

# On the Cape

Designed & Presented by Isabel Humphrey

DECEMBER 18TH, 2023

# Introduction

- ✦ Concept
- ✦ Research

## Design

- ✦ Content Plan
- ✦ Layout Sketches
- ✦ Mood board
- ✦ Typography
- ✦ Color Palette
- ✦ Interior Spreads
- ✦ Cover Design

## Production

- ✦ Plan
- ✦ Process
- ✦ Final



# Concept

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## A Mini Travel Guide

*On the Cape* is a short publication, meant to be used as a mini travel guide to reference while visiting little known attractions in Cape Cod, Massachusetts.

While it can be used simply to read about these locations, it is purposed to be carried with the reader as a reference while they navigate to these secret sites.

Each page includes a photo of the place, a description of what it is coupled with its history, and the address, price, and contact. It was inspired by a brochure format, but is laid out like a magazine, and can be used for both purposes.

# Research

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I have visited several of these locations myself and was already familiar with their history and purpose, but I also conducted some further research to write accurate and informative descriptions of each location.

Much of the information was pulled from my mother's book, *Secret Cape Cod and the Islands: A Guide to the Weird, Wonderful, and Obscure*.

# Design

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- ✦ Content Plan
- ✦ Layout Sketches
- ✦ Mood Board
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- ✦ Interior Spreads
- ✦ Cover Design



# Content Plan

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I first identified which sites I wanted to use. I chose many of the locations based on the photographs my mother had taken of them.

I identified three themes that can define Cape Cod's secret history and culture:

## Themes:

Haunted Places

Whaling & Sea Captains Era

Architecture

11/24/2023 CGD Publication Design

11/24/2023 CGD Publication Design

## Cape Cod Place Zine

7 11 "use 8 fold regular 8.5x11)

12 pages minimum

Include colophon, preface, Title, year, & by line

Price: \$<sup>20</sup> if perfect bound, \$15 if not

CONTENT: choose THREE places for each of the four themes

### THEME 1: GHOST STORIES/ HAUNTED PLACES

1. Highfield Hall - Gilded age mansion in Falmouth

haunted by Emily Beebe, seen in window looking at garden (56)

2. Cobb's Hill Cemetary in Barnstable village graveyard tour (72)

3. Old Jail 1690 in Barnstable, tour by Derek Bartlett (80)

4. Victorian Mansion turned Inn featuring a phantom organist in Yarmouth

5. Orleans Waterfront Inn - 1875 mansion turned Inn haunted by prostitute (110)

### THEME 2: WHALING ERA

1. Three 19th century houses for three brothers in Nantucket, built by  
whale oil merchant Joseph Starbuck

2. Sea captain/whaling captain Edward Penniman trophy home (124)

3. Captain Bangs Hallet House Museum, where thieves stole his portrait (98)

4. Hawden House/The Two Greeks: Greek Revival Mansion turned  
museum about whaling era in Nantucket (158)

### THEME 3: ARCHITECTURE

1. Bound Brook Island in Wellfleet, modern cottage with private beach (128)

2. Captains Manor Inn 1849 in Falmouth (52)

3. Cape Cod Modern Trust House: four storied houses on the national sea shore

? (modern architecture) (130)

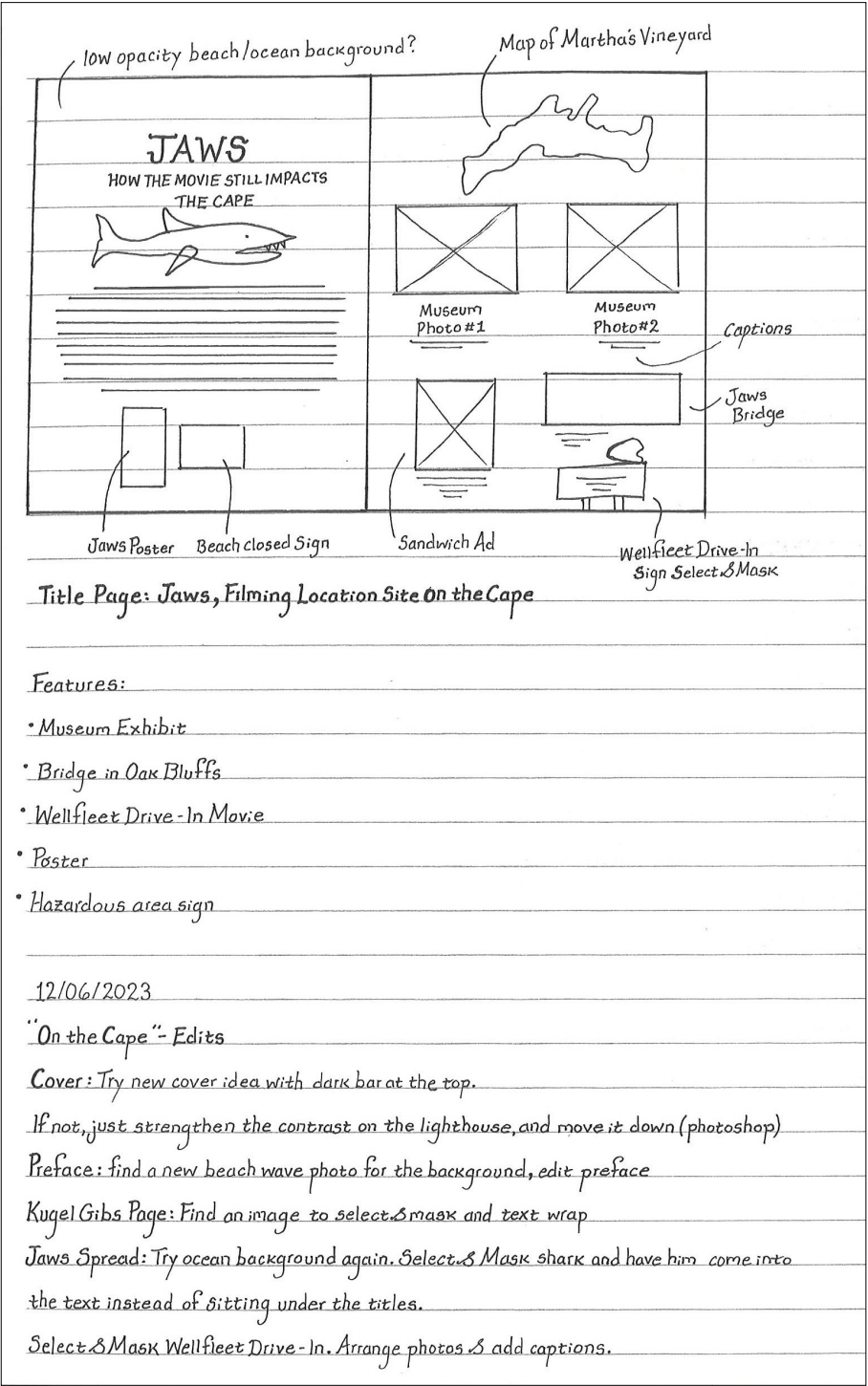
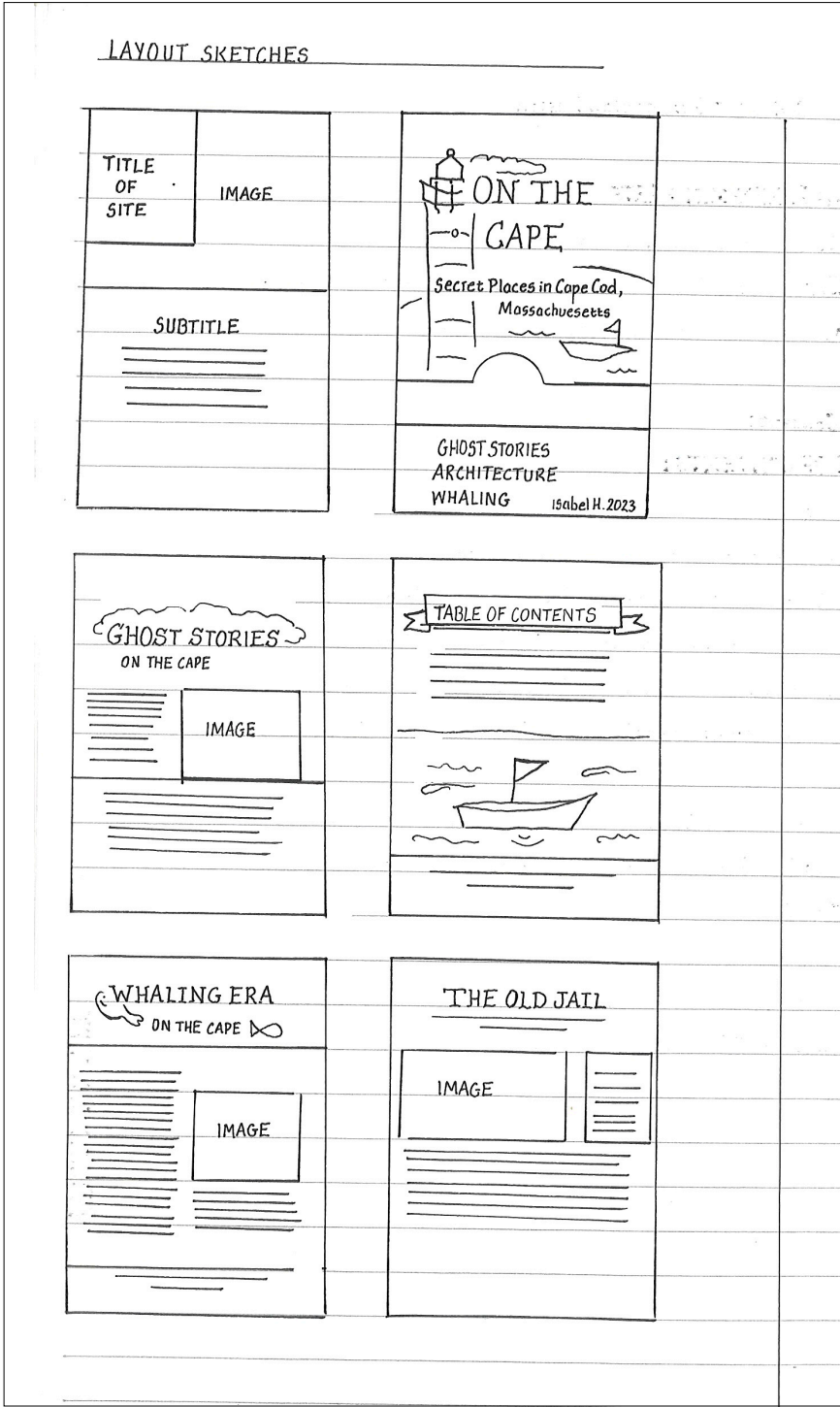
Night, Show or Ghost,  
Night Music, The Uninvited,

Life, Cruising Old King's Highway,  
or Night's Dream, Sandy Castles

ket, 22 years at sea, Captain Hallet

Ghost, Summer Playdates

# Layout Sketches



# Mood board



## Imagery

- ✦ Harbor
- ✦ Lighthouse
- ✦ Beach
- ✦ Boats
- ✦ Whales
- ✦ Sharks
- ✦ Houses

# Typography

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On the Cape	Thryomanes
On the Cape	Bembo
<b>On the Cape</b>	<b>Grendel</b>
<b>On the Cape</b>	<b>Jenson</b>
On the Cape	Caledonia
On the Cape	Palatino

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**On the Cape**  
**Architecture**  
**Whaling Era**  
**Haunted Places**  
**Performing Arts**

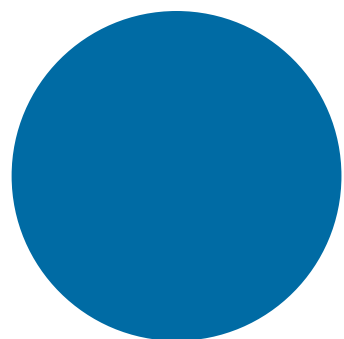
# Typography

Adobe Jenson Pro

  Used in Publication

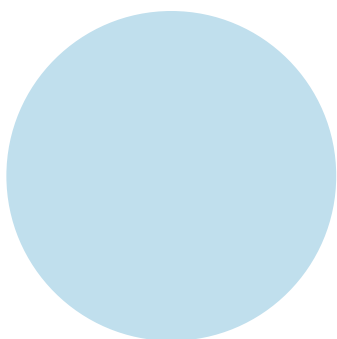
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# Color Palette



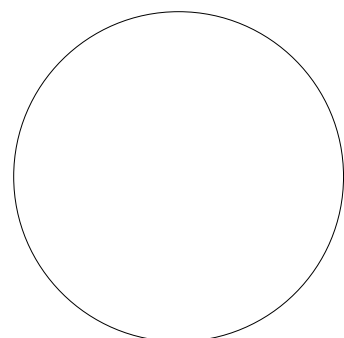
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for text titles



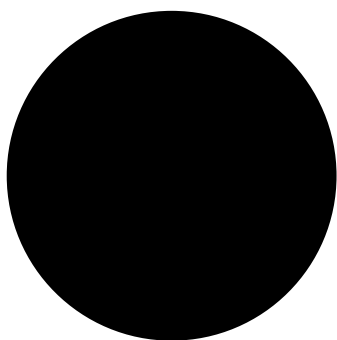
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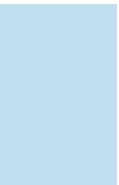
for background and  
type on *Jaws* Spread



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for body copy

Title



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quatecto consece perfers pellectem  
et erchitias eatquatiande sapitiis-  
quis modi corporiti cus doloriti  
conemquid quoditat ratet es dolor-  
rum aut ditatus eris sumqui sunt  
andipis atur, sapella ndiscimus

# On the Cape

SECRET LOCATIONS ON  
CAPE COD & ISLANDS

Isabel Humphrey  
2023



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## PREFACE

*On the Cape: Secret Locations in Cape Cod and Islands* will guide you through ten little-known sites located in Cape Cod, Massachusetts, each intricately connected to the region's history and culture. From engaging museums to insightful tours, this handbook serves as your insider's key to unlocking the essence of the real Cape Cod, beyond its famous clam chowder and sandy beaches.

Immerse yourself in harbors, lighthouses, waves, and history. Tuck this guide into your travel bag as you journey, and unveil a world of discoveries in places you may have never noticed before.



# Haunted Places

On the Cape



## Cobb's Hill Cemetery

Barnstable Village Ghost-Hunting Tour



**Address:**  
3353 Main  
Street, Route  
6A, Barnstable

**Price:**  
\$20

**Contact:**  
508-241-1151

Paranormal researcher and university lecturer Derek Bartlett offers interactive ghost hunting tours within Barnstable village. Bartlett provides guests with flashlights and electronic voice pheno-menon recorders that are intended to pick up voices from the dead. The entrance to the cemetery, called "death's doorway," is made of iron, as colonial Americans thought ghosts couldn't pass through iron. They also believed that anyone entering the cemetery with the deceased would be cursed. To avoid this, coffins were slid on two stone pillars into the graveyard.

## The Old Jail

Colonial Era Punishments Exhibit



**Address:**  
3353 Main  
Street, Route  
6A, Barnstable

**Price:**  
\$20

**Contact:**  
508-241-1151

This 1690 jailhouse, also featured as part of Bartlett's tour, is the oldest wooden jail in the country, haunted by the ghosts of its former residents. He brings the tour group to this site after hours, and turns off the lights and beckons the ghosts to come out and play. He also tells ghost stories to the attendees in the dark, who sometimes scream and claim something has grabbed them. There is even an option to stay the night here, from 9pm to 1am. Visitors will find etchings carved into the wooden walls as well as quite a horrifying exhibit on Colonial era punishments.

## Orleans Waterfront Inn

A Hotel Haunted by a Promiscuous Woman



**Address:**  
3 Old County  
Road, Orleans

**Price:**  
Varies based on  
length of stay

**Contact:**  
orleansinn.com  
508-255-2222

This Victorian mansion built by a sea captain became a speakeasy and brothel run by the Irish mafia in the 1920s. Rumor has it that a prostitute was murdered by a customer, and the manor, now an inn and restaurant, has been haunted by her ever since. By the time Ed and Laurie Maas bought the property in 1996, it had been abandoned. The couple had planned to tear it down but soon discovered that the place was haunted and decided to restore it. A team from the Syfy Channel's Ghost Hunters show arrived in 2010, recording ghostly voices and shadows.

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# Whaling & Sea Captains Era

On The Cape



## Captain Bang's Hallet House

Museum Featuring a Stolen Portrait



**Address:**  
8 Strawberry  
Lane, Yarmouth

**Price:**  
\$10 for docent  
led tour

**Contact:**  
info@hsoy.org



Captain Bang's Portrait  
in Hallet House interior

Rows of century-old sea captains' houses stretch along the Old King's Highway for over a mile, but only one is open to the public: the Captain Bangs Hallet House. A sea captain in the China-India trade, Hallet had his portrait painted in Canton, China by a well known Chinese artist, Lam Qua. The house, which is set up to depict the Hallet family's Victorian-era life, was once the unlikely scene of an art heist. Two thieves snatched the Captain's portrait, along with five additional 19th-century paintings, in 1988. To date, the culprits have not been caught and the paintings have not been recovered.

4

## Hadwen House

Greek Revival Mansion & Whaling Museum



**Address:**  
96 Main Street,  
Nantucket

**Price:**  
\$10

**Contact:**  
ask@nha.org

Nantucket's pair of Greek Revival mansions, known as the Two Greeks, were built by whale-oil magnate William Hadwen in 1846 and 1847. One is now a house museum offering a glimpse into the heady days of the island's whaling era, while the other—which features a ballroom with a circular oculus open to the sky—is now a private home. Hadwen was a silversmith from Newport, Rhode Island who first visited the island for the wedding of his cousin Nathaniel Barney. He fell for the bride's sister and decided to stay on the island, teaming up with Barney to run a candle factory and whale-oil refinery that now houses the great Nantucket Whaling Museum.

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## Sea Captain Edward Penniman's Trophy Home

The Man Who Spent 22 Years at Sea



**Address:**  
70 Fort Hill  
Road, Eastham

**Price:**  
Free

**Contact:**  
National Park  
Service  
508-255-3421

Wealthy sea captain Edward Penniman built his grand French Second Empire trophy house in the seaside town of Eastham in 1868. Now a museum, the mansion is open for tours highlighting the Cape's whaling era. Penniman (1831-1913), who grew up nearby and married the girl across the street, set out on his first whaling voyage at age 21. Most of the whales in the Northeast had been killed by the mid-1800s, so New Bedford whale hunters were forced to sail to such faraway places as Hawaii, New Zealand, and the Arctic. With each expedition lasting about three years, Penniman spent 22 years at sea.

6

# Architecture

On The Cape



## The Hatch House

Modern Trust Home off the National Seashore



**Address:**  
309 Bound  
Brook Way,  
Wellfleet

**Price:**  
Rental rates  
may vary

**Contact:**  
capemodern  
trust@gmail

Wellfleet's modernist Hatch House, perched on a bluff overlooking Cape Cod Bay, was built in 1962 for Robert Hatch, an editor of the Nation, and his wife Ruth, a painter. Designed by self-taught architect Jack Hall, the 784-square-foot cottage is a matrix of three cubes connected by outdoor decks. An outdoor hallway connects the main living area with the bedroom cubes. The experimental house, stocked with the Hatch family's original furniture, books, and paintings, is available for tours and rustic summer getaways (though keep in mind there is no internet, heat, laundry or dishwasher) with the Cape Cod Modern House Trust.

7

## Kugel/Gibs

Blend of Modern & Traditional Architecture



**Address:**  
309 Bound  
Brook Way,  
Wellfleet

**Price:**  
Rental rates  
may vary

**Contact:**  
capemodern  
trust@gmail

While the Cape is known for grand sea captain's homes and salt-worn beach cottages, the town of Wellfleet was once an enclave of mid-century modern architecture. About 95 of these avant-garde houses with flat roofs, boxlike shapes, and expansive windows are still scattered through the Wellfleet woods, many designed by the European modernist architects who flocked to the area in the 1940s. Four have been restored by the Cape Cod Modern House Trust, offering tours, summer rentals, and artist-in-residence programs: the 1962 Hatch House and the 1970 Charles Zehnder-designed Kugel/Gips House.

8

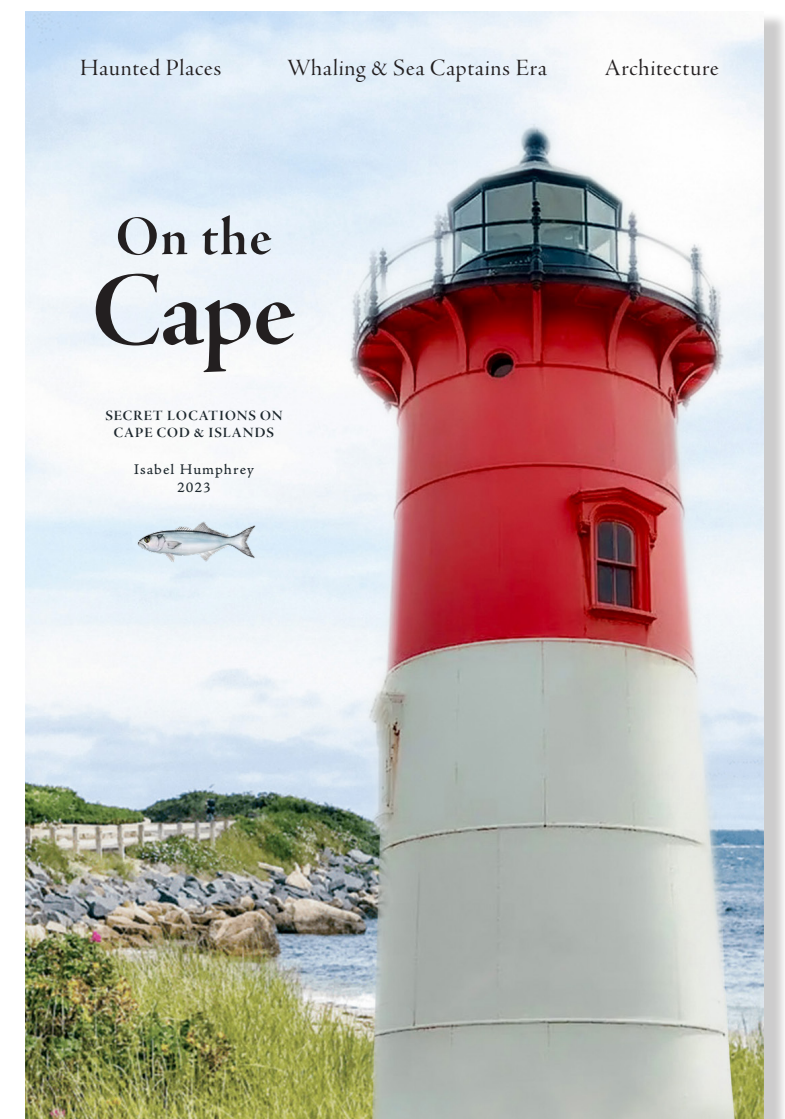
# Cover Design



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# Nauset Beach Lighthouse



- ✦ Inactive lighthouse on the Cape Cod National Seashore, in Eastham
- ✦ Recognizable as the logo for Cape Cod potato chips

# Production

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- ✦ Plan
- ✦ Process
- ✦ Final



# Production Plan

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## Size

5 x 7.5"

## Reasoning

It is a travel guide that should be used while traveling, so it's necessary that the book is on the smaller side for portability.

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## Paper

28.76 M Weight

## Reasoning

The paper should be matte, and thicker than regular printer paper, so the content of the double sided page is not seen from the other side. It was also used for the professional element.

The cover and back cover is a slightly heavier paper weight than the interior pages.

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## Saddle Stitching

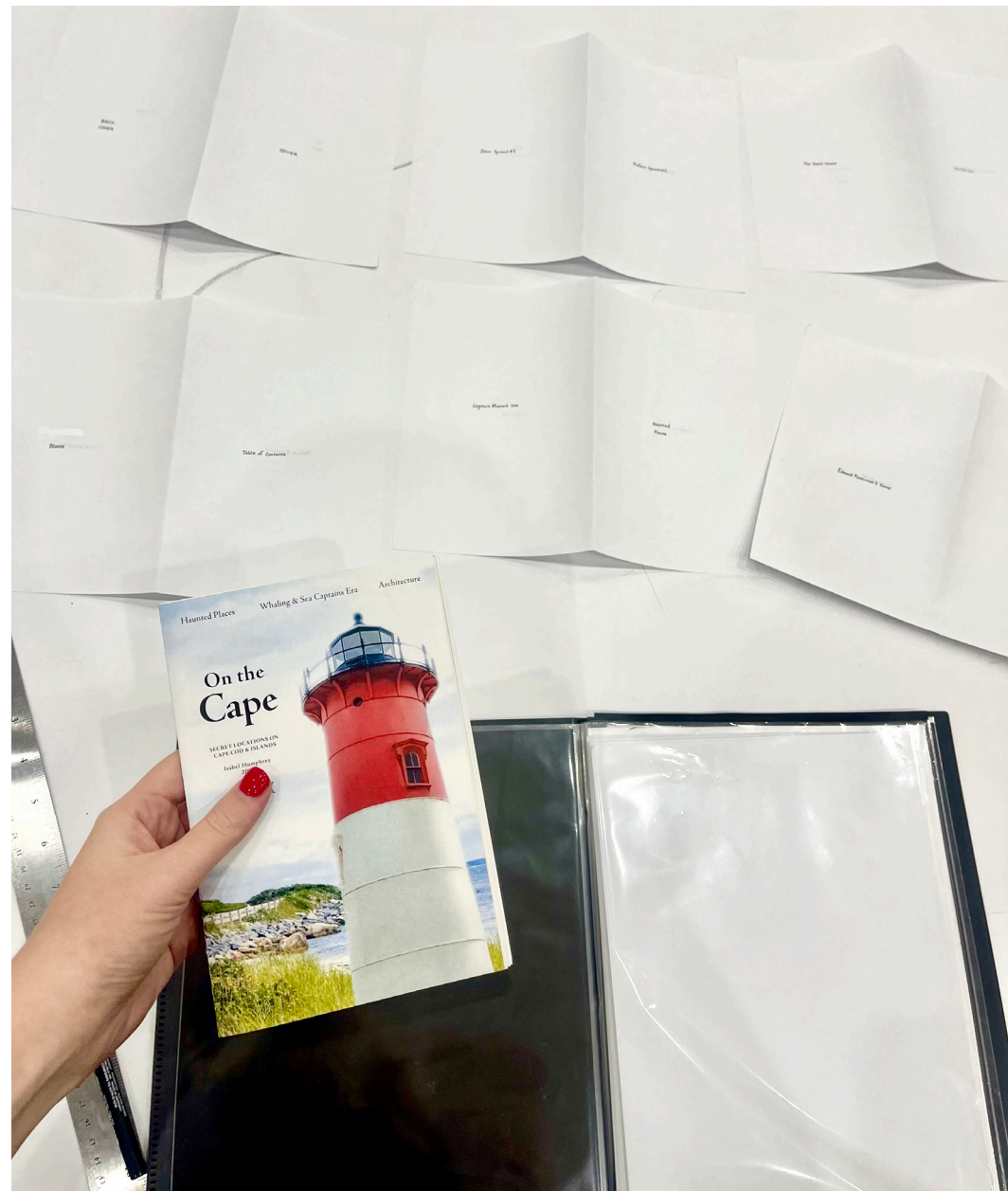
Needle, White thread,  
Light-Duty Awl, Bone folder

## Reasoning

For the book to look handmade, and have more of a careful element to it than staple binding.

# Production Process

Mock-up booklet for correct page order

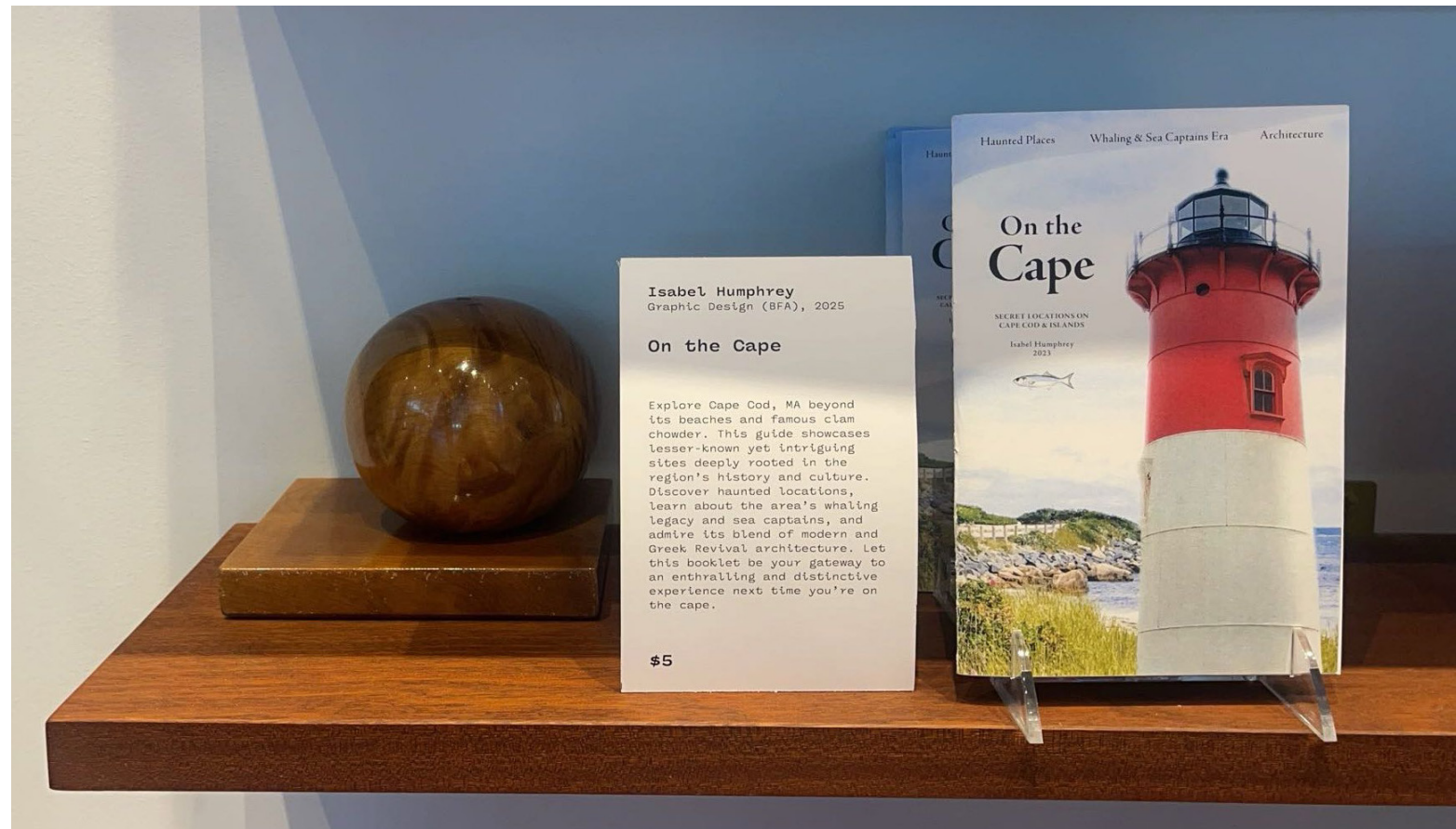


Printing & Trimming





# Pop Up Shop



Isabel Humphrey  
Graphic Design (BFA), 2025

**On the Cape**

Explore Cape Cod, MA beyond its beaches and famous clam chowder. This guide showcases lesser-known yet intriguing sites deeply rooted in the region's history and culture. Discover haunted locations, learn about the area's whaling legacy and sea captains, and admire its blend of modern and Greek Revival architecture. Let this booklet be your gateway to an enthralling and distinctive experience next time you're on the cape.

\$5

*On the Cape* by Isabel Humphrey | 2023



# Why Cape Cod?



My family has a beach house in Falmouth, which has been a second home to me as a child.

Thank you!

