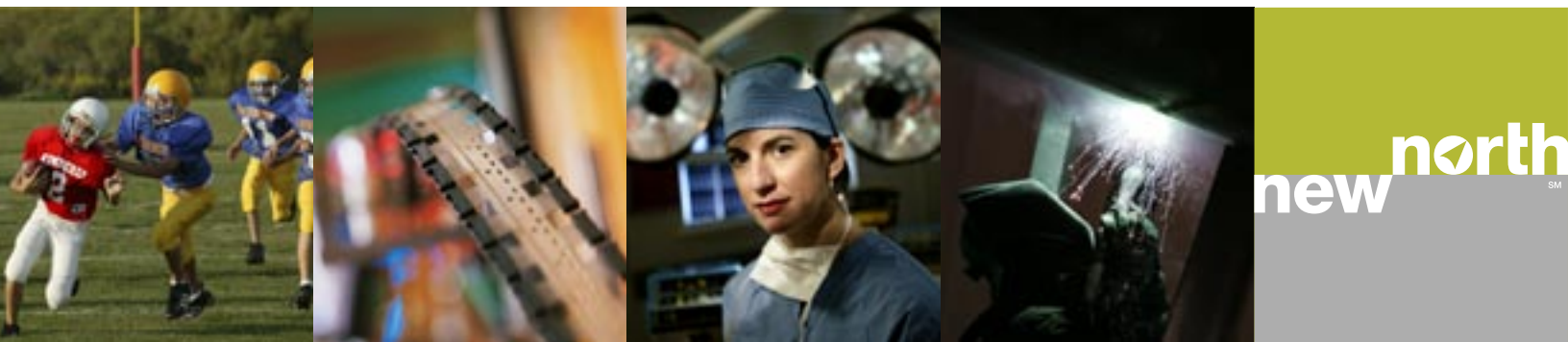




Brand Standards  
**QUICK GUIDELINES**



new north  
SM

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# new brandmark

## Brandmark Master / Staging

### 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.

### 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.

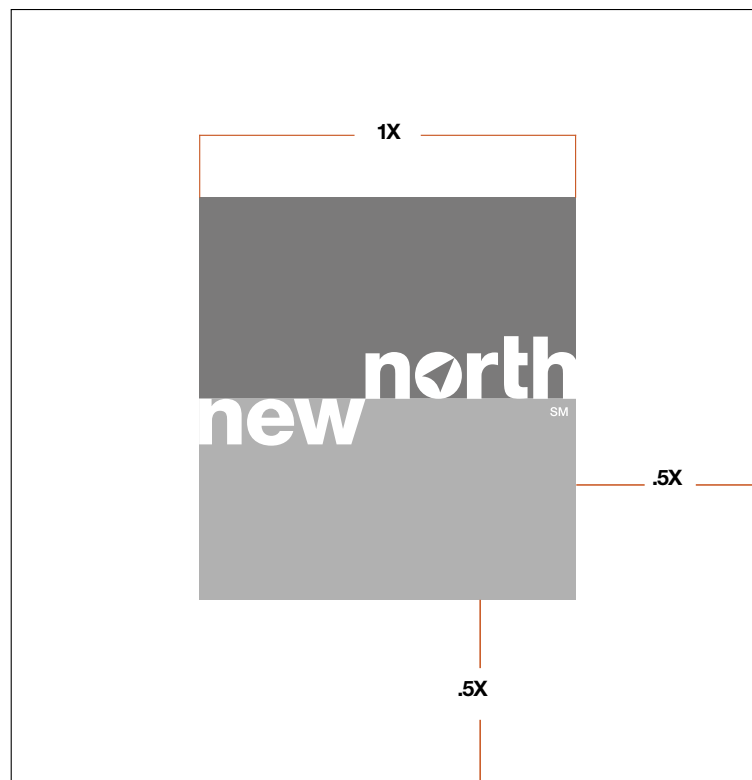
### Logotype with Holding Device

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.

It is unacceptable to modify or redraw any aspect of the brandmark or to recreate the logotype using any standard typefaces.



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 Color / Size

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.

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.



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

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

# new tagline

## Tagline Usage / Specifications / Staging

### Spacing

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

#### 1

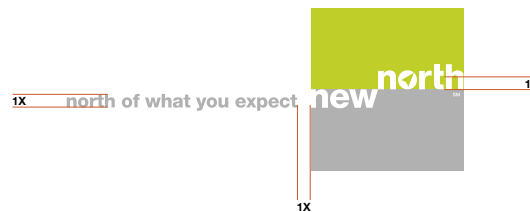
When applying the brandmark with tagline in print, the holding device should never be less than 4p0 (.6667") tall in order for the tagline to be legible.

#### 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

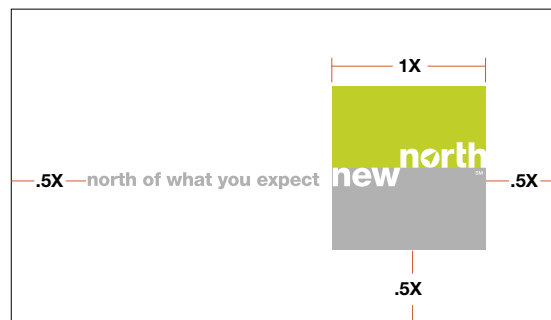
When applying the brandmark with tagline in broadcast, the brandmark cannot be smaller than 18p0 (3") tall to maintain legibility.



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 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.



**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 Color Palette

### Primary Palette

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

### Secondary 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



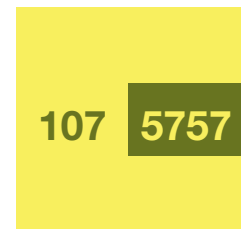
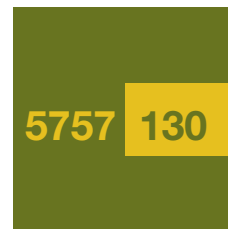
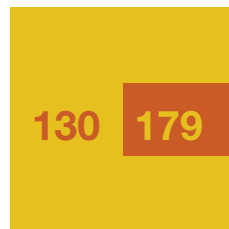
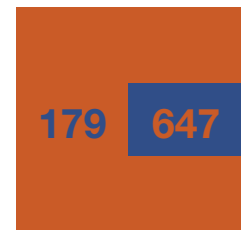
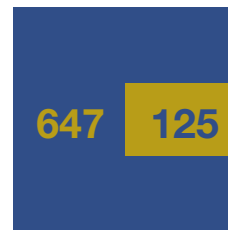
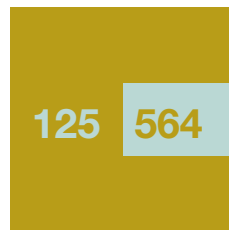
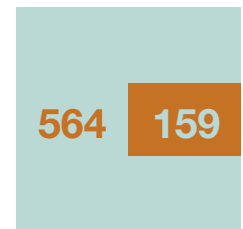
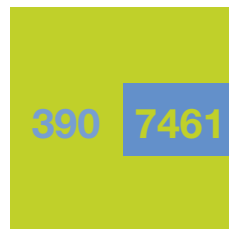
**PMS 107 C**  
**PMS 107 U**  
C-0 R-254  
M-3 G-233  
Y-96 B-96  
K-0  
Hex-FEE960



**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, new 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.



# 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](http://www.thenewnorth.com/template). Guidelines not contained in this manual include:

## **Introduction**

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

## **Brandmark**

- One-Color With Background Element
- Usage in Print Media
- Usage on the Web
- Usage in Broadcast Media
- Color Usage
- Unacceptable Application

## **Tagline**

- One-Color Application
- Unacceptable Application

## **Brand System**

- Grid
- Photographic Style
- Symbols
- Symbol Usage
- Unacceptable Symbol Usage

## **Co-branding**

- Integrated City
- Integrated City—One-Color Application
- Integrated City—Examples
- Organization Name
- Organization Name—One-Color Application
- Unacceptable City/Organization Name Usage
- Integrated Sponsor
- Usage with Other Company & Organization
- Brands
- Storefront
- Signage
  - Print
  - Web
- Broadcasting
- 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