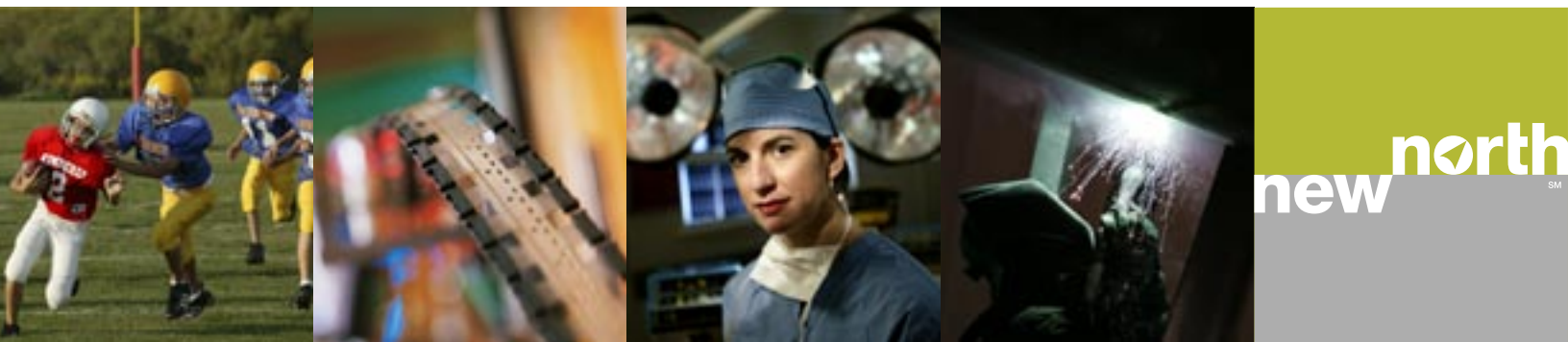




Brand Standards
ABRIDGED GUIDELINES



new northSM

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new

introduction

The New North is the 18 county region in Northeast Wisconsin. The New North brand unites the region both internally and externally, signifying the collective economic power behind our 18 counties. The counties include Outagamie, Winnebago, Calumet, Waupaca, Brown, Shawano, Oconto, Marinette, Door, Kewaunee, Sheboygan, Manitowoc, Fond du Lac, Green Lake, Marquette, Florence, Menominee, and Waushara.

New North honors who we are and showcases the region's assets – both the known and the unexpected. The New North offers a surprising array of resources, services, culture and lifestyles that go beyond the best of small town Midwest.

Introduction New North, Inc.

New North, Inc. is a consortium of business, economic development, chambers of commerce, workforce development, civic, non-profit, and education leaders in 18 counties of Northeast Wisconsin who are working to be recognized as competitive for job growth while maintaining our superior quality of life.

New North, Inc. represents a strong collaboration between the 18 counties that have come together behind the common goals of job growth and economic viability for the region. The power of the New North region working together is far greater than one county or one business alone. Players gain more through regional cooperation rather than competing for resources and growth.

In addition to working together to promote and help expand existing economic development efforts, New North, Inc. will concentrate on:

- **Fostering regional collaboration**
- **Focusing on targeted growth opportunities**
- **Supporting an entrepreneurial climate**
- **Encouraging educational attainment**
- **Encouraging and embracing diverse talents**
- **Promoting the regional brand**

Introduction New North Brand Story

Much more than a landmark and tagline, the New North brand is a promise that unites the region both internally and externally, signifying the collective economic power behind our 18 counties. The brand is as much about alignment of people, processes and operations as it is about communications.

The New North brand honors who we are and showcases the region's assets – both the known and the unexpected. The region offers a surprising array of resources, services, culture, and lifestyles that go beyond the best of small town Midwest. We took what is perceived to be a negative – Northeast Wisconsin's northern location – and describe the New North in an authentic, proud and honest way.

The New North brand is a reflection of our strategy and a powerful expression of our region's attributes / strengths:

- Quality of life / lifestyle
- Outstanding education system
- High performance workforce
- Strong work ethic
- Advanced, affordable healthcare
- Family and community values
- Safe communities
- Outdoor recreation
- Thousands of miles of shoreline
- World class cultural venues / entertainment
- Professional sports teams / venues
- The people / friendly and hospitable

The New North unites the region and increases its visibility. Together we have developed a cohesive and compelling brand positioning for the 18 county region, a name capable of capturing the diverse essence of the region, and a visual landmark that can be leveraged on its own as well as serve the individual counties, cities and community organizations.

Introduction New North Language

New North

“New North” is the brand name for the 18 counties in Northeast Wisconsin. The New North should be capitalized whenever it appears outside of its landmark in text, headlines and subheadlines. The “n”s in the logotype are lowercase in order to project the friendly, casual feel of the New North brand. However, “New North” should always be capitalized outside of its landmark to maintain the normal respect given to names.

As a general guideline, it is appropriate, though not always necessary, to precede “New North” with “the”. Do not capitalize the “t” in “the” unless at the beginning of a sentence.

Examples: My business is relocating to the New North.

The New North branding campaign was launched today at a Summit Meeting in Oshkosh.

In general, do not try to emphasize the New North through the use of bold face type, underlining, italics, or by capitalizing every letter in “New North”.

Use of “new” used as a substitute for “New North” is strictly prohibited unless used as a headline in an ad or promotion and in conjunction with the New North landmark. (See section 11.1)

New North, Inc.

“New North, Inc.” is the name of the organization comprised of business, economic development, chambers of commerce, workforce development, civic, non-profit, and education leaders in the 18 counties in Northeast Wisconsin. To avoid confusion with the region, the New North, use “New North, Inc.” when referring to the organization.

Example: At a public celebration in Appleton today, 20 new companies pledged their support to New North, Inc.’s spring marketing campaign.

new brandmark

Brandmark Master

Copyright Requirement

The display of a copyright protection mark is required in order to protect the exclusiveness of the New North brand. At the development of this first edition, a service mark (SM) has been positioned on the brandmark. The brand system's copyright status will eventually be upgraded to a trade mark (TM). At that time, the appropriate pages of this manual will be updated and redistributed to include new digital master brandmark artwork that displays the new trade mark.

Logotype with Holding Device

The secure and balanced visual relationship between the holding device and logotype forms the basis of the New North brandmark system. The visual balance of the elements creates a solid, manageable and aesthetic result. The mark as a whole is simple, precise and flexible enough to meet various spatial application circumstances.

It is unacceptable to modify or redraw any aspect of the brandmark or to recreate the logotype using any standard typefaces. Only approved brandmark master art found in this manual may be used.

(For master art, refer to Section "Master Art and Color Swatches").



Brandmark Staging

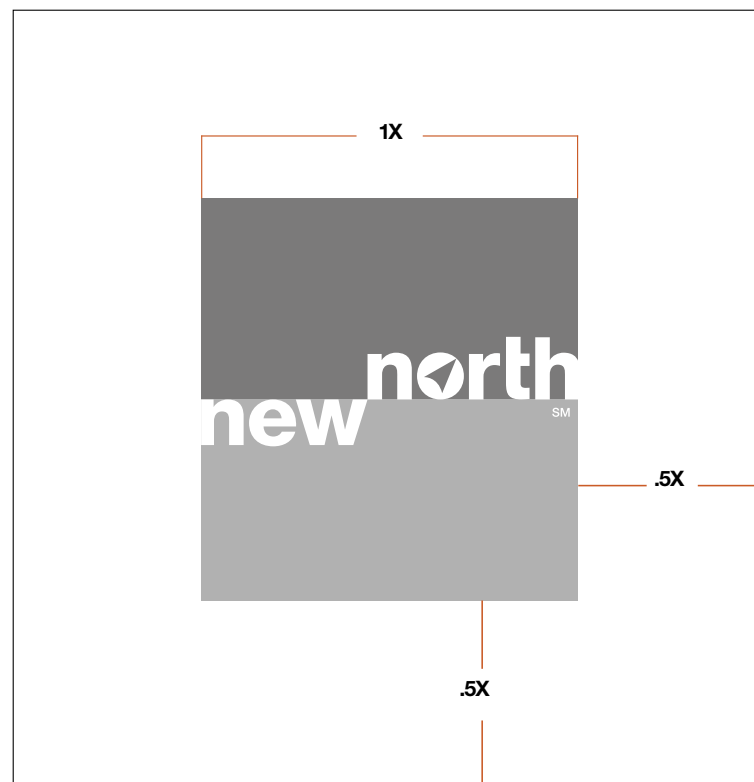
Clear Zone

In order to best present the master brandmark, the diagram below indicates a “clear zone” within which no other unspecified graphic elements or surface area edges may encroach or reside. All brandmark applications should follow this staging method. For staging, 1X equals the width of the New North brandmark. A minimum clear zone equal to .5X should surround the brandmark at all times. A clear zone of 1X or larger should be used when the brandmark is 9p0 (1.5”) tall or smaller. When possible, allow a large, unobstructed staging area to increase visibility and prestige of the brandmark.

Positioning

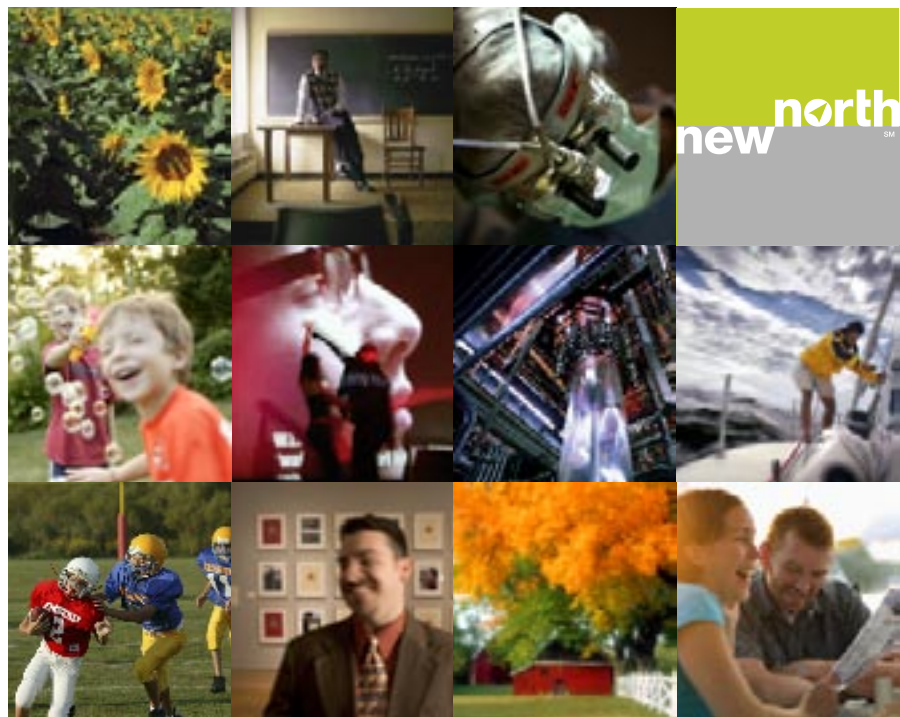
To maintain a solid, classic posture, the New North brandmark should at all times be positioned along a horizontal axis, never angled or skewed, and be placed in the right half of the surface it is on. By doing so, the brandmark projects a balanced and reliable image.

Displaying the New North brandmark on any surface area is called “staging.” When staging the brandmark, two aspects should be taken into consideration: clear zone and positioning.



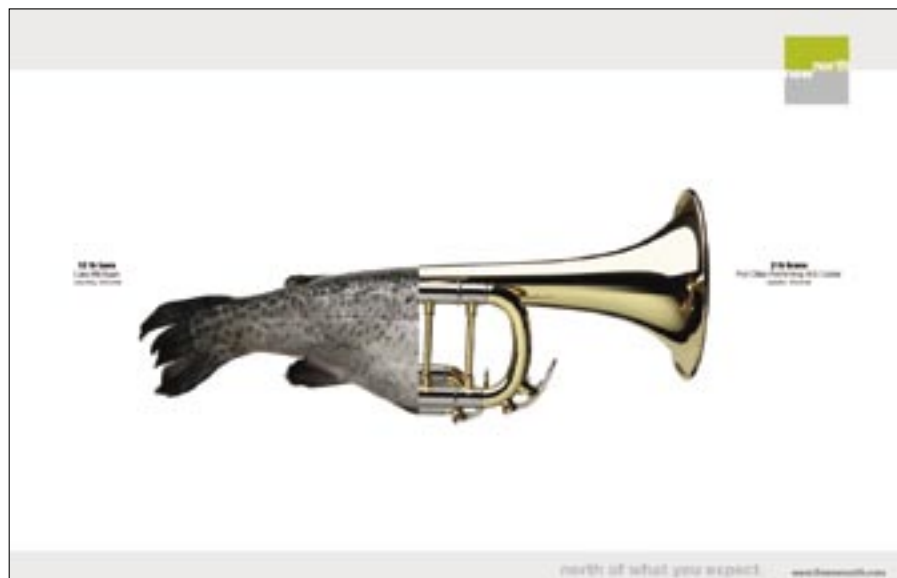
Brandmark Staging Exception - Grid

One of only two instances allowing objects inside the clear zone is when the New North brandmark is part of an image grid system. The image grid can be a band of images or a complete surface of images, but must contain more than one image. When the New North brandmark is being used as part of a grid, the images used in that grid must be one of the following dimension ratios to the brandmark— 1:1, 2:1, or 3:1. Those are the only sizes of imagery to be used along with the New North brandmark in a grid.



Brandmark Staging Exception - Advertising

The second of only two instances allowing objects inside the clear zone is when the New North brandmark is part of a New North brand advertisement. In advertising, the New North brandmark may be seated into a color bar or resting against an image edge. This limited staging usage may not be applied to any materials that are not official advertising for the New North.



Brandmark One-Color Application

Uses for One-Color Brandmark

1

When there are limited available colors.

2

When the two-color brandmark does not provide proper contrast to the color or images behind the two-color brandmark.

3

Specific applications such as newspaper advertising, brass placards, and various other instances.

Positive

The complete area of the holding device is printed one solid color with the logotype knocked out to white. When necessary, it is allowable to produce the one-color positive New North brandmark on a colored sheet, provided that the sheet's hue is no darker than the equivalent of 10% black.

Reverse

The complete area of the holding device is knocked out to white with the logotype being rendered in one of the approved colors from the primary palette in section 4.2 or black in a black & white print setting. When necessary, it is allowable to produce the one-color reverse New North brandmark on a colored sheet, provided that the sheet's hue is no darker than the equivalent of 10% black.

The brandmark version using two percentages of black for the top and bottom half may only be used with the color black. The New North brandmark may not be built using percentages of any other color, even colors from the New North brand system.



One-Color Positive



One-Color Positive



Two Screens of Black
(60% top, 40% bottom)



One-Color Reverse



One-Color Reverse

Brandmark Two-Color Application

The two-color brandmark is the preferred brandmark option to be used in all premium communications materials, including high-end print communication applications such as folders, brochures, signage, and customer presentation / promotional materials. Care should be taken to ensure proper registration.

It is preferred that the New North brandmark be printed on white paper. This will ensure that the logotype is rendered in white. When necessary, it is allowable to produce the New North brandmark on a colored sheet, provided that the sheet's hue is no darker than the equivalent of 10% black. In applications where a New North brandmark is desired on a dark colored paper, techniques such as engraving, screen printing, foil stamping, or opaque ink may be used to maintain the white logotype.

In the two-color brandmark, the bottom half of the holding device is rendered in 40% black. The top half of the holding device is rendered in any color provided in the New North primary color palette. No color outside of the New North primary color palette is to be applied to any part of the New North master brandmark.

Please refer to sections 2.2 and 2.3 for guidelines relating to the staging or positioning of the brandmark on all surface areas.



Brandmark Color Usage

When using the New North brandmark, color guidelines that must be followed to maintain a clear, consistent viewpoint of the New North brand.

1

The New North brandmark may not be produced in any color that is not in the primary palette. See section 4.2 for reference.

2

Spot color (Pantone*) is the preferred printing color usage for the New North brandmark. When spot colors are not available, use specified equivalents provided in section 4.2.

3

When possible, refer to color combinations in section 4.4 for favorable contrast between the brandmark and background.



Brandmark Minimum Size Specifications

In all applications of the master brandmark, the brandmark must be seen and reproduced clearly. In order to allow maximum usability of the master brandmark, three versions have been created to ensure proper letter spacing and readability.

A

Use when the final size of the brandmark is between 3p0 (.5") and 3p9 (.625") tall. The New North brandmark should never be displayed smaller than 3p0 (.5") tall.

B

Use when the final brandmark size is between 3p9 (.625") and 48p0 (8") tall.

C

Use when the final brandmark size is 48p0 (8") tall or larger.

A



3p0 - 9p0

B



9p0 - 48p0

C



48p0 - larger

Brandmark Usage in Print Media

When applying the brandmark in printed media, there are a few guidelines that must be followed in order to maintain a clear, consistent viewpoint of the New North brand.

1

The New North brandmark may not be used smaller than 3p0 (.5) tall.

2

The New North brandmark will always be displayed in the right half of the surface it is on. This includes everything from billboards to brochures. This placement reflects the prominence and respect embodied by the New North brand.

3

Care should be taken to ensure that the New North brandmark is in proper scale related to its usage and surrounding. In co-branding instances, the New North brandmark will take a more reserved scale in comparison to usage in New North materials. When using the New North brandmark in appropriate scale, be sure to refer to section 2.4 for correct file choice.

4

In order to maintain a solid, consistent posture, the New North brandmark should never be angled or skewed. By doing so, the brandmark projects a more balanced and reliable image.

5

Any professionally printed materials should include a spot color for all instances of New North brandmark reproduction. When spot colors are not available, use CMYK or RGB values designated in section 4.2.



Brandmark Application on the Web

When applying the brandmark on the web, there are a few guidelines that must be followed in order to maintain a clear, consistent viewpoint of the New North brand.

1

The New North brandmark may not be used smaller than 45 pixels tall.

2

Only use provided, pre-sized master brandmark artwork at 100%. Do not resize artwork. By continuing to use specific sized artwork, the New North brand will become increasingly familiar to the audience.

3

When using the supplied master brandmark artwork, only render them in approved Hex values, provided in the primary palette in section 4.2.

4

Master brandmark art for the web is supplied in .gif and .swf format. This is to provide for optimal performance and loading times on the web. Do not reformat supplied master brandmark art for the web to any other file type such as .jpg or .png.

5

In order to maintain a solid, consistent posture, the New North brandmark should never be angled or skewed. By keeping this rule, the brandmark projects a more balanced and reliable image.



Brandmark Usage in Broadcast Media

When applying the brandmark in broadcast media, there are a few guidelines that must be followed in order to maintain a clear, consistent viewpoint of the New North brand.

1

Only use provided, pre-sized master brandmark artwork at 100%. Do not resize artwork. By continuing to use specific-sized artwork, the New North brand will become increasingly familiar to the audience.

2

The New North brandmark may not be used smaller than 12p0 (2") tall.

3

The New North brandmark should always be placed on the right half of the screen. The only exception is placing the brandmark in the middle of the screen as an opening or closing element.

4

The New North brandmark should always be placed within the Title Safe Area. Title Safe Area is 80% of the screen, or 20% in from the edge of the video image.

5

Supplied files of master brandmark artwork for broadcast are already placed in a desirable position on screen. Should this position conflict with the placement of immovable objects in the video, the New North brandmark may be moved to accommodate such elements. However, the New North brandmark may not be moved to the left half of the screen, or be placed outside of the Title Safe Area.

6

When using the supplied master brandmark artwork, only render them in approved, broadcast-safe colors. Supplied master brandmark artwork for broadcast is already optimized for screen and should not require adjustment.

7

Two versions of each file have been supplied. When using the New North brandmark on broadcast media, be sure to use the appropriate screen ratio: 720 x 480 for DV, 640 x 480 for standard.

8

Be sure to observe staging guidelines provided in sections 2.2, 2.3 and 3.2.

9

In order to maintain a solid, consistent posture, the New North brandmark should never be angled or skewed. By doing so, the brandmark projects a more balanced and reliable image.

Brandmark Unacceptable Application

The New North brandmark should be applied and maintained within the standards described within this manual. No deviation will be acceptable. If a brandmark application is deemed unacceptable, it may require correction at the originator's expense. The following rules of brandmark usage should be followed at all times:

1

At no time will the brandmark be altered, modified or reproduced in a manner not specified in this manual.

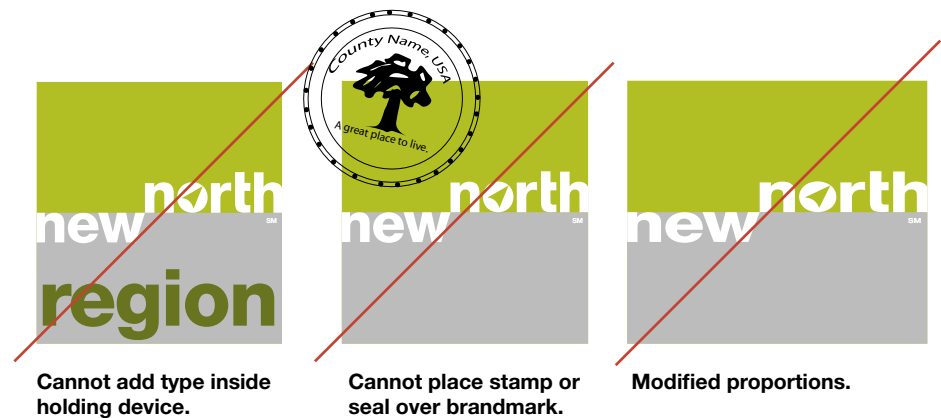
2

At no time will the brandmark be used as a noun or subject of a heading, subheading or sentence. Doing so will diminish the dignity, uniqueness and legal protection of the brandmark.

3

All brandmark reproductions should be created from supplied brandmark master art.

Illustrated within are limited examples of unacceptable brandmark reproduction and color usage.



Brandmark Unacceptable Application



Brandmark Unacceptable Application



No border on one-color negative application.



No tilting logotype within holding device.



Cannot make border of holding device elements.



Cannot fill holding device with imagery.



Cannot add design element inside brandmark.



Cannot crop shape of brandmark to fit in a certain area.



Cannot rotate holding device elements.



Cannot reflected or reverse brandmark.



Cannot apply filters to brandmark.



Cannot outline logotype.



Incorrect observance of staging area. (See section 5.3).

**2006
Workplace
Summit**



Brandmark Unacceptable Application

Contrast

Contrast is the degree of difference between color tones and/or textures. Proper contrast provides distinction between two or more elements. Improper contrast allows elements to blend together and lose separation and focus.



Too little contrast between brandmark and background.

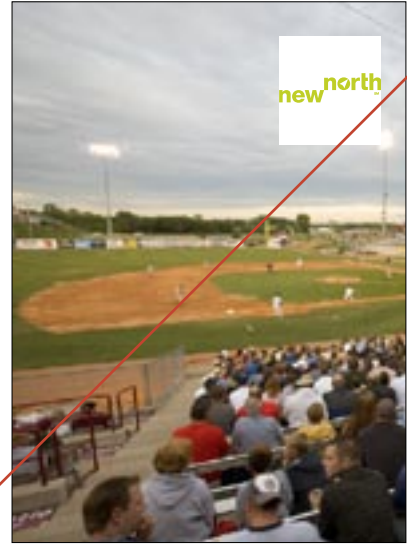
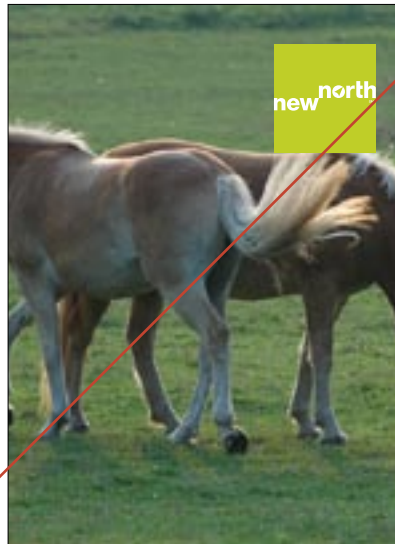


Image element interferes with edge of brandmark.

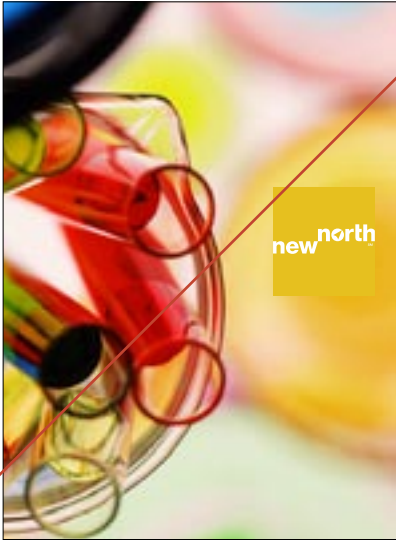


Outline of object in image merges into brandmark edge.

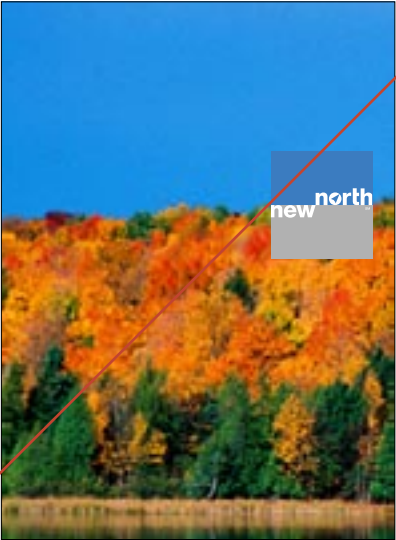


Insufficient contrast between brandmark and image color.

Brandmark Unacceptable Application



Improper contrast between brandmark and background.



Improper contrast between brandmark and background.



Improper contrast between brandmark and background.



Improper contrast between brandmark and background.

new tagline

Tagline Usage

When used alone, the New North tagline can be applied in a variety of ways.

1

It is allowable to use the tagline when broken into multiple lines as long as supplied master art is used. This is necessary in order to maintain appropriate leading and consistency. See section 3.5 for more information.

2

The tagline can also be screened over a color or photographic background as long as the screen is not below 60%. This is necessary in order to maintain legibility.

3

When used in print, web, broadcast, or on-screen applications, the tagline should be rendered in black, white, or any color from the New North color palette in section 4.3. The New North tagline should not be rendered in any color outside of these guidelines, except when it is etched into a surface, as in metal.

The combined usage of the New North brandmark and tagline apply to certain scenarios more than others. It is not necessarily appropriate to include the tagline when the brandmark is being used as a mark on a business card, stationery or store front. It is appropriate to include the tagline when the brandmark is on a promotional brochure or advertisement or in applications that promote or sell New North and its offerings to an audience.

When using the brandmark with tagline, it is important to use a size that allows the tagline to maintain proper legibility.

1

When applying the brandmark with tagline in print, the holding device should never be less than 4p0 (.6667") tall in order for the tagline to be legible.

2

When applying the brandmark with tagline on the web, the brandmark cannot be smaller than 70 pixels tall in order for the tagline to be legible.

3

When applying the brandmark with tagline in broadcast, the brandmark cannot be smaller than 18p0 (3") tall to maintain legibility. Refer to section 2.10 for other broadcast guidelines.

north of what you expect



Tagline Specifications & Staging

The tagline will always be set in the typeface Helvetica Neue Bold. The height of the “h” in the tagline will be “1X”. “1X” equals the space between the horizon line of the holding device and the bottom of the crossbar on the “T” in “north” of the logotype. The bottom edge of the tagline will align with the bottom edge of the word “new” in the logotype. The right edge of the tagline should be a distance of 1X from the left edge of the brandmark holding device.

When the brandmark is rendered in a two-color format, the tagline will always be 40% black. When the brandmark is one-color positive, the tagline will be the same color as the holding box. When the brandmark is rendered in a one-color negative, the tagline will be white.

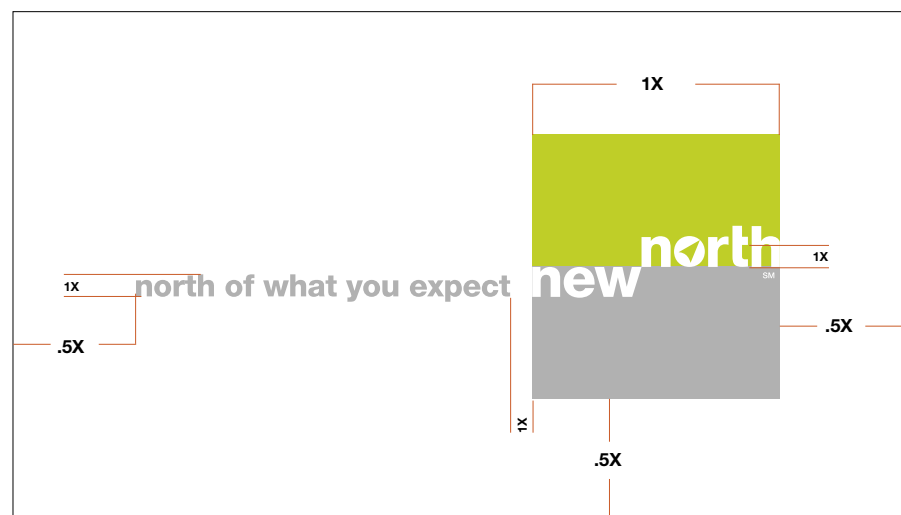
Staging

In order to best present the brandmark and tagline, the diagram below indicates a “clear zone” within which no other unspecified graphic elements or surface area edges may encroach or reside. All brandmark and tagline applications should follow this staging method.

In staging, 1X equals the width of the New North brandmark. A minimum clear zone equal to .5X should surround the combined square area of the brandmark and tagline at all times. A clear zone of 1X or larger should be used when the brandmark with tagline is 6p0 (1”) tall or smaller. When possible, allow a large unobstructed staging area to increase visibility and prestige of the brandmark.

It is never allowable to use two separate pieces of master art to build the New North brandmark with tagline. Always use supplied master art files.

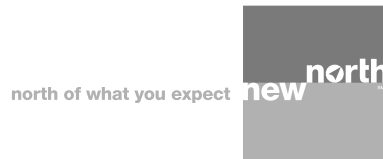
The New North brandmark with tagline may not be used in the advertising exception discussed in section 2.3. This would disrupt the readability of the tagline.



Tagline One-Color Application

Illustrated below are correct usages of the tagline in conjunction with the one-color positive and reverse brandmark.

For one-color brandmark information, refer to section 2.7.



**Two Percentages of Black (60% top half, 40% bottom)
Tagline is 40% Black**



One-Color Positive Brandmark with Tagline



One-Color Reverse Brandmark with Tagline

Tagline Unacceptable Application

The New North brandmark and tagline should be applied and maintained within the standards described within this manual. No deviation will be acceptable. If a tagline application is deemed unacceptable, it may require correction at the originator's expense. The following rules of tagline usage should be followed at all times:

1

At no time will the tagline be altered, modified or reproduced in a manner not specified in this manual.

2

At no time will the tagline be used as a noun or subject of a heading, subheading or sentence. Doing so will diminish the dignity, uniqueness and legal protection of the tagline.

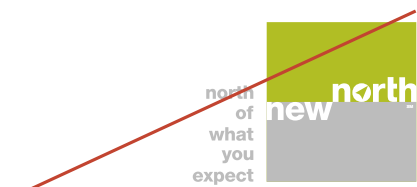
3

All tagline reproductions should be created from available digital art or from the supplied tagline master art.

Illustrated within are limited examples of unacceptable tagline reproduction and color usage.



Cannot add text to tagline.



Cannot break tagline into multiple lines when used in conjunction with brandmark.



Poor contrast between tagline and image.



Cannot color part of tagline.

Tagline Unacceptable Application



Wrong color usage on tagline.



Wrong typeface.



Tagline too large.



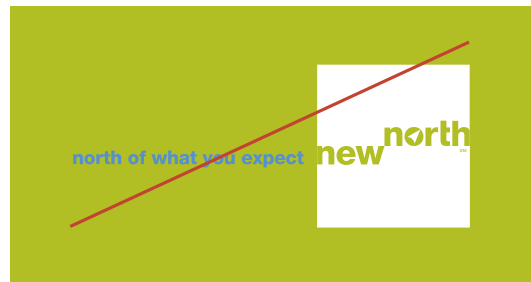
Wrong placement of tagline.



Wrong color usage.



Wrong placement of tagline.

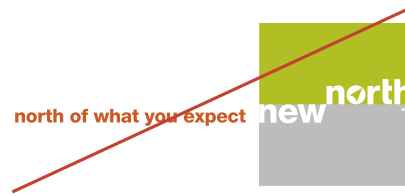


Wrong color usage on tagline.

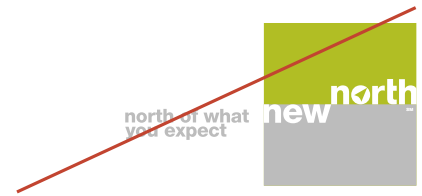


Wrong placement of tagline. Cannot break tagline into two lines.

Tagline Unacceptable Application



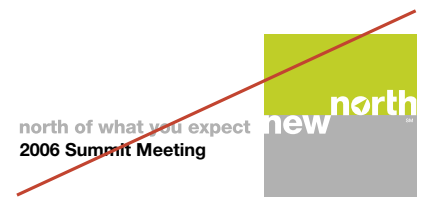
Wrong color usage on tagline.



Cannot break tagline into two lines.



Cannot rotate tagline.



Cannot place unspecified type within staging area.



Cannot underline tagline. Unspecified object within staging area.



Cannot place unspecified object within staging area.



Cannot add punctuation. Unspecified object within staging area.



Cannot use three line version of tagline with trademark.

new brand system

Brand System Typography

Typography is an essential part of the New North visual landmark program. While working in the foreground or background, the consistent use of selected fonts will, in time, create a welcome and familiar visual tone that is meant to enhance memorability. To achieve this, it is recommended that the type fonts used within all print communications be limited to the selection displayed within program guidelines. Doing so will develop a distinctive “look”, while focusing the creative decision-making process.

Two type methodologies have been developed and approved for application:

Professional Use

Professionally designed, typeset and printed collateral, promotional and advertising materials should utilize the preferred type family Helvetica Neue (as illustrated throughout these guidelines). All who have occasion to produce professional print communications for the region should be made aware of this typography system.

Helvetica Neue

Alternate Media

In order to expeditiously and cost effectively meet communication needs, the typeface Arial may be used as a substitute for Helvetica Neue in its regular, bold, and black forms. The usage of this typeface should be limited to typing programs on the letterhead, memorandum, press releases and labels, PowerPoint®, and Microsoft Word® documents and should not be used on professionally designed materials. Arial is a standard typeface inherent in most computer operating systems; consequently, it needs not be specially licensed or supplied. When appropriate, the professional style type font may be licensed and used.

Arial

Brand System Primary Color Palette

The color system provides for flexibility and individual preferences, while limiting the chromatic range so that a recognizable landmark may emerge.

Each color is derived from the Pantone Matching System® (PMS). When match color printing is not available, then use appropriate CMYK (four color) equivalents.

The primary color palette is to be used in principal marketing materials and the rendering of the New North landmark. This includes the colorization of regional image and landmark-oriented communication needs, such as stationery, signage, regional promotions, and consumer-oriented materials.



PMS Cool Gray 7
40% tint of black
Hex-9E9FA2



PMS Cool Gray 10
60% tint of black
Hex-707176



PMS 390C
PMS 390 U
C-20 R-179
M-0 G-185
Y-100 B-53
K-10
Hex-B3BB00



PMS 7461 C
PMS 2925 U
C-100 R-86
M-35 G-133
Y-0 B-186
K-0
Hex-5981C3



PMS 179 C
PMS 179 U
C-0 R-211
M-85 G-93
Y-85 B-42
K-0
Hex-EE5226



PMS 130 C
PMS 129 U
C-0 R-236
M-30 G-183
Y-100 B-48
K-0
Hex-EDBB13

Brand System Secondary Color Palette

The main application of the secondary color palette is to provide suitable contrast to primary colors while maintaining a proper color relationship in the colorization of regional image and landmark-oriented communication needs including collateral, regional promotions, merchandising, and marketing and consumer-oriented materials.

The New North landmark will never be rendered using a color from the secondary color palette. Secondary colors can be applied to elements such as backgrounds and type.



PMS 5757 C
PMS 582 U
 C-45 R-108
 M-25 G-118
 Y-100 B-38
 K-30
 Hex-6C7626



PMS 647 C
PMS 2945 U
 C-100 R-26
 M-56 G-86
 Y-0 B-146
 K-20
 Hex-1A5692



PMS 1685 C
PMS 021 U
 (with 34% black screen)
 C-0 R-135
 M-70 G-72
 Y-100 B-21
 K-40
 Hex-874815



PMS 159 C
PMS 166 U
 C-0 R-196
 M-56 G-108
 Y-100 B-40
 K-10
 Hex-C46C28



PMS 564 C
PMS 564 U
 C-35 R-179
 M-0 G-216
 Y-20 B-207
 K-0
 Hex-B3D8CF



PMS 5483 C
PMS 7474 U (93%)
 C-50 R-100
 M-0 G-151
 Y-15 B-154
 K-25
 Hex-64979A



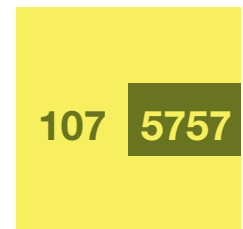
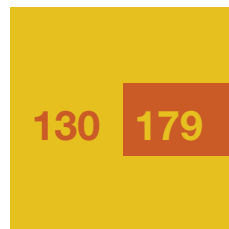
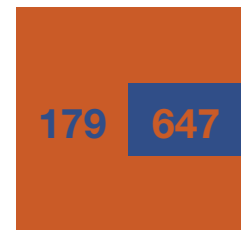
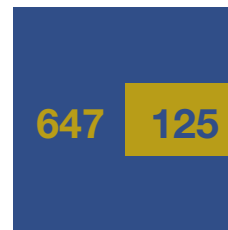
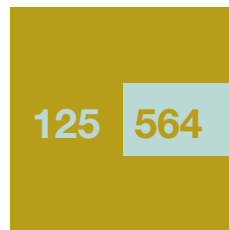
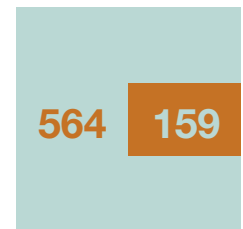
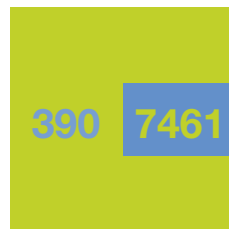
PMS 107 C
PMS 107 U
 C-0 R-254
 M-3 G-233
 Y-96 B-96
 K-0
 Hex-FEE960



PMS 107 C
PMS 107 U
 C-0 R-254
 M-3 G-233
 Y-96 B-96
 K-0
 Hex-FEE960

Brand System Color Combinations

These recommended PMS color combinations, used throughout this manual, build visual excitement and are chosen to retain the fresh, ne he system. While these are not the only color combinations that provide favorable contrast, they do serve as a guide for use between type and/or brandmark and the background. Use these color combinations when developing various materials, including but not limited to, brochures, posters, and merchandise.



Brand System Photographic Style

1

Patterns and textures can be used in photography to maintain visual flow and consistent movement throughout a layout.



2

Open space within photography is very important in order to give the viewer sufficient visual rest and vary the pace of the layout.



3

When selecting photography with people, deep dramatic colors are to be used. When possible, subjects should be placed in a relevant environment.



Brand System Photographic Style

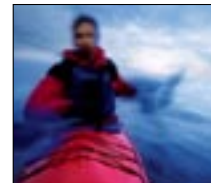
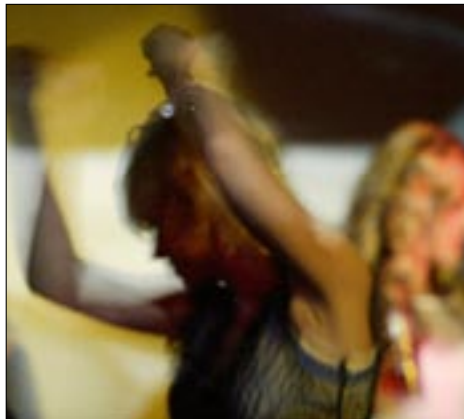
4

Perspective can also be used as a method to keep visual interest. Shooting at various angles can help put focus on a certain area or object in the photo.



5

Motion and energy are also important to evoke and can easily be achieved through photography.



6

Dramatic lighting should be used whenever possible to contribute to the visual interest of the photographic system.



new co-branding

The New North brandmark is a partnership supporting the business relationships throughout the region. The 18 counties, cities, businesses, and community organizations will all benefit by the collective use of the New North brand in an unlimited range of co-branding relationships.

Co-Branding Integrated Brandmark

In certain applications, the New North brandmark may be integrated with a partner's brandmark. When this is the case, care should be taken to ensure proper staging and scale relation, as shown below. New North, Inc. must approve all other configurations.

The New North brandmark should match the coordinating brandmark's smaller dimension in height or width. If the coordinating brandmark is a vertical shape, the New North brandmark should match the width of the coordinating brandmark. If the coordinating brandmark is horizontal, the New North brandmark should match the height of the coordinating brandmark. The New North brandmark should always be positioned to the right of the coordinating brandmark and be a distance of 1X from the coordinating brandmark when 1X equals the width of the New North brandmark after proper scale has been determined. A thin, vertical rule is to be placed in between the two brandmarks. The rule extends approximately one quarter the height of the New North brandmark past the top and bottom edges of the New North brandmark. Finally, the New North brandmark should be vertically centered to the corresponding company's brandmark.

Vertical



Horizontal



Co-Branding Organization Name

Usage

This option is available for when the New North brandmark is to be used along with the name of other organizations, when there is no availability of a logo or logotype for the involved organization(s) and, therefore, cannot be treated as a co-branding situation (see section 5.4 for co-branding with integrated brandmark). When this is the case, their name will be treated as a part of the New North brand. Possible scenarios would include, but are not limited to, newspaper ads, sponsorship listings, commercials, and recognitions.

In order to maintain a definitive posture, the New North brandmark must maintain a consistent look when city identification is added. To keep this consistency, the following guidelines should be followed.

1X equals the space between the middle line of the holding device and the bottom of the crossbar on the “t” in “north” in the New North logo. Capital letters in the organization name(s) are 1.25X in height. The organization name(s) are 2X from the bottom of the brandmark and align flush right to 1X from the left edge of the brandmark - where the right edge of the tagline would be. (Organization names can be added to the brandmark with or without the tagline.) Names will be rendered in Helvetica Neue Heavy or Arial Black. They will be colored 40% grey when paired with the two-color brandmark. When paired with a one-color or one-color reverse brandmark, the organization name(s) will be the same color as the holding device. If there is more than one organization name, additional names will continue below the first name and align flush right to the first name. Additional names are 1X from the bottom of the previous name.



Co-Branding Organization Name—One-Color Application

Positive

When the brandmark with organization name(s) is required to be produced in one-color applications (these could include newspaper advertising, brass placards, transmittals or other instances) the one-color positive brandmark should be applied using the one-color New North brandmark guidelines in section 2.7.

Reverse

When the brandmark with organization name(s) is required to be knocked out of a background (these could include newspaper advertising, brass placards, transmittals or other instances) the one-color reverse brandmark should be applied using the one-color reverse New North brandmark guidelines in section 2.7.



Fox Cities Chamber of Commerce & Industry
The Performing Arts Center
The Green Bay Packers

Fox Cities Chamber of Commerce & Industry
The Performing Arts Center
The Green Bay Packers

One-Color Positive Brandmark with Organization Name



One-Color Reverse Brandmark with Organization Name

Co-Branding Unacceptable City / Organization Name Usage



Fox Cities Chamber of Commerce & Industry
The Performing Arts Center
The Green Bay Packers

Wrong color usage on organization names.



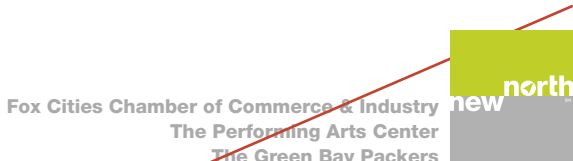
Fox Cities Chamber of Commerce & Industry
The Performing Arts Center
The Green Bay Packers

Wrong color usage on organization names.



Fox Cities Chamber of Commerce & Industry
The Performing Arts Center
The Green Bay Packers

Cannot underline or add punctuation, bullets, etc. to names.



Fox Cities Chamber of Commerce & Industry
The Performing Arts Center
The Green Bay Packers

Wrong placement of names.



Fox Cities Chamber of Commerce & Industry
The Performing Arts Center
The Green Bay Packers

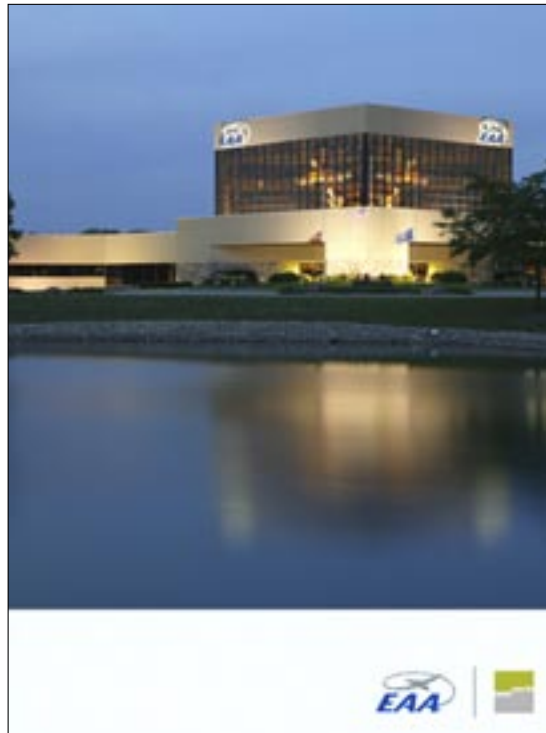
Wrong placement of names.

Co-Branding Print

When using the New North landmark on a printed piece, proper staging should be used. Refer to sections 2.2 and 2.3 for proper staging guidelines.

The New North landmark should be rendered in one of the approved colors from the primary palette in section 4.2. Spot colors are the preferred method of producing the New North landmark in print. When spot color is not an option, use the CMYK equivalent.

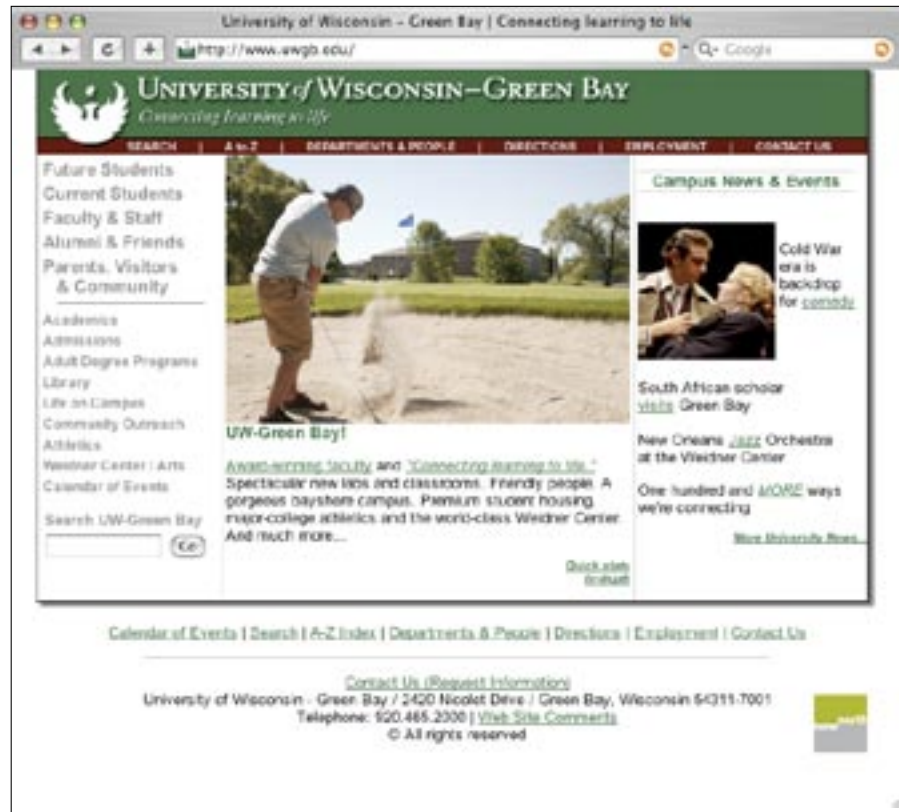
The New North landmark should never be produced in print when the landmark is less than 3p0 (.5") tall.



Co-Branding Web

When placing the New North landmark on a web page, be sure to allow plenty of space for proper staging of the landmark. Staging on the web is the same as staging in print. Refer to sections 2.2 and 2.3 for proper staging guidelines.

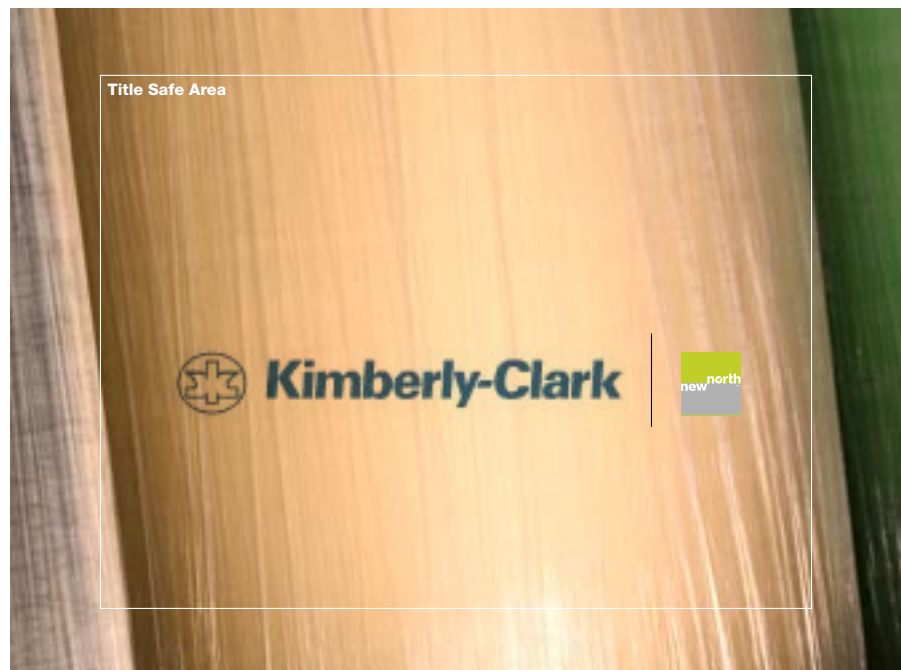
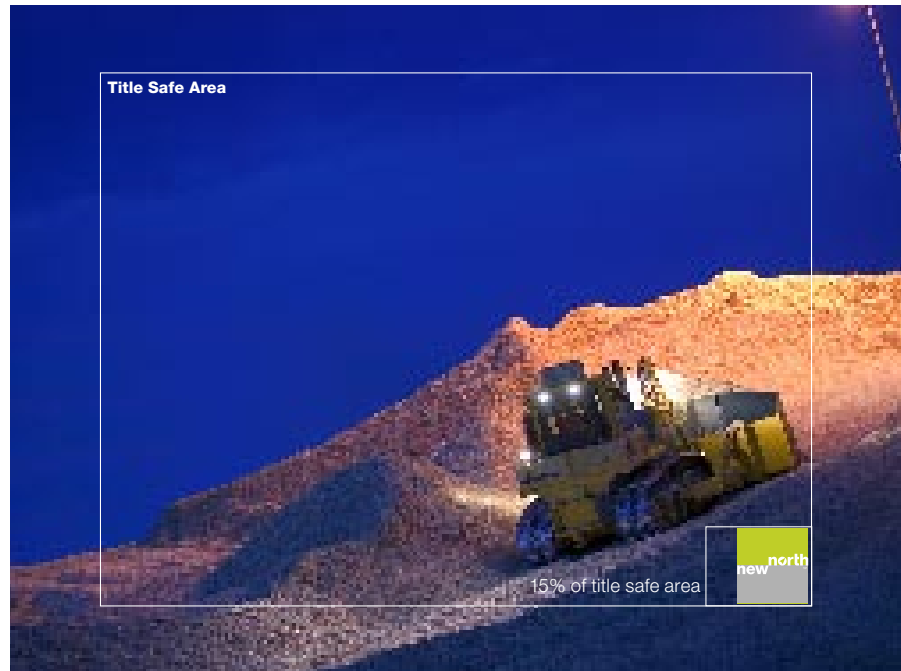
The landmark should never be smaller than 45 pixels tall. When accompanied with the tagline, the landmark should never be smaller than 70 pixels tall.



Co-Branding Broadcasting

When placing the New North brandmark in a co-branding broadcast setting, be sure to allow plenty space for proper staging of the brandmark. Also be sure to place the brandmark inside the action safe zone when using a bug or title safe zone when text is involved.

Use presized artwork, available through New North, when placing the New North brandmark in a broadcast setting.



Extended Guidelines

This mini manual is to be used in conjunction with the extended guidelines. If additional information is required in order to convey the brand in a successful manner, please reference the extended guidelines and accompanying master art. They can be found at www.thenewnorth.com/template. Guidelines not contained in this manual include:

Introduction

New North, Inc. Mission
How to Use the Brand Standards

Brandmark

One-Color With Background Element

Brand System

Grid
Symbols
Symbol Usage
Unacceptable Symbol Usage

Co-branding

Integrated City
Integrated City—One-Color Application
Integrated City—Examples
Integrated Sponsor
Usage with Other Company & Organization
Brands
Storefront
Signage
Integrated Brandmark

Business Papers

Printed Media
Letterhead
#10 Envelope
Business Card
Memorandum
Facsimile
News Release
Memo Pad
Mailing Label
CD Booklet Cover
Tent Sign & Podium Banner

Typographic Style Guide

Type with Brandmark
Online Styles

Presentation System

Proposal Covers
Pocket Folder
PowerPoint

Signage

Exterior Signage Application
Interior Signage
Temporary Signage

Print Media

Brochures
Postcards
Invitations & Announcements
Flyers
Posters

Advertising

Print
Web
Billboard
Broadcast
Airport

Premiums

Hats, Jacket, Vest
T-shirts
Polo Shirts, Oxford Shirts
Coffee Mug, Travel Mug, Bag
Golf Ball, Cooler, Towel
Calendar
Credit Card

Templates

Print
Electronic

Map

Map Style

Master Art & Color Swatches

Master Files

Glossary Of Terms

Terms