



Branding Guide

About These Guidelines

These guidelines are designed to help everyone at New Hampshire Tech Alliance to use our brand with confidence and consistency. Our brand is what sets us apart, defining our reputation and aspirations.

Once you begin using them, you'll find these guidelines have been designed to work with you and provide you with all the flexibility you need create the best work possible.

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01. LOGO

1.1 Primary Logo

The full logo, featuring both the icon and the wordmark. This should be used whenever possible to officially represent the company.



1.2 Knockout

The knockout must have the same dimensions as the "clear space" rule. The rectangle surrounding the logo must have space that is equal to the height of the 'a.'

For visual balance on the horizontal plane, there is a slightly larger space between the type and the right edge.



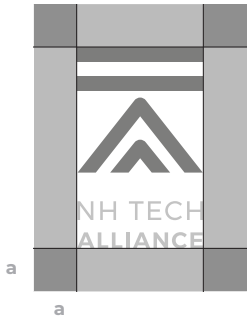
1.3 Clear Space

Avoid placing text or any other graphic object near the logo. The minimum amount of room to leave around the logo is indicated by the clear space.

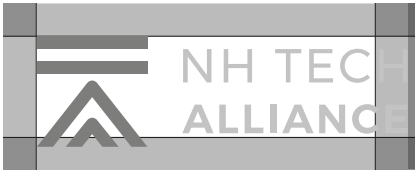
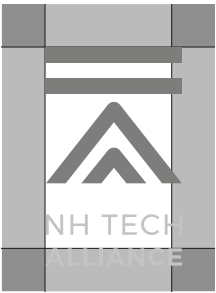
As mentioned earlier, there area couple of small spaces added to adjust for visual offset.

Correct

a = height of a'



Incorrect



1.4 Size & Position

For printed pieces, the width of the logo should not be reduced to less than 15 mm. For screen applications, the width of the logo should not be reduced to any less than 40 pixels.

Minimum Size _____
15mm/43px

Preferred Size Range _____
25mm/70px

Maximum Size _____
100mm/280px

1.5 Color & Contrast

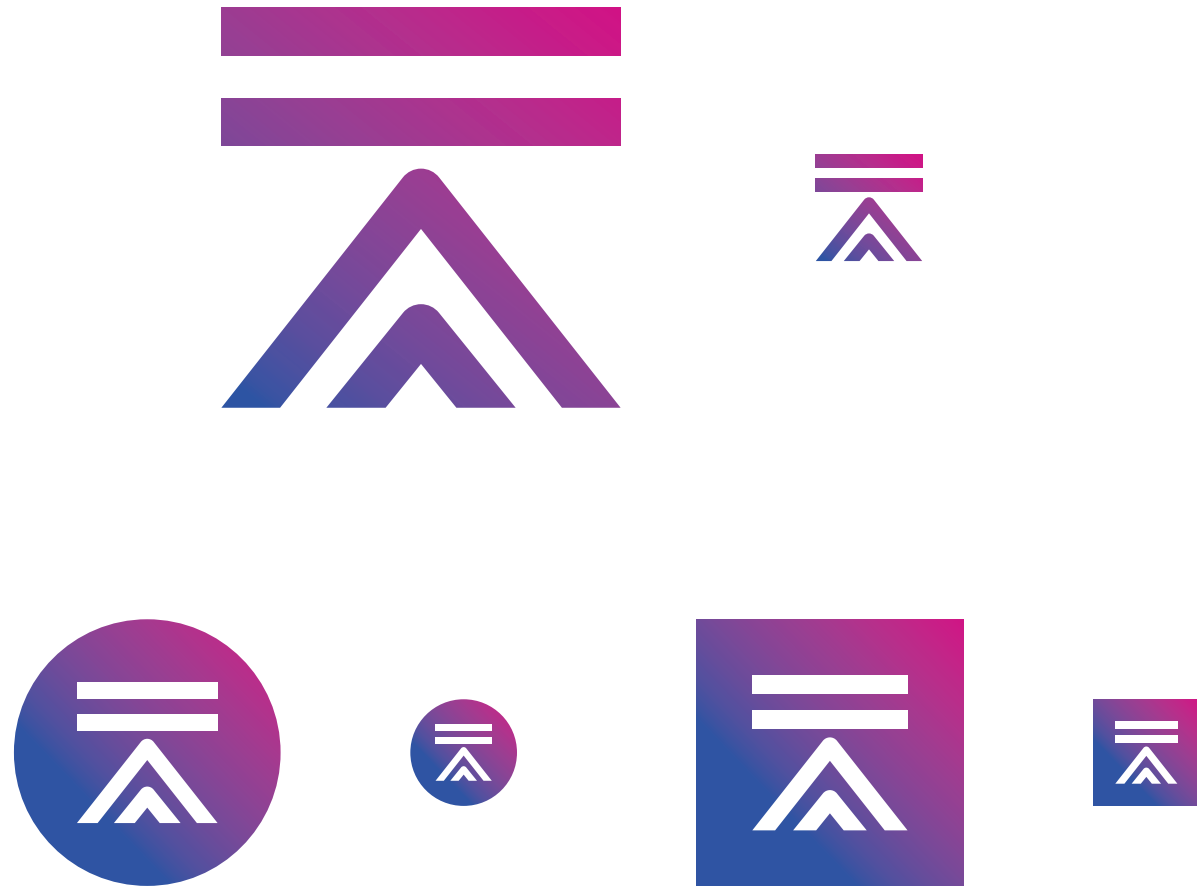
The logo must not be placed on backgrounds that distract from or compete with the logo. Acceptable colors for the logo can be found in the section 2.1. If using the logo on white please select from the primary logo. If using on a full dark background, use the white only logo.

Incorrect Utilization of Color



1.6 The Symbol

The symbol is best used as a textural element. For example, on the letter head and logo, you will see it in the background. It can also be used as an icon instead of the wordmark. This can be seen in the Fav or app icon when needed. Association can be made next to the wordmark too.



1.7 Sub Brands

A sample suggestion for the sub brand. Using TechWomen, you can take the circle, square, or square with rectangle to form sub brands. When doing this, do not use New Hampshire Tech Alliance Primary colors. Use Secondary colors or new colors based on Primary and Secondary color palettes.



02. COLOR

2.1 Primary Palette

To maintain consistency and recognition they should be the lead colors in all applications. For consistency, it is essential that colors are reproduced as accurately as possible. Care must be taken in selecting the correct color reference for different applications.



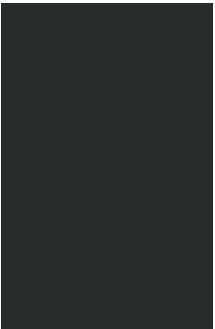
PMS Blue 072 U
RGB 46, 84, 163
CMYK 91, 76, 1, 0
Hex #2E54A3



PMS 2685 U
RGB 77, 90, 7, 1
CMYK 94, 62, 143
Hex #5E3E8F



PMS 233 U
RGB 209, 18, 133
CMYK 14, 100, 6, 0
Hex #D11285



PMS Black U
RGB 41, 45, 45
CMYK 73, 63, 63, 64
Hex #292D2D



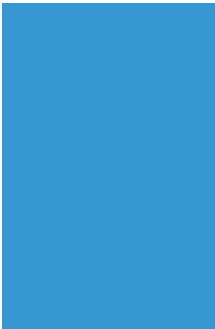
Gradient of
#2E54A3 and
#D11285

2.2 Secondary Palette

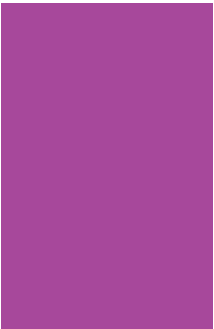
The secondary palette can be used to complement the primary colors, but they should be used very sparingly. The secondary palette is used to emphasize visual elements on the website.



PMS 288 U
RGB 29, 54, 102
CMYK 100, 87, 32, 21
Hex #1D3666



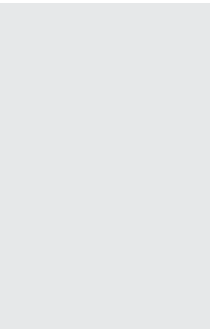
PMS 2925 U
RGB 62, 152, 211
CMYK 71, 28, 0, 0
Hex #3E98D3



PMS 2593 U
RGB 167, 72, 155
CMYK 37, 86, 0, 0
Hex #A7489B



PMS 430 U
RGB 111, 119, 132
CMYK 60, 47, 38, 8
Hex #6F7784



PMS Cool Gray 1 U
RGB 230, 231, 231
CMYK 9, 6, 6, 0
Hex #E6E7E7

2.3 Color & Typography

Colors have been designed to work together when incorporating type. Utilize white type on color boxes when possible.

Incorrect uses of color is when you do not have enough contrast and readability degrades.

Headline

Semibold Subhead

Regular paragraph

Headline

Semibold Subhead

Regular paragraph

Headline

Semibold Subhead

Regular paragraph

Headline

Semibold Subhead

Regular paragraph

Incorrect Use of Color

Headline

Semibold Subhead

Regular paragraph

Incorrect Use of Color

Headline

Semibold Subhead

Regular paragraph

03. TYPOGRAPHY

3.1 Primary Typeface

Montserrat is our primary typeface for headers, and it should be used in the Extra Bold weight for headlines and Regular weight for body copy and subheads. In certain instances where more contrast is necessary, the other weights may be used.

ABCabc

Montserrat Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Montserrat Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Montserrat Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

04. PHOTOGRAPHY

1.7 Photography

Images should be carefully selected to communicate the characteristics of the New Hampshire Tech Alliance. Best imagery will not be staged (other than group or team photography) and will be taken from the library of photography that New Hampshire Tech Alliance has built within the New Hampshire High Tech Council.



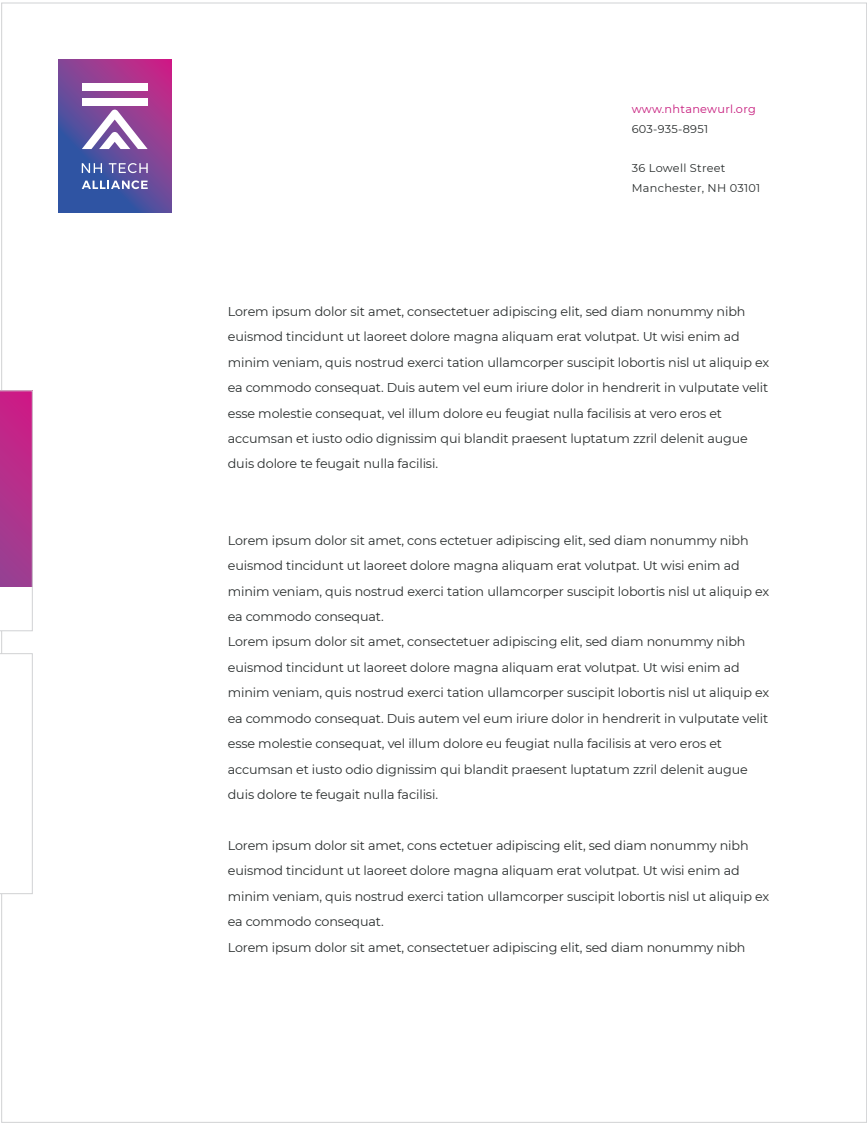
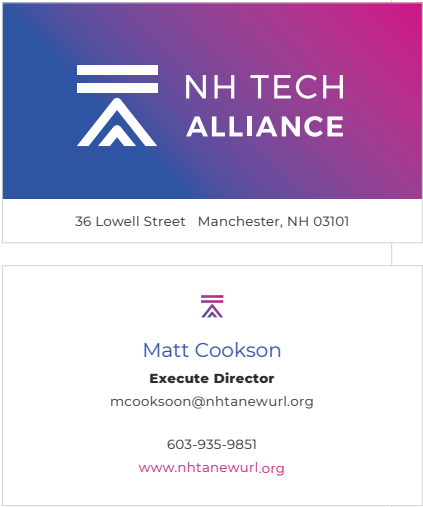
05. APPLICATIONS

5.1 Letterhead

The letterhead is formatted as a PDF. It is designed as a digital letterhead and footer. Only print letterhead documents on a full bleed-capable printer. The letterhead has been produced in illustrator.

5.2 Business Card

The business card is three color front and back card. The business cards have been produced in illustrator.



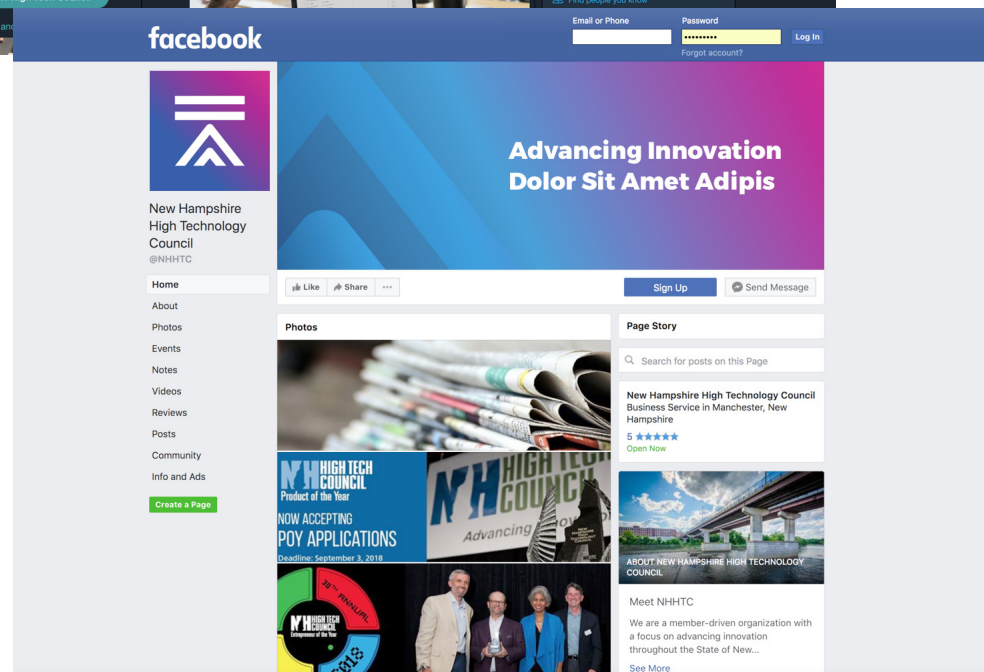
5.3 Twitter

Circle icon created for the profile image.
Background texture added for cover
(text will need to be replaced).



5.4 Facebook

Square icon created for the profile image.
Background texture added for cover (text will need to be replaced).



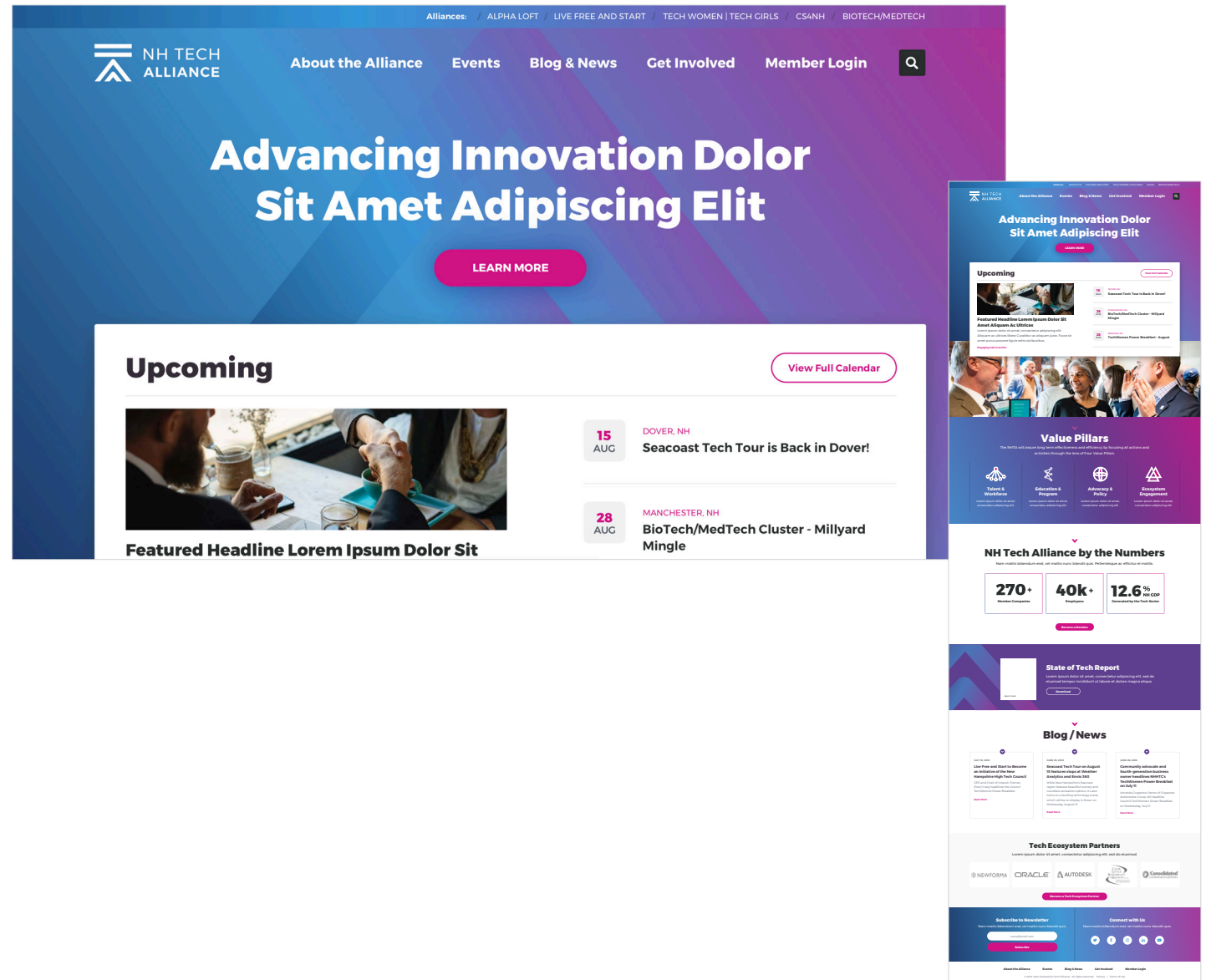
5.5 Powerpoint

Created with multiple slides to use to build your next PowerPoint presentation.



5.6 Website

Homepage has been approved. Other pages are in the process of being designed.



HAPPY DESIGNING!