

145c Branding Campaign

The Wharf Marina

RIVERS

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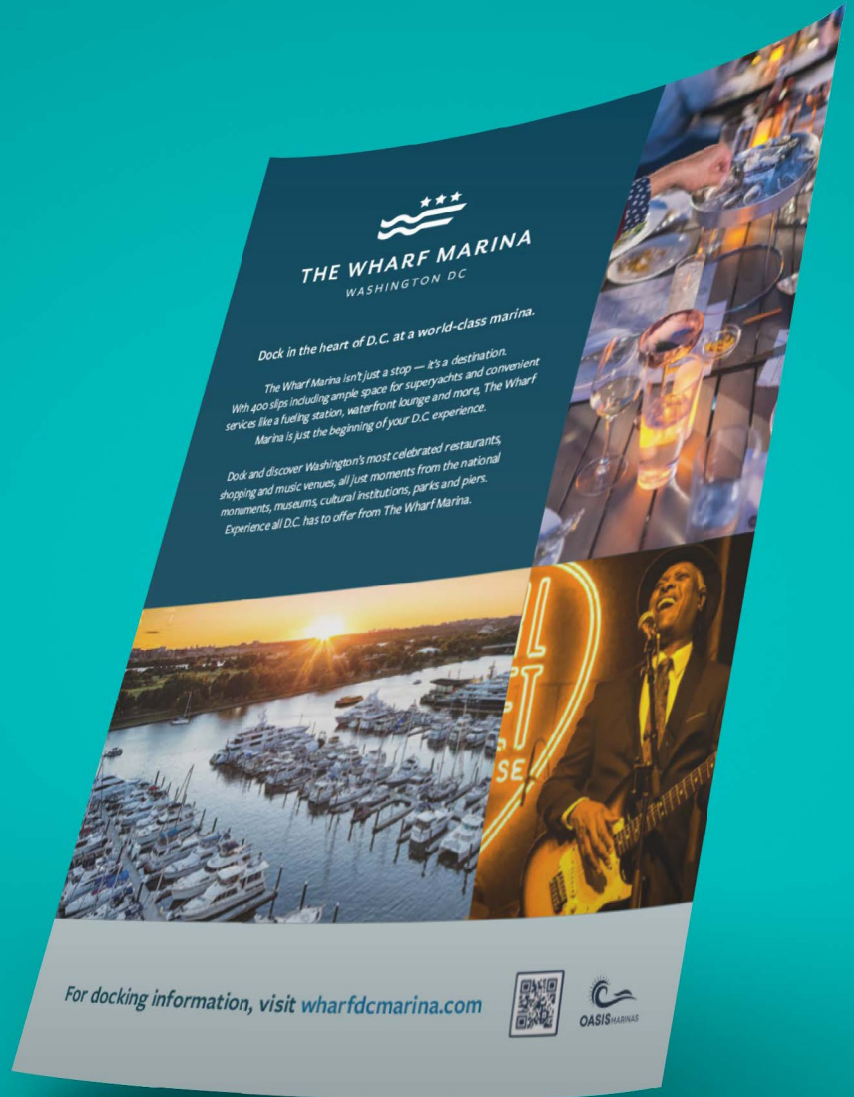


The Project

The Wharf Marina is a working marina and waterfront destination for boaters, residents, and visitors located just south of the National Mall in Washington D.C. Covering long expanses of waterfront, it welcomes ships and vessels from across the world and offers activity and amenities that range from waterfront yoga to world-class dining at chef-led restaurants. The visual brand identity Rivers created captures these aspects while celebrating the district's special sense of scale, its monumental views and the city's close ties to the water.



BRANDING



THE WHARF MARINA
WASHINGTON DC

Dock in the heart of D.C. at a world-class marina.

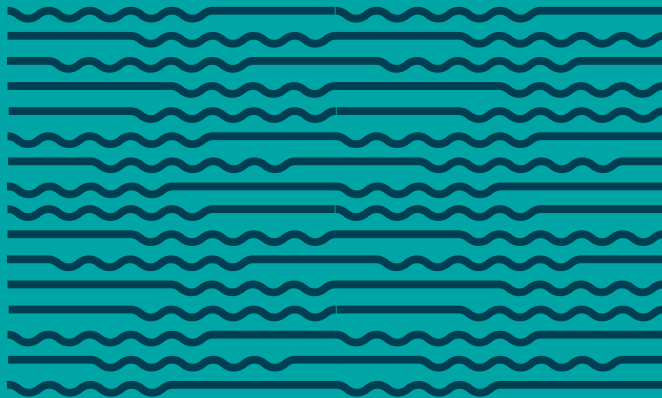
The Wharf Marina isn't just a stop — it's a destination. With 420 slips including ample space for superyachts and convenient services like a fueling station, waterfront lounge and more, The Wharf Marina is just the beginning of your D.C. experience.

Dock and discover Washington's most celebrated restaurants, shopping and music venues, all just moments from the national monuments, museums, cultural institutions, parks and piers. Experience all D.C. has to offer from The Wharf Marina.



For docking information, visit wharfdcmarina.com



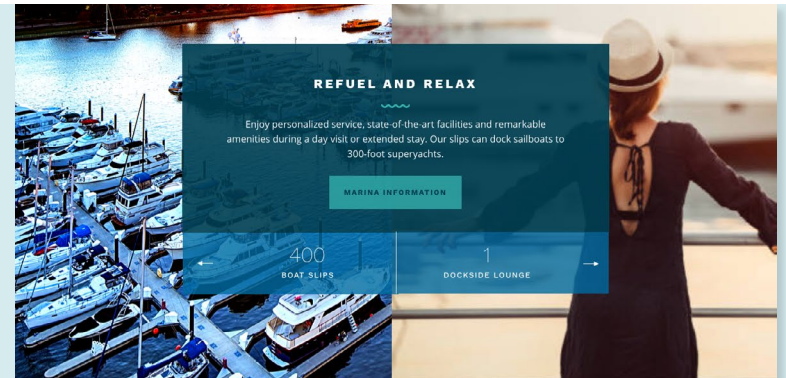
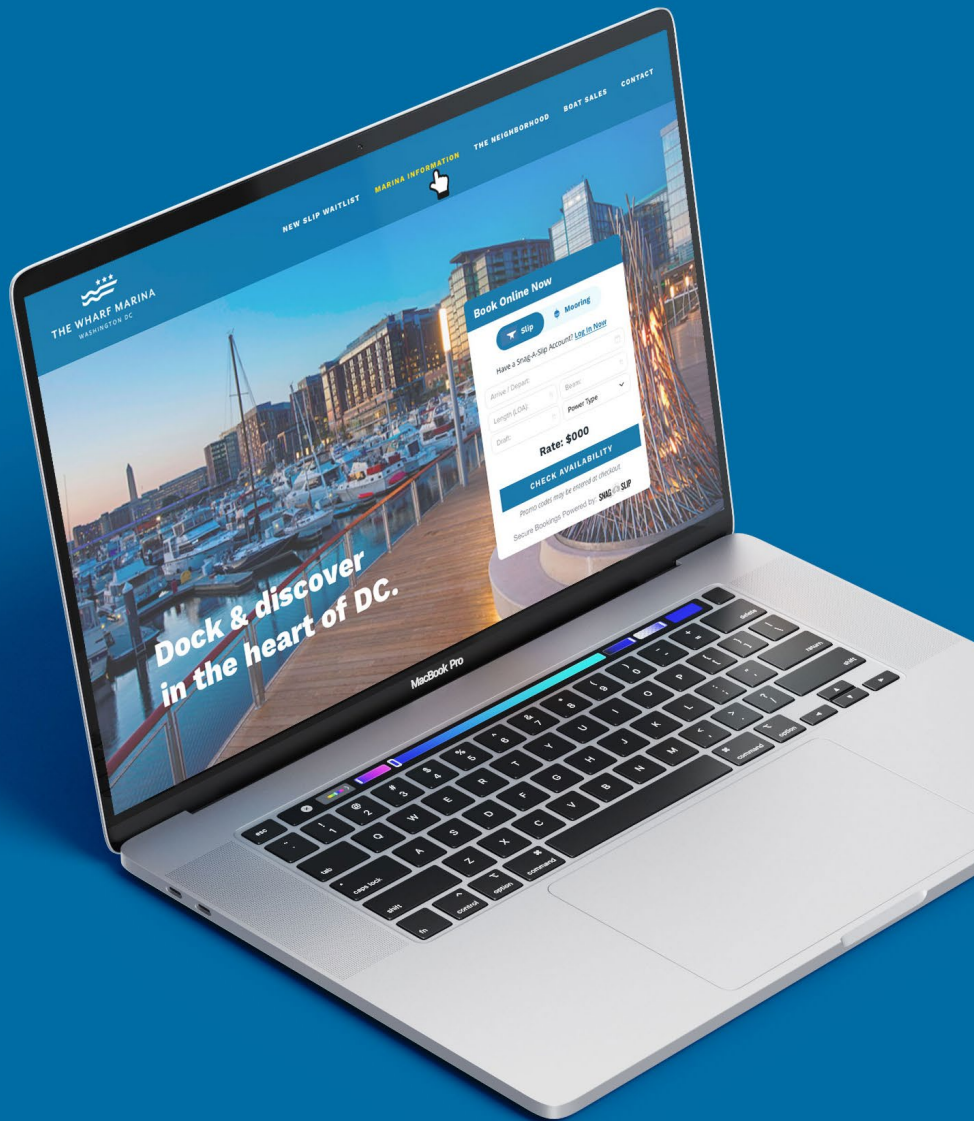


WAVE PATTERN



LOGO AS A CONTAINER

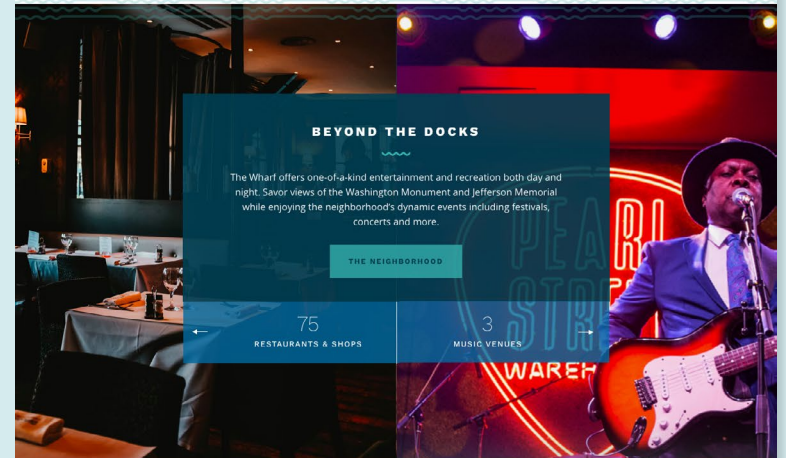
WEBSITE



A flag for DC.

The Wharf boasts an impressive array of the neighborhood's most celebrated dining, boutique shopping, concert venues, events, hotels, theatres, parks, promenades, piers and more. Just south of the National Mall, boaters can easily explore nearby national treasures, as well as DC's booming dining, theatre and shopping scenes.

THE WHARF



A Gateway to DC.

Centrally situated in Washington, DC, The Wharf Marina is located near two Metro stations which are only a short walk or free Southwest Shuttle ride from the water.



APPLICATIONS




THE WHARF MARINA
WASHINGTON DC

Dock and discover a world-class marina in the heart of DC.

With 400 slips including ample space for superyachts and unparalleled services like a fueling station, waterfront lounge and more, The Wharf Marina lets you experience DC's most celebrated restaurants, shopping and music venues, all just moments from the national monuments, museums, theatres, parks and everything else the District has to offer.

For docking information, visit wharfdcmarina.com

