



DIVISION OF TRAVEL AND TOURISM  
**BRAND STANDARDS**

VERSION 2.0 UPDATED 2016

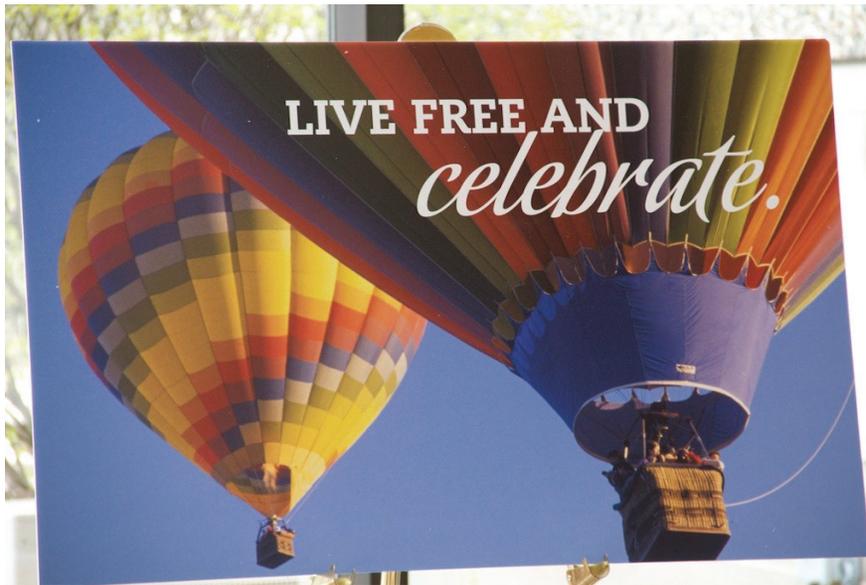


# TABLE OF CONTENTS

Brand Introduction	3
Brand Attributes	5
Color Palette	6
Typography	8
Iconography	9
Logo	10
Imagery	15
Social Channels	16

# BRAND INTRODUCTION

The evolution of “Live Free and...” has taken a softer approach to the previous positioning. Where previously, the brand made decisions for the audience, the brand now embraces the empowering nature of the “LIVE FREE” declaration.



# EVOLVING THE 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.

# BRAND ATTRIBUTES

The New Hampshire brand messaging is approachable, relatable, unique, and adventurous to the core. It consistently inspires wonder and evokes a sense of empowerment, excitement, and attainability, offering variety within proximity, while displaying the following qualities across every channel:

NH's **brand** is brought to life through showcasing its:

- Independence
- Authenticity
- Outdoorsy-ness

The **voice** of the communication should be:

- Proud
- Direct
- Quirky
- Friendly
- Empowering

The **look and feel** should evoke feelings of:

- Thoughtful Craftsmanship
- Timelessness
- Quiet Confidence

# COLOR PALETTE

The two colors used in the logo are the core colors of the brand. Both exude associations with the nature and scenery found in New Hampshire, and complement each other within a common color spectrum. The colors represent the great outdoors, from the ocean and lakes to the mountains and trails that New Hampshire has to offer.

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

# EXPANDED COLOR PALETTE

The below colors are only examples used to demonstrate the feel and versatility of the color palette. Other colors may be chosen to match or complement photography depending on the campaign or season, as long as they maintain a similar feel, and would not look out of place within the core brand color palette. Use these colors as accents to complement the brand colors.



pantone 7477C	pantone 4985C	pantone 7542C	pantone 161C	pantone 7418C	pantone 194C
cmyk 82 63 50 33	cmyk 32 72 32 32	cmyk 36 10 20 7	cmyk 30 60 100 60	cmyk 12 82 66 0	cmyk 12 93 66 28
rgb 52 73 86	rgb 132 72 96	rgb 153 186 187	rgb 93 58 7	rgb 216 84 85	rgb 164 39 59
hex 344956	hex 844860	hex 99BABB	hex 5D3A07	hex D85455	hex A4273B



pantone 7462C	pantone 649C	pantone 320C	pantone 7403C	pantone 7412C	pantone 7620C
cmyk 99 72 21 5	cmyk 12 7 4 0	cmyk 80 22 32 0	cmyk 5 15 57 0	cmyk 14 56 95 1	cmyk 18 95 95 8
rgb 0 81 138	rgb 221 226 233	rgb 16 154 169	rgb 242 211 131	rgb 214 130 48	rgb 190 48 43
hex 005589	hex DDE1E9	hex 009CA7	hex F2D383	hex D68230	hex BE302A

# TYPOGRAPHY

**Proxima Nova** a hybrid font that combines modern proportions with a geometric appearance. It provides heavy impactful headline type, or precise detailed informational type. It has a clean and modern flavor that suggests purposeful information and lasting strength. It can be consistently used between print and digital.

Light    abcdefghijklmnopqrstuvwxyz1234567890  
          abcdefghijklmnopqrstuvwxyz

Regular    abcdefghijklmnopqrstuvwxyz1234567890  
            abcdefghijklmnopqrstuvwxyz

*Regular Italic*    *abcdefghijklmnopqrstuvwxyz1234567890*  
                      *abcdefghijklmnopqrstuvwxyz*

**Bold**    **abcdefghijklmnopqrstuvwxyz1234567890**  
            **abcdefghijklmnopqrstuvwxyz**

**Black**    **abcdefghijklmnopqrstuvwxyz1234567890**  
              **abcdefghijklmnopqrstuvwxyz**

Display type    LIVE FREE  
Headlines      **NEW HAMPSHIRE**  
Captions      MOUNTAIN BIKING, BARTLETT

# ICONOGRAPHY

Icons are native to map making, found abundantly in adventuring and a staple of the New Hampshire outdoor vernacular. These icons represent some of the activities and experiences that take place in the state's theater. Simple, crafted and purposeful, they are an added level of detail that can be used in brand design.



# 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 various communication pieces that may require the logo, with slightly varying formats depending on the need. This ensures it can be projected in the most effective way possible, while remaining true to its core brand elements.



## 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 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

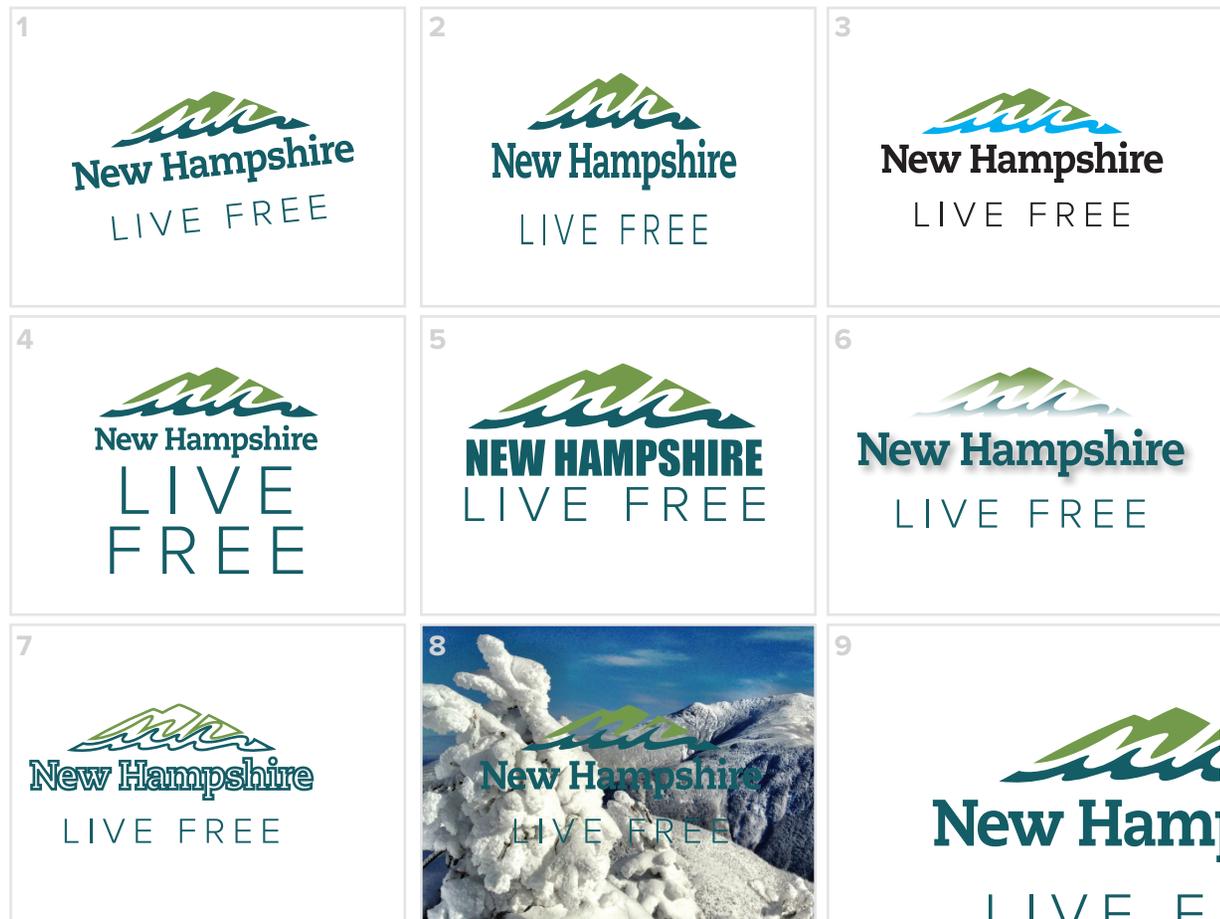
The amount of clear space is measured by a square equivalent to the height of the capital letter “N” on the word mark. This is also the same distance from the baseline of the word mark to the top of “Live Free.”

# PROPER USAGE

Avoid using the logo in any way that is not the approved.  
This weakens the brand, both in overall consistency, and in the 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.



# 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.

# IMAGERY

Imagery features a combination of families, millennials, and active boomers depending on the goal of the creative. These groups are consistently shown participating in realistic, fun, and adventurous outdoor activities relating to the season. The goal of the imagery is to put the viewer in the moment, to connect them to the experience they are viewing, and to make them feel like they are part of the Live Free mentality.



# SOCIAL CHANNELS

The voice across social channels should always be positive, friendly, relatable, and with the intention of educating the audience on all of the seasonal things to see and do throughout New Hampshire. Imagery is often times user generated, and credit is always given to the original poster in the credits.

 [www.facebook.com/visitnh](http://www.facebook.com/visitnh)

 [www.twitter.com/visitnh](http://www.twitter.com/visitnh)

 [www.instagram.com/visitnh](http://www.instagram.com/visitnh)

 [www.pinterest.com/visitnh](http://www.pinterest.com/visitnh)