



destination  
*new* bedford  
see-worthy!



# BRAND GUIDELINES





You never get a second chance to make a *first impression.*

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# 01

## INTRODUCTION ABOUT THE CITY OF NEW BEDFORD'S BRAND



## About the brand

A vibrant city brimming with culture, history, art, tourism and technology, the City of New Bedford is located on the southeastern coastline of Massachusetts. Since the 17th Century, New Bedford has been known as a city of firsts. We are proud to have been the “City that lit the world,” a major station of the Underground Railroad, and one of the largest producers of cotton yarns and textiles in the country. Today we are the #1 Fishing Port in America. A city born of and empowered by immigrants, we are proud that our diversity continues to help us “light the way” into the 21st Century.

The vision for our brand springs from the roots of who we are and is intended to capture a colorful palette of people, history, and technology, to take pride in our diverse strengths, and to remind us that from our very inception, together we have been lighting the way. Thus, you will not only find reference to “Lucem Diffundo” meaning “I diffuse light” in our City Seal, but also in our new tagline “lighting the way” accompanied by our new logo\* a modern depiction of Palmer’s Island Lighthouse which still stands today in New Bedford’s inner harbor.

PLEASE NOTE: The brand guidelines contained in this document are a set of tools designed to uniformly project the image, values and aspirations behind the City of New Bedford’s brand. The brand is the cornerstone of all communication efforts and should be followed carefully to ensure a consistent style and quality of presentation. Every participating institution is responsible for correctly displaying and utilizing the brand along with their own marks.

\*The New Bedford logo was developed during a rigorous six-year creative process that included focus-groups and feedback from key stakeholders within the City. It was the thoughtful creation of many contributors. The design work was donated by Design Principles, Inc. in memory of one of the principal’s father, Gilbert N. Alves, who grew up in New Bedford and proudly shared his love of his City to all those around him, especially his children.





# logo & usage

**THE NEW BEDFORD LOGO COMBINES THREE ELEMENTS:**

THE NEW BEDFORD LOGOTYPE WITH THE LIGHTHOUSE, THE NEW BEDFORD TYPE UNDERNEATH AND THE “LIGHTING THE WAY” TAGLINE. THESE ELEMENTS SHOULD NEVER BE CHANGED. POSITION, SIZE, AND COLOR, ALONG WITH THE SPATIAL AND PROPORTIONAL RELATIONSHIPS OF THE NEW BEDFORD LOGO ELEMENTS, ARE PREDETERMINED AND SHOULD NOT BE ALTERED.

Used consistently, they will reinforce public awareness of the City’s identity.



THE NEW BEDFORD LOGO IS PRESENTED THROUGH THE USE OF COLORS, SHAPES AND TYPOGRAPHY. THE COLORS ARE A NAVY BLUE WITH A VIBRANT GREEN.

VARIATIONS



2 SPOT | PMS 294 & 368



1 SPOT COLOR | PMS 294



1 SPOT COLOR | PMS 368



1 COLOR | GRAYSCALE



1 COLOR | REVERSE

DOWNLOAD LOGO SUITE

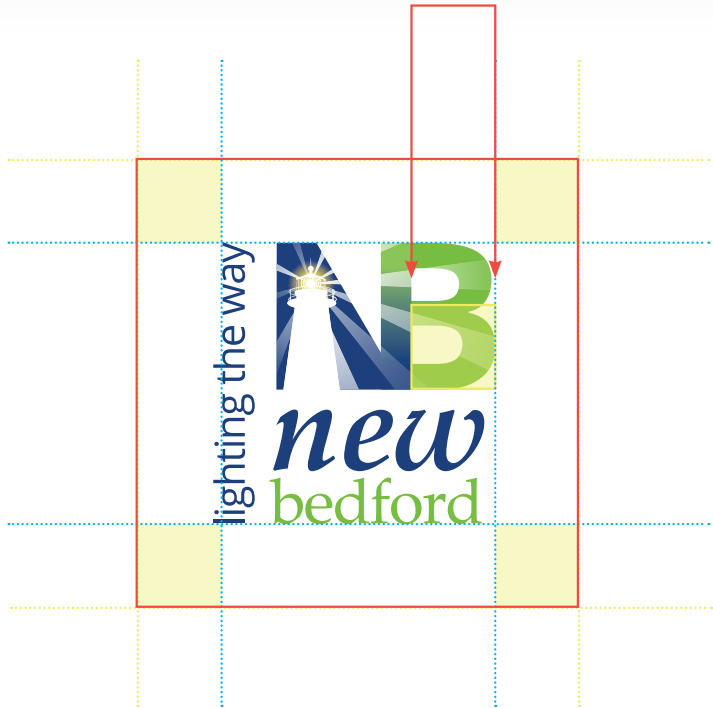


CLEARSPACE

Don't "busy-up" or crowd the logo. Instead separate it from other elements by using a cushion of white space on all sides. The size of that white space should be equivalent to the width of the bottom bowl\* in the "B." More clearance is always welcome, but not less.

Please note that text or pictorial figures that have strong impact or impression should not be placed near the logo, even if you keep the isolation area blank.

*\*A "bowl" is a typographic term used to designate a closed round curve on a letter such as those found on a P, p, B, b, R, D, d, and Q.*



INCORRECT USE



AVOID ROTATING THE LOGO, AND DO NOT ROTATE THE LOGO ON A NEGATIVE DESCENT.



DON'T ADD SPECIAL EFFECTS LIKE DROP SHADOWS, GLOWS, ETC.



DON'T REARRANGE OR REMOVE ANY OF THE ELEMENTS



DON'T USE NON-APPROVED COLORS



DON'T STRETCH THE LOGO



DON'T RE-TYPESET THE TEXT

MINIMUM SIZES

While there are no predetermined sizes for the logo, scale and proportion should be determined by the available space, function and visibility. In print the minimum size is 1" width. Please turn on "scale strokes and effects" in your Adobe Preferences.



POSITIVE LOGO: WIDTH 1"



REVERSE LOGO: WIDTH 1"



DON'T USE THE COLOR VERSIONS OF THE LOGO ON ANY BACKGROUND BUT WHITE.



DON'T USE THE REVERSE LOGO ON BACKGROUNDS THAT ARE TOO LIGHT.



DON'T USE THE REVERSE LOGO ON COMPLEX BACKGROUNDS

PLEASE DO NOT ALTER THE LOGO IN ANY WAY.



# 03

## THE TYPOGRAPHY

THE CITY OF NEW BEDFORD'S BRAND PAIRS  
TWO FAMILIES OF FONTS TO COMPLEMENT  
ANY PRINT OR DIGITAL DESIGN

### BRAND FONT 01

# Palatino Linotype

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
01234567890

PRIMARY FONT  
PALATINO LINOTYPE  
ALTERNATIVE: MERRIWEATHER

ABOUT THE FONT  
According to Wikipedia “Palatino is the name of an old-style serif typeface designed by Hermann Zapf, initially released in 1949 by the Stempel foundry and later by other companies, most notably the Mergenthaler Linotype Company. Named after 16th century Italian master of calligraphy Giambattista Palatino, Palatino is based on the humanist types of the Italian

Renaissance, which mirror the letters formed by a broad nib pen; this gives a grace reflecting Zapf’s expertise as a calligrapher. Its capital ‘Y’ is in the unusual ‘palm Y’ style, inspired by the Greek letter upsilon, a trait found in some of the earliest versions of the letter such as that of Aldus Manutius.... Linotype licensed Palatino to Adobe and Apple who incorporated it into the PostScript digital printing technology as a standard font.” (WIKIPEDIA)

RULES  
This font should be used in all City of New Bedford communications to project

a consistent visual identity. This includes promotional materials, advertising, digital assets, and printed materials. Use in headlines. Highlight important words in headlines using bold italic.

Palatino Linotype is a browser safe font and is standard to both Windows and Mac computers.

If you do not have access to Palatino Linotype, you may substitute Merriweather available from [Google Fonts](#).



BRAND FONT 02

# Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
01234567890

PRIMARY FONT  
OPEN SANS

ABOUT THE FONT

“Open Sans is a sans-serif typeface designed by Steve Matteson and commissioned by Google. According to Google, it was developed with an “upright stress, open forms and a neutral, yet friendly appearance” and is “optimized for legibility across print, web, and mobile interfaces.” Featuring

wide apertures on many letters and a large x-height (tall lower-case letters), the typeface is highly legible on screen and at small sizes. It belongs to the humanist genre of sans-serif typefaces, with a true italic. Open Sans is available in a large number of variants. There are five weights (300 Light, 400 Normal, Semi-Bold 600, Bold 700 and Extra Bold 800), each of them with an italic version, totaling ten variants.” (WIKIPEDIA)

RULES

Use this font in all City of New Bedford communications for all major bodies of text, as well as in headlines and secondary headlines (similarly to how Open Sans has been employed throughout this document.) PLEASE NOTE: Open Sans is available free through [Google Fonts](#).

PLACING TEXT ON PHOTO

Place text on images according to the examples throughout this book, including below. It is important to place the text on solid parts of the background. It is not allowed to use text on complex backgrounds, because it will reduce the readability. Colors for the text are white, green, blue and gray. Other colors are not allowed.



Welcome  
SUBHEADLINE TO DEFINE TOPIC



USE OF COLOR FOR THE PRINTED  
& DIGITAL LOGO.

A comprehensive color palette has been developed to provide flexibility while creating a unified, recognizable appearance across all media. The following palette has been selected for use in the City of New Bedford’s visual communications. Lighter tints of these colors are also allowed, creatively within materials excluding within the logo. The primary colors include a bright navy blue and a summer green that both embody the fresh, vibrant, creative City of New Bedford. Additional colors employed in the brand are a sunny yellow and crisp white to reinforce the tagline: Lighting the way.

04

THE COLOR SYSTEM

WITH 93% OF CUSTOMERS INFLUENCED BY COLORS  
AND VISUAL APPEARANCE, THE PROPER USE OF COLOR  
IS ESSENTIAL TO THE BRAND

BLUE

COLOR CODES

CMYK - 100 / 87 / 22 / 8  
RGB - 32 / 63 / 124  
HEX - #203F7C  
PANTONE - 294 C

GREEN

COLOR CODES

CMYK - 58 / 2 / 100 / 0  
RGB - 121 / 188 / 67  
HEX - #79BC43  
PANTONE - 368 C

YELLOW

COLOR CODES

CMYK - 9 / 0 / 77 / 0  
RGB - 239 / 235 / 94  
HEX - #EFEB5E  
PANTONE - 101 C

WHITE

COLOR CODES

CMYK - 0 / 0 / 0 / 0  
RGB - 255 / 255 / 255  
HEX - #FFFFFF





# logo & usage




**THE DESTINATION NEW BEDFORD LOGO COMBINES THREE ELEMENTS:**  
THE DESTINATION NEW BEDFORD “NB” LOGOTYPE, THE DESTINATION NEW BEDFORD TYPE UNDERNEATH, AND THE “SEE-WORTHY!” TAGLINE. THESE ELEMENTS SHOULD NEVER BE CHANGED. POSITION, SIZE, AND COLOR, ALONG WITH THE SPATIAL AND PROPORTIONAL RELATIONSHIPS OF THE DESTINATION NEW BEDFORD LOGO ELEMENTS, ARE PREDETERMINED AND SHOULD NOT BE ALTERED.

Used consistently, they will reinforce public awareness of the Destination New Bedford brand.



THE DESTINATION NEW BEDFORD LOGO IS PRESENTED THROUGH THE USE OF COLORS, SHAPES AND TYPOGRAPHY. AS IN THE NEW BEDFORD LOGO, THE COLORS ARE A NAVY BLUE WITH A VIBRANT GREEN.

## VARIATIONS

		
ICON	TYPEFACE	SEE-WORTHY LOCATION BUG
	Use the typeface version ( <i>shown above</i> ) when displaying the City of New Bedford's and Destination New Bedford's logos together. Please keep 1:1 ( <i>same width</i> ) ratio.	Support the City's branding effort! Download and display the “Another see-worthy location” bug in your organization's marketing & signage.



CLEARSPACE


Don't "busy-up" or crowd the logo. Instead separate it from other elements by using a cushion of white space on all sides. The size of that white space should be equivalent to the height of the "destination new bedford" text. More clearance is always welcome, but not less.

Please note that text or pictorial figures that have strong impact or impression should not be placed near the logo, even if you keep the isolation area blank.




MINIMUM SIZES


While there are no predetermined sizes for the logo, scale and proportion should be determined by the available space, function and visibility. In print the minimum size is 1" width. Please turn on "scale strokes and effects" in your Adobe Preferences. PLEASE NOTE: Minimum sizes for reverse versions are indicated on page 16.




POSITIVE LOGO | WIDTH .75"




TYPEFACE | WIDTH .75"




ICON | WIDTH .33"




SEAWORTHY | WIDTH .75"




REVERSE LOGO | WIDTH .9"



TYPEFACE | WIDTH .9"




ICON | WIDTH .5"




SEAWORTHY | WIDTH .75"


INCORRECT USE




AVOID ROTATING THE LOGO, AND DO NOT ROTATE THE LOGO ON A NEGATIVE DESCENT.




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DON'T REARRANGE OR REMOVE ANY OF THE ELEMENTS




DON'T USE NON-APPROVED COLORS




DON'T STRETCH THE LOGO




DON'T RE-TYPESET THE TEXT



DON'T USE THE COLORED LOGO ON ANY BACKGROUND BUT WHITE.



DON'T USE THE REVERSE LOGO ON BACKGROUNDS THAT ARE TOO LIGHT.



DON'T USE THE REVERSE LOGO ON COMPLEX BACKGROUNDS

PLEASE DO NOT ALTER THE LOGO IN ANY WAY.



06

THE COLOR SYSTEM

WITH 93% OF CUSTOMERS INFLUENCED BY COLORS AND VISUAL APPEARANCE, THE PROPER USE OF COLOR IS ESSENTIAL TO THE BRAND.

USE OF COLOR FOR THE PRINTED & DIGITAL LOGO.

BLUE

COLOR CODES

CMYK - 100 / 87 / 22 / 8

RGB - 32 / 63 / 124

HEX - #203F7C

PANTONE - 294 C

GREEN

COLOR CODES

CMYK - 58 / 2 / 100 / 0

RGB - 121 / 188 / 67

HEX - #79BC43

PANTONE - 368 C

CYAN

COLOR CODES

CMYK - 100 / 0 / 0 / 0

RGB - 0 / 174 / 239

HEX - #00AEFF

PANTONE - CYAN

WHITE

COLOR CODES

CMYK - 0 / 0 / 0 / 0

RGB - 255 / 255 / 255

HEX - #FFFFFF

A comprehensive color palette has been developed to provide flexibility while creating a unified, recognizable appearance across all media. The following palette has been selected for use in the City of New Bedford's visual communications. Lighter tints of these colors are also allowed, creatively within materials excluding within the logo. The primary colors include a bright navy blue and a summer green that both embody the fresh, vibrant, creative City of New Bedford. Additional colors employed in the brand are a sunny yellow and crisp white to reinforce the tagline: Lighting the way.





07

CITY OF NEW BEDFORD  
FAMILY OF LOGOS

CITY OF NEW BEDFORD, DESTINATION NEW BEDFORD  
AND CITY INITIATIVE LOGOS



DOWNLOAD CITY SEAL



DOWNLOAD LOGO SUITE



DOWNLOAD LOGO SUITE



DOWNLOAD



DOWNLOAD



DOWNLOAD



DOWNLOAD





DAGNY ASHLEY | DIRECTOR OF TOURISM & MARKETING  
DAGNY.ASHLEY@NEWBEDFORD-MA.GOV  
133 WILLIAM STREET, ROOM 119  
NEW BEDFORD, MA 02740

T 508-979-1745  
F 508-991-6200  
M 508-665-3055

NEWBEDFORD-MA.GOV  
DESTINATIONNEWBEDFORD.ORG  
FILMNEWBEDFORD.COM

