

## **BRAND IDENTITY WORKSHOP REGIONAL MEETING DATES**

**MAY 10, 2012**

DRED Office  
629B Main Street, Lancaster

**MAY 15, 2012**

AMC Highland Center at Crawford Notch  
U.S. Route 302, Bretton Woods

**MAY 17, 2012**

The Common Man  
21 Water Street, Claremont

**MAY 22, 2012**

Inns & Spa at Mill Falls  
312 Daniel Webster Highway, Meredith

**MAY 24, 2012**

Wentworth-Coolidge Mansion Historic Site  
375 Little Harbor Road, Portsmouth

**MAY 31, 2012**

Courtyard by Marriott  
75 Railroad Street, Keene

**JUNE 5, 2012**

New Hampshire Aviation Museum  
27 Navigator Road, Manchester

*For more information: [VisitNH.gov/brand](http://VisitNH.gov/brand)  
All workshops are from 10a-12p*

## INDUSTRY TOOLKIT

For a list of additional resources pertaining to the New Hampshire brand identity, please access the Industry Toolkit located on the Industry section of VisitNH.gov. Resources include:

### **REGIONAL MEETINGS SCHEDULE:**

Attend one of our workshops on the new brand identity.

### **BRAND STANDARDS GUIDE FOR INDUSTRY:**

A simple guide to integrating the brand identity into your own marketing.

### **LIVE FREE AND...GRAPHICS:**

Download the complete file for usage.

### **LOGO STANDARDS:**

Complete manual for logo usage.

### **LOGOS:**

Download the approved logos for usage.

### **BRAND STANDARDS:**

Complete manual for brand usage, beyond the logo.

### **CONSUMER RESEARCH:**

Access consumer research files.

### **BRAND VIDEO:**

View the brand identity launch video.

### **MEDIA FLOWCHART:**

Review the summer paid media schedules.

### **TELEVISION SPOTS:**

View our new television spots.

### **FY13 MARKETING PLAN:**

Obtain a copy of our strategic marketing plan.