

Overview

As part of its mission, NYC & Company — the official marketing and tourism organization for the City of New York — was charged with developing a logo for New York City's services and government in order to improve customer service for both residents and visitors.

This new logo, as explained in the following guidelines, is both a practical and strategic tool. Its gradual integration across all City services and government will bring consistency to the way they represent themselves to the public. It will also act as a customer-friendly feature, eliminating confusion and making different divisions and departments instantly recognizable as official City agencies.

The unified look also will streamline the development process for new initiatives. It will save time and energy that otherwise would have been spent developing creative concepts for each program, and is more cost-efficient when it comes to producing collateral materials.

The logo is meant to help New Yorkers and visitors identify the City's agencies.

NYC Logo

One of the NYC logo's assets is its versatility. Its bold, block style is easily legible and works in a number of different configurations. Different agencies can choose to use it in a solid color or fill it with vibrant imagery.



Master Logo Configurations

Horizontal logo in color



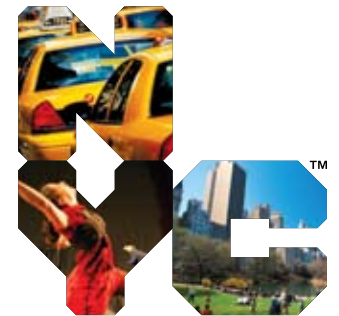
Vertical logo in color



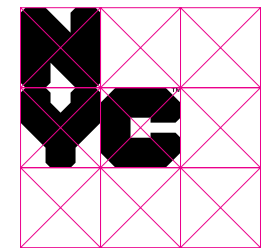
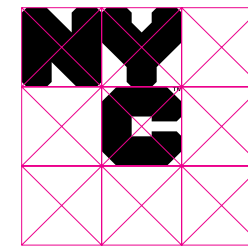
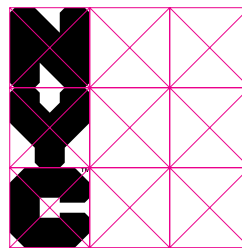
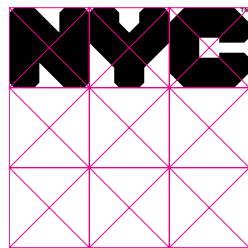
Left stacked logo in one image



Right stacked logo in three images



NYC logo configuration options



**Agency
Logo
Architecture**

Logo with Agency Name

NYCTM
Agency Name

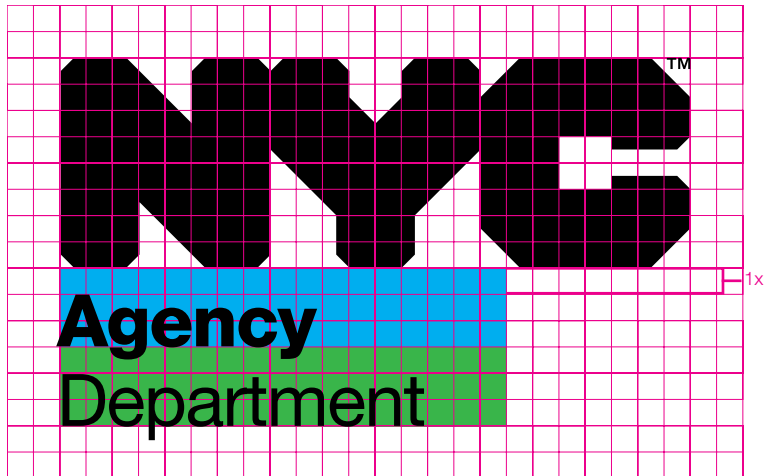
Logo with Agency and Department Name, Stacked



This grid illustrates how the agency name should be positioned around the NYC master logo.

Please see the following pages for typography guidelines.

File name:
agency_dept_stacked.eps



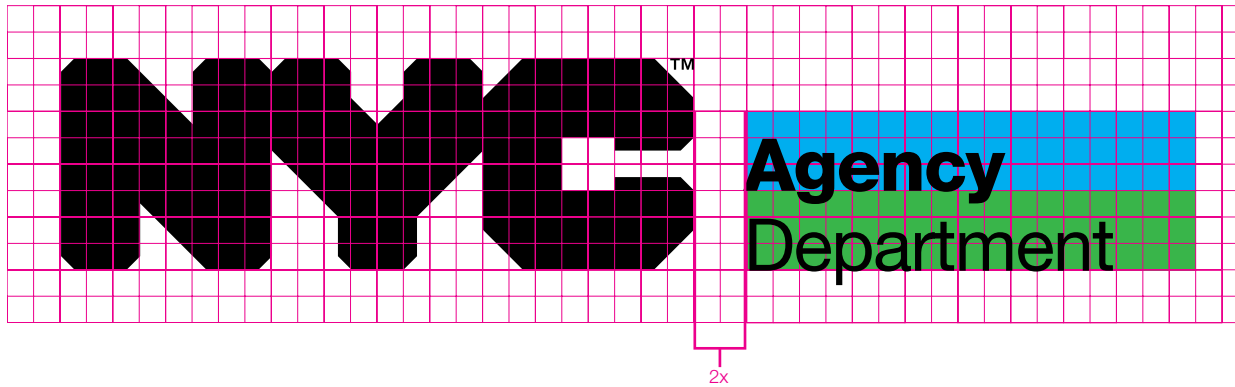
Logo with Agency and Department Name, Horizontal



This grid illustrates how the agency name should be positioned around the NYC master logo.

Please see the following pages for typography guidelines.

File name:
agency_dept_horz.eps



Logo with Agency Highlighting Department Name

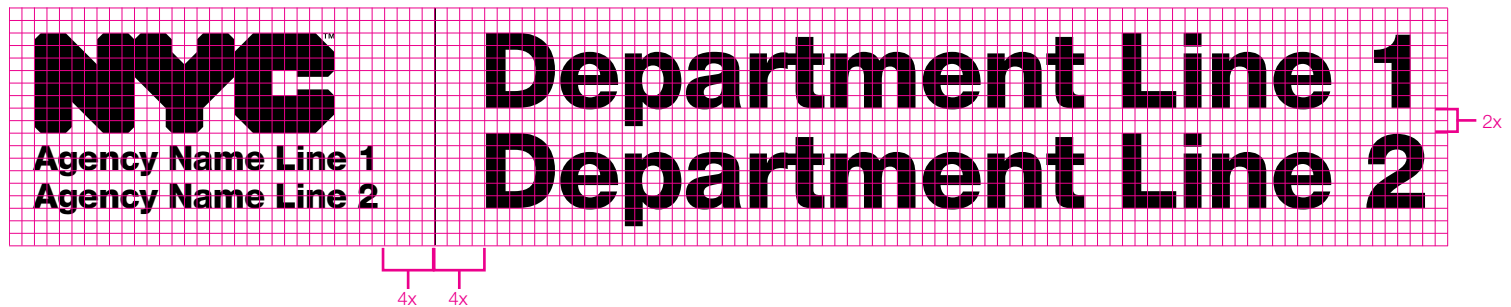
NYC[™]
Agency Name Line 1
Agency Name Line 2

Department Line 1
Department Line 2

This grid illustrates how to highlight the department name with the NYC logo.

Please see the following pages for typography guidelines.

File name:
logo_dept_highlight.eps



Program and Partnership within City Agencies Vertical



File name:
nyc_partnerships_vert.eps

Program and Partnership within City Agencies Horizontal Horizontal

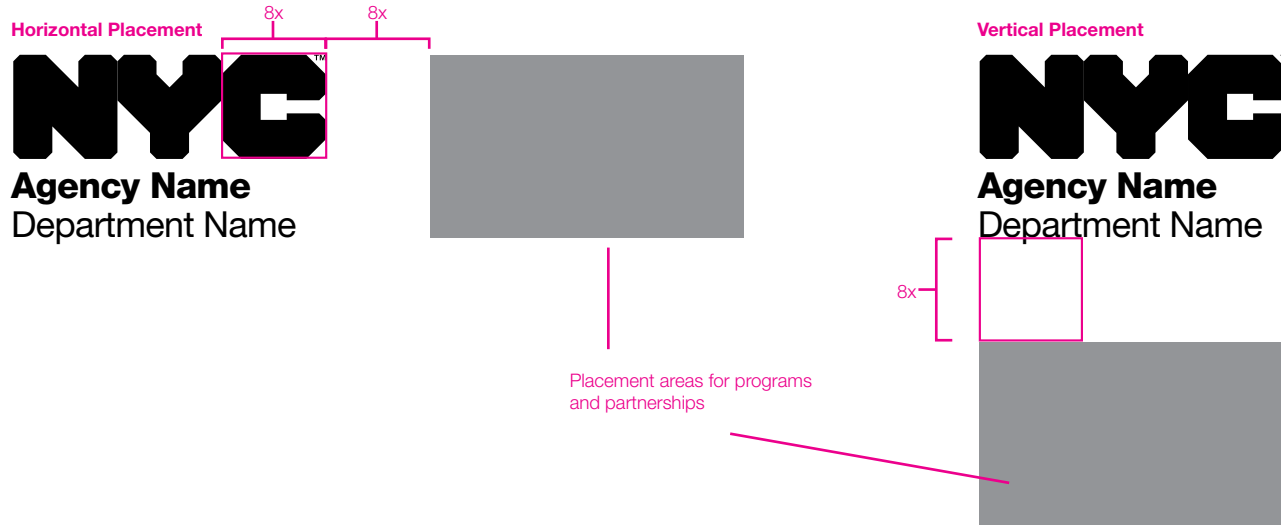


File name:
nyc_partnerships_horiz.eps

Program and Partnership with External Organizations

Partnerships between NYC agencies and external organizations must be identified in a manner that is fair and equitable to all parties.

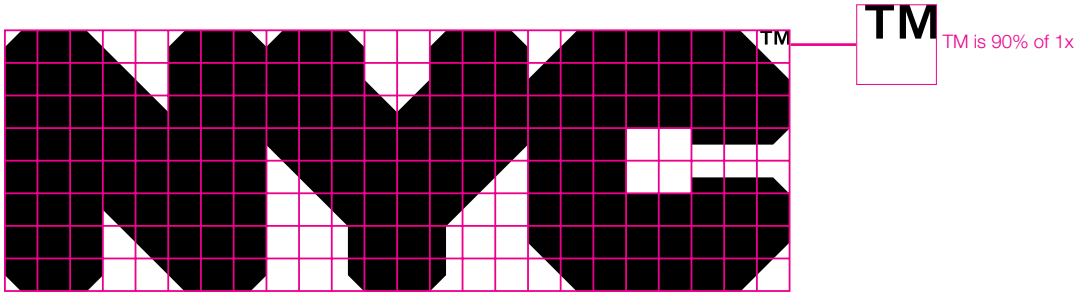
These two grids show the acceptable sizing and placements of secondary identifiers such as programs and partnerships in relation to the NYC logo.



Logo Style and Usage

Size

The minimum size of the NYC logo when applied to print-based communications is 0.5 in.

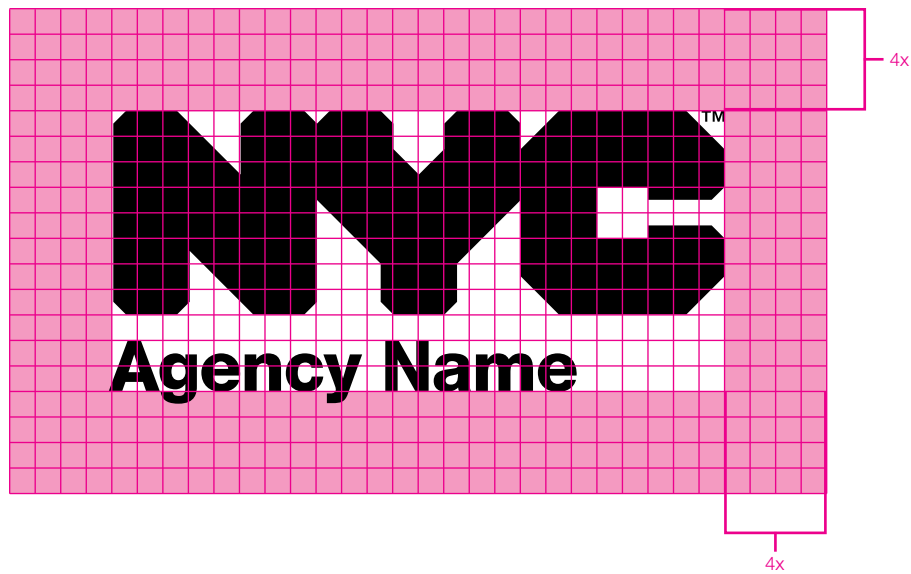


NYC

Minimum size 0.5 in wide

Clear Space

The NYC logo should be surrounded by a visual buffer zone with no graphic or typographic elements intruding into the clear space.



Program Lockup

The logo may also be locked-up with public education programs and other campaigns; this type of lockup does not require an agency name.

PROGRAM NYC™

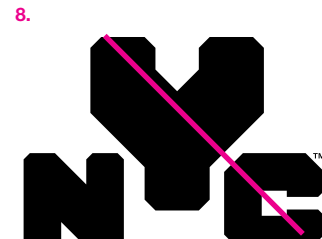
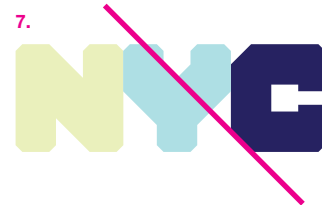
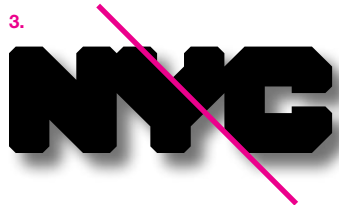
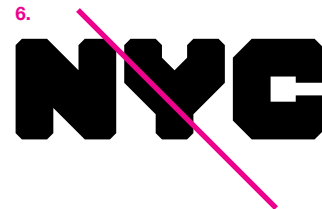
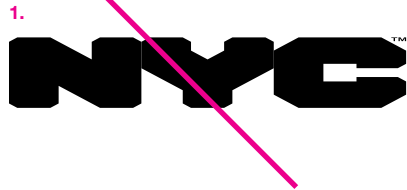
PROGRAM **NYC™**

PROGRAM **NYC™**

PROGRAM NYC™

Incorrect Logo Usage

1. Do not stretch or condense the logo.
2. Do not add outlines to the logo.
3. Do not add any filters or effects to the logo.
4. Do not rotate the characters in the logo.
5. Do not reorientate the logo.
6. Do not space out the logo.
7. Do not use colors that are not in the same tonal range.
8. Do not resize any of the logo forms.



Typography

Helvetica Neue

Fonts can be purchased from on-line suppliers. Depending on where the fonts are purchased, it may be available as an individual typeface or as a site license purchase (able to install on more than one computer.) The typeface should not be distributed beyond the scope of the purchase agreement.

NYC & Company has purchased the following typeface families but due to licensing restrictions we are not able to provide it to any other departments.

Helvetica Neue 85 heavy tracked at -20 is the typeface used for all organizational logo lock ups.

Certain programs and partnerships may require a different font, however, the Helvetica Neue family type should always be used with the N-Y-C lettering and any name or copy that is locked to it.

Helvetica Neue 85 Heavy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Neue 86 Heavy Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Neue 75 Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Neue 76 Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Neue 55 Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Neue 56 Roman Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Neue 45 Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Neue 46 Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial and Times

Fonts can be purchased from on-line suppliers. Depending on where the fonts are purchased, it may be available as an individual typeface or as a site license purchase (able to install on more than one computer.) The typeface should not be distributed beyond the scope of the purchase agreement.

NYC & Company has purchased the following typeface families but due to licensing restrictions we are not able to provide it to any other departments.

For ad copy or written text that is not locked-up to the logo, Helvetica Neue is still suggested. However, in cases where Helvetica Neue is not available (such as materials produced in-house or on a PC), Arial may be used—this especially applies to cases in which the application is viewed online. If Arial is not available, Times may be used.

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Times Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Times Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Times Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Times Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Color

Agency should select one base logo to be used on all official documents and most media. The base logo can be one solid color or three separate colors— one per letter.

The NYC logo is designed to be used in a range of colors to fit the needs of different programming and branding. Agency can change the logo or include an image for various needs. However, agencies should try to remain consistent with their base logo color.

Black and white logo on color background

The background of certain creative materials will require the use of an all white or black logo. Similarly, a white or black background could require changing the color of the logo. This should be taken into consideration when selecting the base logo.

