



Graphic Brand Standards

These graphic standards were developed as a method for protecting the graphic brand of Greater Newark, New Jersey. It is important to consult with and follow the enclosed guidelines to maintain the integrity of the brand. If you need any additional information or guidance, please contact Lauren Hall, Director of Marketing and Communications, Greater Newark Convention and Visitors Bureau, by calling (862) 902-2845.

Greater Newark, New Jersey Logo Usage

The following guidelines illustrate the proper use of the Greater Newark, New Jersey logo.

Full color logo

The logo may be used in either a single line or a stacked configuration. Either version may be represented in full color using spot color or 4 color process printing techniques. The logo may also be reproduced in black.



Greater Newark Category logos

The individual category logos are available in both a single line and a stacked configuration. Either version may appear in spot color or 4 color process printing techniques. They may also be reproduced in Black.



Reversed logo

The logos may be reversed out of a dark background.



Logo on color

The logos may be printed as shown on a color background.



Logo elements

When appropriate, the element shown may be used separately from the logo following the above color guidelines.



Alternate Greater Newark, New Jersey Logos

A number of complementary logos have been created for use as part of the Greater Newark graphic brand identity. The graphic standards in the guide apply to these logos as well. Any creation of additional logos should be approved by the Greater Newark Convention and Visitors Bureau. (Illustrator files with the type unconverted are contained on the logo disk in a subfolder of Alternate Logos titled by style under the name -- *(Alt un converted).eps*)

Greater Newark, New Jersey Alternate logo
Greater Newark Convention Visitors Bureau PMS 424U and PMS P45-7U



Greater Newark, New Jersey Alternate logo
Newark Elizabeth PMS P45-7U with tag line



Greater Newark Elizabeth Happening Alternate logo
Elizabeth PMS P45-7U



Additional Greater Newark, New Jersey Graphic Standards

The following guidelines illustrate the proper use of the Greater Newark logo with regard to color and typefaces.

Recommended Greater Newark, New Jersey Color Palette

The color palette provides a guide for keeping a consistent color scheme within all communications.

Color Palette

PRIMARY COLORS



PMS P45-7U
C/4 M/87 Y/91 K/0
R/220 G/87 B/84



PMS P52-8U
C/0 M/98 Y/71 K/0
R/219 G/75 B/82



PMS PI24-5U
C/63 M/1 Y/22 K/0
R/102 G/182 B/170



PMS PI60-7U
C/31 M/0 Y/88 K/0
R/183 G/203 B/80



PMS 424U
C/25 M/17 Y/15 K/44
R/132 G/134 B/133

SECONDARY COLORS



PMS PI4-7U
C/1 M/30 Y/86 K/0
R/242 G/170 B/76



PMS P83-7U
C/27 M/85 Y/0 K/0
R/165 G/89 B/138



PMS P89-7U
C/63 M/100 Y/18 K/5
R/129 G/82 B/115



PMS P99-16U
C/97 M/98 Y/7 K/1
R/82 G/74 B/110



PMS PI37-6U
C/83 M/16 Y/70 K/2
R/77 G/144 B/108

Recommended Greater Newark, New Jersey Typeface

The following typeface family should be used on all Greater Newark, New Jersey materials.

Newark: GeoSlab703 Md Bt Medium AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz

Happening: GeoSlab703 Lt Bt Light AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Headlines: **DIN Bold AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz**

Body Copy: DIN Regular AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

(Any of the DIN family may be used)

Recommended Greater Newark, New Jersey Spacing

No other object should be placed within the safe area around the logo as specified below.

The safe area is an area identified
by the height of the “N” in the logo.
(See example).



Unacceptable Logo Applications

The following are examples of improper modifications of the Greater Newark, New Jersey logo that may violate the integrity of the Greater Newark, New Jersey brand.



DO NOT use any unofficial colors or any combination of colors different than the official logo colors.



DO NOT add unofficial copy or graphics covering any part of the logo.



DO NOT delete, add or adjust any element of the logo.



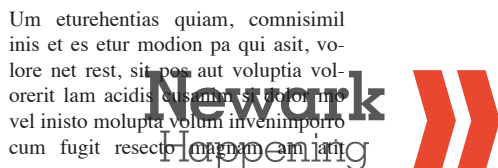
DO NOT change the proportions of the logo.



DO NOT rotate or flip the logo.



DO NOT try to recreate this logo. Use only the artwork provided. Elements of the font have been adjusted and should not be typeset or replaced with any other font.



DO NOT screen the logo or use the logo behind text.



DO NOT print the logo on a background or image that makes it difficult to read.



DO NOT alter the logo for any other unapproved entity.

Greater Newark, New Jersey - Identity Specification Guide

COLORS

Production of artwork by different techniques may require the use of different color matching systems.

For the most consistent use of brand palette, the recommended breakdowns are as follows:

Printing

Pantone® (PMS)

SUNBURST	PMS P14-7U
ORANGE RED	PMS P45-7U
RED	PMS P52-8U
ORCHID	PMS P83-7U
PURPLE	PMS P89-7U
NAVY	PMS P99-16U
TURQUOISE	PMS P124-5U
SEA GREEN	PMS P137-6U
APPLE GREEN	PMS P160-7U
GRAY	PMS P424U

4-Color Process (CMYK)

SUNBURST	C-1 / M-30 / Y-86 / K-0
ORANGE RED	C-4 / M-87 / Y-91 / K-0
RED	C-0 / M-98 / Y-71 / K-0
ORCHID	C-27 / M-85 / Y-0 / K-0
PURPLE	C-63 / M-100 / Y-18 / K-5
NAVY	C-97 / M-98 / Y-7 / K-1
TURQUOISE	C-63 / M-1 / Y-22 / K-0
SEA GREEN	C-83 / M-16 / Y-70 / K-2
APPLE GREEN	C-31 / M-0 / Y-88 / K-0
GRAY	C-25 / M-17 / Y-15 / K-44

On-Screen

Web-Safe (HEX)

SUNBURST	F2AA4C
ORANGE RED	DC5754
RED	DB4B52
ORCHID	A5598A
PURPLE	815273
NAVY	52A46E
TURQUOISE	66B6AA
SEA GREEN	4D906C
APPLE GREEN	B7CB50
GRAY	848685

RGB

SUNBURST	R-242 / G-170 / B-76
ORANGE RED	R-220 / G-87 / B-84
RED	R-219 / G-75 / B-82
ORCHID	R-165 / G-89 / B-138
PURPLE	R-129 / G-82 / B-115
NAVY	R-82 / G-74 / B-110
TURQUOISE	R-102 / G-182 / B-170
SEA GREEN	R-77 / G-144 / B-108
APPLE GREEN	R-183 / G-203 / B-80
GRAY	R-132 / G-134 / B-133

FILE USAGE

Use of digital artwork in different applications requires the use of different digital file formats.

To ensure the best quality reproduction, the following file format uses are suggested:

Word

.EPS
.BMP
.JPG
.GIF
.TIF

Power Point

.PNG
.BMP
.JPG
.GIF
.TIF

Web (HTML)

.JPG
.GIF

InDesign, Quark XPress

.EPS
.TIF

Pagemaker

.EPS
.TIF