



DIVISION OF TRAVEL AND TOURISM **LOGO USAGE GUIDELINES**

VERSION 2.0 UPDATED 2016



BRAND

A logo alone cannot support a brand. At its core what supports a brand is the foundation an organization is built upon, the mission it believes in, the mantra it holds true and the feeling it wants every person to walk away with after encountering it.



WHO WE ARE

The New Hampshire logo proudly reflects the mountains and the bodies of water throughout the state. The name is presented in bold and impressionable type.

LIVE FREE

WHAT WE BELIEVE

Empowerment is the heart of New Hampshire. The evolution of our positioning captures that and will be the foundation of everything we do.

LOGO LOCKUP

The combination of the logo and tagline build a strong brand message. The two should always be used together in the official structure shown below. The logo is prominent and the tagline supports it.



LOGO OPTIONS

There are many kinds of communication pieces that require the logo, and it is supplied in a few formats depending on the need. This ensures it can be projected in the most effective way possible.



FULL-COLOR ON WHITE

This is the preferred logo usage in most cases. The combination of colors helps to build a strong brand on a light or white background.



WHITE ON COLOR OR IMAGE

The logo can be knocked out or reversed from a dark-colored background or photo as long as it is legible.



BLACK ON WHITE

A full-black logo can be used when only black and white printing is available.



SMALL REPRODUCTION

When reducing the logo significantly it is the preferred usage to use the “small” version, which has a thicker line weight to avoid poor reproduction.

CLEAR SPACE

The New Hampshire Live Free lockup should always have at least the minimum designated amount of clear space on all sides. This ensures the logo's visual clarity and effectiveness.



X-HEIGHT

The amount of clear space is measured by a square equivalent to the height of the capital letter “N” on the word mark. This is also the same distance from the baseline of the word mark to the top of “Live Free.”

PROPER USAGE

Avoid using the logo in any way that is not the approved way. This creates a poor perception of the brand and weakens the consistent execution of the logo.

DO NOT:

- 1 Tilt, angle or skew the logo.
- 2 Stretch or disproportionately scale the logo.
- 3 Alter the colors of the logo.
- 4 Rearrange or change the elements of the logo.
- 5 Recreate any part of the logo including artwork or typography.
- 6 Add effects or treatments.
- 7 Outline or stroke the logo.
- 8 Use the logo on a busy or cluttered background image or color.
- 9 Crop or show part of the logo.



COLORS

The two colors used in the logo are the core colors of the brand. They represent the outdoors, the mountains as well as the ocean and lakes. They complement each other and fall within a common color spectrum. Always use one of the approved color methods shown below to ensure brand consistency.



LOGO GREEN

pantone	7490C 7490U
cmyk	50 19 85 0
rgb	139 172 92
hex	8BAC5C



LOGO BLUE

pantone	5473C 5483U
cmyk	80 25 34 25
rgb	48 119 128
hex	307780

URL LOCKUP

There may be an instance where you need to include the URL with the logo. Although, not offered as a formal version of the logo, the URL can be used with the logo as shown.



The brand standards do not include using all three elements, the logo, LIVE FREE, and the URL, together as a lockup because of the complication this presents. It will depend on the usage and the context of the design in order to allow this to be done successfully. In most cases the URL would be located somewhere else on the design near the logo lockup, but not as a part of it.