



STYLE GUIDE
12/05/18

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.

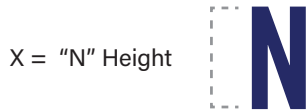
After considering the unique design details and tone of voice of dozens of possible type solutions, we selected a font that is simple, legible, distinctive, bold and suitable for use in both contemporary and classic contexts. Additionally, dozens of ampersands were examined in combination with the letterforms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



COATED



C 2
M 22
Y 100
K 8
R 218
G 170
B 0
HEX DAAA00



C 100
M 98
Y 0
K 15
R 21
G 31
B 109
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.

UNCOATED



C 0
M 18
Y 100
K 6



C 97
M 82
Y 3
K 19

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
HEX B5BD00



C 53
M 99
Y 0
K 0
R 147
G 50
B 142
HEX 93328E



C 2
M 99
Y 62
K 11
R 191
G 13
B 62
HEX BF0D3E



C 0
M 66
Y 100
K 0
R 229
G 114
B 0
HEX E57200

BLACK & WHITE



C 0
M 0
Y 0
K 100
R 0
G 0
B 0
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.

HEADLINES + DISPLAY

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

SMALL SIZES + BODY COPY

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
ABCDEFGHIJKLMNOPQRSTUVWXYZ
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.

HEADLINES + DISPLAY

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

SMALL SIZES + BODY COPY

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

GEORGIA REGULAR

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
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 for greater scale while still providing 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 Ampersound.



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

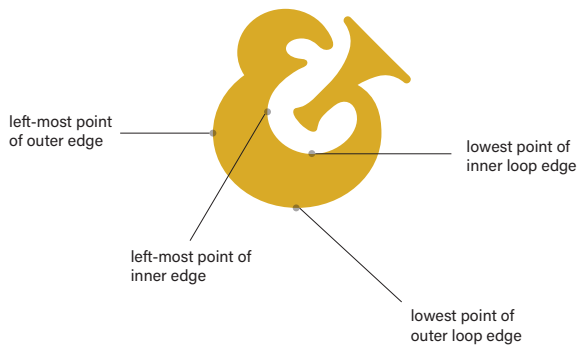


INAPPROPRIATE USE

These examples illustrate incorrect associations between the wordmark and Ampersound.



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

SEARCH EVENTS

SEARCH EVENTS

(Apercu Regular | HEX FFFFFFF)



LINKS

(default)

HEX DAAA00

Apercu Regular

(hover)

HEX DAAA00

Apercu Bold

(clicked)

HEX DAAA00

Apercu Regular

Pellentesque Cursus

Pellentesque Cursus

Pellentesque Cursus

BUSINESS CARD - 2" x 3.5"

BACK

- Use Brand Gold for Ampersound and ring around Ampersound
- Center ring at 2.3125" x 2.3125, with an 11 point stroke
- Use Brand Blue for card
- Center the Ampersound with a gap of .5937" above and below
- Ensure that there is .35" of clear space to the left of the Ampersound and .21" to the right of the tip of the horn
- Ampersound should appear in Brand Gold

FRONT

- Use the supplied full-color New Orleans & Company logo .eps file, centered at the top of the card with a .25" safety area from the top and left edge of the letters
- Use Knockout Full Cruiserweight for the name at 7 points with 75 point tracking
- Use Knockout Junior Cruiserweight for all additional text, sized at 6 points with 75 point tracking
- All copy should have 8 point leading, and align with "O" in "ORLEANS"

BACK



FRONT



LETTERHEAD - 8.5" x 11"

Appropriate Use

- Use the cover page as the first page for documents or in cases where there is only one page
- Use the internal page only in documents that are 2+ pages

Logo

- Use the supplied horizontal full-color New Orleans & Company logo .eps file, sized proportionally with a width of 3.75"
- Left align the logo at the top of the document with a .462" safety area from the top of the Ampersound and .5" from the left side of the letter "N"

Body Copy

- Body copy must be inserted .5" beneath the lowest point of the Ampersound, 3.05" from the left edge of the page and 0.75" from the right edge
- Body copy must not appear within a 1.5" distance from the bottom of the page

Typography

- Archer Book sized at 9 points with 16 point leading must be used for body copy

- In situations where Archer Book is not available, Georgia should be used
- Text must be printed in regular black ink

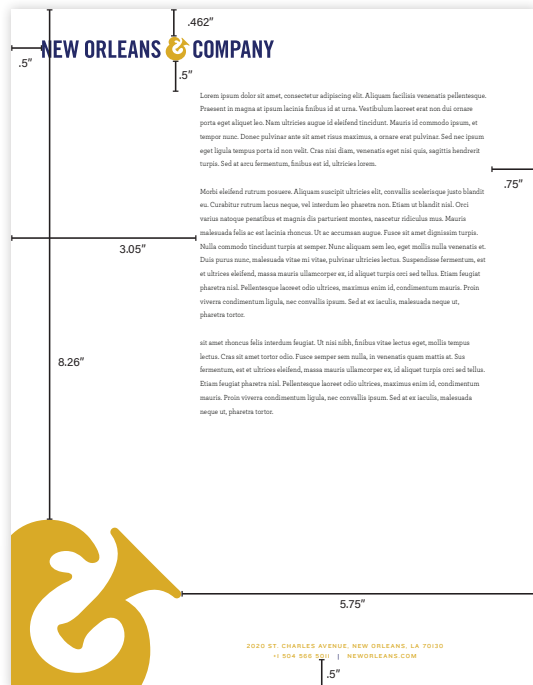
Ampersound

- The Ampersound, proportionally resized with a width of 3.75", must be placed in the bottom left point of the document and allowed to bleed off the page
- The right edge of the symbol must extend 5.75" to the right edge of the page, and the top must extend 8.26" to the top of the page
- Ampersound should appear in Brand Gold

Contact Info - Footer

- Contact info will appear at the bottom of the page in Knockout Junior Cruiserweight sized at 7 points with 12 point leading and 150 point tracking
- The text box must be centered, and center aligned within the body copy text box at .5" above the bottom of the page
- Contact info must use Brand Gold color, with the exception of the separating pikes which should use Brand Blue

COVER PAGE



INTERNAL PAGE



#10 ENVELOPE - 9.5" x 4.125"

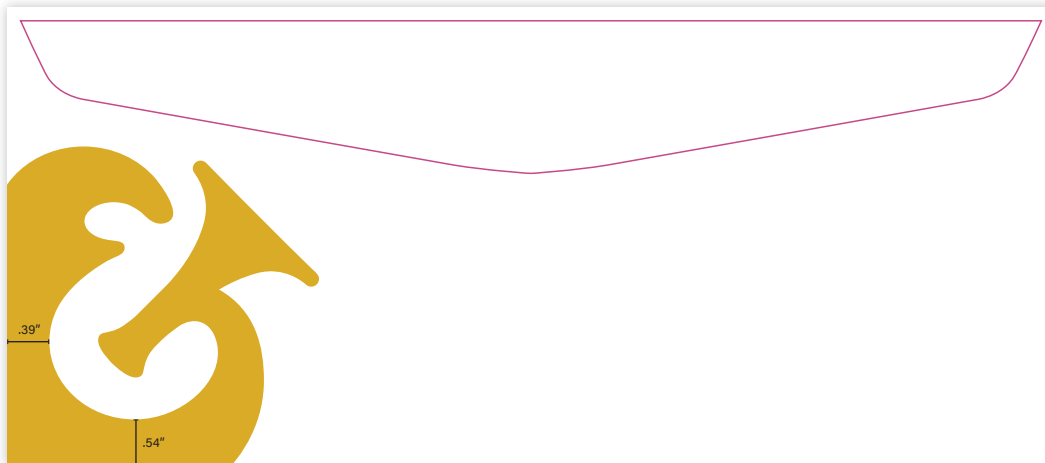
Front - Logo and Address

- Size the stacked logo proportionally to a width of 1.5", and align to the upper left hand corner of the envelope
- Add a margin of .5" between the left edge of the Ampersound and the edge of the envelope
- Add a .5" margin between the top of the logo and the top edge of the envelope
- Place the address .25" below the lowest point of the Ampersound, set in Knockout Junior Cruiserweight at 9 point size and 100 point tracking with 13 point leading
- All text, excluding the Ampersound, must be Brand Blue
- Address should be left aligned with the text of the logo

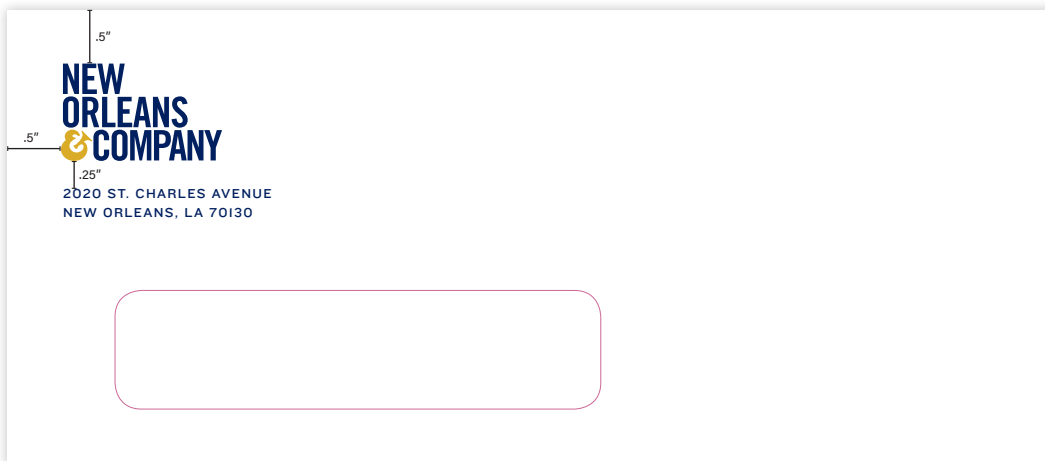
Back - Ampersound

- Size the Ampersound proportionally to a width of 3.46", center on the page and place in the bottom left point of the document
- Adjust to leave approximately .54" between the lowest point of the inner edge and the bottom of the envelope, and .39" between the left most point of the inner edge and the left edge of the envelope
- Ampersound should appear in Brand Gold

BACK



FRONT



#6 CATALOG ENVELOPE - 10.5" x 7.5"

Front - Logo and Address

- Size the stacked logo proportionally to a width of 1.5" and align to the upper left hand corner of the envelope
- Add a margin of .73" between the left edge of the Ampersound and the edge of the envelope
- Add a .75" margin between the top of the logo and the top edge of the envelope
- Place the address .25" below the lowest point of the Ampersound, set in Knockout Junior Cruiserweight at 9 point size and 100 point tracking with 13 point leading
- All text, excluding the Ampersound, must be Brand Blue

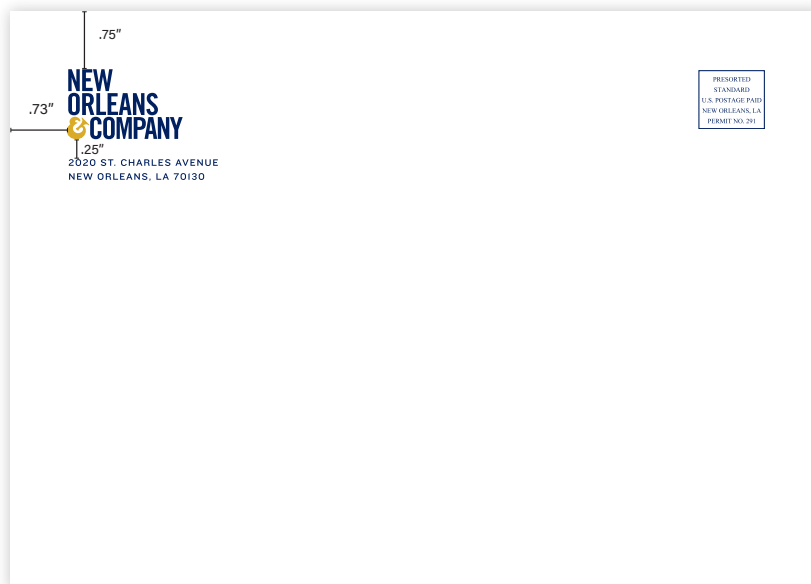
Back - Ampersound

- Size the Ampersound proportionally to a width of 5.25" and place in the bottom left point of the document
- Adjust to leave approximately .38" between the lowest point of the inner edge and the bottom of the envelope, and .375" between the left most point of the left edge and the edge of the envelope
- Ampersound should appear in Brand Gold

BACK



FRONT



#12 ENVELOPE - 12.5" x 9.5"

Front - Logo and Address

- Size the stacked logo proportionally to a width of 1.5" and align to the upper left hand corner of the envelope .75" from the top edge and .79" from the edge of the Ampersound to the edge of the envelope
- Place the address .25" below the logo, set in Knockout Junior Cruiserweight at 9 point size and 100 point tracking with 13 point leading
- All text, excluding the Ampersound, must be Brand Blue

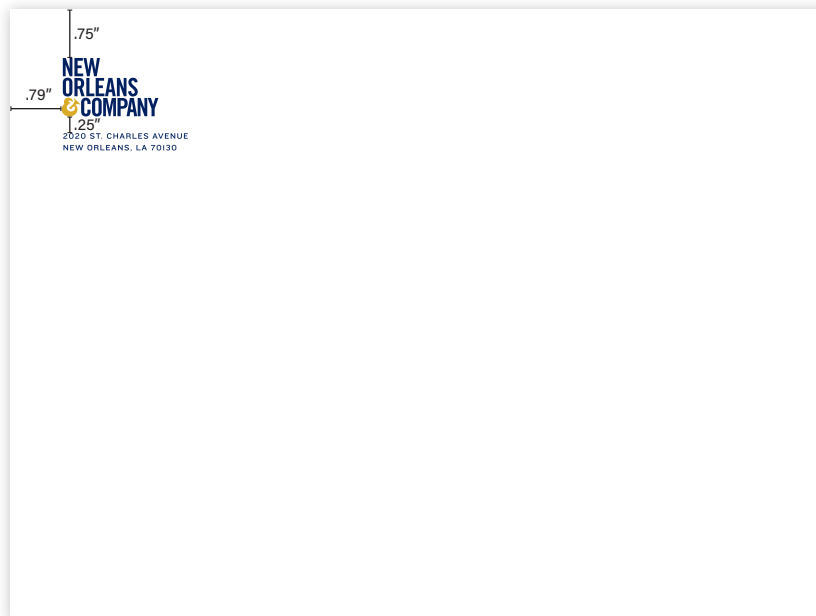
Back - Ampersound

- Size the Ampersound proportionally to a width of 6.5" and place in the bottom left point of the document
- Adjust to leave approximately .39" between the lowest point of the inner edge and the bottom of the envelope, and .27" between the left most point of the inner edge and the left edge of the envelope.
- Ampersound should appear in Brand Gold

BACK



FRONT



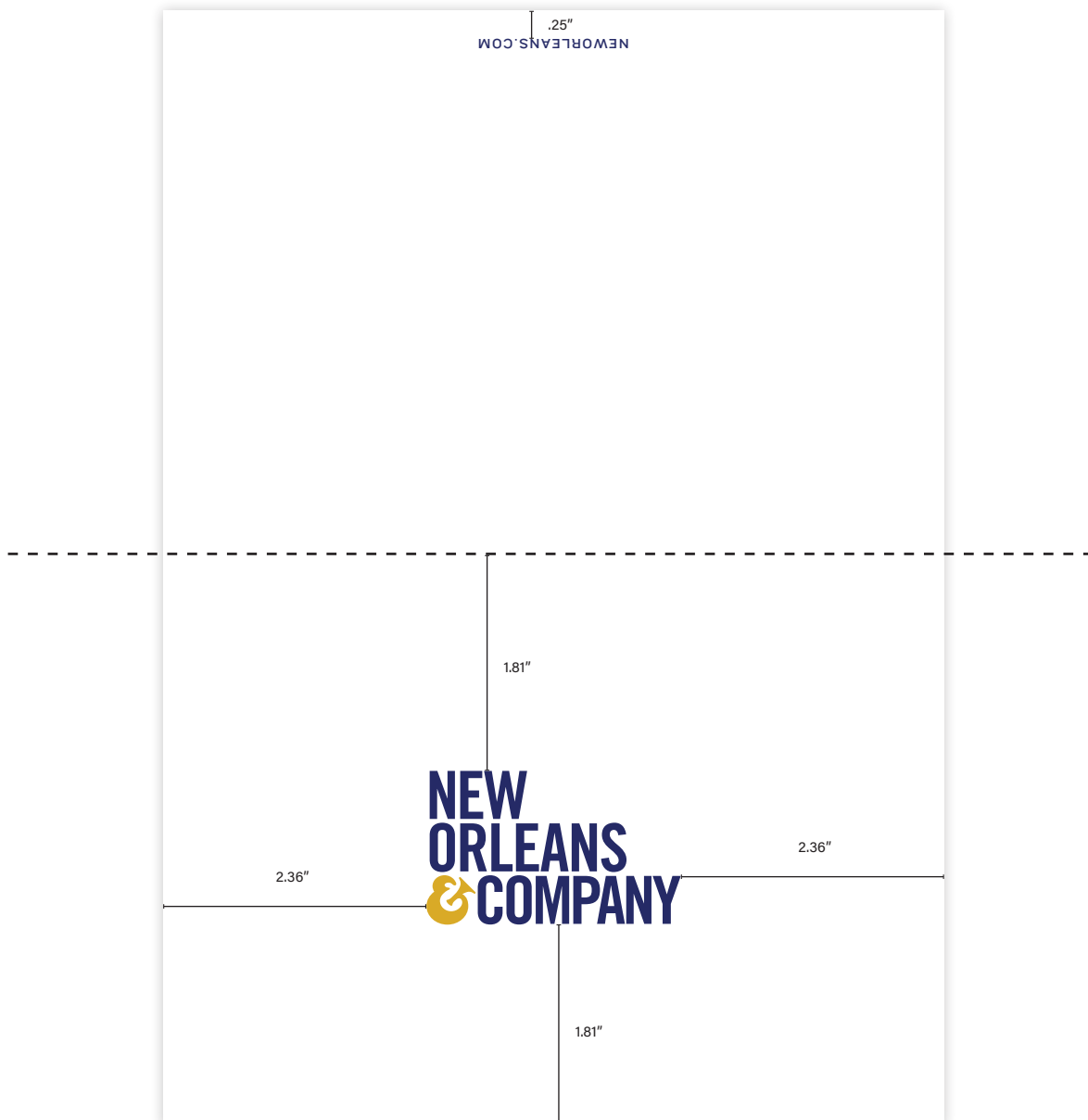
5" x 7" NOTECARD

Front - Logo

- Size the logo proportionally to a width of 2.28" and center on the lower half of the page
- Leave a margin of 2.36" to the left of the edge of the Ampersound and to the right of the "Y" in "COMPANY"
- Leave a margin of 1.81" above and 1.81" below

Back - URL

- The URL should appear upside-down at the top of the unfolded card, horizontally centered
- Use Knockout Junior Cruiserweight at 9 point size and 100 point tracking with 13 point leading
- Leave a margin of .25" between the URL and the top of the page



A7 Envelope - 5.25" x 7.25"

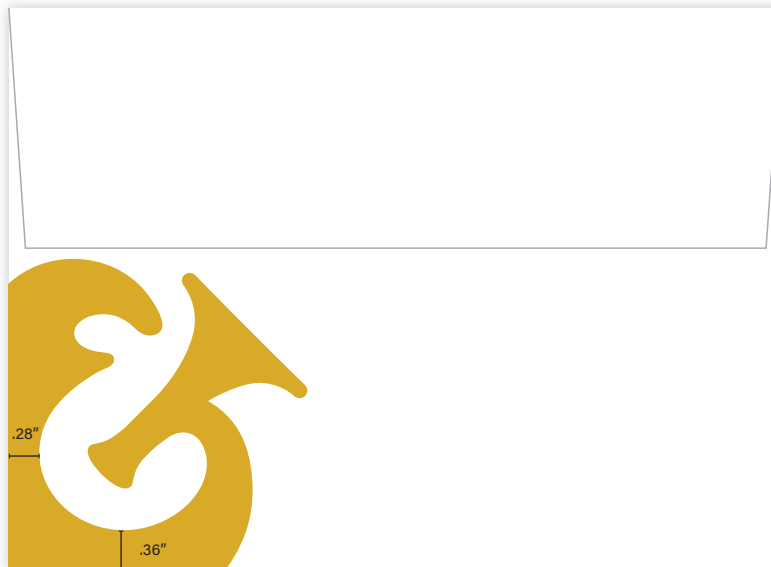
Front - Logo and Address

- Size the stacked logo proportionally to a width of 1.5"
- Align to the upper left hand corner of the document 0.4028" from the top and 0.33" from the left edge of the Ampersound
- Place the address .25" below the logo, set in Knockout Junior Cruiserweight at 9 point size and 100 point tracking with 13 point leading
- All text, excluding the Ampersound, must be Brand Blue

Back - Ampersound

- The Ampersound, proportionally resized with a width of 3.46", must be placed in the bottom left point of the document and allowed to bleed off the page
- Adjust to leave .36" between the lowest point of the inner edge and the bottom of the envelope, and .28" between the left most point of the inner edge and the left edge of the envelope
- Ampersound should appear in Brand Gold

BACK



FRONT

