

A THERAPY BOAT FOR THE BAY AREA

In contrast to the vinyl floors and florescent lighting of a hospital setting, this classic wooden yacht embodies the comforts of home by providing respite for all those who come aboard. Classic, warm and nostalgic, Tautira harnesses the healing powers of the Bay by giving those impacted by cancer and terminal illness the integrated care they need.

TYPOGRAPHY










COMFORTAA

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EB Garamond

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COLORS

		
RGB 205 215 210 HEX CDD7D2	RGB 98 116 128 HEX 627480	RGB 19 46 73 HEX 132E49
		
RGB 131 139 131 HEX 838B83	RGB 183 184 168 HEX B7B8A8	RGB 241 239 229 HEX F1EFES
		
RGB 246 234 220 HEX F6EADC	RGB 245 217 196 HEX F5D9C4	RGB 200 140 118 HEX C88C76

PRIMARY COLORS



SECONDARY COLORS



ALTERNATE COLOR COMBINATIONS



IMAGERY



INTERIOR, SUBJECT FOCUSED

Photos should capture significant moments in palliative care storytelling, detailing compassionate, raw emotion through genuine human experiences. Cabins with natural light, teak/mahogany furnishings and bronze accents should emanate through the photography.

EXTERIOR, GENERAL MOOD PHOTOGRAPHY

Whenever possible, environmental photography should include some perspective depth and communicate inherent characteristics of the vessel, weather, or time of day. Patient or caregiver shots should express the liberation from a sterile doctor's office to the fresh air of the marina or inland waters (i.e. dockside living, wildlife encounters or on-the-water programs).

