



STYLE GUIDE  
5/10/18

## 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 are officially changing 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.

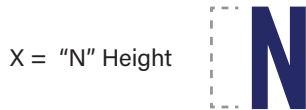
## SAFETY ZONE

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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

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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

COLOR PALETTE



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



C 100  
M 98 R 21  
Y 0 G 31  
K 15 B 109  
HEX 151F6D



C 0  
M 18 R 230  
Y 100 G 177  
K 6 B 14  
HEX E6B10E



C 97  
M 82 R 69  
Y 3 G 79  
K 19 B 126  
HEX 454F7E



C 0  
M 0 R 0  
Y 0 G 0  
K 100 B 0  
HEX 000000



REVERSED

## TYPOGRAPHY

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Typography is an integral part of our brand and should be used consistently to reinforce the identity of New Orleans & Company.

**Trade Gothic Bold Condensed No. 20** is used for the wordmark.

**TRADE GOTHIC BOLD CONDENSED**  
**no. 20**  
abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNPOQRSTUVWXYZ  
1234567890!@#\$%^&\*()\_+.,;:'"/[]}

## VARIATIONS

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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

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

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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.



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



## INAPPROPRIATE USE

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These examples illustrate incorrect associations between the wordmark and ampersand.



## WEB

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H1 (Freight Display Bold)

# Short Headline

THIS IS AN EXAMPLE OF A LARGE HEADLINE

H2 (Knockout Banthamweight)

## 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

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(default)

HEX DAAA00



(hover)

HEX DAAA00



(Apercu Regular | HEX FFFFFFF)



## LINKS

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(default)

HEX DAAA00

Apercu Regular

Pellentesque Cursus

(hover)

HEX DAAA00

Apercu Bold

Pellentesque Cursus

(clicked)

HEX DAAA00

Apercu Regular

Pellentesque Cursus