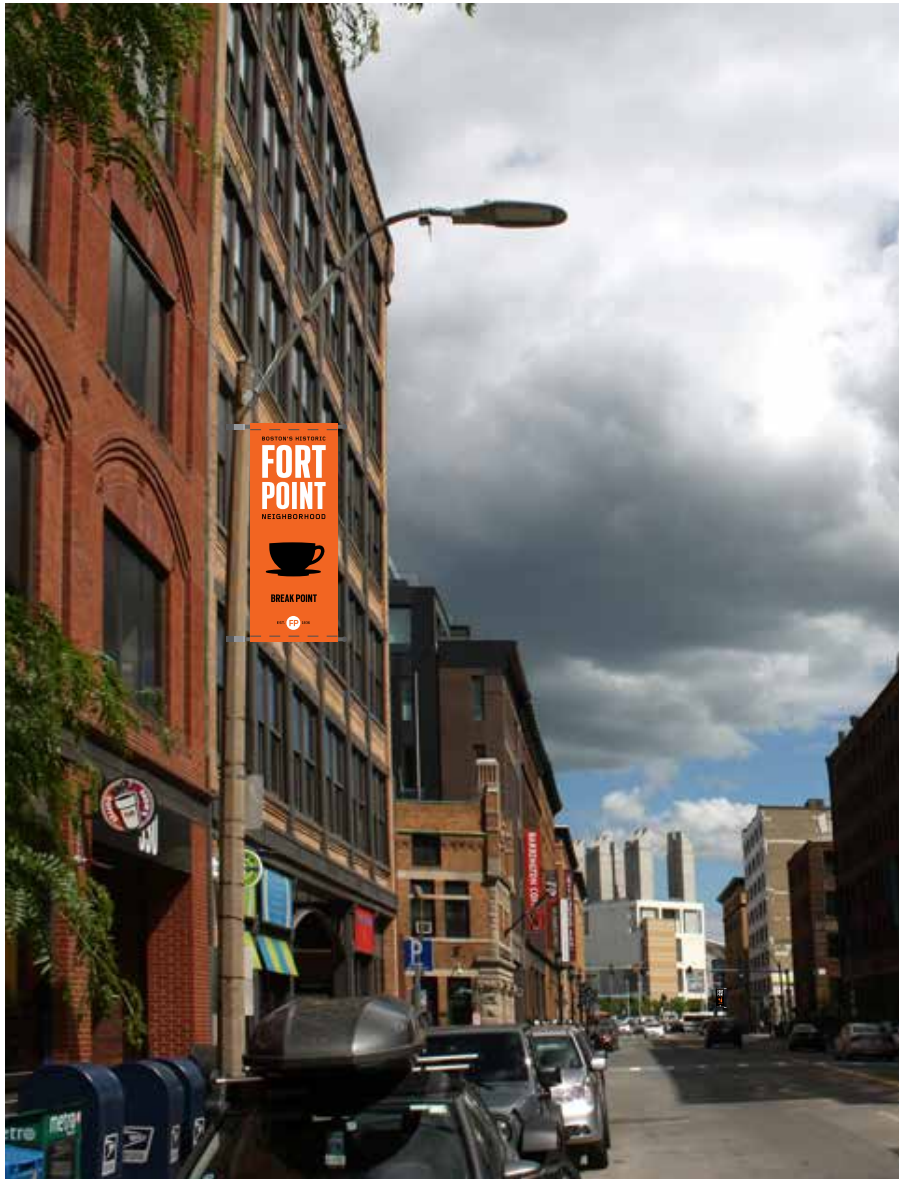


## 11 In front of arch building on Congress Street



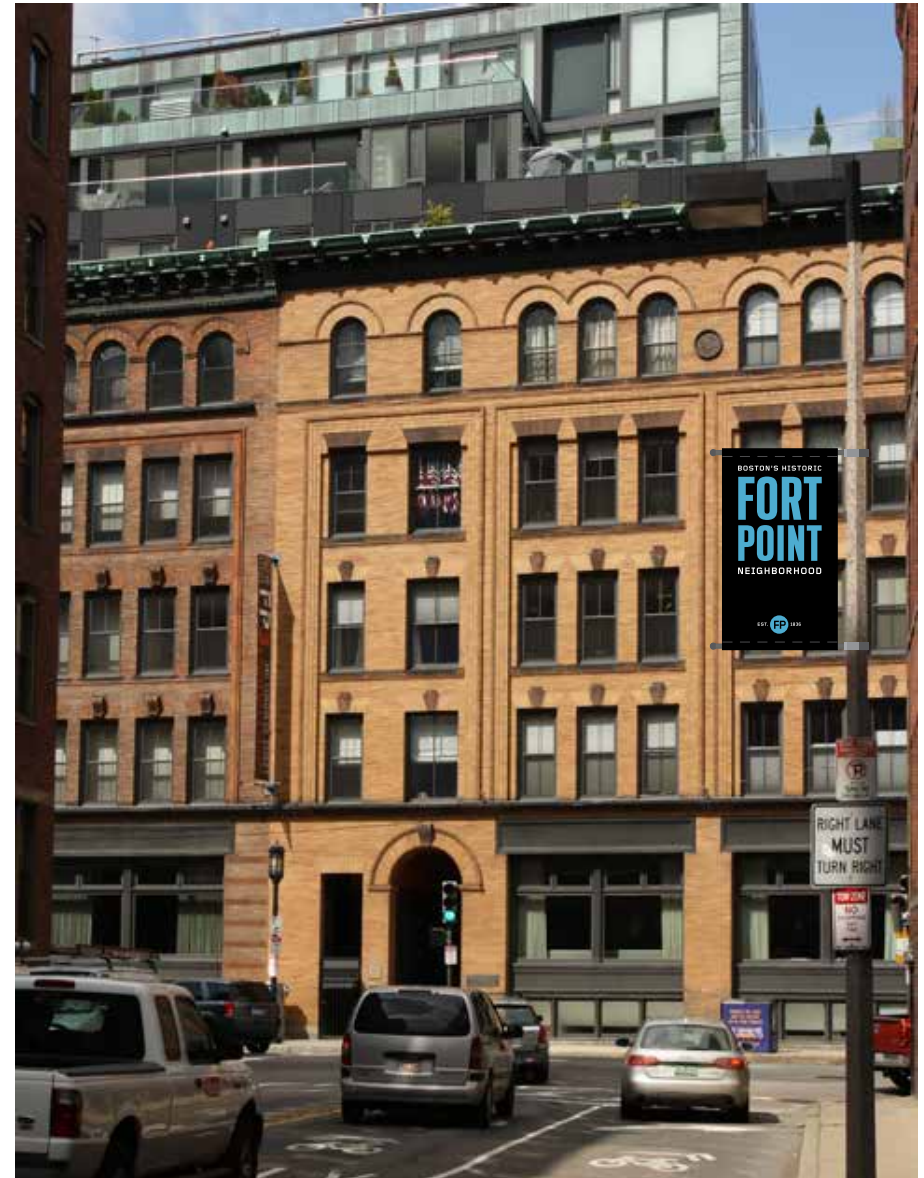


## 12 In front of Metro Restaurant





### 13 A Street, on the Lucky's Lounge side

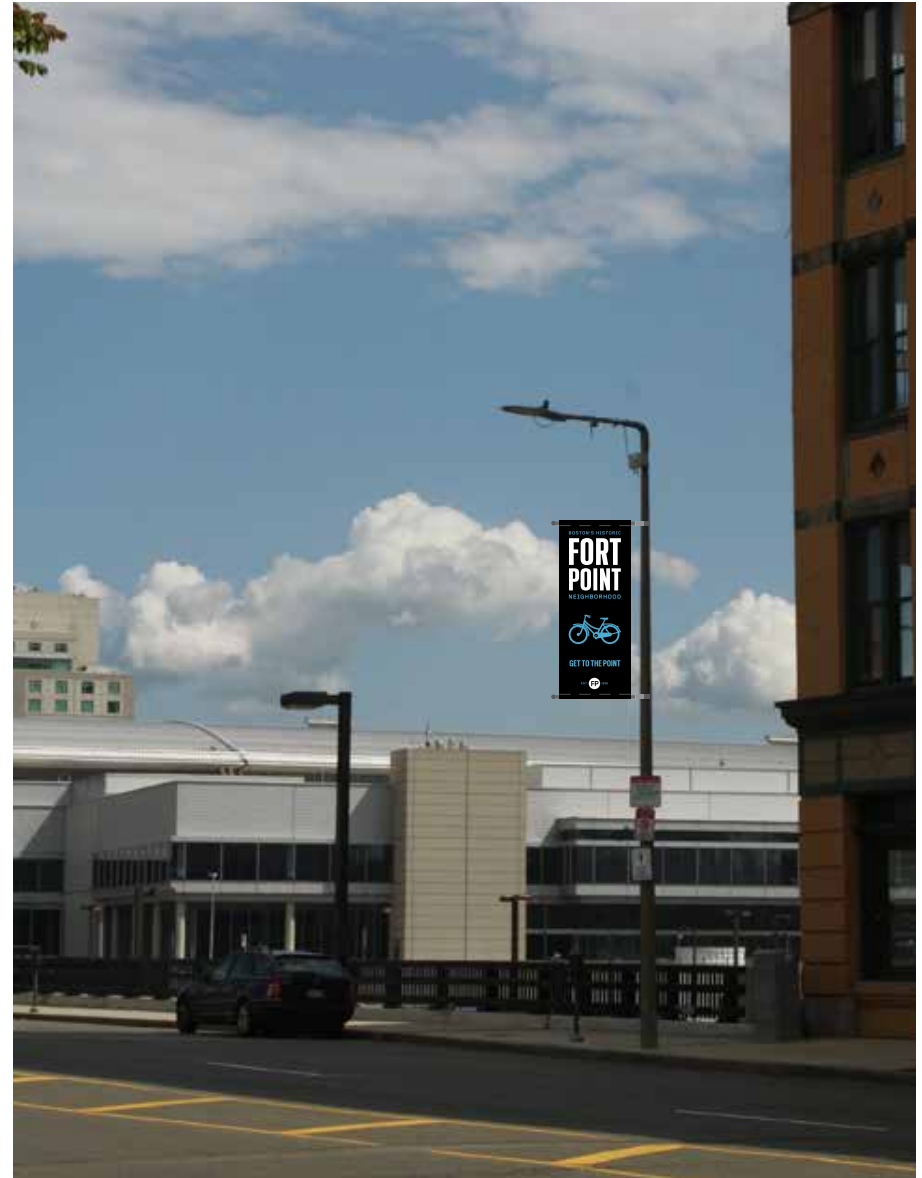


## 14 Outside of 381 Congress Street

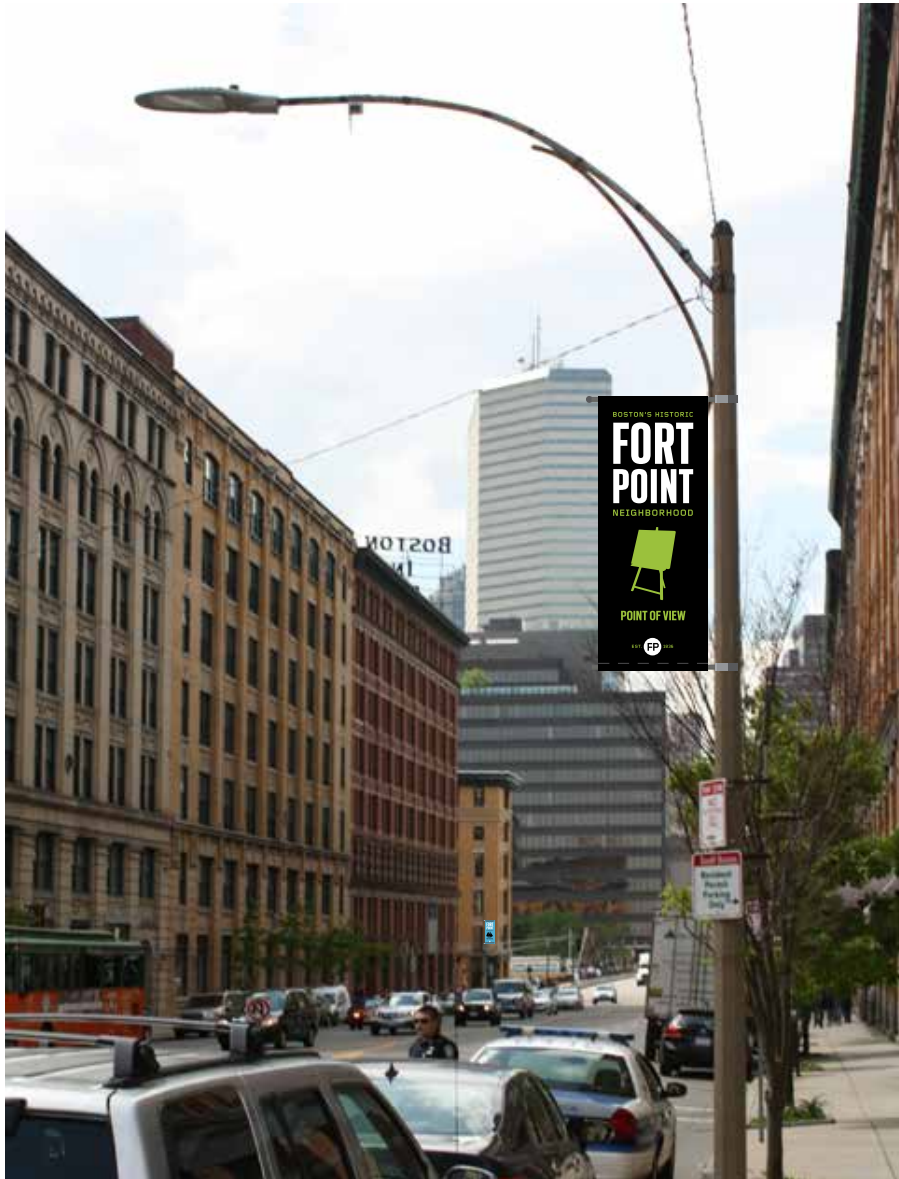




## 15 Outside 337 Summer Street



## 16 Outside 300 Summer Street



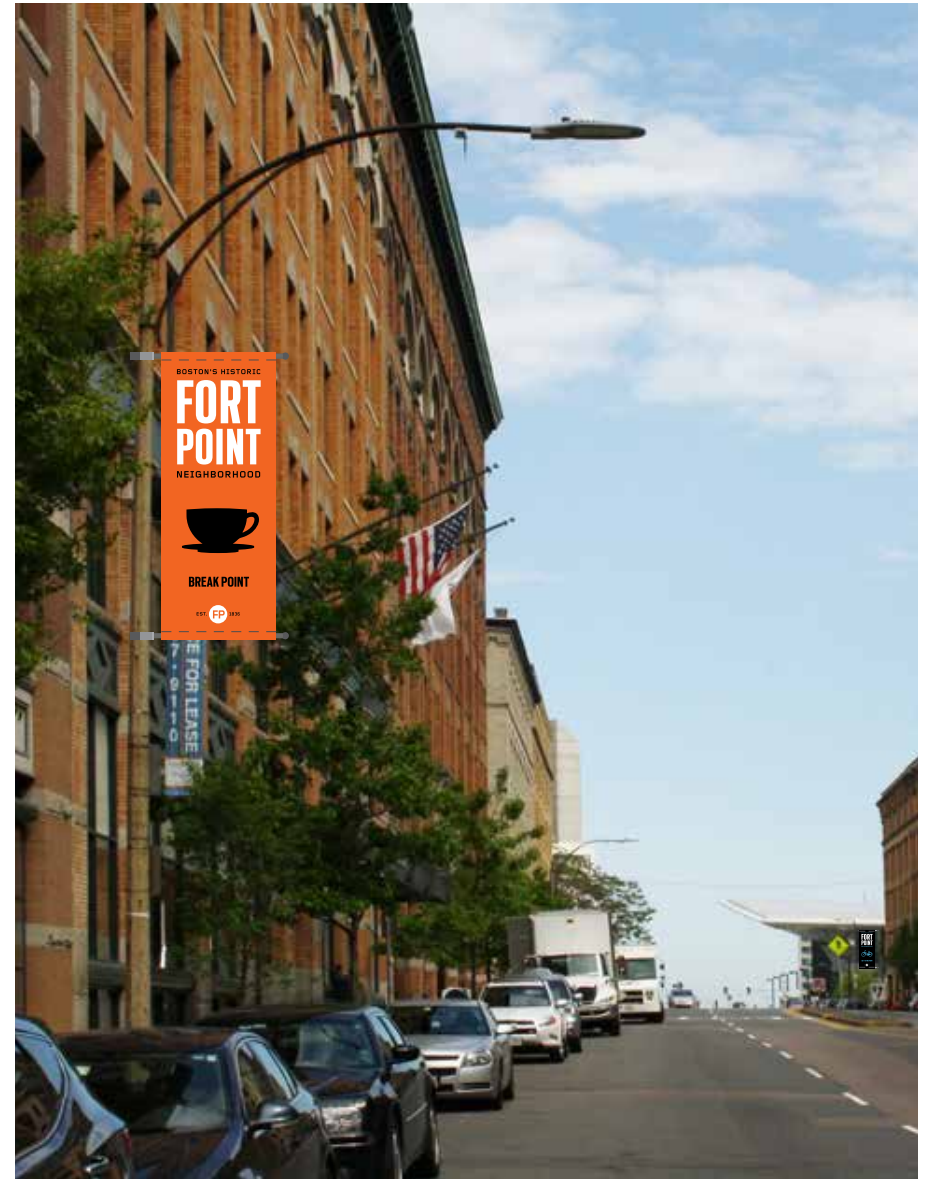


## 17 Outside 285 Summer Street





## 18 Outside 268 Summer Street



19 Outside Boston Children's Museum

20 On the Harborwalk near Seaport Blvd.

