



**Division of Travel and
Tourism Development
Brand Standards
Guide for Industry v.1.1**

Last updated May, 2012



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May, 2012

Greetings From New Hampshire Travel and Tourism Development

In partnership with you and other partners in New Hampshire's tourism industry, we all help to promote our destination to the rest of the world. We've all become more effective by working together and leveraging the marketing opportunities available through the state with your individual efforts.

We've received great feedback since the launch of our new state logo and "LIVE FREE and" slogan, and its become a rallying force in our state. Many partners have asked how to integrate these brand elements into their own marketing efforts.

We couldn't be more pleased. The New Hampshire brand will only grow with your support. Which is why as we advance the New Hampshire tourism brand identity, we felt it important to create this New Hampshire Brand Standards Guide for you to review.

With your continued support and the support of future partners in New Hampshire, it will be increasingly important that we all help to maintain the look, tone and voice of the brand.

Our hope is that all who take part will benefit from our joint efforts in launching the state's new brand identity.

Thank you for your time and consideration.

Sincerely,

Lori Harnois
Director
NH Division of Travel and Tourism Development



About the Brand

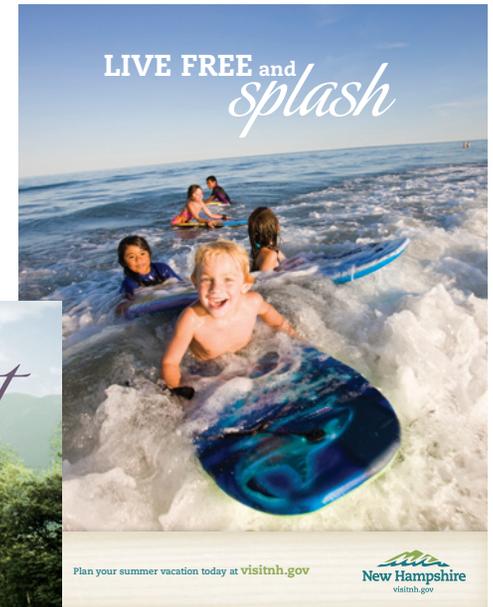
WHAT IS A BRAND?

- A brand is a personality and promise.
- It's what people say, feel, and think about you.
- It's the emotional and psychological relationship you have with your customers.

WHAT IS A BRAND IDENTITY?

The elements that form part of the overall brand that help distinguish the brand in the consumers' mind. Elements such as:

- Logo
- Colors
- Images
- Messaging





“Live Free and” Slogan

Consumers take leisure trips to fulfill fundamental emotional needs: reconnecting with family, escaping the everyday world, self-affirmation, and building memories. The “LIVE FREE and” slogan taps into these emotional needs and positions New Hampshire as a destination that offers travelers the freedom to get out and do what they enjoy doing most and on their terms. The slogan is adaptable to the varied products and features of our beloved state, allowing our marketing to showcase the abundance of ways consumers can “LIVE FREE” in New Hampshire.



The new slogan tells a new story about the Granite State, inspired by, and separate from, the state’s motto “Live Free or Die.”

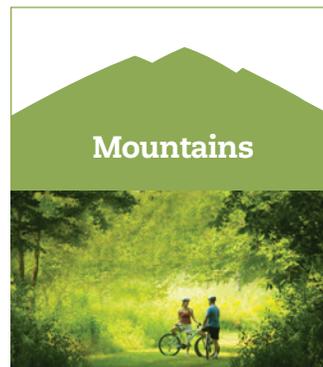
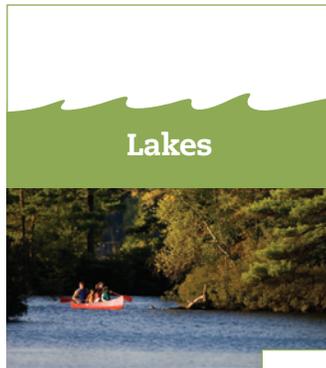




The New Hampshire Logo

This logo seeks to represent New Hampshire in its simplest form. It is the single most recognizable icon we use to represent our state. It appears on nearly all communication we create. This logo is to New Hampshire what a handwritten signature is to a person: the unique graphic expression of individuality. As the signature for New Hampshire, the integrity of the logo must be jealously protected.

The logo was designed to showcase the vast range of experiences for exciting journeys across our state— mountains to climb, waves to ride, lakes and rivers to paddle on, nature and culinary trails to discover, and towns and cities to explore.





Industry Usage of “LIVE FREE and” slogan

You can help increase New Hampshire’s brand awareness over time by integrating the “LIVE FREE and” slogan and logo into your own marketing. The use of “LIVE FREE and” must be accompanied by the New Hampshire logo. Please follow these basic guidelines when using the slogan and logo:

A. “LIVE FREE AND”

- Review and download from our list of approved words (see next page).
- If you have a word not included on this list, you must obtain written approval from DTTD.
- Never change the typefaces. Simply download and implement from the lockups provided (see next page).

B. NEW HAMPSHIRE LOGO

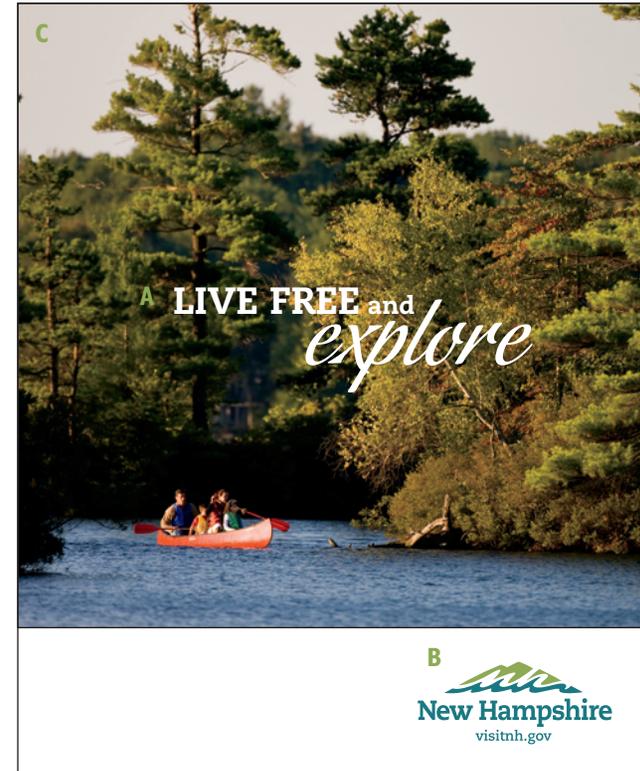
- Logo usage must comply with DTTD’s logo standards.
- Logo must be presented at 50%-100% of the size of your organization’s logo.
- Never alter the logo to include your organization’s URL .
- Never change the colors or alter the logo in any way.
- Never compromise the legibility of the logo.

C. IMAGE

- It is recommended, but not mandated, that any images selected to accompany “LIVE FREE and” include a scenic image with people enjoying an activity.

** NHDTTD reserves the right to reject usage as they deem to be appropriate.*

Example layout



You can access electronic versions of the logo and standards for use on the industry section of visitnh.gov.



“LIVE FREE and” Lockups

Sample “Live Free” headline lockups

LIVE FREE and
splash

LIVE FREE and
reconnect

LIVE FREE and
explore

You can access electronic versions of the lockups on the industry section of visitnh.gov.

APPROVED “LIVE FREE” VERBIAGE

bike	giggle	remember
camp	give thanks	ride
celebrate	glide	sail
climb	grow	save
connect	harvest	savor
cultivate	hike	shop
dance	imagine	ski
dine	innovate	smile
discover	kayak	splash
do business	love	surf
drive	paddle	swim
enjoy	paint	taste
entertain	party	thrive
escape	picnic	toast
experience	play	unplug
explore	reconnect	unwind
fly	relax	view



Industry Usage of the New Hampshire Logo

By utilizing the state's signature mark, you help the state gain increased brand awareness over time. Please refer to the Logo Standards Guide found on the Industry section of visitnh.gov.

