



MADE IN NH

Brand Guidelines

INTRO

The Made in NH Program

The new Made in NH logo is more than a label—it's a badge of the Granite State's grit, ingenuity and business-minded spirit. Bold and confident, it reflects New Hampshire's tradition of independence while signaling to the world that our products meet the unmatched New Hampshire Standard.

Whether it's cutting-edge technology, precision manufacturing or handcrafted goods, this mark stands for the resourcefulness and forward-thinking drive that powers our economy. For consumers, it's a sign of exceptional quality; for businesses, it's a proud declaration of origin from one of the nation's most business-friendly, innovation-rich states.



Positioning Statement

Production in New Hampshire is powered by the **curious**, the **innovative** and the **creative**. NH businesses strive to maintain an unmatched standard of **quality** in what they create—the **New Hampshire standard**.

PILLARS & KEYWORDS

PEOPLE



ENTREPRENEURSHIP
STORIES
INTEGRITY
WORK ETHIC
CARE

THOUGHTFUL
EFFORT
KNOWLEDGE
FORWARD-THINKING
FRIENDLY

SUPPORTIVE
PROUD
INNOVATORS
VISIONARIES
CREATIVE

CURIOUS
EDUCATED
CRAFTSMEN
GRIT
PIONEERS

RESOURCEFUL
EXPERTS
PASSION
ASPIRATION

PRODUCT



INTEGRAL

CRAFTED

TANGIBLE

HIGH STANDARDS

ADVANCEMENT

GROWTH

TECHNOLOGY

KNOWLEDGE

SUSTAINABILITY

LOW TAXES

DISCOVERY

INNOVATIVE

VERSATILE

LOCALLY MADE

IMPACT

DIVERSE

PLACE



LIFESTYLE
STORIES
INFRASTRUCTURE
NATURE
GROWTH
LOW TAXES

WELCOMING
SUPPORTIVE
ACCESSIBLE
FREEDOM
QUALITY OF LIFE
POWERHOUSE

POTENTIAL
HISTORY
LEGACY
RESOURCES
LOCAL
COMMUNITY



PEOPLE

PRODUCT

PLACE

VOICE & TONE

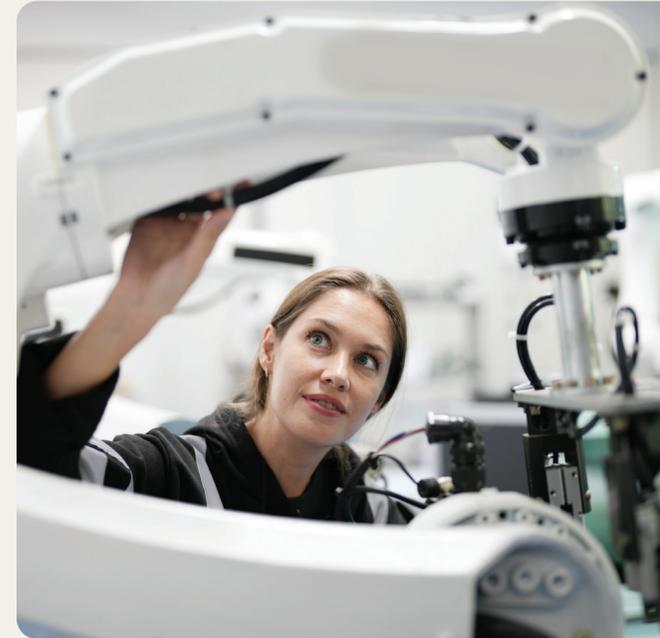
What you say matters

The tone of voice should be **professional**, yet **approachable** and **warm**.

New Hampshire businesses are part of a **tight-knit, supportive community**, but they're also **inviting** and welcoming.

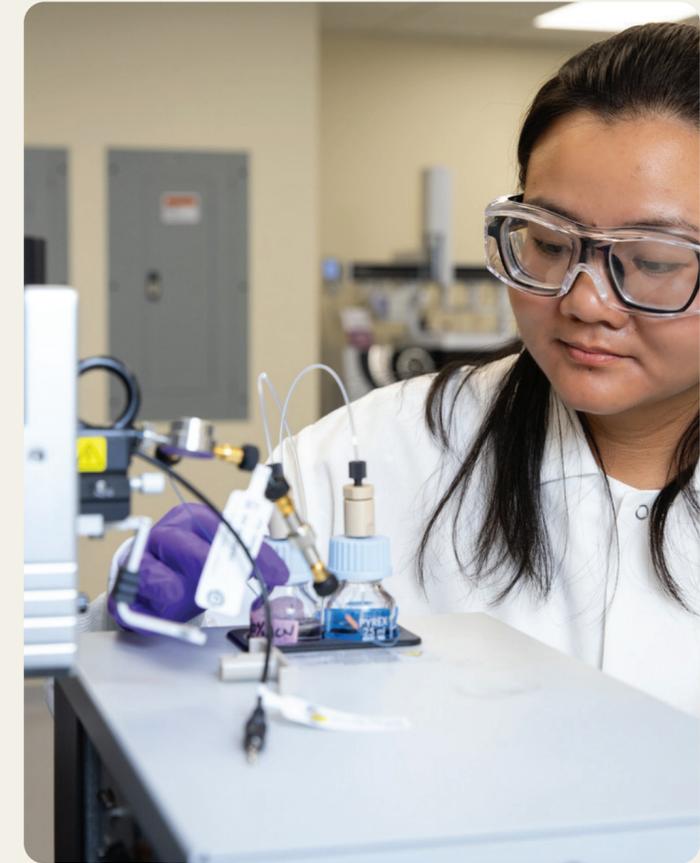
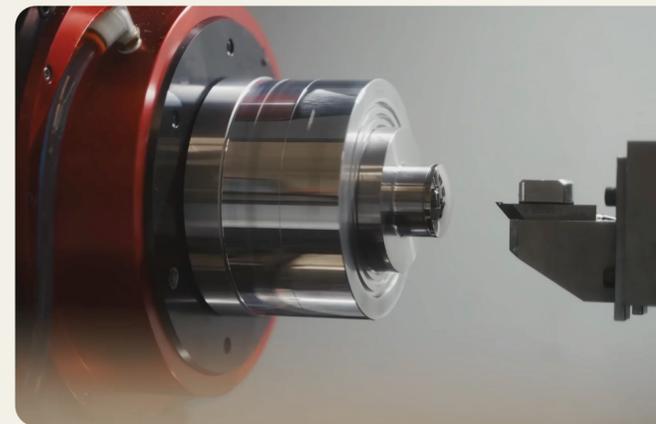
Content should be **aspirational** and convey the idea that there is an innate higher **standard of quality** when it comes to goods produced in New Hampshire, as well as an undeniable **work ethic** instilled in residents of the state.

It should encourage and evoke a feeling of **pride** in business owners who are part of this collective.



There should be an acknowledgement of what a **powerful** state New Hampshire is and the **successes** the state has already seen, as well as a sense of **optimism** and **excitement** for more **innovation, advancement** and **collaboration** in the future.

Lastly, the copy should be **action-oriented** and include clear calls to action. The use of imperative verbs such as “connect”, “discover” and “learn more” will effectively prompt engagement with target audiences.



LOGO

The Logo

The **Made in NH** logo is the cornerstone of the brand and should be featured on all marketing materials. As the primary identifier of the brand, it is essential that the logo remains clear, legible and consistently applied across all uses.



Sizing & Spacing

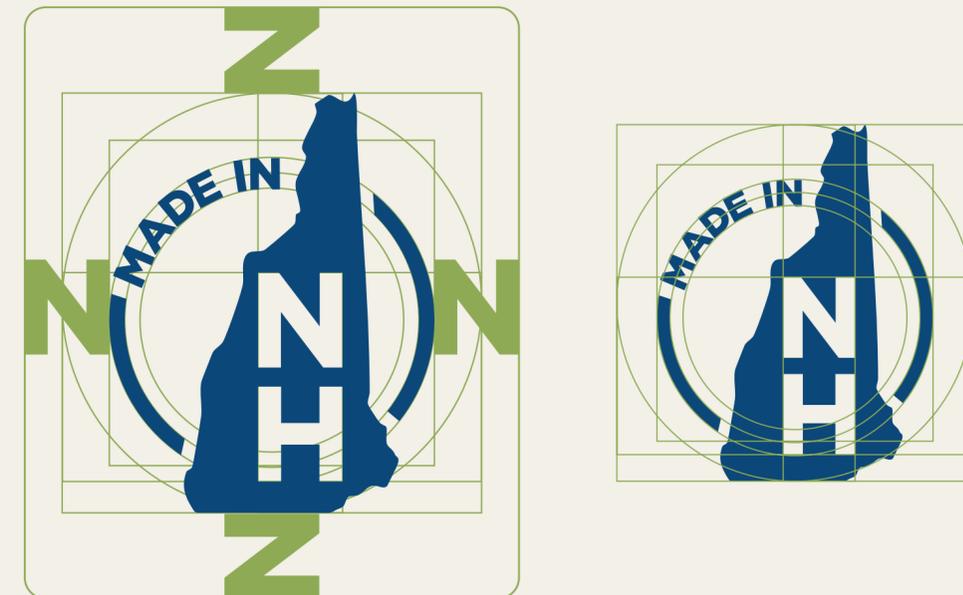
The logo can be scaled up as needed, but to maintain its integrity, it should never be used smaller than 1 inch (or 80px) tall.

To ensure clear space and prevent visual clutter, use the letter “N” in the logo as a guide for spacing around the logo.

Proper usage ensures strong brand recognition and a cohesive visual identity.



Minimum sizing

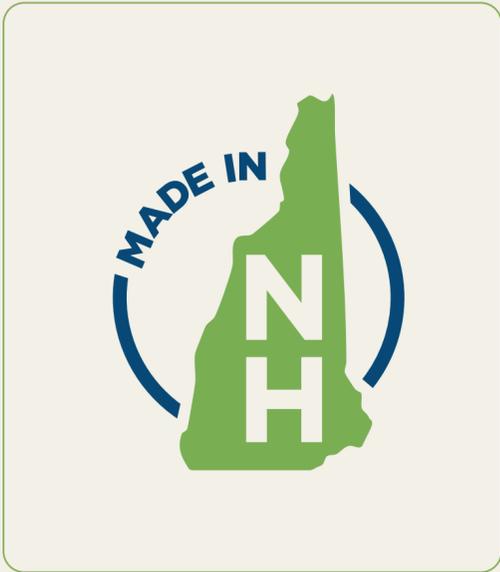


“N” as a measuring tool for clear space

Color Variations

The full color and reverse color are the two primary versions of the logo and should always be prioritized.

When a single-color variation of the logo is needed, it should always appear in green, blue or black for light colored backgrounds, and white for dark colored backgrounds.



Full color



Single color



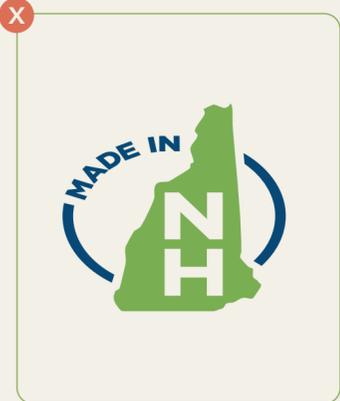
Reverse - Full color



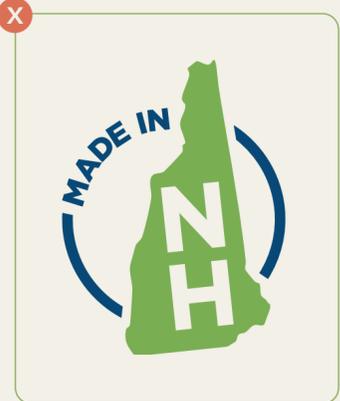
Reverse - Single color

Do's and Don'ts

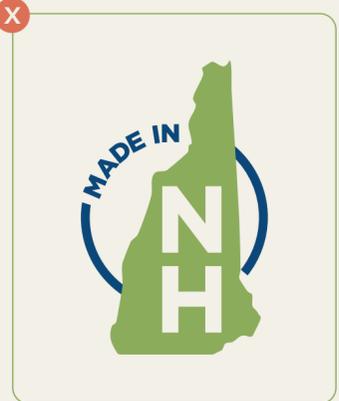
This is a quick guide of common mistakes to avoid when using the logo. Avoiding these misuses helps to ensure consistent use of the logo and keeps the integrity of the brand intact across all communications.



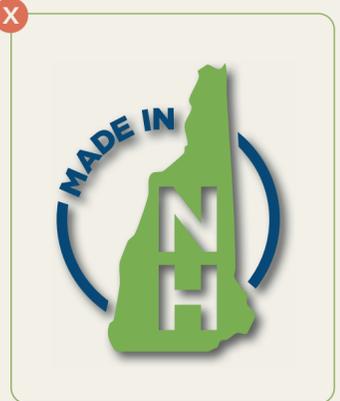
Do not stretch the logo horizontally or vertically.



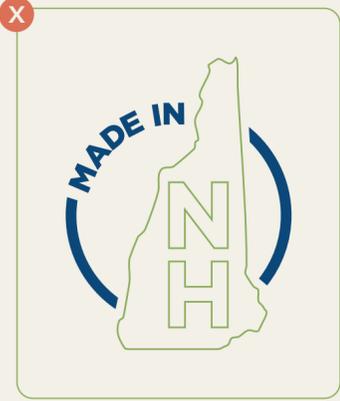
Do not rotate the logo.



Do not change the size or placement of the logo or its parts.



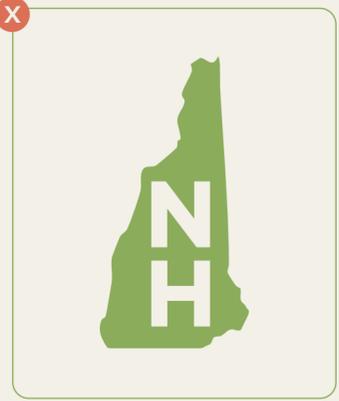
Do not put a drop shadow on the logo.



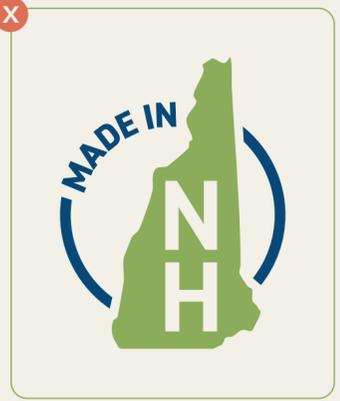
Do not put a stroke on the logo.



Do not change the color or transparency of the logo.



Do not crop the logo or any of its parts.



Do not re-create the logo using any other typeface.

COLOR

Brand Colors

The Made in NH color palette is built based on the VisitNH and New Hampshire Department of Business and Economic Affairs (BEA) color palettes.

Light Green and Dark Blue are used in the logo and should be prominently used as overarching brand colors.

The other hues are used contextually across various designs, as color accents, or as complementary pairings.

Black and white are also base colors that can be used as needed, however the primary color palette should be used first.

LIGHT GREEN

HEX #8aab5a
RGB 140 173 92
CMYK 51 17 82 1

DARK BLUE

HEX #114779
RGB 12 72 122
CMYK 100 79 27 11

LIGHT BLUE

HEX #51b8bf
RGB 80 186 192
CMYK 64 6 26 0

CREAM

HEX #efede4
RGB 241 240 231
CMYK 5 4 9 0

YELLOW

HEX #fbaf3f
RGB 252 176 64
CMYK 0 35 85 0

DARK GREEN

HEX #205959
RGB 30 90 90
CMYK 86 47 57 30

GRAY

HEX #96a8b1
RGB 150 169 178
CMYK 43 26 25 0

ORANGE

HEX #da7057
RGB 219 112 88
CMYK 11 68 68 1

TYPOGRAPHY

Brand Typefaces

The brand typefaces are:

- Barlow
- Work Sans

Each typeface has a specific use case within the system.

Proportions and use cases

Establish a clear hierarchy through scale. Headers should be the largest size, followed by subheaders and body copy. Supporting details should be the same size as the body copy or slightly smaller.

Adjust sizing as needed to suit specific collateral while maintaining legibility and brand consistency.

Barlow

Use Barlow for headlines, subheads and highlighting paragraphs

Barlow Thin
Barlow Thin Italic
Barlow ExtraLight
Barlow ExtraLight Italic
Barlow Light
Barlow Light Italic
Barlow Regular
Barlow Italic
Barlow Medium
Barlow Medium Italic

Barlow SemiBold
Barlow SemiBold Italic
Barlow Bold
Barlow Bold Italic
Barlow ExtraBold
Barlow ExtraBold Italic
Barlow Black
Barlow Black Italic

Work Sans

Use Work Sans for long-form content, all body copy and fine print

Work Sans Thin
Work Sans Thin Italic
Work Sans ExtraLight
Work Sans ExtraLight Italic
Work Sans Light
Work Sans Light Italic
Work Sans Regular
Work Sans Italic
Work Sans Medium
Work Sans Medium Italic

Work Sans SemiBold
Work Sans SemiBold Italic
Work Sans Bold
Work Sans Bold Italic
Work Sans ExtraBold
Work Sans ExtraBold Italic
Work Sans Black
Work Sans Black Italic