



Division of Travel and Tourism Development Logo Standards Guide v.1.1

Last updated May, 2012



Contents

INTRODUCTION	3
ANATOMY OF THE LOGO	4
LEGAL INFORMATION	5
LOGO FILES LISTS	6
LOGO VARIATIONS	7
LOGO COLOR PALETTE	8
COLOR PRINTING USAGE LIMITATIONS	9
BLACK & WHITE USAGE LIMITATIONS	10
OTHER LIMITATIONS	11
FILE TYPES	13
APPROVAL PROCESS	14



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Introduction

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. Unless otherwise specified within this document, no other arrangement of the signature components, or change in proportional relationships between components, or addition or deletion of elements, or alteration of typeface or color, or other modification of any kind is permitted.

This logo is provided in CMYK, Pantone (1 and 2 color), RGB, grayscale, black and white versions. These configurations have been built to address the most common needs for utilizing the logo in various projects. Refer to the following pages for examples of correct usage.

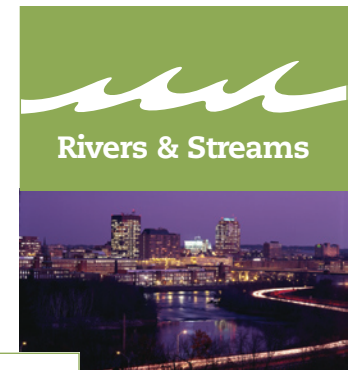
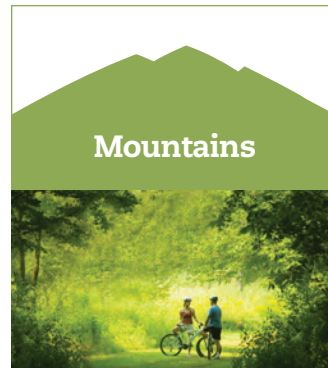
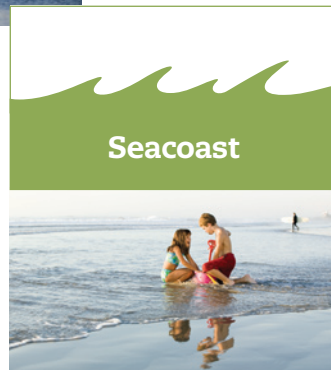
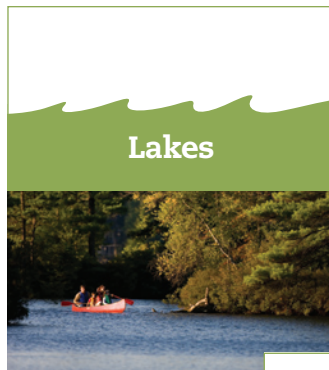
Files may be downloaded from the industry section of visitnh.gov.

*This logo is to New Hampshire
what a handwritten signature is
to a person: the unique graphic
expression of individuality.*



The Anatomy of the Logo

New Hampshire offers residents and visitors a vast range of experiences, all packed within close proximity. Around every corner is a new view, a different adventure—mountains to climb, waves to ride, lakes and rivers to paddle on, nature and culinary trails to discover, and towns and cities to explore. The updated New Hampshire logo seeks to establish these assets as the backdrop for exciting journeys across our state.





Legal information

The logo, which consists of the mountain, trails and water graphic, the words “New Hampshire” and “visitnh.gov” has been registered with the New Hampshire Secretary of State and the trademark has been registered at the federal level. Use of this logo in parts is not permitted.

ELIGIBLE ENTITIES

Joint Promotional Program

The Division of Travel and Tourism Development’s (DTTD) Joint Promotional Program grantees are required to incorporate the logo and URL into all print and electronic materials in order to build on the New Hampshire brand. Any other organizations who partner with the state on marketing initiatives and receive state funding for projects must also adhere to this policy.

State Agencies

New Hampshire state agencies are encouraged to use the logo in their marketing and promotional materials.

All uses **MUST** be pre-approved by the DTTD.

New Hampshire Organizations and Businesses

All such uses must be pre-approved by DTTD. DTTD is pleased to provide guidance on logo usage.

In order to guide you in its appropriate application, we have provided the following logo standards.

Use of this logo outside the scenarios indicated above must be approved by DTTD and inappropriate use may be subject to legal action.

Contact DTTD with any questions at 603-271-2665 or travel@dred.state.nh.us.

Contact the Division of Travel and Tourism Development with any questions at 603-271-2665 or travel@dred.state.nh.us.





Logo Files

Below is a complete listing of all New Hampshire logo files. There are two basic configurations: with and without the website URL. Those without the URL contain the 'no-web' description in their file name.



with URL

Full Color Logo:

dttd-logo-cmyk.eps
dttd-logo-rgb.eps
dttd-logo-rgb.jpg
dttd-logo-cmyk-no-web.eps
dttd-logo-rgb-no-web.eps
dttd-logo-rgb-no-web.jpg

Full Color Logo with Channel:

dttd-logo-cmyk-channel.eps
dttd-logo-rgb-channel.eps
dttd-logo-cmyk-no-web-channel.eps
dttd-logo-rgb-no-web-channel.eps

Two Color Logo (flat):

dttd-logo-2c-pantone-c.eps
dttd-logo-2c-pantone-no-web-c.eps
dttd-logo-2c-pantone-u.eps
dttd-logo-2c-pantone-no-web-u.eps



without URL

Grayscale:

dttd-logo-gs.eps
dttd-logo-gs.jpg
dttd-logo-gs-no-web.eps
dttd-logo-gs-no-web.jpg

Black:

dttd-logo-black.eps
dttd-logo-black-no-web.eps

White:

dttd-logo-white.eps
dttd-logo-white-no-web.eps



There are many versions of the logo to suit many different situations. The truest versions, 'dttd-logo-cmyk.eps' and 'dttd-logo-rgb.eps' are the go-to files and will be used in most cases.



New Hampshire Logo Variations

Displayed below are all of the variations of the logo. Wherever possible, use the full color logo. The version with no website URL also exists in all of the below variations.

FULL COLOR LOGO (RGB, CMYK)



GRAYSCALE LOGO (RGB, CMYK)



WHITE LOGO (CMYK)



2 COLOR LOGO (Pantone coated, uncoated)



BLACK LOGO (RGB, CMYK)



FULL COLOR LOGO CHanneled
(RGB, CMYK)





Logo Color Palette

COLOR VALUES

CMYK Values:

Green:	Blue:
C: 50	C: 80
M: 19	M: 25
Y: 85	Y: 34
K: 0	K: 25

RGB Values:

Green:	Blue:
R: 139	R: 48
G: 172	G: 119
B: 92	B: 128

Hex Values:

Green:	Blue:
#8BAC5C	#307780

Pantone Values:

Green:	Blue:
7490 c	5473 c
7490 u	5483 u





Color Printing Usage Limitations

Where possible, use the full-color version of the New Hampshire logo.



Use the full color logo on top of light backgrounds



Avoid using the color logo over colors that blend with the logo or make it difficult to read



Do not use the full-color logo over darker colors



The logo may work over certain lighter, less busy photographs. This is rare.



Avoid placing the logo over colors, images or textures that compete with the mark



The white version of the logo may be used over color photography.



The 'Channel' version of the logo may be used over a full color image if the white version does not read well. Avoid using the channel version if possible.



Black & White Printing Usage Limitations

Where possible, use the full-color version of the New Hampshire logo. In instances of grayscale or black & white printing, usage of a grayscale, black or white logo will be required. Usage of the solid black logo will be rare. In most applications, the grayscale version will work, and is preferred.



Use the grayscale and black logos on top of white or lighter gray backgrounds



Use the white logo on top of black or darker gray backgrounds



Use the grayscale logo on top of white or lighter gray photography



Use the white logo on top of black or darker gray photography





Other Limitations

FLOAT AREA

When placing the logo in a document, it is important to afford the logo a certain amount of breathing room. The logo should not touch or overlap other elements on the page, with the exception of placement over appropriate image backgrounds (see Usage Limitations). In addition, the logo requires a channel of blank space around it in order to not appear crowded.

A general rule is to allow for a channel of space around the entire logo equal to 1/4 of the height of the logo. If the logo must sit inside a box, these spacing rules should be applied. This figure is a minimum. In most cases allowing even more float area is preferable. In addition, the logo should not be placed inside any shape that would restrict the float area. Again, these are general rules and may not apply to every instance. For example, a decal or sticker of the logo would not require this amount of float area, if any.

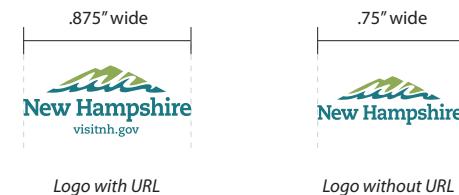


Allow for a minimum channel of space around the entire logo equal to 1/4 of the height of the logo

It is important to afford the logo a certain amount of breathing room.

MINIMUM SIZE

The logo should never be used at a size smaller than below. Usage should be rare at sizes this small. Even then, high quality printing is necessary at sizes this small.



GENERAL RULES

- Do not place the logo sideways or diagonally within a layout.
- Do not separate or rearrange elements of the logo. Regardless of which version of the logo is being used, the mark must be displayed as in the original file.
- Do not alter the colors of the logo, unless you are integrating the mark into a print job with limited spot colors. In such a case it is ok to reproduce the logo with your project's pms color scheme. This is rare.
- Do not filter the logo in such a way as to alter its appearance. This includes bevels, drop shadows, lighting techniques, etc.
- Do not append unsanctioned text to the signature grouping. Other web addresses or taglines should never be displayed in such a way as to appear grouped with the New Hampshire logo.



Other Limitations *continued*

WEB ADDRESS VS NO WEB ADDRESS VERSIONS

In most cases, the version with the URL should be used. There are special circumstances where the 'no-URL' version may be used. For example, layouts where the URL is used elsewhere in relatively close proximity, or layouts where the logo is used repeatedly.

Industry members should always utilize the version of the logo with the URL.



with URL



without URL



In most cases, the version with the URL should be used.



File Types

You have access to EPS and JPEG versions of the New Hampshire logo. These have been created with the following color specifications: pantone, CMYK, RGB, grayscale, black, and white. Refer to the following guidelines to select the correct version for specific applications. Be sure to supply printers with their preferred file type. EPS files are the optimal format for professional printing. **Use EPS files whenever possible.**

PANTONE

Pantone color is used with EPS files and is for use in print for special non-4-color process jobs. Pantone logos should not be used unless specifically requested.

CMYK

CMYK is the abbreviation for cyan, magenta, yellow and black. This designates use for 4-color printing.

RGB

RGB is the abbreviation for red, green and blue. This designates use for on-screen applications such as PowerPoint presentations or websites, or non-design oriented programs such as Microsoft Word.

GRAYSCALE, BLACK & WHITE

The grayscale, black and white files may be used in any of the file formats, but are intended primarily for use in grayscale printing. Only choose the black version over the grayscale version if the final output will not support multiple shades of gray.

EPS FILES vs JPEG FILES

EPS files are vector-based images that require industry standard software such as Adobe Illustrator, InDesign, or Quark Xpress to open and/or edit. EPS files allow for applications with transparent backgrounds and can be used over a solid color, photograph or reversed out in white. These are the optimal file format for reproduction and should be used whenever possible. EPS files allow the image to be scaled to any size without affecting image quality, and are therefore ideal for large applications such as posters. These are designated by a ".eps" file extension, for example: dttd-logo-cmyk.eps.

JPEG file formats are bitmap images with opaque solid backgrounds, and therefore cannot be used over a colored background or photograph. They can be used in RGB and grayscale applications, or converted to CMYK and saved as a .tif file for 4-color printing. Choose the RGB version for on-screen usage such as powerpoint presentations or in websites, or in non-design oriented applications like Microsoft Word. JPEG files should print cleanly at any size equal to or less than their original size, but should never be scaled up. These are designated by a ".jpg" file extension, for example dttd-logo-rgb.jpg.

EPS files are the optimal format for professional printing. Use EPS files whenever possible.



The Approval Process

In order to maintain consistency, a review process will ensure proper application of the logo and identity. Please submit materials bearing the logo to Stacy Geisler, Communications Specialist and Website Manager at stacy.geisler@dred.state.nh.us.