



STYLE GUIDE
8/15/18

Name & Branding

As an organization, and in many ways, as a city, our future depends on our ability to support and sustain a virtuous cycle that begins with our residents and the unique culture they create. Integral to this cycle is the tourism industry's stewardship and careful promotion of this culture, and the return that tourism provides to our residents, companies and investors. Under optimal circumstances, our company name would reflect our role within this cycle, serving to facilitate the realization of our brand vision.

After a thoughtful, strategic and thorough rebranding process led by leadership across the organization, we have officially changed our company's name to New Orleans & Company. The new name reflects inclusiveness, with "Company" representing the people who create the many cultural assets and carry on the traditions that make our city a unique place to live, work and visit. "Company" also includes our members and partners for whom we drive business and, of course, it includes the visitors we welcome as our guests.

Design Goals

Regarding the visual identity for our new name, the ultimate goals for the design of the New Orleans & Company logo are:

- Visual clarity
- Differentiation from other organizations
- Enable the communication of our roles as a thought leader, collaborative convener, promoter, organizer and supporter

The Logo

The logo design process for our brand began with a thorough study of appropriate typographic possibilities. Our approach was to base the design in a font with traits that prioritize clarity, quality and progress, yet contain an element or elements that communicate the singular cultural character of New Orleans—something that feels inviting to all people yet reflects the high level of professionalism we deliver as a world-class marketing organization.

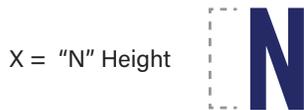
After considering the unique design details and tone of voice of dozens of possible type solutions, we selected a font that is simple legible, distinctive and bold and suitable for use in both contemporary and classic contexts. Additionally, dozens of ampersands were examined in combination with the letterforms in an effort to bring a more distinctive element to the design.

SAFETY ZONE



When the New Orleans & Company logo is used, a safety zone is required in order to ensure visibility and impact. Use the safety zone to separate the logo from text and graphic elements such as images and other logos to make certain the logo retains a strong presence wherever it appears. Where possible, allow even more than the required space.

The minimum safety zone (X) should equal 100 percent of the height of the letter "N" of the logo type.



SCALE

Visibility of the mark is critical to building awareness. Please use the minimum size only when absolutely necessary. When using the mark on unconventional materials, such as textiles and other promotional items, avoid the smaller sizes in order to ensure legibility.

STACKED LOGO

MINIMUM SIZE PRINT = 1 inch wide
MINIMUM SIZE DIGITAL = 115 pixels wide
MAXIMUM SIZE EPS/PDF/SVG = Unlimited
JPEG/PNG = Do not enlarge

HORIZONTAL LOGO

MINIMUM SIZE PRINT = 2 inch wide
MINIMUM SIZE DIGITAL = 200 pixels wide
MAXIMUM SIZE EPS/PDF/SVG = Unlimited
JPEG/PNG = Do not enlarge



minimum size 1 in



minimum size 2 in

PRIMARY COLOR PALETTE



C 2
M 22
Y 100
K 8

R 218
G 170
B 0

PANTONE®
110 C

HEX DAAA00



C 100
M 98
Y 0
K 15

R 21
G 31
B 109

PANTONE®
2756 C

HEX 151F6D

Coated vs Uncoated

When designing for digital, coated colors should always be used. Uncoated colors are only to be used in cases where the brand colors are being printed on uncoated paper stock.



C 0
M 18
Y 100
K 6

PANTONE®
7405 U



C 97
M 82
Y 3
K 19

PANTONE®
2757 U

SECONDARY COLOR PALETTE

In addition to the Primary Brand Colors (PMS 110C and PMS 2756C), a spectrum of Secondary Brand Colors has been designated to provide accent or contrast when designing for the New Orleans & Company brand. These colors are as follows:



C 27
M 0
Y 100
K 3

R 181
G 189
B 0

PANTONE®
390 C

HEX B5BD00



C 53
M 99
Y 0
K 0

R 147
G 50
B 142

PANTONE®
513 C

HEX 93328E



C 2
M 99
Y 62
K 11

R 191
G 13
B 62

PANTONE®
193 C

HEX BF0D3E



C 0
M 66
Y 100
K 0

R 229
G 114
B 0

PANTONE®
152 C

HEX E57200

BLACK & WHITE



C 0
M 0
Y 0
K 100

R 0
G 0
B 0

PANTONE®
BLACK

HEX 000000

As a whole, this primary and secondary palette provides a dynamic range for the purposes of communicating what is a dynamic brand.

TYPOGRAPHY

The following **Design Fonts** have been designated for use in the creation of externally facing branded items, such as printed collateral, external presentations, and advertising.

The Knockout font family provides an array of typefaces of various widths and weights, primarily for use in display or headlines. Within this broad set of typefaces, Knockout Bantamweight is the preferred primary typeface for use in headlines or other situations where type is used at large sizes. Other typefaces in the Knockout font family may be used with discretion in a secondary or complimentary manner, depending on design needs.

KNOCKOUT BANTAMWEIGHT
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890!@#\$%^&*()_+.,:;'"?/[]{}

The Archer Font family offers five different weights, in both standard and italicized versions. Within this set, Archer Book is the preferred primary typeface for use at small sizes and in body copy. Other typefaces in the Archer font family may be used with discretion in a secondary or complimentary manner, depending on design needs.

ARCHER BOOK
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890!@#\$%^&*()_+.,:;'"?/[]{}

The following **Standard System Fonts** have been designated for wider organizational use to facilitate efficiency and visual consistency in internal presentations, interoffice correspondence and other applications created by staff in the day-to-day course of business.

The fonts designated for these purposes are Arial and Georgia. Arial Bold should be used primarily for headings and headlines, while Georgia Regular should be used at small sizes and in body copy.

ARIAL BOLD
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890!@#\$%^&*()_+.,:;'"?/[]{}

Georgia Italic may be used with discretion as a complement to Arial Bold and Georgia Regular, depending on design needs.

GEORGIA REGULAR
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890!@#\$%^&*()_+.,:;'"?/[]{}

VARIATIONS

While the stacked version should be considered the primary New Orleans & Company logo, a horizontal version has been created for use in those instances where it will offer improved visibility based on the designated space within which it is applied. When deciding between versions, consider which allows the greater scale while still providing for ample clear space around the logo.



BACKGROUNDS



The New Orleans & Company logo should be presented in color when used on a white or light-colored background.

In instances where the logo appears on a medium or dark color, or on a photograph or video, the logo should be reversed out to white with either a white or gold ampersand.



To ensure maximum visibility, the logo should not appear in color on a dark background or photograph.



INAPPROPRIATE USE

These examples illustrate incorrect associations between the wordmark and ampersand.



AMPERSOUND USAGE



In instances where the New Orleans & Company "Ampersound" is used as a singular design element, it should always be in some proximity or relationship to the New Orleans & Company logo to assure brand clarity. This includes use on all printed and digital materials as well as branded items such as t-shirts, hats, and more.

Additionally, the Ampersound should always appear exactly as indicated here – never backwards, upside-down, or rotated.

WEB

H1 (Freight Display Bold)

Short Headline

THIS IS AN EXAMPLE OF A LARGE HEADLINE

H2 (Knockout Bantamweight)

SHORT HEADLINE

THIS IS AN EXAMPLE OF A LARGE HEADLINE

Body Text (Apercu Regular)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam semper dolor non faucibus sollicitudin. Proin eget congue mauris. Donec porta lorem velit, sagittis fermentum enim facilisis sit amet. Aenean vitae sapien placerat, auctor felis vel, tincidunt dolor. Nunc laoreet at velit in laoreet. Vestibulum eget rhoncus massa. Suspendisse diam diam, lacinia et ullamcorper et, euismod ac mauris. Nullam ornare cursus dolor, sit amet pellentesque odio. Nulla aliquam ut sapien sed pulvinar.

BUTTONS

(default)

HEX DAAA00



(hover)

HEX DAAA00



(Apercu Regular | HEX FFFFFFF)



LINKS

(default)

HEX DAAA00

Apercu Regular

Pellentesque Cursus

(hover)

HEX DAAA00

Apercu Bold

Pellentesque Cursus

(clicked)

HEX DAAA00

Apercu Regular

Pellentesque Cursus