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
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.

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:

BLACK & WHITE

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

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 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.

**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.

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.

**SMALL SIZES + BODY COPY**

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

**VARIAITONS**

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.
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.
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.
Short Headline
THIS IS AN EXAMPLE OF A LARGE HEADLINE

SHORT HEADLINE
THIS IS AN EXAMPLE OF A LARGE HEADLINE


BUTTONS

(default)
HEX DAAA00

(hover)
HEX DAAA00

LINKS

(default)
HEX DAAA00
Apercu Regular

(hover)
HEX DAAA00
Apercu Bold

(clicked)
HEX DAAA00
Apercu Regular
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”
**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 and 150 point tracking
- Knockout Junior Cruiserweight sized at 7 points with 12 point leading and 150 point tracking
- Text must be printed in regular black ink

**In situations where Archer Book is not available, Georgia should be used**

**Ampersound**
- The Ampersound, proportionally resized with a width of 3.375”, 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

**Amersound should appear in Brand Gold**

**Contact Info - Footer**
- Contact info will appear at the bottom of the page in Brand Blue color, with the exception of the separating pikes which should use Brand Gold color

**2020 ST. CHARLES AVENUE, NEW ORLEANS, LA 70130**
+1 504 566 5011   |    NEWORLEANS.COM
#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 hte left most point of the inner edge and the left edge of the envelope
- Ampersound should appear in Brand Gold
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
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.
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