BRAND GUIDELINES
You never get a second chance to make a first impression.
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.

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.
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, r, d, and q.

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"

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
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

THE CITY OF NEW BEDFORD
BRAND GUIDELINES

BRAND FONT 01

Palatino Linotype

ABCD EFGH IJKLMNOPQRSTUVWXYZ
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.

01234567890

ABCDEF GHijklmnopqrstuvwxyz

01234567890
CITY OF NEW BEDFORD
BRAND GUIDELINES

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.
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

**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.

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

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.

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.

DESTINATION NEW BEDFORD

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

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.

**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 - #00AEEF
PANTONE - CYAN

**WHITE**
**COLOR CODES**
CMYK - 0 / 0 / 0 / 0
RGB - 255 / 255 / 255
HEX - #FFFFFF